

**INSTITUTE OF MASS COMMUNICATION & MEDIA
TECHNOLOGY**

Kurukshetra University, Kurukshetra

Syllabus

(From session 2008-09)

B.A. Mass Communication
(Six semesters)

B.A. Mass Communication is a three year course leading to a bachelor's degree in mass communication. It endeavors to develop young girls and boys for engagement in various tasks related to the operations and management of media of mass communication. It may not be treated as a terminal course in the subject but should be considered as a basic course for higher studies in mass communication. Broadly the course includes the following components:

1. Basic understanding of the social processes
2. Basic understanding of the processes of communication
3. Learning the basic skills of writing in Hindi and English for various media
4. Learning the basic skills for performing various media tasks

It is essential that during all the three years, the students are also engaged in the process of keeping aware of the contemporary issues of the society. This may be carried out by way of classroom involvement of the students in presentations, group discussions and quizzes.

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.

**Institute of Mass Communication and Media Technology
Kurukshetra University, Kurukshetra**

**B.A. Mass Communication
Scheme of Examination and Syllabus
w.e.f. session 2008-09**

First Semester

Paper-I	Science of communication-I	100
Paper- II	Communicative Hindi-I	100
Paper- III	Sociology	100
Paper-IV	Principles of writing	100
Paper-V	Computer Applications-I	70(T)+30(P) =100

Second Semester

Paper- VI	Science of communication-II	100
Paper- VII	Communicative Hindi-II	100
Paper- VIII	Psychology	100
Paper- IX	Communication Technology	100
Paper-X	Computer Applications-II	70(T)+30(P) =100

Third Semester

Paper-XI	History of Print Media	100
Paper- XII	Communicative English-I	100
Paper- XIII	Political Science	100
Paper- XIV	News Writing	70(T)+30(P) =100
Paper- XV	Print Production	70(T)+30(P) =100

Forth Semester

Paper- XVI	History of Electronic Media	100
Paper- XVII	Communicative English-II	100
Paper- XVIII	Economics	100
Paper- XIX	Reporting & Editing	70(T)+30(P) =100
Paper- XX	Radio Production	70(T)+30(P) =100

Fifth Semester

Paper- XXI	Media Management	100
Paper- XXII	Media Laws and Ethics	100
Paper- XXIII	Advertising	100
Paper- XXIV	New Media	70(T)+30(P) =100
Paper- XXV	Television Production	70(T)+30(P) =100

Sixth Semester

Paper- XXVI	Global Media	100
Paper- XXVII	Communication research	100
Paper- XXVIII	Media, Society and culture	100
Paper- XXIX	Public Relations	70(T)+30(P) =100
Paper-XXX	Multimedia Production	70(T)+30(P) =100

Optional paper for Foreign and non Hindi Students in place of paper 2 and 7

Basics of English Language-I	100
Basics of English Language-II	100

Paper-I (First Semester)
Science of Communication-I

Time: 3 Hrs.

Marks: 100

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

Evolution of social groups and organic structure of society
Essentiality of communication in social groups
Concept, definitions and elements of human communication
Functions of communication
Socialization and role of communication in socialization

Unit II

Intrapersonal communication
Interpersonal communication
Group communication
Public communication
Mass communication

Unit III

Verbal communication
Non-verbal communication
Oral communication
Written communication

Unit IV

Visual communication
Signs, symbols and code systems
Communication skills
Dress codes, mannerism, accent and etiquettes
Listening- importance and art of developing listening habits

Paper-II (First Semester)
Communicative Hindi

Time: 3 Hrs.
Marks: 100

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.

इकाई—एक

भाषा

हिन्दी भाषा का संक्षिप्त विकास क्रम
हिन्दी की लिपि एवं बोलियों का संक्षिप्त परिचय
शब्दकोष : उपयोग एवं महत्त्व

इकाई—दो

शब्द एवं वाक्य संरचना

हिन्दी में शब्द संरचना एवं प्रयोग : संधि, समास, उपसर्ग, प्रत्यय,
पर्यायवाची, विलोमार्थी, अनेकार्थक, समूहार्थक शब्द
(केवल व्यावहारिक, व्याकरण केवल परिचयात्मक)

इकाई—तीन

प्रमुख मुहावरों एवं लोकोक्तियों का प्रयोग
छंद एवं अलंकारों का उपयोग

इकाई—चार

अध्ययन एवं सामुहिक चर्चा

गबन— मुंशी प्रेमचन्द

Paper-III (First Semester)
Sociology

Time: 3 Hrs.
Marks: 100

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, definitions and importance of sociology
Relation of sociology with other social sciences
Importance of studying sociology for media students

Unit II

Group-Community-Institution-organisation-Society-Humanity-Biosphere and their unity and inter-dependence
Meaning of family, kinship, class, caste, clan, tribe, marriage

Unit III

Concept of socialization, social stratification
Concept, definitions and process of social change
Agents of social change
Understanding of contemporary changes in India

Unit IV

Characteristics of Indian culture
India's main social institutions
Cultural imperialism, consumerism
Understanding current socio-cultural issues

Paper-IV (First Semester)
Principles of writing

Time: 3 Hrs.
Marks: 100

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

Purposes of writing- past and present
Languages- types and origins- scripts (only introductory)
Basic principles of writing

Unit II

Essentials of good writing
Tests of good writing
Introduction to readability tests
Writing for –reading, spoken word

Unit III

Forms of writing:

- prose- poetry,
- letters, essays,
- news, articles, features
- analysis, reviews
- memoirs, travelogues

Unit IV

Translation – need and relevance
Basic principles of translation
Aids for translation
Exercises in translation – Hindi to English and English to Hindi

Paper-V (First Semester)
Computer Applications-I

Time: 3 Hrs.

Marks: 70

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/Leap Office
- MS Excel and Power Point

Unit-III

- Introduction to_Quark Express/PageMaker

Unit IV

Word processing – English
Word processing – Hindi

Practical

Data entry in Hindi – minimum speed 15 words per minute
Data entry in English- minimum speed 15 words per minute
E-mail- creating email account, sending, receiving and forwarding mail
Use of search engines

Paper-VI (Second Semester)
Science of Communication-II

Time: 3 Hrs.
Marks: 100

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 perspectives of communication
Narad as a communicator

Unit II

Concept of Sadharanikaran
Modern Indian thoughts of communication
Indian traditional forms of communication
Modern Indian communicators

Unit III

Psychological and individual difference theory – selective exposure and selective perception
Personal influence theory - Two-step flow and multi-step flow
Sociological theories – cultivation theory, agenda setting theory, the uses and gratification theory, dependency theory,

Unit IV

Lasswell's model (1948)
Shannon and Weaver's model (1949)
Osgood's model (1954)
Newcomb's Model (1953)
Gerbner's Model (1956)

Paper-VII (Second Semester)
Communicative Hindi-II

Time: 3 Hrs.
Marks: 100

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.

इकाई-1

उच्चारण एवं वर्तनी

उच्चारण एवं वर्तनी दोष

गद्यांश पाठ: प्रवाह, तारतम्यता, बलाघात एवं विराम

शुद्ध उच्चारण एवं वर्तनी का अभ्यास

इकाई-2

मीडिया भाषा

मीडिया में भाषा का उपयोग एवं महत्त्व

मीडिया की भाषा की प्रकृति एवं विशेषताएं

समाचारों व विज्ञापनों में उपयोग होने वाले लोकप्रिय शब्द

इकाई-3

मीडिया की भाषा में नये प्रचलन

मीडिया की भाषा के विकार एवं समस्याएं

इकाई-4

अध्ययन एवं सामुहिक चर्चा

तमस – भीष्म साहनी

Paper-VIII (Second Semester)
Psychology

Time: 3 Hrs.
Marks: 100

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, definitions and importance of psychology
Relation of psychology with other social sciences
Importance of studying psychology for media students

Unit II

Elements of human behavior
Theory of information
Opinion and attitude formation

Unit III

Psychology of a child
Psychology of teenagers
Psychology of youths
Psychology of elders

Unit IV

Psychology of various social groups
Psychology of masses and crowd
Introduction to abnormal Psychology

Paper-IX (Second Semester)
Communication Technology

Time: 3 Hrs.
Marks: 100

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 technologies for mass communication:
Printing, photography, audiography, videography, cinematography
The process of radio and television broadcasting

Unit-II

Television technology
Television standards: NTSC, PAL and SECAM
Conditional access system, pay per view system
Set top box, interactive television, HDTV, LCD TV

Unit-III

FM and AM (MW and SW) radio
Radio bands and frequencies
Satellite and web radio

Unit-IV

Origin and growth of cable industry in India
Process of distribution of television signals
Direct to Home (DTH), Fiber optics
Convergence media, World Wide Web

Paper-X (Second Semester)
Computer Applications-II

Time: 3 Hrs.

Marks: 70

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

Internet as medium of communication
Powers and limitations of internet
Brief introduction to digital revolution in India

Unit-II

Brief history of Internet
Main facilities in Internet:

- Surfing
- Searching
- E-mailing
- Bulletin board
- Blogging

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Unit-III

Various types of languages
Process of data transmission
Basic elements of computer network
Network typologies

Unit-IV

Introduction to Photoshop

- Cropping and resizing
- Changing formats
- Applying effects

Paper-XI (Third Semester)
History of Print Media

Time: 3 Hrs.
Marks: 100

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 origin of Indian press
Role of press in freedom movement
Freedom fighters as journalists

Unit-II

Major trends in growth of press
Role of press in Indian democracy
Newspapers revolution during nineties

Unit-III

Major news agencies: Reuters, AP, AFP, Taas, UNI, PTI, ANI,
Role and importance of news agencies
Functioning of news agencies

Unit-IV

Introduction to printing industry in India
Introduction to major specialized magazines

- News magazines
- Women's magazines
- Sports magazines
- Business magazines
- Health magazines
- IT magazines

Paper-XII (Third Semester)
Communicative English-I

Time: 3 Hrs.
Marks: 100

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
Introduction to written and spoken English
Different types of spoken English - British, American and Indian

Unit-II

Usage of dictionary and thesaurus
Diction - words meaning and usage
Spelling rules, verb patterns
Idioms and phrases

Unit-III

Common errors in spellings and sentences
Human organs of articulation
Main problems in pronunciation

Unit-IV

Voice analysis
Pitch and tempo for effective presentation
Exercising right pronunciation of difficult words

Paper-XIII (Third Semester)
Political Science

Time: 3 Hrs.
Marks: 100

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, definitions and importance of Political Science
Relations of Political Science with other social sciences
Importance of studying Political Science for media students

Unit II

Concepts of Basic elements of Indian constitution
Preamble, fundamental rights, duties, directive principles,
center-state relationship, parliament, judiciary, emergency powers, amendment,

Unit III

Concepts of: Rights, liberty, equality, justice, duties and obligations
Nation, state, government, power and authority

Unit IV

State and its institutions: legislature, executive and judiciary
How Indian democracy functions: parliament to *panchayats*?
Structure of bureaucracy, Indian police, military and other forces

Paper-XIV (Third Semester)
News Writing

Time: 3 Hrs.

Marks: 70

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, definitions and elements of news

News values and dynamics of news values

Truth, objectivity, diversity, plurality, social welfare and relevance of facts

Unit II

News: structure and content, differences from other forms of media writing,

Style: inverted pyramid, chronological

Headlines, types, function and importance, techniques of writing headlines

Sources of news, cultivation and protection of news,

verification and validation of facts

Unit III

Types of news stories

Introduction to writing news features, news analysis and backgrounders

Unit IV

Writing news based on interviews

Writing news for: newspapers, radio, television, web

Paper-XV (Third Semester)
Print Production

Time: 3 Hrs.
Marks: 70

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 various printing processes
Typography and graphic art
Various types of papers

Unit-II

Basic principles of layout designing
Tools of layout designing
Desk Top Publishing

Unit - III

Newspaper make-up
Designing a poster
Magazine layout designing

Unit - IV

Visual communication and colors
Introduction to photography
Selection and placement of photos

Paper-XVI (Forth Semester)
History of Electronic Media

Time: 3 Hrs.
Marks: 100

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

Development of Doordarshan
Growth of private television in India
History of serials in India

Unit-II

Development of All India Radio
Role of AIR in national development
Growth of private radio channels in India

Unit - III

Meaning of new media
Growth of new media
Features of new media

Unit – IV

A brief introduction to the history of Indian Cinema
Introduction to Indian documentaries

Paper-XVII (Forth Semester)
Communicative English-II

Time: 3 Hrs.
Marks: 100

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

Syntax - different types of sentence formation
Basic sentence formation
Transformation of sentences
Question tags and short answer

Unit-II

Paragraph writing
Story writing
Dialogue writing
Translation

Unit-III

Use and importance of language in media
Nature and scope of media language
New trends in media language
Listing and using words commonly used in news and advertisements

Unit-IV

Syntax - different types of sentence formation
Basic sentence formation
Transformation of sentences
Question tags and short answer

Paper-XVIII (Forth Semester)
Economics

Time: 3 Hrs.
Marks: 100

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, definitions and importance of Economics
Relation of Economics with other social sciences
Importance of studying Economics for media students

Unit II

Principles of demand and supply
Meaning of monopoly, inflation,
Understanding union budget
How share market functions?

Unit III

Introduction to Indian Economy
Infrastructure, production, service, agriculture sector
Present state of Indian trade and commerce

Unit IV

Consumer behavior
Globalization, Liberalization, consumerism
Understanding contemporary economic issues

Paper-XIX (Forth Semester)
Reporting and Editing

Time: 3 Hrs.
Marks: 70

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, definitions and elements of reporting
Sources of news, news gathering, verification and validation
Reporting hierarchy in news organizations
Cultivation of sources, ethics and laws related to reporting

Unit II

Types of news reports:

- Human interest
- Developmental
- Informative
- Social events
- Conferences, workshops and seminars
- Accidents, disasters and crime
- Courts, hospitals, legislative
- Financial
- Political
- Commentary

Unit III

Concept, definitions and elements of editing
Process and principles of editing
Hierarchy of news rooms in: newspapers, radio, television, news portals
Writing headlines, page make-up, news bulletins

Unit IV

Textual editing
Audio editing
Video editing
Editing messages for cellular telephony

Paper-XX (Forth Semester)
Radio Production

Time: 3 Hrs.
Marks: 70

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

Perspectives of sound: analog and digital sound
Concept of mono, stereo and surround sound
Radio program formats – news, newsreel, feature, talk, discussion, drama, phone-in program, music program, and commentary.

Unit-II

Audio studio and its equipment
Nature and types of microphones
Selection and placement of microphones

Unit-III

Basics of audio recording
Producing field based radio programs
Radio production team members

Unit-IV

Linear and nonlinear sound editing
Types of sound effects
Mixing and dubbing techniques
Voice modulation, Common errors in pronunciation

Paper-XXI (Fifth Semester)
History of Electronic Media

Time: 3 Hrs.

Marks: 100

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

Ownership patterns in media
Inflow of capital in Indian media
Major heads of income

Unit-II

Introduction to media houses:

- Times group, Hindustan times group, Pioneer group, Express group, Hindu Group, India Today group, Bhaskar group, Jagran group, Sahara group, Tribune group, Malayalam Manorama group, Enadu group, Aanand Bazar Patrika Group, Rajasthan Patrika group. Prasar Bharti, Zee networks, Star India, NDTV group, Enadu Group, Sun Network, TV18 group.

Unit-III

Structure and functioning of radio and television channel
Role of editorial, technical, marketing and HR sections
Recruitment, hiring and training of staff

Unit-IV

Media marketing techniques
Ad collection and corporate strategies
Space and time selling

Paper-XXII (Fifth Semester)
Media Laws and Ethics

Time: 3 Hrs.
Marks: 100

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

Constitution and freedom of speech and expression
Meaning of defamation
Contempt of court
Right to information

Unit-II

Press and Registration of Books Act 1867
Working Journalists Act 1955
Copyright act 1957
Press Council Act 1978

Unit-III

Cinematography Act 1952
Prasar Bharti Act 1990
Cable Television Networks (Regulations) Act 1995
Information Technology Act 2000

Unit -IV

Invasion of privacy and vulgarity,
Advertising and ethics
Issues of ethics in media

Paper-XXIII (Fifth Semester)
Advertising

Time: 3 Hrs.
Marks: 100

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, definitions and process of advertising
Need and scope of advertising
Growth and development of advertising in India
Careers in advertising

Unit- II

Classification of advertisement
Ad appeals, types of ad appeals
Concept and process of media planning,

Unit- III

Structure and functioning of ad agency
Process of preparing print advertisements
Process of preparing radio and television advertisements
Introduction to outdoor advertising

Unit-IV

Media marketing, space and time selling
Market survey – audience, product and media profile
Television Ratings Points (TRP)
Methodology and process of ratings

Paper-XXIV (Fifth Semester)
New Media

Time: 3 Hrs.
Marks: 70

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

Applications of computers in: Newspapers, Radio, Television, Advertising, Public relations
Introduction to major Indian news portals
New media as a medium of journalism
Careers in new media

Unit-II

Basic structures of HTML scripts
Head and body sections

Unit-III

Role of web master, application manager and network engineer
Web team members – project manager, visualizer, graphics designer, animator, audio-video expert, web site manager

Unit-IV

Web and its use in different media
Web as a medium of communication
Web as a source of information (search engines)
Social impact of Web

Paper-XXV (Fifth Semester)
Television Production

Time: 3 Hrs.

Marks: 70

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

Various formats of television programmes:

- Fictional programmes: soap operas, sitcoms, series, films etc.
- Non-fictional programmes: news, talk show, documentary, reality show etc.

Unit-II

Television production: meaning and scope

Video production process: pre production, production, post production

Production personnel and their duties and responsibilities

Unit-III

Components of video camera

Basic shots and their composition

Lighting equipment and control

Introduction to make up techniques

Unit-IV

Editing - meaning and significance

Grammar and aesthetics of editing

Editing equipment

Introduction to non-linear editing

Paper-XXVI (Sixth Semester)
Global Media

Time: 3 Hrs.
Marks: 100

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 main international newspapers
Major international television channels:
BBC, CNN, NHK, CCTV

Major International radio channels:
BBC, Voice of America
Introduction to major global media companies

Unit-II

Present media scenario in Asia
Special reference to SAARC countries
Concept of media imperialism

Unit-III

News world communication order
MacBride Commission report
International flow of communication

Unit-IV

Misinformation and information war
Role of media in promoting humanity and peace
Market forces and media

Paper-XXVII (Sixth Semester)
Communication Research

Time: 3 Hrs.
Marks: 100

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

Research: meaning and nature
Areas of communication research
Types of research

Unit-II

Hypothesis and research questions
Research design
Sampling - meaning and types
Random sample survey

Unit-III

Source of data – primary and secondary
Preparing a questionnaire
Observation method
Interview method

Unit-IV

Tabulation and classification of data
Data analysis and interpretation
Report writing

Paper-XXVIII (Sixth Semester)
Media, Society & Culture

Time: 3 Hrs.
Marks: 100

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

Relationship between media and society
Role and importance of media in democracy
Concept of media literacy and its significance

Unit II

Cultural impact of media
Television and children
Truth and media

Unit III

Diversity in media
Civil society and citizen journalism
Popular culture and mass media

Unit IV

Introduction to current media issues:

- Media accountability
- Media and societal needs
- Market-driven media and society

Paper-XXIX (Sixth Semester)
Public Relations

Time: 3 Hrs.
Marks: 70

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 definitions of public relations
Process of public relations
Need and scope of public relations
Growth and development of PR with special reference to India

Unit II

Public relations- advertising-propaganda-publicity-corporate communication: similarities and differences
PR set-up in private and public sectors

Unit III

PR agency- structure and functions
Tools of public relations
House journal

Unit IV

Internal and external publics
Public relations campaigns
Careers in PR

Paper-XXX (Sixth Semester)
Multimedia Production

Time: 3 Hrs.
Marks: 100

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 uses of multimedia
Hardware requirements for multimedia
Components of multimedia – text, graphics, video and sound

Unit-II

Introduction to computer graphics
Types of images and image applications
Major image file formats

Unit-III

Introduction to digital sound and its different file formats
Introduction to PhotoShop and Sound editing software

Unit-IV

Animation – meaning and types
Different usages of animation in media
Making of 2D animations

Basics of English Language-I

(Optional paper for Foreign and non Hindi Students)

Total Marks: 100

Question paper for each theory paper will have two questions from each of the four units. Students 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 students will be required to attempt any four questions. Each unit will carry equal marks.

Unit-I

Words (vocabulary of about 500 words drawn from commonly used English Newspapers.)

Sentence making and punctuation.

Unit-II

Practice of the following in English language

Nouns, Pronouns, Adjectives, Verbs, Articles, Prepositions

Unit-III

Practice of the following in English Language

Synonyms/antonyms, singular/plural, active/passive, one-word substitution

Unit-IV

Comprehension

Précis Writing

Essay Writing

Basics of English Language-II

(Optional paper for Foreign and non Hindi Students)

Total Marks: 100

Question paper for each theory paper will have two questions from each of the four units. Students 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 students will be required to attempt any four questions. Each unit will carry equal marks.

Unit-I

Sentence and its types and structure

Conversion of simple sentences to complex sentences

Synthesis of sentences

Unit-II

Practice of the following in English language:

Adverbs, Conjunctions, Prefixes, Suffixes and tenses

Unit-III

Writing narration

Story writing

Unit-IV

Letter writing

CV writing

Writing on current issues