

**Bachelor of Arts-Mass Communication
SEMESTER 1st**

Course Credits : 4
Time Allowed - : 3 hours

INTRODUCTION TO COMMUNICATION
BAMC/ Paper Code : A1

Total Marks: 100
Theory Marks: 70
Internal Assessment: 30

Course Objectives:

- Introduction to basic concepts and elements of communication.
- Introduction to Types of Communication and the various tolls of communication.
- To teach different models & theories of communication and how they are implemented in day to day life

Learning Outcomes :

- Students will understand the process of communication and will learn to implement it in different formats.
- By learning about evolution of communication models, students will learn how communication evolved as a process and medium.
- Students will get familiar with different types of Communication. .

Unit-1 :

Communication: Meaning, Concept and Scope, Elements, Process and Types of Communication, Human Communication , Five Senses of Communication Traditional Communication & Various Forms. 7 Cs of communication, Indian concepts of communication, Communication in Puranas and other Mythological Books. Narad as a Communicator, Dialogue with Nature

Unit-2

Mass Communication : Concept & Definition or Characteristic, Functions & Channel of Mass Communication, Organization and Structure of Mass Communication, Mass Communication and Public Communication, Mass Culture, Popular Culture and Folk Culture

Unit-3

Models of Communication : Aristotle Model of Communication, Harold Lasswell Model of Communication, Charles Osgood Model, Wilbur Schramm Model of Communication, Shanon & Weaver Model of Communication, Dance Model of Communication

Unit-4

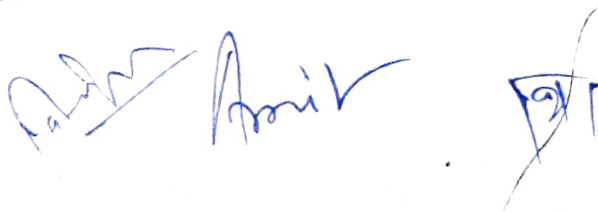
Theories of Communication :Bullet Theory, Two-Step & Multi Step Flow Theory, Cultivation Theory, Agenda Setting Theory, Normative Theories of Mass Communication : Authoritarian, Libertarian, Communist Theory, Social Responsibility Theory.

Unit-5

Mass Media: Meaning & Concept, History of the Development of Newspaper, Magazine, Radio, Television in India. Concept of Targeted Audience , The Audience as 'Market' and The 'Mass' Audience ,The Public and Public Opinion, Persuasion and Propaganda, Difference in Group & Mass Communication

Suggestion Redings :

1. Keval J Kumar, Mass communication in India, Publisher: Jaico 2012.
2. Kamath M V. Professional Journalism, Publisher: Vikas Pub House.
3. Malti Mehta, Sharma S R (Ed) The development of mass communication, Sarup 2013.
4. Vilanilam. Mass communication in India, Sage Publications. 2011.
5. Arthur Asaberger. Essentials of mass communication on theory, Sage Publications.



6. Everett M. Rogers, (1976), *Communication and Development*. Beverly Hills, Sage Publications.
7. E.S. Herman & Noam Chomsky, (1994), *Manufacturing Consent*, Vintage.
8. Berelson, Bernard & Janowitz, Morris (ed.), (1966), *Reader in Public Opinion & Communication*. The Free Press, New York.
9. Carwright, Dorwin & Zander, Alvin (ed.), (1968), *Group Dynamics* Tavistock, London.
10. McQuail, Denis, (1994), *Mass Communication Theory*, SAGE, London.
11. McQuail, Denis (ed.), (1976), *Sociology of Mass Communication*. Penguin, London.
12. Rogers, Evertt M. (ed), (1982), *Communication & Development*. SAGE, Beverly,

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Course Credits : 4
Time Allowed : 3 hours

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History of Media
BAMC/ Paper Code : BI

Total Marks: 100
Theory Marks: 70
Internal Assessment: 30

Course objective:

- To Understand the History of print media
- To Understand the role of media in post-Independence Era
- History of Radio and AIR and FM
- Visual media background and cinema

Learning Outcome:

- Understand the origin and development of media.
- Understand media ownership and regulation.
- Trace the historical development of radio, print and TV.
- Evaluate growth and development of media.

Unit 1

Media and Modernity: Print Revolution, Telegraph, Morse Code, Yellow Journalism, Evolution of Press in United States- Great Britain and France, History of the Press in India: Colonial Period, Gandhi and Ambedkar as Journalists and Communicators.

Unit 2

Emergency and Post Emergency Era, Changing Readership, Print Cultures, Language Press, Recommendation of Indian Press Commissions, Rise of Newspaper houses.

Unit 3

Emergence of radio Technology & Early history of Radio in India, History of AIR: Evolution of AIR Programming, Penetration of radio in rural India- Radio Ceylon, FM: Radio Privatization

Unit 4

The early years of Photography, Lithography and Cinema, From Silent Era to the talkies, Cinema in later decades, The coming of Television and the State's Development Agenda, Commercialization of Programming (1980s), Formation of Prasar Bharti

Unit-5

Introduction to New Media, Growth and development of New Media, Effects and Implication of New Media, New Media as a source of information, Social impact of New Media, Introduction to Social Networking Sites, History of Social Networking Sites,

Suggested Readings:

1. Wulfmeyer K. Tim. Beginning Radio-T.V. Newswriting: A self-instructional learning experience.
2. Ahuja B.N. & Chhabra S. S. A Concise Course in Reporting for Newspaper, Magazines, Radio & T.V. Surjeet Publication
3. White Ted. Broadcast News: writing, reporting & producing. Oxford University Press
4. Ahuja B.N. Audio Visual Journalism. Surjeet Publication
5. Kumar J Keval. Media communication in India, Jaico Publication
6. Parthasarthy Rangaswami, Journalism in India from the Earliest to the Present Day, Sterling Publishers
7. Chatterjee, P.C, Broadcasting in India page, Sage Publication
8. Neurath P. "Radio Farm Forum as a Tool of Change in Indian Villages," Economic Development of Cultural Change, vol 10, No. 3 (pp 275-283)

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Bachelor of Arts-Mass Communication
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Course Credits : 4
Time Allowed - : 3 hours

Media Content Writing
BAMC/ Paper Code : C1

Total Marks: 100
Theory Max. Marks: 50
Internal Assessment: 25
Practical : 25

Course Objectives:

- To introduce learners to the basic concepts of Content Writing .
- To sensitize them to the various styles and techniques of writing and editing
- To nourish their creative faculty
- To increase employability of the learners
- To create industry-academia interface through institutional support

Learning Outcomes:

- The basic concepts of Content Writing
- The knowledge of various styles and techniques of writing and editing
- A nourishment of their creative skills
- An enhancement of their employability
- A creation of an industry-academia interface through institutional support

Unit 1 :

Content Writing : Concept & Scope, Importance & Types of content writing ,Steps of Content writing, Skills required for writing quality content, Element of content writing.

Unit 2 :

Introduction to, Blogging, Twitter, Role and Functions of Content Writers, Difference in Print and Web Content Writing ,What is SEO Content & Types of SEO Content

Unit 3 :

What is Content Marketing & Why is essential, Writing for blogs, Websites, E Book, Writing Styles - Non-fiction (Essays, Reports), Advertising, Newspapers ,Writing blogs, case studies, white papers.

Unit 4:

Corporate Communications -- Writing for business to business (B2B), business to consumer (B2C), press releases, newsletters – focus on language, jargon, writing style, target audience,

Unit 5 :

What is plagiarism, How to write plagiarism-free copies, Keys to understand the audience, Connection with the readers. ways to make the content impactful, Understanding of the headline



Practical Work : Article Writing, Feature Writing, Press Release Writing, Script Writing for film & Documentary, Story Writing, News Writing, Broacher, Pamphlet

Suggestions :

1. ,Gupta, Kounal.2020, CONTENT WRITING HANDBOOK: A Practical Crash Course to Write 30+ Content Types & Earn Online, Henry Harvin; 1st edition, Kindle Edition
2. Kakkar, Vaibhav.2021, Word Castle: BUILDING A CONTENT MARKETING COMPANY, Kindle Edition
3. Schaefer, W Mark.2015, The Content Code: Six essential strategies to ignite your content, your marketing, and your business, Lightning Source Inc
4. George,A. Hough : 2006, Newswriting, NewDelhi, KanishkaPublishers
5. Pant.,N.C.2008, Media Lekhan ke Sidhant, Delhi, Taxshila Prakashan
6. Mishra, Chandra Prakash:2013 Media Lekhan Sidhant aur Vyavhar, SanjayPublisher
7. Mehta. Yashoddhara : 2018, Media lekhan Sidhant aur Prayog, Delhi, Rawat Publication



Bachelor of Arts-Mass Communication

SEMESTER 1st

Multimedia Writing Skills

BAMC/ Paper Code : MIC1

Total Marks: 50

Theory Marks: 35

Internal Assessment: 15

Course Credits : 2

Time Allowed - : 2 hours

Course Objectives :

- To make him familiar with writing for media and develop interest in writing.
- Introduce the students to cultivation of source.
- Equip the students to new trends in multi media writing.
- To describe writing process for various media

Learning Outcomes :

- Students get familiar with writing skills for various media.
- Students get Understand different types of writing.
- Students learn about demonstrate online media writing skills and etiquettes.
- Students get effectively, accurately and creatively write for mass media.

Unit 1 :

Introduction to multimedia, Key elements of multimedia: text, audio, video, graphics, animation.
Hardware and software requirements for multimedia, Multimedia equipments, Applications of multimedia

Unit 2 :

Art of Writing, Kinds of Media Writing: Inform, Describe & Persuade, The ABCD of Media Writing: Accuracy, Brevity, Clarity & Discernment, Process of multimedia writing: idea formation, Opening and concluding

Unit 3 :

Basic principles of writing for print, Elements and Importance of News writing, Steps & elements of writing : editorial, features & review

Unit 4 :

Basic principles of writing for electronic media: Radio & TV, Script writing for Radio & TV for various genres, Stages & Steps of Scripting & Editing,

Unit 5 :

Basic principles of writing for New media, Element and steps of writing for new media, Script writing for web series & Short film, Explain Writing for Web, Email, Blog, E-Paper

Practical Assignment: Write news story & feature talk (one each for print, radio & TV, social media) Letters to Editor, Writing Headlines – 05, Preparing caption writing - 05. Preparing Scripts for a Radio Talk and Jingles of 02 Minutes Each. Preparing Package story using Mobile – 1 Create your own E-mail address, Facebook, Twitter, LinkedIn, Instagram accounts, Creating Blog/Vlog

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Suggested Readings:-

1. Multimedia Basics, Volume 1 by Andreas Holzinger, Firewall Media.
2. Fundamentals of Multimedia, Ze-Nian Li, Mark S. Drew, Pearson Prentice Hall, 2004
3. Multimedia Basics, Suzanne Weixel, Jennifer Fulton, Karl Barksdale, Cheryl Morse, Bryan Morse, Thomson/Course Technology
4. Malik and Agarwal, S. and A. (October 2012). "Use of Multimedia as a New Educational Technology Tool—A Study"(PDF). International Journal of Information and Education Technology.
5. Basic Media Writing by Melvin Mencher.
6. Writing for the Mass Media (8th Edition) by James Glen Stovall.
7. Writing for Digital Media by Brian Carroll: Taylor & Francis Journalism: Principles and Practice by Tony Harcup.

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Digital Media Literacy

BAMC/ Course Code – MDC1

Total Marks: 75

Theory Marks: 50
Internal Assessment: 25

Course Credits : 3

Time Allowed - : 3 hours

Course Objective :

- Imparting basic understanding of information and make them understand various types of Information
- To develop a keen interest among student for desk top publishing and enable them develop basic skills for becoming better editors for print media.
- To develop an informed, critical, and practical understanding of new communication media including analysis of digital media.

Learning Outcomes :

- Critically and skeptically analyze media messages you encounter every day.
- Become a wiser consumer of media and protect yourself from deceptive media messages and practices ubiquitous in our society.
- Effectively access and evaluate online information and digital media.
- Become effective in creating and enhancing Wikipedia, Blogs, digital photographs, digital Videos, Podcasts.

Unit : 1

Digital Media: Meaning, Concept and Scope, Types of Digital Media, Need and Scope of Digital Media Literacy, Features of Digital Media Literacy

Unit : 2

Digital media: Impersonal, Interpersonal, Hyper-personal, Concept and theories of Virtual Identity, CMC and theories of Digital Media: Network theory, Mediatisation theory and actornetwork theory, Online Disinhibition

Unit : 3

Features of Information Literacy, Collection and Dissemination of Information, Disinformation and Misinformation, Fake News, Digital Media and Industrial Media, Status of Digital Media Literacy in India.

Unit : 4

The Political, social, ideological and economical context of media , The Evolution of Media, The reciprocal interaction between the media and the society, Media and the creation and the reinforcement of stereotypes

Unit : 5

Definition, Scope and Nature of Social Media , Types of Social Media, Collecting and collating information on Social Media, Problem of Authenticity on Social Media, Social and Para-social media

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Suggested Readings:

- B.D. Garga, So Many Cinemas-The Motion Picture in India, Bombay, Eminence Design Pvt. Ltd, 1996.
- Baruah, U.L., This is All India Radio, Publication Division, New Delhi.
- Chatterjee, P.C., Broadcasting in India, New Delhi
- Erik Barnouw and S. Krishnaswamy: Indian Films, New Delhi, Oxford, 1986
- Jeffrey, Robin, India's Newspaper Revolution, Oxford University Press, Delhi.
- Kumar, Kaval J., Mass Communication in India, Jaico, Mumbai.
- Luthra, H.R., Indian Broadcasting, Publication Division, New Delhi.
- M. Chalapathi Rau, The Press
- Nadig Krishnamurthu, India Journalism (From Asoka to Nehru), University of Mysore.
- Narayan Sunetra Sen, Globalization and Television, Oxford University Press Delhi.
- Natarajan, J., History of Indian Journalism, Publication Division, New Delhi.

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