

# University Centre for Distance Learning



**Syllabi & Scheme of Examination  
BA Mass Communication-1<sup>st</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) First Year**

### **(Distance Education Mode)**

<b>Paper Code</b>	<b>Course Nomenclature</b>	<b>Maximum Marks</b>	<b>Minimum Marks</b>	<b>Assignment</b>	<b>Time</b>
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।