

**B.A. (Mass  
Communication)  
Pt. CLS Govt. College,  
Karnal**

**Scheme of Examination**

**Duration: Three year**

**B.A. (Mass Communication)**

**Scheme of Examination**

	T	P	IA	Total	Time
<i>First Semester</i>					
Paper-I: Introduction to Communication	80	-	20	100	3 hrs.
Paper-II: Language and Media(Hindi-I)	80	-	20	100	3 hrs.
Paper-III: Computer Applications for Mass Media	50	30	20	100	3 hrs.
Paper-IV: General Awareness and Current Affairs-I	80	-	20	100	3 hrs.
Paper-V: Personality Development & Communication Skills	50	30	20	100	3 hrs.
<i>Second Semester</i>					
Paper-VI: Language and Media (English-I)	80		20	100	3 hrs.
Paper-VII: Communication and Society	80	-	20	100	3 hrs.
Paper-VIII: Basics of Mass Communication	80	-	20	100	3 hrs.
Paper-IX: Introduction to Reporting	50	30	20	100	3 hrs.
Paper-X: Media and Polity	80	-	20	100	3 hrs.
Environment Studies					
<i>Third Semester</i>					
Paper-XI: Language and Media (Hindi-II)	80	-	20	100	3 hrs.
Paper-XII: Basics of Editing	50	30	20	100	3 hrs.
Paper-XIII: Fundamentals of Advertising and Public Relations	80	-	20	100	3 hrs.
Paper-XIV: Introduction to Photography	50	30	20	100	3 hrs.
Paper-XV: Introduction to Audio-Visual Media	80	-	20	100	3 hrs.
<i>Forth Semester</i>					
Paper-XVI: Language and Media (English-II)	80	-	20	100	3 hrs.
Paper-XVII: New Media	50	30	20	100	3 hrs.
Paper-XVIII: Media Laws and Ethics	80		20	100	3 hrs.
Paper-XIX: Development Communication	80	-	20	100	3 hrs.
Paper-XX: Current Affair & Media Issues-II	80	-	20	100	3 hrs.
<i>Fifth Semester</i>					
Paper-XXI: Media Management	80	-	20	100	3 hrs.
Paper-XXII: Radio Production	50	30	20	100	3 hrs.
Paper-XXIII: Writing for Radio and Television	50	30	20	100	3 hrs.
Paper-XXIV: Reporting Skills & Practice	50	30	20	100	3 hrs.
Paper-XXV: Current affair & Media Issues-III	80	-	20	100	3 hrs.
<i>Sixth Semester</i>					
Paper-XXVI: Print Production	50	30	20	100	3 hrs.
Paper-XXVII: Television Production	50	30	20	100	3 hrs.
Paper-XXVIII: Research Methodology	50	30	20	100	3 hrs.
Paper-XXIX: Personality Development and Presentation Skills	80	-	20	100	3 hrs.
Paper-XXX: Current Affairs & Media Issues-IV	80	-	20	100	3 hrs.

\* *Environment studies paper is qualifying subject compulsory for all students of the UG course and the same will be conducted in the 2<sup>nd</sup> semester of the course.*

*Jashni Singh*

*[Signature]*  
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Pt. ... College

## Program Specific Outcomes

### **Department of Mass Communication: PSO of BA Mass Communication**

**PSO 1 – Understanding the importance of Language in Effective Communication.**

**PSO 2 – To understand the basic concepts of Mass Communication**

**PSO 3 – To develop the professional skills of News reporting and Editing**

**PSO 4 – Development of Media content through various Media Productions  
(Print, Television, Radio, New Media)**

**PSO 5 – Nurturing of soft skills/persuasive communication skills Advertising and  
Public Relations Campaigns**

**PSO 6 – To make media students aware about Media Laws such as Defamation,  
Contempt of court, official secret act in the ambit of freedom of speech and  
expression.**

**PSO 7 – Inculcate analysing skills in budding media professionals through  
various projects on Media Research**

**PSO 8 – To train the media students Media and Communication Technology**

**PSO 9 – Personality Development and Communication Skills**

**PSO 10 - Organizing debate and discussions on Current Affairs & Media Issues  
for developing reasoning/logical skills**

*Vishnu Singh*

  
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## CO 1 – Language and Communication

Concept and definition of communication, functions of communication, process of communication, elements of communication and barriers in communication. Concept of Communication in Indian Tradition.

Verbal, non-verbal communication. Forms of communication, visual communication: Characteristics and functions. Concept of listening: developing effective listening, active listening, listening habits & importance of feedback in communication

Intrapersonal communication, Interpersonal communication, Group communication, functions of group communication, factors affecting group performance, mass communication and its characteristics.

Public communication, responsibility of a public speaker audience relationship, Speech delivery, key concept and terms physical delivery, vocal delivery, style etc., communication skills, Mass communication an overview.

Growth and development of English Language in India

Punctuation marks, Plural forms, practice of Spellings, Active and Passive Voice

Practising Tenses

Essentials of good writing

Effective News Writing

Telephonic Conversation

Writing invitations to functions; replies to invitations

Forms of writing:

News stories,

letters, essays,

news, articles, features

book/film reviews

Writing headlines: Language and grammar components, Report Writing, writing memoirs, travelogues, Writing for the Web

## CO 2 Mass Communication

Concept of communication in ancient Indian texts, Indian perspective of communication, Narad as a communicator, Concept of Sadharnikaran, Modern Indian thoughts of communication, Modern Indian Communicator

Mass Communication, Key concept, terms, definition, feature, functions, characteristics of audience of mass media, types of mass media, print, electronic and new media, their reach, advantages and limitations.

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Definition, concept, origin of communication models, difference between model and theory, SMR, SMCR, Aristotle model, Lass well's model, Berlo model, Shannon and Waver's, Osgood model

Communication theory and overview of the emergence and development. Bullet theory, personal influence- two step flow and multi-step flow, individual difference theory, Cultivation theory, agenda setting theory.

## CO 3 Reporting and Editing

Concept of news, definition, nature, qualities, elements of news, news concept of 5 w's & 1H, objectivity of news, types of news, news verses information. Hard and soft news, Understanding local, regional and national news, Defining beats and different types of beats

News sources, news gathering, types of sources, sourcing/attribution. Verification and validation of facts, credibility and protection of sources, cultivation of sources, on record sources, off the record sources. Report writing. Scoop and exclusive stories

News writing style, intro types and importance, inverted pyramid, 5W and 1H. Hour glass style, circle style, Tools of reporting, qualities and responsibilities of reporting, principles of reporting- accuracy, objectivity, fairness, balance, Hierarchy function of reporting staff in a newspaper, duties and responsibilities of a chief reporter & reporter.

Types of Reporting: Investigative & Interpretative reporting, accident, crime, court, political, Human interest, Health reporting, interviewing, reporting press conference.

Meaning, Definition and concept of editing, process of editing, significance of editing in journalism, Structure of news desk, nature of work and the role of news desk people. Difference between editing for newspaper and magazine.

Skill of editing, Do's and Don'ts of editing. Subbing of news and news reports. Qualities of sub editor, ability to analyse, synthesize, evaluate unfamiliar material critical thinking, understanding news worthy items. Role of news editor, Chief sub editor and copy editor in a news organisation, Function of News Agency

Headlines writing -types, Do's and Don'ts of headlines writing, functions and importance, Lead & its various types, Concept of 5w's, 1H, inverted style of news writing and its advantages, Brief introduction to printing technology, from letterpress to offset, Photo need and importance. Various applications of Photoshop.

Concept of Dummy of newspaper and magazine. Page designing principles Lay out preparation for a newspaper. Use of computers in print production, DTP, Page maker, Quark Express & InDesign software and there applications.

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## CO -4 Media Production

Radio Station Structure, Functions and duties of Team Members: show producer, Radio jockey, copy writer, casual announcer and show composer etc.. Different Types of Radio Programme and Radio Scripts, Types of Studio, Basics of Studio Setup, Different types of Equipments,

Basics of Sound Recording, Audio Flow Chart,

Rehearsal, Techniques, Do's & Don'ts

Meaning & Process of Audio Editing,

Basics Principles of Audio Editing,

Types of Audio Editing,

Editing Software's

Development of Voice Skills, Voice Modulation Techniques,

Qualities of RJ and Voice of Artist,

Practice of Indoor and Outdoor Recording

Practice of Radio Programme Production

Design concept & importance

Basic principles of layout designing

Tools of layout designing

Terms in layout planning : Press layout, page layout, dummy, cover layout, make up, 4 model, story board

Stages in layout, Types of layout

Principles of design

Introduction to page maker and its features

Introduction to quark express and its applications

Introduction to In-design and its applications

Introduction to photoshop and its various applications

Desk Top Publishing

Visual importance and functions

Categories of visual

Selection and placement of photos

Introductions to Photoshop and its various applications

Photo cropping & caption writing.

Basic principles of photo editing

Newspaper designing, design principles

Newspaper format, Various design elements, page make up, front page, editorial page, section page, colour pages

Process of Producing a Lab Journal, News letter, Newspaper, Magazine

Introduction to Television Production

Various stages of T.V. Production

Different Television Programme formats

Television Station Structure

Functions and duties of Team Members

Idea Generation , Synopsis , Proposal, Different types of Script formats

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Style and techniques of script writing  
How television script is different from newspaper and radio  
Creativity and Television Writing  
Types of Studio , Basic of Studio Setup,  
Basic of Recording  
Different types of Equipments: light, Camera, Sound  
Different types of Video formats,  
Introduction of Video Editing,  
Importance of video editing,  
Types of video editing: Linear editing, Non-linear editing, live editing,  
Introduction to the equipment's of editing  
Different software's for Non Linear Editing  
Practice of Making Television Programmes

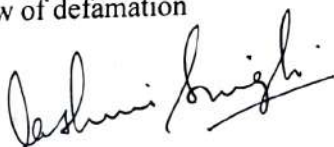
### **CO 5 Advertising and Public Relations**

Definition and Concept of Advertising and its Functions  
Growth of Advertising with special reference to India  
Evaluation and Development of Advertising with special reference to India  
Advertising in Indian Society  
Media for advertising: newspaper, magazine, radio, television, outdoor, transit, point of purchase, direct mail and internet etc..  
Advertising appeals, definition and types  
Advertising campaign, concept and importance  
Advertising agency, structure and functions  
Definition and Concept of Public relations.  
Growth and development of PR with special reference to India  
Functions of PR, Qualities and functions of a PRO  
PR tools; press release, press conference, press note, press briefing, meet the press, press tours, exhibitions.

Differences and similarities between advertising and PR  
Public opinion, Propaganda and its techniques, Publicity  
Public relations departments in Public and Private sector  
Structure and functions of a PR agency  
Concept of Corporate Communication and Corporate Social Responsibility  
PR campaigns

### **CO – 06 Media Laws**

Freedom of Speech and Expression: Main features, Scope and Importance of Article 19  
Interpretation of Article 19: Defining the freedom of the Press and Media  
Supreme Court Judgments related to Article 19  
Fundamental Rights and Duties  
Official secrets act 1923  
Law of defamation



  
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Contempt of court act 1971  
Copyright act.  
Right to privacy  
Cable TV network regulation Act 1995  
Information technology Act 2000  
Ethics in journalism, freedom and responsibility of press  
RTI act, 2005 with its importance and background  
Law relating to covering of election  
Guidelines for parliamentary coverage  
AIR code for election coverage.  
Press commissions  
Press Council of India, The Editor build of India, NBA, BCC of India  
Working Journalist Act  
Autonomy of public broadcasting

## CO – 7 Media Research


Communication research: Meaning & Concept  
Scope and importance of communication research  
Development of Media Research  
Ethics of Media Research  
Research Process  
Research Method: Survey, Interview  
Research Design – Experimental, Descriptive, Exploratory  
Sampling Method– Probability and Non- Probability  
Primary and Secondary data  
Data Collection Tools  
Questionnaire Preparation  
Research Questions  
Writing research report  
Analysis and interpretation of data  
Basics of Research Writing  
Role of computer in communication research

## CO 8 – Media and Communication Technology

Origin and growth of computer  
Various parts and functioning of computer  
Computer hardware and software  
Use of computer in human life

Introduction to operating systems  
Introduction to computer software

- MS Word
- MS Excel and Power Point

  
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Use of Ms word in copy editing formatting facilities and inserting page break, objects and pictures. Introduction to Ms Excel and PowerPoint. How to design effective presentation.

- Word processing – English
- Word processing – Hindi
- Introduction to Quark Express/PageMaker
- Internet as a medium of communication
- History and evolution of internet
- Reach and access of Internet in India
- Various applications of Internet
- Growth and development of online journalism in India.
- Important news websites and their characteristics
- Characteristics of online journalism- hypertext, multimedia; online aesthetics — content, design, colours, font, templates, navigation bars, and hyperlinks
- Online Writing & Editing: do's and don'ts
- Live writing
- Participatory journalism; portals;
- Blogging, podcasting, video casting, micro blogging.
- Web team members – project manager, visualizer, graphics designer, animator, audio-video expert, web site manager
- Web and its uses in different media
- Web as a medium of communication
- Social impact of Web and Various Social Media Platform

## CO 09 – Personality Development

Communication: Nature, Scope and Significance, Interpersonal Skills, Communication and Persuasion


Introduction to Personality: Basic of Personality, Human growth and Behavior, Theories in Personality, Motivation

Communication skills and Personality Development: Intra personal communication and Body Language, Inter personal Communication and Relationships, Leadership Skills, Team Building and public speaking, presentation skills, public speaking, social etiquettes and mannerism.

Techniques in Personality development: Self-confidence, Mnemonics, Goal setting, Time Management and effective planning

Self, Self-confidence, Various personalities and their characteristics  
Famous personalities in the country

Techniques in Personality Development: Stress Management, Meditation and Concentration Techniques, Self hypnotism, Self-acceptance and Self Growth



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## CO 10 – Current affairs and Media Issues

Major current national, regional, local and international issues.

Important issues covered by print/ radio / television and new media.

Important people and their positions people in news.

Follow up of major stories and editorials during the semester. Trending stories in social media. Readings from popular magazines, news and infotainment.

Follows up/ discussion of popular columns write ups, articles, features middle, letter to editors and blogs. Important talk shows, Interview, Discussion.

Comparative study of issues covered by media. Discussion on content/ footage/style/presentation etc. On the issue taken up by various television channel radio stations/news and other platforms.



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