

MAHARSHI DAYANAND UNIVERSITY ROHTAK
Bachelor of Journalism and Mass Communication
(B.J.M.C.) - Semester System
w.e.f. Session 2012-2013
Scheme of Examination

First Semester		Theory Marks	Internal Assessment
Paper - I	Introduction to Communication - I	80	20
Paper - II	Communicative Hindi - I	80	20
Paper - III	Communicative English-I	80	20
Paper - IV	Essentials of Writing	80	20
Paper - V	Computer Applications - I	80	20

Second Semester

Paper - VI	Introduction to Communication- II	80	20
Paper - VII	Communicative Hindi - II	80	20
Paper - VIII	Communicative English-II	80	20
Paper - IX	Creative and Journalistic Writing	80	20
Paper - X	Computer Applications - II	80	20

SEMESTER – I

Paper - I Introduction to Communication - I

Max. Marks:80

Unit - I

- * Introduction to Communication.
- * Concept and definition of Communication.
- * The process of Communication.
- * Elements and functions of Communication.

Unit - II

- * Human Communication.
- * Essentiality of Communication in Social Groups.
- * Communication and Socialization.
- * Communication and Culture.

Unit - III

- * Intrapersonal Communication.
- * Interpersonal Communication.
- * Oral, Written and Visual Communication.
- * Verbal and Non-Verbal Communication.

Unit - IV

- * Group Communication.
- * Mass Communication - Introduction, Concept and Definition.
- * Elements of Mass Communication.
- * Differences between Personal, Group and Mass Communication.

SEMESTER – I

Paper - II Communicative Hindi-I

Max. Marks: 80

Unit - I (इकाई - एक)

(भाषा)

- * हिन्दी भाषा का संक्षिप्त विकास क्रम।
- * राजभाषा, राष्ट्रभाषा, संपर्क भाषा।
- * हिन्दी की लिपि एवं बोलियों का संक्षिप्त परिचय।
- * श दकोष: उपयोगिता एवं महत्व।

Unit - 2 (इकाई - दो)

(श द एवं वा य संरचना)

- * हिन्दी में श द संरचना एवं प्रयोग: संज्ञा, समास, उपसर्ग, प्रत्यय, पर्यायवाची, विलोमार्थी, अनेकार्थक, समूहार्थक श द।
- * व्याकरणिक कोटियाँ (वचन, लिंग, वृत्ति, आदि)

Unit - 3 (इकाई - तीन)

- * प्रमुख मुहावरो एवं लोकोक्तियों का प्रयोग।
- * छंद एवं अलंकारों का प्रयोग।
- * हिन्दी भाषा की शैली - साहित्यिक, संस्कृत निष्ठ, हिन्दुस्तानी, उर्दू, मिनात, आधुनिक सामान्य शैली (प्रचलित श दावली आ आरित)

Unit - IV (इकाई - चार)

- * प्रयोजनमूलक हिन्दी - परिभाषा एवं स्वरूप।
- * कार्यालयी हिन्दी - संक्षेपश, पहचान, टिप्पण।
- * संचार भाषा - अर्थ और अवधारणा - नाव्य (रेडियो), दृश्य-नाव्य (टी.वी.), मुद्रित (प्रिंट) तथा विज्ञापन-स्वरूप और भाषा।

SEMESTER – I

Paper - III Communicative English-I

Max. Marks: 80

Unit - I

- * Nouns, Pronouns - All types.
- * Verb and Verbs Structure.
- * Adverbs, Adverbial Phrases.

Unit - II

- * Sentences - Simple, Complex and Compound.
- * Articles.
- * Punctuation.
- * Prepositions and Prepositional Phases.

Unit - III

- * Adjectives and Adjectival Phrases.
- * Common Errors - Correction of Common Errors, Correct Forms out of Alternative Choices, Rewriting Sentences as Directed.
- * Conjunctions.

Unit - IV

- * Compound Words.
- * Words often mis-spelt, Similar Sounding Words.
- * Antonyms, Synonyms.
- * One-word Substitutes.
- * Prefixes, Suffixes.
- * Singular/Plural.

SEMESTER – I

Paper - IV Essentials of Writing

Max. Marks: 80

Unit - I

- * Introduction to Writing - Purpose and Scope.
- * Basic Elements of Writing.
- * Creative Writing - Definition.

Unit - II

- * Essential of Good Writing.
- * Word Order and Writing Sentences.
- * Punctuation and Paragraph.
- * Content and Style.

Unit - III

Forms of Writing: Introduction.
Prose, Poetry, Letters, Essays, Story, News, Articles, Features etc.

Unit - IV

CVs and Job Applications

- * Function of CV.
- * Writing CV (Organizing the Material, Tailoring CVs for Different Jobs).
- * Formal Letters of Job Applications.

SEMESTER –I

Paper - V Computer Applications - I

Max. Marks: 80

Unit - I

- * Introduction to Computers - History and Generations of Computers.
- * Origin and Growth of Computer.
- * Use of Computer in Human Life.

Unit - II

- * Types of Computers.
- * Various Parts and Functioning of Computers.
- * Computer - Hardware and Software.

Unit - III

- * Introduction to Operating Systems.
- * Memory - Real and Virtual; ROM and RAM.
- * Working with Text, Important Commands.

Unit - IV

- * MS-Word, MS-Office - Applications.
- * MS-Excel.
- * MS-PowerPoint.
- * Introduction to PageMaker, Quark Express.

SEMESTER – II

Paper - VI Introduction to Communication - II

Max. Marks: 80

Unit - I

- * Communication Models : Meaning and Definition.
- * Aristotle's Model.
- * Laswell's Model.

Unit - II

- * Shannon - Weaver's Model.
- * Osgood's Model.
- * Wilbur Schramm's Model.
- * Importance and Utility of Models.

Unit - III

- * George Gerbner's Model.
- * Westley and Maclean's Model.
- * Newcomb's Model.

Unit - IV

- * Communication Chain and Dynamics.
- * Barriers to Communication.
- * Communication - Reach and Access.
- * Theories of Communication - Introduction, Types

SEMESTER – II

Paper - VII Communicative Hindi - II

Max. Marks: 80

Unit - I (इकाई - एक)

- * वनि (स्वर, व्यंजन), वर्ण अक्षर, श द, पद, पदबंध श द-अर्थ संबंध ।
- * उ' ारश एवं वर्तनी दोष ।
- * गद्यांश पाठ: प्रवाह, तारतम्यता, बलायात एवं विराम ।
- * शुद्ध उ' ारश एवं वर्तनी का अभ्यास ।

Unit - 2 (इकाई - दो)

- * मीडिया में भाषा का उपयोग एवं मह व ।
- * मीडिया की भाषा की प्रकृति एवं विशेषताएं ।
- * समाचार लेखन में प्रयुक्त भाषा ।
- * समाचारों व विज्ञापनों में उपयोग होने वाले लोकप्रिय श द ।

Unit - 3 (इकाई - तीन)

- * मीडिया की भाषा में नए प्रचलन/प्रयोग ।
- * मीडिया की भाषा की विकार एवं समस्याएं ।
- * मीडिया - पारिभाषिक श द ।

Unit - IV (इकाई - चार)

- * मीडिया लेखन - समाचार, फीचर, आलेख ।
- * सृजनात्मक लेखन - परिचय - गद्य, पद्य, लघु कथा, कहानी ।

SEMESTER – II

Paper - VIII Communicative English-I

Max. Marks: 80

Unit - I

(Functional Grammar)

- * Tenses: Simple, Present, Past, Progressive, Future (All Types).
- * Clauses: Noun Clauses, Adjective Clauses, Adverbial Clauses.

Unit - II

(Models and Voices)

- * Models and Use of Shall, Should and Will.
- * Voice - Active and Passive Voice.
- * Direct and Indirect Sentences.

Unit - III

(Vocabulary)

- * British and American Usage.
- * Derivatives.
- * Important Phrases and Idioms.
- * Technical Terminology, Especially Media-Mass Communication Related.

Unit - IV

(Compositional Skills)

- * Letter Writing.
- * Paragraph Writing.
- * Precis Writing
- * Report Writing.

SEMESTER – II

Paper - IX Creative and Journalistic Writing

Max. Marks: 80

Unit - I

- * Creative Writing - Definition and Forms:
- * Beyond News Writing.
- * New Trends in Creative Writing.

Unit - II

- * Essential Elements of Creative Writing.
- * Difference - Essay and Article
Article and Feature.
- * Feature - Types of Feature.
- * Qualities of Good Feature and Feature Writer.

Unit - III

- * Editorial Writing - Style, Types and Importance.
- * Essentials of Article Writing.
- * Types of Articles.
- * Letters to Editor.

Unit - IV

- * Reviews - Book, Film
- * Art and Cultural Review.
- * Travel Reportage.
- * Life Style Writing - Fashion, Food, New Trends.

SEMESTER – II

Paper - X Computer Applications - II

Max. Marks: 80

Unit - I

- * Page Setup, Formatting Technique
- * DTP (Desk Top Publishing)
- * Introduction - Word Processing, CorelDraw, Photoshop.
- * Basic Elements of Computer Network

Unit - II

- * Introduction - Internet as Medium of Communication.
- * Brief History of Internet.
- * Features of Internet.
- * Internet Protocol, Domain Name.

Unit - III

- * Internet Functions.
- * World Wide Web.
- * E-Mailing
- * Important Internet Sites.

Unit - IV

- * Search Engines on Internet.
- * Web-Surfing.
- * Social media sites: Facebook, Orkut, Twitter, etc.
- * Blogging.

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

(B.J.M.C.) – SEMESTER SYSTEM

THIRD AND FOURTH SEMESTER

W.e.f. session 2012-2013

SCHEME OF EXAMINATION

THIRD SEMESTER

Paper No.	Paper Name	Theory Marks	Internal Assessment
PAPER XI	SOCIOLOGY	80	20
PAPER XII	POLITICAL SCIENCE	80	20
PAPER XIII	INTRODUCTION TO MASS COMMUNICATION	80	20
PAPER XIV	NEWS WRITING-I	80	20
PAPER XV	PRINT PRODUCTION	80	20

FOURTH SEMESTER

PAPER XVI	PSYCHOLOGY	80	20
PAPER XVII	ECONOMICS	80	20
PAPER XVIII	PRINT MEDIA	80	20
PAPER XIX	NEWS WRITING-II	80	20
PAPER XX	PRODUCTION PORTFOLIO-I	100	---

SEMESTER III

PAPER XI

SOCIOLOGY

Max. Marks-80

Time- 3 Hours

UNIT-I

Nature, Scope and Importance of Sociology
Relation of Sociology with other Social Sciences
Significance of Studying Sociology for media Students

UNIT-II

Group, Community, Institution, Society
Social Inter Dependence
Family, Kinship, Caste, Class, Clan, Tribe, Marriage

UNIT-III

Social Change-Concept, Process
Types of Social Change
Agents of Social Change
Concept of Socialization. Role of Media in Socialization

UNIT-IV

Characteristics of India Society
Major Social Problems in India
Important Social Issues in India

SEMESTER III

PAPER XII

POLITICAL SCIENCE

Max. Marks-80

Time- 3 Hours

UNIT-I

Concept, Definition of Political Science
Relations of Political Science with other Social Sciences
Importance of Political Science for the Media Students

UNIT-II

Introduction to Political Thought
Nature and Significance of Political Thought
Nation, State, Government, Power and Authority

UNIT-III

Concepts- Rights and Liberty, Equality and Justice
Concepts- Democracy
Governance, People Participation in Democratic process

UNIT-IV

Basic Features of Indian Constitution
State and Institutions in India: Legislature, Executive and Judiciary
Indian Political System, Political Parties in India. Election Process in India.

SEMESTER III

PAPER XIII INTRODUCTION TO MASS COMMUNICATION

Max. Marks-80

Time- 3 Hours

UNIT-I

Nature, Definition and Scope of Mass Communication

Process of Mass Communication

Characteristic Features of Mass Communication

UNIT-II

Elements of Mass Communication

Functions of Mass Communication

Process of Mass Communication

UNIT-III

Tools of Mass Communication- newspapers, magazines, Radio, TV, Films, Internet, etc.

Role of Mass Communication

Traditional/ Folk Media

UNIT-IV

Mass Media and Society

Mass Media and Democracy

Mass Media and Culture

Major Theories of Mass Communication- Authoritarian, Libertarian, Social Responsibility, Democratic participant and Development Media Theory.

SEMESTER III

PAPER XIV

NEWS WRITING - I

Max. Marks-80

Time- 3 Hours

UNIT-I

Concept, Definition and Constituent elements of News

News Values, Dynamics of News Values

Truth, Objectivity, Diversity and Plurality in News

UNIT-II

News : Structure and Content

News Style- Inverted Pyramid, Chronological

Source of News, Verification of News

UNIT-III

Headlines- Types, Functions, Importance

Techniques of Writing Headlines

Writing News for Newspapers

UNIT-IV

Types of News- Hard News, Soft News

Writing News Stories, News Features, Interview

News Analysis, Back Grounders

SEMESTER III

PAPER XV

PRINT PRODUCTION

Max. Marks-80

Time- 3 Hours

UNIT-I

Introduction to Printing Process

Typography and Graphic Art

Type of Composition- Manual, Mechanical, Lino, Mono, Hudlow, Photo

UNIT-II

Basic Principals of Layout Designing

Tools of Layout Designing

Desk Top Publishing (D.T.P.)

UNIT-III

Newspaper Make Up

Magazine Lay-out

Basic Elements and Principles- Design Lay Out, Graphics

UNIT-IV

Visual Communication and Colours

Use of Multi-Media

Creativity and Visualization

SEMESTER IV

PAPER XVI

PSYCHOLOGY

Max. Marks-80

Time- 3 Hours

UNIT-I

Introduction to Psychology, Concept, Definition

Nature and Scope of Psychology, Relation of Psychology with other Social Sciences

Significance of Psychology for Media Students

UNIT-II

Application of Psychology

Elements of Human Behavior

Attitude, Positive and Negative Attitude

UNIT-III

Cognitive Process- Perception, Learning and Thinking

Intelligence- Nature and Theories

Intelligence and Creativity

UNIT-IV

Motivation- Needs, Drives and Motives

Theories of Motivation, Role of Media in Motivation

Personality, Socio-Cultural Determinants of Personality

SEMESTER IV

PAPER XVII

ECONOMICS

Max. Marks-80

Time- 3 Hours

UNIT-I

Economics- Introduction, Definition

Nature and Scope of Economics, Relation of Economics with other Social Sciences

Significance of Economics for Media Students

UNIT-II

Principals of Demand and Supply

Understanding Union Budget, Inflation

Economic Growth and Development

UNIT-III

Basic Features of Indian Economy

Planning Process- Planning Commission, Five Year Plans

State of Indian Agricultural Sector, Industry Trade and Commerce

UNIT-IV

Population Growth and Economic Development

Globalization, Liberalization, Privatization, Swadeshi Consumerism- Concepts

Current/Important Economics Issues

SEMESTER IV

PAPER XVIII

PRINT MEDIA

Max. Marks-80

Time- 3 Hours

UNIT-I

Origin of Indian Print Media

Role of Press in Indian Freedom Movement

Journalism as a Mission, Role of Print Media in Social Reformation

UNIT-II

Indian Print Media- Its Role Post Independence

Role of Press in Democratic Processes

Press Council of India, Press Commission(S)

UNIT-III

News Agencies- History, Function, Role, PTI, UNI, VAARTA, BHASHA

National Press, Regional Press

Emergence of Hindi Print Media

UNIT-IV

Emerging Trends in Indian Print Media

Introduction to Magazines- News Magazines, Women's Magazines, Sports

Magazines, Business Magazines

Important Newspapers of India

SEMESTER IV

PAPER XIX

NEWS WRITING - II

Max. Marks-80

Time- 3 Hours

UNIT-I

Basics of Writing for Radio
Elements of Radio Writing- Content and Form
Writing News for Radio, News Bulletin

UNIT-II

Radio Features
Radio Talk, Radio Interview
Script Writing- Radio Programmes

UNIT-III

Basics of Writing for Television
Writing News for Television
Script Writing- T.V. Programmes

UNIT-IV

Writing for New Media- Basics
Essential of Writing for Advertising, Copy Writing, etc.
Essential of Writing for Public Relations, Writing Press Release(s), etc.

SEMESTER IV

PAPER XX

PRODUCTION PORTFOLIO – I

Max. Marks-100

Each candidate will submit a Portfolio of their production work listed below:

Sr. No.	Item	No. of Items
1.	Letter to Editor	5
2.	News Item(s)	5
3.	Article on Social Issue	2
4.	Film Review/Book Review	2
5.	Creative Writing (Poem/Personality Feature/Humorous Piece, etc.)	1
6.	Bio-data with Forwarding Letter	1
7.	Interview	1
8.	Editorial	2

Note: The candidates are required to submit a portfolio of their production work as listed above by the end of the semester. The Production Portfolio must be submitted in A-4 size bond paper neatly typed either in Hindi or English or both. The Production Portfolio will be assessed by an External Examiner after a Viva Voce.

**BACHELOR OF JOURNALISM AND MASS
COMMUNICATION**

**B.J.M.C. - SEMESTER SYSTEM
FIFTH AND SIXTH SEMESTER
W.E.F. SESSION - 2012-2013**

**SCHEME OF EXAMINATION
(Fifth Semester)**

<u>PAPER NO.</u> <u>ASSESSMENT</u>	<u>PAPER NAME</u>	<u>THEORY MARKS</u>	<u>INTERNAL</u>
Paper XXI	Reporting	90	10
Paper XXII	Public Relations	90	10
Paper XXIII	Introduction to Electronic Media	90	10
Paper XXIV	Media Laws & Ethics	90	10
Paper XXV	Media Management	90	10

**BACHELOR OF JOURNALISM AND MASS
COMMUNICATION**

**B.J.M.C. - SEMESTER SYSTEM
FIFTH AND SIXTH SEMESTER
W.E.F. SESSION - 2012-2013**

**SCHEME OF EXAMINATION
(Sixth Semester)**

<u>PAPER NO.</u> <u>ASSESSMENT</u>	<u>PAPER NAME</u>	<u>THEORY MARKS</u>	<u>INTERNAL</u>
Paper XXVI	Editing	90	10
Paper XXVII	Advertising	90	10
Paper XXVIII	Introduction to New Media	90	10
Paper XXIX	Media and Society	90	10
Paper XXX	Production Portfolio-II	90	10