

MAHARSHI DAYANAND UNIVERSITY ROHTAK
Bachelor of Journalism and Mass Communication
(B.J.M.C.) - Semester System

w.e.f. Session 2011-2012

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

Note:- A. Question Paper for each Theory Paper will have two questions from each of the four units (in the Theory Paper). Students will be required to answer any one question from each unit. Unit-V of the question paper will have eight short answer questions out of which the students will be required to answer any four questions. Each unit will carry equal marks i.e. 16 marks. The four short answer questions of Unit-V to be answered by the students, will carry 4 marks each i.e. total 16 marks.

All the questions will be set in English as well as Hindi, except the language papers.

B. Internal Assessment- 20 Marks -(5% for attendance, 5% for unannounced tests and 10% for assignments in terms minutes of meeting dtd. 8/4/2011 circulated by the Academic Branch vide its circular No. ACS-III/2011/4426-73 dtd. 2-05-2011).

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।
- * शब्दकोष: उपयोगिता एवं महत्त्व।

Unit - 2 (इकाई - दो)

(शब्द एवं वाक्य संरचना)

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

Unit - 3 (इकाई - तीन)

- * प्रमुख मुहावरो एवं लोकोक्तियों का प्रयोग।
- * छंद एवं अलंकारों का प्रयोग।
- * हिंदी भाषा की शैली - साहित्यिक, संस्कृत निष्ठ, हिन्दुस्तानी, उर्दू, मिश्रित, आधुनिक सामान्य शैली (प्रचलित शब्दावली आधारित)

Unit - IV (इकाई - चार)

- * प्रयोजनमूलक हिन्दी - परिभाषा एवं स्वरूप।
- * कार्यालयी हिन्दी - संक्षेपण, पल्लवन, टिप्पण।
- * संचार भाषा - अर्थ और अवधारणा - श्रव्य (रेडियो), दृश्य-श्रव्य (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)

- * ध्वनि (स्वर, व्यंजन), वर्ण अक्षर, शब्द, पद, पदबंध शब्द-अर्थ संबंध।
- * उच्चारण एवं वर्तनी दोष।
- * गद्यांश पाठ: प्रवाह, तारतम्यता, बलाघात एवं विराम।
- * शुद्ध उच्चारण एवं वर्तनी का अभ्यास।

Unit - 2 (इकाई - दो)

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

Unit - 3 (इकाई - तीन)

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

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.