

**BMC**

Course Curriculum for  
**Bachelor of Mass Communication**  
Through Distance Education  
(2004-05)



Directorate of Distance Education  
Guru Jambheshwar University  
HISAR-125001



**DIRECTORATE OF  
DISTANCE EDUCATION  
GURU JAMBHESHWAR UNIVERSITY, HISAR**

**COURSE CURRICULUM  
FOR  
BACHELOR IN MASS COMMUNICATION (BMC)  
[THROUGH DISTANCE EDUCATION]  
(Three-Year Integrated Course)**

**Scheme of Examinations**

**First Year**

<i>Paper</i>	<i>Paper Code</i>	<i>Nomenclature</i>	<i>Max Marks</i>
I	BMC 101	Human Communication	100
II	BMC 102	Hindi	100
III	BMC 103	English	100
IV	BMC 104	Basic Skills Writing	100
V	BMC 105	Computer Applications	100

**Second Year**

I	BMC 106	Social Sciences-I	100
II	BMC 107	Social Sciences-II	100
III	BMC 108	Mass Communication	100
IV	BMC 109	News Writing	100
V	BMC 110	Production Portfolio (I)	100





## **SYLLABUS**

### **Year-I**

Paper-I :	Human Communication
Paper-II :	Hindi
Paper-III :	English
Paper-IV :	Basic Writing Skills
Paper-V :	Computer Applications

### **Year-II**

Paper-I :	Social Sciences-(I)-Sociology & Psychology
Paper-II :	Social Sciences-(II)-Political Science & Economics
Paper-III :	Mass Communication
Paper-IV :	News Writing
Paper-V :	Production Portfolio-I

### **Year-III**

Paper-I :	Reporting
Paper-II :	Editing
Paper-III :	Advertising & Public Relations
Paper-IV :	Media Issues
Paper-V :	Production Portfolio-II



### **Year -I**

### **PAPER-I HUMAN COMMUNICATION**

### **BLOCK-A**

Unit-I :	Introduction to communication. Concept and definitions of communication.
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Unit-II: The process of communication. Elements and functions of communication

### **BLOCK-B**

Unit-I: Human communications ; communication and socialization ; communication and culture.

Unit-II: Verbal and non-verbal communication - Concept types and practices.

### **BLOCK-C**

Unit-I : Intrapersonal communication.

Unit-II: Interpersonal communication.

### **BLOCK-D**

Unit-I : Group communication : Concept and practice; role-playing.

Unit-II: Mass communication : introduction, concept and definition; elements of mass communication .

### **BLOCK-E**

Unit-I : Theories of communication - Functional theory ; Relationl theory .

Unit-II: Models of communication : SMCR; Shannon and Weaver; Osgood; Schramm.



**YEAR-I** : **PAPER-II** **HINDI**

### **BLOCK-A**

Unit-I : अक्षर, वर्ण, स्वर-व्यंजन अन्तस्थ की अवधारणा शब्द, पद, पदबन्ध, शब्द-अर्थ सम्बन्ध।

Unit-II: उच्चारण अवयव, स्थान, प्रयत्न और कार्य ; अर्थ की अवधारणा, परिवर्तन के कारण एवं दिशाएँ।

### **BLOCK-B**

- Unit-III : पर्याय, विलोम, समानार्थी, अनेकार्थी। शब्द रचना, रूप रचना, वाक्य रचना-वर्गीकरण।  
Unit-IV : संज्ञा, क्रिया, विशेषण, काल, वाच्य।

### **BLOCK-C**

- Unit-V : हिन्दी भाषा का विकास - प्राचीन, मध्यकालीन, आधुनिक राजभाषा, राष्ट्रभाषा, सम्पर्क भाषा।  
Unit-VI : प्रयोजनमूलक हिन्दी - विज्ञान, वाणिज्य राजभाषा, कार्यकालीन भाषा, पत्र लेखन के प्रकार - निमंत्रण, आदेश, व्यापारिक।

### **BLOCK-D**

- Unit-VII : संचार भाषा - पत्रकारिता, दृश्य-श्रव्य अवयव, विज्ञापन।  
Unit-VIII : भाषा और बोली, प्रादेशिक बोलियाँ और उनका वर्गीकरण।

### **BLOCK-E**

- Unit-IX : समास, अनेक शब्दों के लिए एक शब्द।  
Unit-X : हिन्दी भाषा की शैली - साहित्यिक, औपचारिक, अनौपचारिक, समास शैली, व्यास शैली।



### **YEAR-I : PAPER-III ENGLISH**

#### **BLOCK-A**

- Unit-I : Introduction to Language : English as a language.  
Unit-II : Written and spoken English.

#### **BLOCK-B**

- Unit-I : Vowels and consonants.  
Unit-II : Words -origin, meaning, and usage; pronunciation.

#### **BLOCK-C**

- Unit-I : Sentence and paragraphs.

Unit-II : Voice - active , passive.

**BLOCK-D**

Unit-I : Phrases and idioms.

Unit-II : British and American English.

**BLOCK-E**

Unit-I : Time and tense , Nouns , Adjectives and Adverbs.

Unit-II : English usages of the following :

- |                 |                  |                      |
|-----------------|------------------|----------------------|
| (a) Commands    | (b) Instructions | (c) Requests         |
| (d) Invitations | (e) Suggestions  | (f) Prohibitions     |
| (g) Permission  | (h) Probability  | (i) Possibility      |
| (j) Obligation  | (k) Promises     | (l) Threats          |
| (m) Refusals    | (n) Wishes       | (o) Hopes            |
| (p) Comparisons | (q) Preference   | (r) Purpose & result |
| (s) Concessions | (t) Conditions   | (u) Suppositions     |



**YEAR-I : PAPER-IV BASIC WRITING SKILLS**

**BLOCK-A**

Unit-I : Introduction to writing - purpose and scope.

Unit-II : Basic elements of writing.

**BLOCK-B**

Unit-I : Sentence construction , grammar , paragraphs.

Unit-II : Content , structure and style.

**BLOCK-C**

Unit-I : Basic principles of writing : The 7 C's- Clarity , conciseness,



credibility, correctness, continuity, completeness and command ;  
coherency and consistency ; transition.

Unit-II : Various forms of writing : Prose, poetry, letters, essays, articles and features, news, story and drama.

### **BLOCK-D**

UNIT-I : Introduction to broadcast writing. Writing for radio-the audio language.

Unit-II : Writing for television - the visual language.

### **BLOCK-E**

Unit-I : Introduction to word processing - basics and functions.

Unit-II : Preparation of biodata and curriculum vitae.



## **YEAR-I : COMPUTER APPLICATIONS**

### **BLOCK-A**

Unit-I : Introduction to computers - history and generations of computers.

Unit-II : Types of computers, computer parts and functions; hardware and software.

### **BLOCK-B**

Unit-I : Digital technology , keyboard functions, data entry and storage , processing.

Unit-II : Memory--real and virtual, ROM and RAM.

### **BLOCK-C**

Unit-I : MS office and its applications; MS windows, MS word with features.

Unit-II : Excel; MS Excess; Presentation Manager.



### **BLOCK-D**

- Unit-I : Working with text, important commands, page set up, formatting techniques, printing.
- Unit-II : Pagemaker, corel draw, publishing concepts

### **BLOCK-E**

- Unit-I : Internet : history and development, world wide web, internet protocols and domain name system, internet functions-e-mail.
- Unit-II : Internet issues, netiquettes; interactivity social and economic issues.



### **YEAR-II**

#### **PAPER-I**     **SOCIAL SCIENCES-I (SOCIOLOGY & PSYCHOLOGY)**

### **BLOCK-A**

- Unit-I : Nature and scope of sociology. Relation with other social sciences.
- Unit-II : Group, community, institution, society.

### **BLOCK-B**

- Unit-I : Family , kinship , caste , class , clan , tribe , marriage.
- Unit-II : Social change-concept, process. Types of social change. Agents of social change.

### **BLOCK-C**

- Unit-I : Introduction to Psychology. Nature and scope of Psychology. Relationship with other social sciences.
- Unit-II : Applications of Psychology. Coping behaviour. Nature and theories of attitudes.

### **BLOCK-D**

- Unit-I : Cognitive processes : Perception, learning and thinking.  
Unit-II : Intelligence : Nature and theories ; intelligence and creativity.

### **BLOCK-E**

- Unit-I : Motivation, Needs, drives and motives, Classification of motives, theories of motivation.  
Unit-II : Personality , Nature of personality , Sociocultural determinants of personality.



### **YEAR II**

#### **PAPER-II SOCIAL SCIENCE-II (POLITICAL SCIENCE & ECONOMICS)**

### **BLOCK-A**

- Unit-I : Introduction to political thought. Nature and significance of political thought.  
Unit-II : Power and authority.

### **BLOCK-B**

- Unit-I : Citizenship. Rights and Liberty; Equality and Justice.  
Unit-II : Elite. Theories of elite. Political participation. Nation, state, government and democracy.

### **BLOCK-C**

- Unit-I : Basic features of Indian constitution.  
Unit-II : Indian political system. Political parties-national and regional; Election process in India.

### **BLOCK-D**

Unit-I : Introduction to economics. Nature and scope of economics.

Unit-II : Basic features of Indian economy. Planning Process .  
development and growth. Five year plans.

### **BLOCK-E**

Unit-I : Market, Demand and Supply. Consumer behaviour.

Unit-II : Liberalisation, Globalization and Swadeshi.



### **YEAR-II:**

### **PAPER-III MASS COMMUNICATION**

#### **BLOCK-A**

Unit-I : Nature, Scope and definitions of mass communication. Process o  
mass communication.

Unit-II : Elements of mass communication; functions and characteristics o  
mass communication.

#### **BLOCK-B**

Unit-I : Brief history of mass media (world overview)

Unit-II : Brief history of mass media (Indian perspective)

#### **BLOCK-C**

Unit-I : Newspapers; books; magazines

Unit-II : Radio; television; cinema; internet

#### **BLOCK-D**

Unit-I : Hypodermic needle theory; two-step theory and multi-step theory.

Unit-II : Theory of selectivity and the theory of agenda setting.



### **BLOCK-E**

Unit-I : Reach and role of different mass media.

Unit-II : Effect of different mass media.



### **YEAR-II:**

### **PAPER-IV NEWS WRITING**

#### **BLOCK\_A**

Unit-I : Introduction to news-concept and definitions.

Unit-II : News values, dynamics of news values.

#### **BLOCK-B**

Unit-I : News-structure and content. Difference with other forms of writing  
Types-inverted pyramid and chronological.

Unit-II : Writing headlines. Headline types, functions and importance. Challenges and techniques of headline writing.

#### **BLOCK-C**

Unit-I : Types of news stories.

Unit-II : Introduction to news features; news analysis and backgrounders.

#### **BLOCK-D**

Unit-I : Writing interviews for news.

Unit-II : Writing news for news agencies and newspapers.

#### **BLOCK-E**

Unit-I : Introduction to writing radio news.

Unit-II : Introduction to writing TV news.

**YEAR-II:                      PAPER-V      PRODUCTION PORTFOLIO**

The candidates will submit the items listed below. Marks for each item are as indicated against them.

<i>SL NO.</i>	<i>Item</i>	<i>No(s) of item</i>	<i>Mark</i>
1.	Write-ups :		
	. Letters	3	6
	. Essay	1	2
	. Articles or poetry	2	2
2.	Biodata with covering letter	1	10
3.	Interview	2	10
4.	News story for radio	2	10
5.	News story for television	2	10
6.	News features	2	10
7.	News analysis	2	10
8.	News stories (Inverted pyramid)	2	10
9.	News stories (Chronological )	2	10
10.	Backgrounders	2	10

*Note : The candidates are required to submit a portfolio of their production as listed in the paper within ONE WEEK of the last theory examination . The production portfolio must be submitted in A-4 size Bond papers neatly typed either in English or Hindi or both provided both the languages are not used in the same item.*



**YEAR-III:                      PAPER I      REPORTING**

**BLOCK-A**

Unit-I : Introduction to reporting.

Unit-II : Principles of reporting, functions and responsibilities.

**BLOCK-B**

Unit-I : Reporting techniques, news elements.

Unit-II : News sources-types and problems.

### **BLOCK-C**

Unit-I : Qualities of a reporter. Roles and responsibilities of repertorial staff.

Unit-II : Reporters, correspondents, stringers and bureaus.

### **BLOCK-D**

Unit-I : Reporting crime, courts, defence, political, and business and commerce; sports.

Unit-II : Reporting functions, meeting, seminars, workshops and conferences, interviews.

### **BLOCK-E**

Unit-I : Introduction to reporting for radio.

Unit-II : Introduction to reporting for television.



### **YEAR-III:**

### **PAPER-II EDITING**

### **BLOCK-A**

Unit-I : Introduction to editing.

Unit-II : Principles and functions of editing.

### **BLOCK-B**

Unit-I : Roles and responsibilities of editorial staff: Qualities of editorial staff.

Unit-II : The role and functions of sub-editors and assistant editors, news editors and editors.

### **BLOCK-C**

Unit-I : Organisation and structure of news-room and news desk.



Unit-II : Process of editing : selection of news items, copy editing, subbing.

**BLOCK-D**

Unit-I : Headlines and sub-headlines; intro and body of news; editing articles and features.

Unit-II : Page make-up for newspapers and magazines; style sheet; editing marks.

**BLOCK-E**

Unit-I : Editing radio and TV news; editing equipment for radio and TV; editing other programmes for radio and TV.

Unit-II : Editing-linear and non-linear.



**YEAR III:**                      **PAPER-III**    **ADVERTISING & PUBLIC RELATIONS**

**BLOCK-A**

Unit-I : Introduction to advertising. Advertising concept, function and definitions.

Unit-II : Types of advertising; consumer, corporate, industrial and social.

**BLOCK-B**

Unit-I : Advertising strategies, appeals and target audience.

Unit-II : Sales promotion; advertising as persuasive communication; advertising as marketing tools.

**BLOCK-C**

Unit-I : Ad agency-structure and functions, creativity media selection- newspapers, magazines, radio and television.

Unit-II : Introduction to radio advertising - copy preparation; introduction to television commercials.

### **BLOCK-D**

- Unit-I : Introduction to public relations; history and growth of PR; publicity, propaganda and public opinion.
- Unit-II : PR in India-Public and private sectors. PR agencies. Difference between PR and advertising.

### **BLOCK-E**

- Unit-I : PR strategies; PR agencies.
- Unit-II : Writing press releases, house journals, news letters.



### **YEAR-III:**

### **PAPER-IV MEDIA ISSUES**

#### **BLOCK-A**

- Unit-I : Media freedom.
- Unit-II : Right to information.

#### **BLOCK-B**

- Unit-I : Censorship.
- Unit-II : Media and social responsibility.

#### **BLOCK-C**

- Unit-I : Violence in media.
- Unit-II : Media and religion.

#### **BLOCK-D**

- Unit-I : Media and development.
- Unit-II : Politics and media.

### **BLOCK-E**

Unit-I : Children and media.

Unit-II : Gender portrayal in media.



### **YEAR-III: PAPER-V PRODUCTION PORTFOLIO**

The candidates will submit the items as listed. Marks for each item are as indicated against them.

<i>SL NO.</i>	<i>Item</i>	<i>No(s) of item</i>	<i>Mark</i>
1.	News stories : Accident, Crime, Sports, Economy, Political	10(2 each)	10
2.	News writing for meeting seminar conference, symposia, public meeting	10(2 each)	10
3.	News script for radio	2	10
4.	News script for TV	2	10
5.	Radio advertisement (script)	5	10
6.	TV advertisement(script)	5	10
7.	Editing news stories	5	10
8.	Collection of various ads from newspapers and magazines with brief critical analysis of each	10	10
9.	Write up on media issues in not less then 500 words	2	10
10.	News releases	5	10

*Note : The candidates are required to submit a portfolio of their production as listed in the paper within ONE WEEK of the last theory examination. The production portfolio must be submitted in A-4 size Bond papers neatly typed either in English or Hindi or both provided both the languages are not used in the same item.*

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**Price : Rs.**

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