

**DIRECTORATE OF DISTANCE EDUCATION**  
**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**COURSE CURRICULUM**  
**FOR**

**B.A. MASS COMMUNICATION [BMC]**  
**(THREE-YEAR INTEGRATED COURSE)**  
**(THROUGH DISTANCE EDUCATION)**

**SCHEME OF EXAMINATION**

**PASS MARKS**

**35% IN EACH PAPER**

**FIRST YEAR**

Paper Code	Nomenclature of Paper	Max Marks		Total
		External	Internal	
BMC 101	Human Communication	70	30	100
BMC 102	Hindi	70	30	100
BMC 103	English	70	30	100
BMC 104	Basic Skills Writing	70	30	100
BMC 105	Computer Applications	70	30	100
Total		350	150	500

**SECOND YEAR**

Paper Code	Nomenclature of Paper	Max Marks		Total
		External	Internal	
BMC 106	Social Sciences-I	70	30	100
BMC 107	Social Sciences-II	70	30	100
BMC 108	Mass Communication	70	30	100
BMC 109	News Writing	70	30	100
BMC 110	Production Portfolio (I)	100	-	100
Total		380	120	500

**THIRD YEAR**

Paper Code	Nomenclature of Paper	Max Marks		Total
		External	Internal	
BMC 111	Reporting	70	30	100
BMC 112	Editing	70	30	100
BMC 113	Advertising & Public Relations	70	30	100
BMC 114	Media Issues	70	30	100
BMC 115	Production Portfolio (II)	100	-	100
Total		380	120	500

Bachelor of Mass Communication (BMC) is three-year course with annual examination system. There are five papers in each year.

All the questions will be set in English except the language papers. However, the candidates can write their answers either in English or Hindi or both provided both the languages will not be used to answer the same question. In case of the language papers, the candidates will answer the questions in the same language.

For the Production Portfolio-I (paper code BMC 110), in the second year and Product Portfolio-II (paper code BMC 115) in the third year, the candidates are required to submit a portfolio of their production as listed in the paper within ONE WEEK of the last theory examination of the respective year. The Production Portfolio must be submitted in A4 size Bond papers, neatly typed either in English or Hindi or both provided both the languages are not used in the same item.

**Note:**

- 1. There will be two sections A & B. (35+35=70). In section A there will be ten short answer type questions out of which the candidate will be required to attempt any seven questions (7×5=35). In section B there will be three questions with internal choice and the candidate will be required to attempt all questions (2×12)+(1×11)=35.**
- 2. 30% of the maximum marks are allocated for internal assessment in each paper based on two assignments (handwritten) of 15% marks each.**

**SYLLABUS**  
**FIRST YEAR**

Paper - I:	HUMAN COMMUNICATION (BMC- 101)
Paper - II:	HINDI (BMC- 102)
Paper - III:	ENGLISH (BMC- 103)
Paper - IV:	BASIC SKILLS WRITING (BMC- 104)
Paper - V:	COMPUTER APPLICATIONS (BMC- 105)

**SECOND YEAR**

Paper - I:	SOCIAL SCIENCES- I (SOCIOLOGY & PSYCHOLOGY) (BMC- 106)
Paper - II:	SOCIAL SCIENCES- II (POLITICAL SCIENCE & ECONOMICS) (BMC- 107)
Paper - III:	MASS COMMUNICATION (BMC- 108)
Paper - IV:	NEWS WRITING (BMC- 109)
Paper - V:	PRODUCTION PORTFOLIO (I) (BMC- 110)

**THIRD YEAR**

Paper - I:	REPORTING (BMC- 111)
Paper – II:	EDITING (BMC- 112)
Paper - III:	ADVERTISING & PUBLIC RELATIONS (BMC- 113)
Paper – IV:	MEDIA ISSUES (BMC- 114)
Paper - V:	PRODUCTION PORTFOLIO (II) (BMC- 115)

**DETAILED SYLLABUS**  
**FIRST YEAR**

**PAPER- I: HUMAN COMMUNICATION [BMC- 101]**

**Max. Marks – 100**

**External -70; Internal -30**

**Duration – 3 hrs.**

**BLOCK - A**

- Unit - I** : Introduction to Communication; Concept and Definitions of Communication.
- Unit - II** : The Process of Communication; Elements and Functions of Communication.

**BLOCK- B**

- Unit - I** : Human Communication; 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 & Practice; Role-playing.
- Unit - II** : Mass Communication: Introduction, Concept & Definition; Elements of Mass Communication.

**BLOCK- E**

- Unit - I** : Theories of Communication- Functional Theory; Relational Theory.
- Unit - II** : Models of Communication: SMCR Model; Shannon and Weaver Model; Osgood's Model; Schramm's Model.

**Note:**

1. There will be two sections A & B. (35+35=70). In section A there will be ten short answer type questions out of which the candidate will be required to attempt any seven questions (7×5=35). In section B there will be three questions with internal choice and the candidate will be required to attempt all questions (2×12)+(1×11)=35.
2. 30% of the maximum marks are allocated for internal assessment based on two assignments (handwritten) of 15% marks each.

**PAPER- II: HINDI [BMC- 102]**

**Max. Marks – 100**

**External -70; Internal -30**

**Duration – 3 hrs.**

**BLOCK - A**

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

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

**BLOCK - B**

**Unit - I** : पर्याय, विलोम, समानार्थी, अनेकार्थी । शब्द रचना, रूप रचना, वाक्य रचना—वर्गीकरण ।

**Unit - II** : संज्ञा, क्रिया, विशेषण, काल, वाच्य ।

**BLOCK - C**

**Unit - I** : हिन्दी भाषा का विकास—प्राचीन, मध्यकालीन, आधुनिक राज भाषा, राष्ट्र भाषा, सम्पर्क भाषा ।

**Unit - II** : प्रयोजनमूलक हिन्दी — विज्ञान, वाणिज्य राजभाषा, कार्यकालीन भाषा, पत्र लेखन के प्रकार — निमन्त्रण, आदेश, व्यापारिक ।

**BLOCK - D**

**Unit - I** : संचार भाषा — पत्रकारिता, दृश्य—श्रव्य अवयव, विज्ञापन ।

**Unit - II** : भाषा और बोली, प्रादेशिक बोलियां और उनका वर्गीकरण ।

**BLOCK - E**

**Unit - I** : समास, अनेक शब्दों के लिए एक शब्द ।

**Unit - II** : हिन्दी भाषा की शैली — साहित्यिक, औपचारिक, अनौपचारिक, समाज शैली, व्यास शैली ।

**Note:**

1. There will be two sections A & B. (35+35=70). In section A there will be ten short answer type questions out of which the candidate will be required to attempt any seven questions (7×5=35). In section B there will be three questions with internal choice and the candidate will be required to attempt all questions (2×12)+(1×11)=35.
2. 30% of the maximum marks are allocated for internal assessment based on two assignments (handwritten) of 15% marks each.

**PAPER- III: ENGLISH [BMC- 103]**

**Max. Marks – 100**

**External -70; Internal -30**

**Duration – 3 hrs.**

**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     |

**Note:**

1. There will be two sections A & B. (35+35=70). In section A there will be ten short answer type questions out of which the candidate will be required to attempt any seven questions (7×5=35). In section B there will be three questions with internal choice and the candidate will be required to attempt all questions (2×12)+(1×11)=35.
2. 30% of the maximum marks are allocated for internal assessment based on two assignments (handwritten) of 15% marks each.

**PAPER- IV: BASIC SKILLS WRITING [BMC- 104]**  
**Max. Marks – 100** **External -70; Internal -30**  
**Duration – 3 hrs.**

**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 7C's- Clarity, Conciseness, Credibility, Correctness, Continuity, Completeness & Command; Coherency and Consistency; Transition.  
**Unit - II** : Various Forms of Writing: Prose, Poetry, Letters, Essays, Story and Drama; News, Articles and Features.

**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 Bio-data and Curriculum Vitae.

**Note:**

1. There will be two sections A & B. (35+35=70). In section A there will be ten short answer type questions out of which the candidate will be required to attempt any seven questions (7×5=35). In section B there will be three questions with internal choice and the candidate will be required to attempt all questions (2×12)+(1×11)=35.
2. 30% of the maximum marks are allocated for internal assessment based on two assignments (handwritten) of 15% marks each.

**PAPER- V: COMPUTER APPLICATIONS [BMC- 105]**

**Max. Marks – 100**

**External -70; Internal -30**

**Duration – 3 hrs.**

**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, Storage, and 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, Importing Commands, Page Setup, 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.

**Note:**

1. There will be two sections A & B. (35+35=70). In section A there will be ten short answer type questions out of which the candidate will be required to attempt any seven questions (7×5=35). In section B there will be three questions with internal choice and the candidate will be required to attempt all questions (2×12)+(1×11)=35.
2. 30% of the maximum marks are allocated for internal assessment based on two assignments (handwritten) of 15% marks each.



## **DETAILED SYLLABUS**

### **SECOND YEAR**

**PAPER-I: SOCIAL SCIENCES-I (SOCIOLOGY & PSYCHOLOGY) [BMC- 106]**

**Max. Marks – 100**

**External -70; Internal -30**

**Duration – 3 hrs.**

#### **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 and Process; Types of Social Changes; 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; Socio-cultural Determinants of Personality.

#### **Note:**

1. There will be two sections A & B. (35+35=70). In section A there will be ten short answer type questions out of which the candidate will be required to attempt any seven questions (7×5=35). In section B there will be three questions with internal choice and the candidate will be required to attempt all questions (2×12)+(1×11)=35.
2. 30% of the maximum marks are allocated for internal assessment based on two assignments (handwritten) of 15% marks each.

**PAPER-II: SOCIAL SCIENCES-II (POLITICAL SCIENCE & ECONOMICS)**

**[BMC- 107]**

**Max. Marks – 100**

**External -70; Internal -30**

**Duration – 3 hrs.**

**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 & 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** : Liberalization, Globalization and Swadeshi.

**Note:**

1. There will be two sections A & B. (35+35=70). In section A there will be ten short answer type questions out of which the candidate will be required to attempt any seven questions (7×5=35). In section B there will be three questions with internal choice and the candidate will be required to attempt all questions (2×12)+(1×11)=35.
2. 30% of the maximum marks are allocated for internal assessment based on two assignments (handwritten) of 15% marks each.

**PAPER - III : MASS COMMUNICATION [BMC- 108]**  
**Max. Marks – 100** **External -70; Internal -30**  
**Duration – 3 hrs.**

**BLOCK - A**

- Unit - I** : Nature, Scope and Definitions of Mass Communication; Process of Mass Communication.  
**Unit - II** : Elements of mass Communication; Functions and Characteristics of 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 Agenda Setting Theory.

**BLOCK - E**

- Unit - I** : Reach and Role of Different Mass Media  
**Unit - II** : Effect of Different Mass Media.

**Note:**

1. There will be two sections A & B. (35+35=70). In section A there will be ten short answer type questions out of which the candidate will be required to attempt any seven questions (7×5=35). In section B there will be three questions with internal choice and the candidate will be required to attempt all questions (2×12)+(1×11)=35.
2. 30% of the maximum marks are allocated for internal assessment based on two assignments (handwritten) of 15% marks each.

**PAPER - IV: NEWS WRITING [BMC- 109]**

**Max. Marks – 100**

**External -70; Internal -30**

**Duration – 3 hrs.**

**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; Differences with other Forms of Writing; News Structure: Inverted Pyramid and Chronological.

**Unit - II :** Writing Headlines; Headline Types; Functions and Importance of Headlines; 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.

**Note:**

1. There will be two sections A & B. (35+35=70). In section A there will be ten short answer type questions out of which the candidate will be required to attempt any seven questions (7×5=35). In section B there will be three questions with internal choice and the candidate will be required to attempt all questions (2×12)+(1×11)=35.
2. 30% of the maximum marks are allocated for internal assessment based on two assignments (handwritten) of 15% marks each.

**PAPER- V: PRODUCTION PORTFOLIO-I****[BMC- 110]**

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

Sl. No.	Item	No.(s) of item	Mark
1.	Write-ups:		
	- Letters	3	6
	- Essay	1	2
	- Articles or Poetry	2	2
2.	Bio-data 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.*

**DETAILED SYLLABUS**  
**THIRD YEAR**

**PAPER- I: REPORTING [BMC- 111]**

**Max. Marks – 100**

**External -70; Internal -30**

**Duration – 3 hrs.**

**BLOCK - A**

- Unit - I** : Introduction to Reporting  
**Unit - II** : Principal of Reporting; Functions and Responsibilities of Reporting.

**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 Reportorial Staff.  
**Unit - II** : Reporters, Correspondents, Stringers and Bureaus.

**BLOCK - D**

- Unit - I** : Reporting Crime, Courts, Defense, Politics, and Business and Commerce; Reporting Sports.  
**Unit - II** : Reporting Function, Meeting, Seminars, Workshops and Conferences, Interviews.

**BLOCK - E**

- Unit - I** : Introduction to Reporting for Radio  
**Unit - II** : Introduction to Reporting for Television.

**Note:**

1. There will be two sections A & B. (35+35=70). In section A there will be ten short answer type questions out of which the candidate will be required to attempt any seven questions (7×5=35). In section B there will be three questions with internal choice and the candidate will be required to attempt all questions (2×12)+(1×11)=35.
2. 30% of the maximum marks are allocated for internal assessment based on two assignments (handwritten) of 15% marks each.

**PAPER- II: EDITING [BMC- 112]**

**Max. Marks – 100**

**External -70; Internal -30  
Duration – 3 hrs.**

**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** : Organization and Structure of News-Room & News Desk.  
**Unit - II** : Process of Editing: Selection of News Items, Copy Editing or 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.

**Note:**

1. There will be two sections A & B. (35+35=70). In section A there will be ten short answer type questions out of which the candidate will be required to attempt any seven questions (7×5=35). In section B there will be three questions with internal choice and the candidate will be required to attempt all questions (2×12)+(1×11)=35.
2. 30% of the maximum marks are allocated for internal assessment based on two assignments (handwritten) of 15% marks each.

**PAPER- III:        ADVERTISING & PUBLIC RELATIONS [BMC- 113]**  
**Max. Marks – 100** **External -70; Internal -30**  
**Duration – 3 hrs.**

**BLOCK - A**

- Unit - I** : Introduction to Advertising; Advertising Concept, Functions and Definitions.  
**Unit - II** : Types of Advertising: Consumer Advertising, Corporate Advertising, Industrial Advertising and Social Advertising.

**BLOCK - B**

- Unit - I** : Advertising Strategies, Appeals and Target Audience.  
**Unit - II** : Sales promotion; Advertising as Persuasive Communication; Advertising as a Marketing Tool.

**BLOCK - C**

- Unit - I** : Advertising Agency- Structure and Functions; Creativity; Media Selection; Advertising Media: 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; Differences between PR and Advertising.

**BLOCK - E**

- Unit - I** : PR Strategies; PR Agencies.  
**Unit - II** : Writing Press Releases, House Journals, News Letters.

**Note:**

1. There will be two sections A & B. (35+35=70). In section A there will be ten short answer type questions out of which the candidate will be required to attempt any seven questions (7×5=35). In section B there will be three questions with internal choice and the candidate will be required to attempt all questions (2×12)+(1×11)=35.
2. 30% of the maximum marks are allocated for internal assessment based on two assignments (handwritten) of 15% marks each.



**PAPER - IV : MEDIA ISSUES [BMC- 114]**  
**Max. Marks – 100** **External -70; Internal -30**  
**Duration – 3 hrs.**

**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.

**Note:**

1. There will be two sections A & B. (35+35=70). In section A there will be ten short answer type questions out of which the candidate will be required to attempt any seven questions (7×5=35). In section B there will be three questions with internal choice and the candidate will be required to attempt all questions (2×12)+(1×11)=35.
2. 30% of the maximum marks are allocated for internal assessment based on two assignments (handwritten) of 15% marks each.

**PAPER- V: PRODUCTION PORTFOLIO (II) [BMC- 115]**

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

Sl. No.	Item	No of items	Marks
1.	News stories: Accident, Crime, Sports, Economy, Political	10 (2 each)	10
2.	News for Meetings, Seminars Conference, Symposia, etc.	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 than 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.*