

Guru Jambheshwar University of Science & Technology Hisar
Department of Mass Communication



FACULTY OF HUMANITIES AND SOCIAL SCIENCES

Scheme and Syllabi of Examination

of

Integrated B.A. (Hons/Hons with Research) M.A. Mass Communication

(NEP-2020)

For UTD (Regular Course)

First Year

(w.e.f. Academic Session 2024-25)

Programme Outcomes: -

PO1: Comprehensive Understanding of Mass Communication: Develop a thorough understanding of the theories, principles, and practices of mass communication across various media platforms including print, broadcast, and digital.

PO2: Critical Thinking and Analytical Skills: Cultivate the ability to critically analyse media content, understand the impact of media on society, and apply analytical skills to evaluate the role of media in shaping public opinion and cultural values.

PO3: Research Proficiency: Gain proficiency in conducting independent research in the field of mass communication, including the ability to formulate research questions, design studies, collect and analyse data, and present findings in a scholarly manner.

PO4: Technical and Production Skills: Acquire practical skills in media production, including writing, editing, and producing content for newspapers, radio, television, and online platforms. Gain hands-on experience with industry-standard tools and technologies.

PO5: Ethical and Legal Awareness: Develop a strong understanding of the ethical and legal considerations in mass communication, including issues related to media law, intellectual property, and journalistic ethics.

PO6: Effective Communication Skills: Enhance both written and oral communication skills, enabling students to convey complex ideas effectively to diverse audiences, both within and outside the media industry.

PO7: Leadership and Teamwork: Foster leadership abilities and teamwork skills, preparing students to work effectively in collaborative environments within the media industry.

PO8: Media Entrepreneurship: Encourage entrepreneurial thinking and innovation in media, equipping students with the skills needed to start and manage media-related ventures or projects.



Guru Jambheshwar University of Science and Technology
Hisar-125001, Haryana
(‘A+’ NAAC Accredited State Govt. University)



Scheme of Examination for Under Graduate Programme
[UG Four Years Programme (Single Major from First Semester)]
Scheme ‘C’ for UTD
Programme: Integrated B.A. (Hons/Hons with Research) M.A. Mass Communication
According to Curriculum and Credit Framework for Under Graduate Programme of NEP-2020

FIRST YEAR

SEMESTER-I									
Type of Course	Course Code	Nomenclature of Paper/Course	Theory/Practical	Credits	Contact Hours	Internal Marks	External Marks	Total Marks	Duration of Exam (Hrs)
DSC	24MCO0101T	Introduction to Communication	T	4	4	30	70	100	3
	24MCO0102T	Introduction to Print Media	T	4	4	30	70	100	3
MIC	<i>To be opted form the pool of MIC</i>		T	4	4	30	70	100	3
MDC	<i>To be opted form the pool of MDC (3+0)</i>		T	3	3	25	50	75	2.5
	OR								
	<i>To be opted form the pool of MDC (2+1)</i>		T	2	2	15	35	50	2
			P	1	2	10	15	25	2
AEC	<i>To be opted form the pool of AEC</i>		T	2	2	15	35	50	2
SEC	<i>To be opted form the pool of SEC (3+0)</i>		T	3	3	25	50	75	2.5
	OR								
	<i>To be opted form the pool of SEC (2+1)</i>		T	2	2	15	35	50	2
			P	1	2	10	15	25	2
	OR								
	<i>To be opted form the pool of SEC (0+3)</i>		T	0	0	0	0	0	0
			P	3	6	25	50	75	2.5
VAC	<i>To be opted form the pool of VAC</i>		T	2	2	15	35	50	2
				22		170	380	550	
SEMESTER-II									
DSC	24MCO0201T	Introduction to Electronic Media	T	4	4	30	70	100	3
	24MCO0202T	Introduction to Persuasive Communication	T	4	4	30	70	100	3
MIC	<i>To be opted form the pool of MIC</i>		T	4	4	30	70	100	3
MDC	<i>To be opted form the pool of MDC (3+0)</i>		T	3	3	25	50	75	2.5
	OR								
	<i>To be opted form the pool of MDC (2+1)</i>		T	2	2	15	35	50	2
			P	1	2	10	15	25	2
AEC	<i>To be opted form the pool of AEC</i>		T	2	2	15	35	50	2
SEC	<i>To be opted form the pool of SEC (3+0)</i>		T	3	3	25	50	75	2.5
	OR								
	<i>To be opted form the pool of SEC (2+1)</i>		T	2	2	15	35	50	2
			P	1	2	10	15	25	2
	OR								
	<i>To be opted form the pool of SEC (0+3)</i>		T	0	0	0	0	0	0
			P	3	6	25	50	75	2.5
VAC	<i>To be opted form the pool of VAC</i>		T	2	2	15	35	50	2
				22		170	380	550	

Note: The student opting for exit after first year must complete internship of 4 credits (120 Hrs) to get UG Certificate.

Department of Mass Communication
Courses offers for the Pools (MIC, MIN, MDC, SEC, AEC and VAC)
(Semester Ist)

Type of Course	Course Code	Nomenclature of Paper/Course	Credits	Contact Hours	Internal Marks	External Marks	Total Marks	Duration of Exam (Hrs)
MIC	24MIN0110T	General Current Awareness (Political)	4	4	30	70	100	3
MIC	24MIC0110T	General Current Awareness (Political)	2	2	15	35	50	2
MDC	24MDC0120T	Idea Generation and Creativity	3	3	25	50	75	2.5
SEC	24SEC0119T	Article Writing for Newspapers and Magazines	3	3	25	50	75	2.5
VAC	24VAC0102T	Communication Ethics	2	2	15	35	50	2
Semester IInd								
MIC	24MIN0210T	General Current Awareness (Economics)	4	4	30	70	100	3
MIC	24MIC0210T	General Current Awareness (Economics)	2	2	15	35	50	2
MDC	24MDC0220T	Feature Writing for Newspapers and Magazines	3	3	25	50	75	2.5
SEC	24SEC0219T	Content Development for Digital Platforms	3	3	25	50	75	2.5
VAC	24VAC0102T	Communication Ethics	2	2	15	35	50	2

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SEMESTER-I									
Type of Course	Course Code	Nomenclature of Paper/Course	Theory/Practical	Credits	Contact Hours	Internal Marks	External Marks	Total Marks	Duration of Exam (Hrs)
DSC	24MCO0101T	Introduction to Communication	T	4	4	30	70	100	3
	24MCO0102T	Introduction to Print Media	T	4	4	30	70	100	3
MIC	<i>To be opted form the pool of MIC</i>		T	4	4	30	70	100	3
MDC	<i>To be opted form the pool of MDC (3+0)</i>		T	3	3	25	50	75	2.5
	OR								
	<i>To be opted form the pool of MDC (2+1)</i>		T	2	2	15	35	50	2
			P	1	2	10	15	25	2
AEC	<i>To be opted form the pool of AEC</i>		T	2	2	15	35	50	2
SEC	<i>To be opted form the pool of SEC (3+0)</i>		T	3	3	25	50	75	2.5
	OR								
	<i>To be opted form the pool of SEC (2+1)</i>		T	2	2	15	35	50	2
			P	1	2	10	15	25	2
	OR								
	<i>To be opted form the pool of SEC (0+3)</i>		T	0	0	0	0	0	0
			P	3	6	25	50	75	2.5
VAC	<i>To be opted form the pool of VAC</i>		T	2	2	15	35	50	2
				22		170	380	550	

Courses offers for Pool (MIC, MIN, MDC, SEC, AEC and VAC) (Semester Ist)									
Type of Course	Course Code	Nomenclature of Paper/Course		Credits	Contact Hours	Internal Marks	External Marks	Total Marks	Duration of Exam (Hrs)
MIC	24MIN0110T	General Current Awareness (Political)		4	4	30	70	100	3
MIC	24MIC0110T	General Current Awareness (Political)		2	2	15	35	50	2
MDC	24MDC0120T	Idea Generation and Creativity		3	3	25	50	75	2.5
SEC	24SEC0119T	Article Writing for Newspapers and Magazines		3	3	25	50	75	2.5
VAC	24VAC0102T	Communication Ethics		2	2	15	35	50	2

Total Credits: 22

Course Code: 24MCO0101T**INTRODUCTION TO COMMUNICATION**

Scheme of Examination

Total Marks – 100

Time-3 Hrs

Internal Marks	30 Marks
External Marks	70 Marks
Total Marks	100 Marks

Major Test—

For the end semester examination. Nine questions are to be set by the examiner. Question no 1 will be compulsory and based on the entire syllabus (all four Units). It will contain seven short Answer type questions, each of two marks. Rest of the eight questions are to be given by setting two questions from each of the four units of the syllabus. A candidate is required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks.

Course Objectives :

1. To develop the knowledge of basic elements of Communication.
2. To inculcate the knowledge of communication models.
3. To introduce students to the theories of Communication.
4. To acquaint students with the various types of Communication.

Detailed Course**Unit – I**

- 1.1 Communication : Concept, Elements and Process
- 1.2 Scope of Communication and Barriers to Communication
- 1.3 Types of Communication
- 1.4 Functions of Communication

Unit – II

- 2.1 Aristotle's Model
- 2.2 Wilbur Schramm's Model
- 2.3 Lasswell's Model
- 2.4 Shannon and Weaver's Model

Unit – III

- 3.1 Hypodermic Needle Theory

- 3.2 Agenda Setting Theory

- 3.3 Use and Gratification Theory

- 3.4 Cultivation Theory

Unit – IV

- 4.1 Four Theories of Press

- 4.2 Dependency Theory

- 4.3 Two Step and Multi Step Theory

- 4.4 Spiral of Silence Theory

Practical /Assignments

Students will test the relevance of any one selected theory on basis of survey and interaction, and present the result through Power Point Presentation.

Course Outcomes:

1. Students would be able to introduce themselves to the theories of Communication.
2. Students would be able to inculcate the knowledge of Communication models.
3. Students would be able to develop the knowledge of basic elements of Communication.
4. Students would be able to acquaint themselves with the various types of Communication.

Suggested Readings

1. Dennis, Mcquail, *Mass Communication Theory*, Sage Publication, New Delhi.
2. Schramm, W. & Roberts, D. F., *The Process and Effects of Mass Communication*, Urbana, IL: University of Illinois Press.
3. Rayudu. C.S., *Communication*, Himalaya Publishing House, Mumbai
4. Joshi, P.C., *Communication & Nation – Building – Perspective and Policy*, Publication Division, New Delhi.
5. Malhan P.N., *Communication Media, Yesterday, Today and Tomorrow*, Publication Division, New Delhi.
6. Agee, Warren K., Ault Philip H., *Introduction to Mass Communication*, Oxford & IBH Publishing Company, New Delhi

MAPPING OF CO WITH PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	M	W	M	W	W	W	W
CO2	S	M	W	W	W	W	W	W
CO3	S	M	W	W	W	W	W	W
CO4	S	W	W	W	W	W	W	W

Abbreviations: S : Strong, M : Moderate, W : Weak

Course Code: 24MCO0102T**INTRODUCTION TO PRINT MEDIA**

Scheme of Examination

Total Marks – 100

Time-3 Hrs

Internal Marks	30 Marks
External Marks	70 Marks
Total Marks	100 Marks

Major Test—

For the end semester examination. Nine questions are to be set by the examiner. Question no 1 will be compulsory and based on the entire syllabus (all four Units). It will contain seven short Answer type questions, each of two marks. Rest of the eight questions are to be given by setting two questions from each of the four units of the syllabus. A candidate is required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks.

Course Objectives

1. To understand the working pattern of various print media platforms
2. To familiarise the students with the basics of writing for print media.
3. To create understanding of various print media content.
4. To develop the knowledge of news agency journalism.

Detailed Course**Unit- I**

- 1.1 Introduction to News
- 1.2 Elements of News Writing
- 1.3 Writing Photo Captions
- 1.4 Writing news stories for different beats

Unit- II

- 2.1 Style sheet for Newspapers
- 2.2 Writing Editorials, Articles and Features
- 2.3 Vocabulary for writing for Newspapers
- 2.4 Editorial policy of Newspapers

Unit-III

- 3.1 Difference between writing for Newspapers and Magazines

- 3.2 Various types of Magazines and their writing styles
- 3.3 Writing Travelogues
- 3.4 Interviewing for Newspapers and Magazines

Unit - IV

- 4.1 Concept of News Agency
- 4.2 Indian and Foreign News Agencies
- 4.3 Writing for News Agencies
- 4.4 Difference between writing for news agencies & Newspapers

Practical / Assignments

- Editing News Reports
- Editing Articles of Magazine
- News Sélection

Course Outcomes

1. Students would able to understand the working pattern of various print media platform.
2. Students would be able to familiarise themselves with the basics of writing for print media.
3. Students would be able to create understanding of various print media content.
4. Students would be able to develop the knowledge of news agency.

Suggested Readings

1. *History of Journalism in India - J. Natrajan*
2. *Press - M. Chalapati Rao*
3. *Press Commission Report - Publication Division Govt. of India*
4. *Journalism in India: From the Earliest Times to the Present Day, Rangaswami Parthasarthy, Sterling Publishers, New Delhi, 1989*
5. *Journalism in India, Rangaswami Parthasarthy, Sterling Publishers, New Delhi, 1997*
6. *Modern History of Indian Press, Sunit Ghosh, Cosmo Publications, New Delhi, 1998*

MAP of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	M	W	S	W	W	W	S
CO2	M	S	W	S	W	W	W	M
CO3	M	S	W	S	W	W	W	M
CO4	W	W	W	S	W	W	W	S

Abbreviations: S : Strong, M : Moderate, W : Weak

Course Code: 24MIN0110T**GENERAL CURRENT AWARENESS (POLITICAL)**

Scheme of Examination

Total Marks – 100

Time-3 Hrs

Internal Marks	30 Marks
External Marks	70 Marks
Total Marks	100 Marks

Major Test—

For the end semester examination Nine questions are to be set by the examiner. Question no 1 will be compulsory and based on the entire syllabus (all four Units). It will contain seven short Answer type questions, each of two marks. Rest of the eight questions are to be given by setting two questions from each of the four units of the syllabus. A candidate is required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks.

Course Objectives

1. To understand the Indian political system.
2. To gain knowledge about Political concepts.
3. To gain knowledge about Democracy.
4. To develop the knowledge of various aspect of political systems.

Detailed Course**Unit I**

- 1.1 Indian Political System
- 1.2 Political Equality
- 1.3 Relationship between Equality and Freedom
- 1.4 Various types of Rights

Unit II

- 2.1 Democracy
- 2.2 Concept of Power: Hegemony, Ideology and Legitimacy
- 2.3 Political Ideology: Meaning and Concept
- 2.4 Indian Political Thoughts

Unit III

- 3.1 Quit India Movement

3.2 Non – Coptative Movement

3.3 Civil Disobedience

3.4 Militant and Revolutionary Movements during India's Freedom Struggles

Unit IV

- 4.1 Major Units of Union Government
- 4.2 Major Units of State Government
- 4.3 Directive Principles
- 4.4 Parliamentary System

Practical / Assignments

Classroom presentation on any topics assigned by class teacher during the semester.

Course Outcomes

1. Students would be able to understand the concept of politics.
2. Students would be able to impart knowledge about Indian Political System.
3. Students would be able to impart knowledge about Democracy.
4. Students would be able to develop the knowledge of various political systems.

Suggested reading:

1. *Introduction to the constitution of India* by Dr Durga Das Basu
2. *India after Gandhi: The History of the World's Largest Democracy* by Ramachandra Guha
3. *India : A History* by John Keay
4. *The story of my experiments with truth* by Mahatma Gandhi
5. *India's struggle for Independence* by Bipin Chandra
6. *The Argumentative Indian : writings on Indian History, Culture and Identity* by Amartya Sen

MAPPING of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	W	S	W	W	M	W	W	W
CO2	M	S	W	W	M	W	M	W
CO3	W	S	W	W	S	W	M	W
CO4	W	S	W	W	M	W	W	W

Abbreviations: S: Strong, M: Moderate, W: Weak

Course Code: 24MIC0110T

GENERAL CURRENT AWARENESS (POLITICAL)

Scheme of Examination

Total Marks – 50

Time-2 Hrs

Internal Marks	15 Marks
External Marks	35 Marks
Total Marks	50 Marks

Major Test—

The examiner is required to set five questions in all. The first question will be compulsory consisting of five short questions covering the entire syllabus consisting of 3 marks each. In addition to that four more questions will be set, two questions from each unit. The students shall be required to attempt three questions in all selecting one question from each unit consisting of 10 marks each in addition to compulsory Question No. 1.

Course Objectives

1. To understand the Indian political system.
2. To gain knowledge about Political concepts.
3. To gain knowledge about Democracy.
4. To develop the knowledge of various aspect of political systems.

Detailed Course

Unit I

- 1.1 Indian Political System
- 1.2 Various types of Rights
- 1.3 Quit India Movement
- 1.4 Non – Cooptative Movement

Unit II

- 2.1 Democracy
- 2.2 Political Ideology: Meaning and Concept
- 2.3 Major Units of Union Government
- 2.4 Major Units of State Government

Practical / Assignments

Classroom presentation on any topics assigned by class teacher during the semester.

Course Outcomes

1. Students would be able to understand the concept of politics.
2. Students would be able to impart knowledge about Indian Political System.
3. Students would be able to impart knowledge about Democracy.
4. Students would be able to develop the knowledge of various political systems.

Suggested reading:

1. *Introduction to the constitution of India* by Dr Durga Das Basu
2. *India after Gandhi: The History of the World's Largest Democracy* by Ramachandra Guha
3. *India : A History* by John Keay
4. *The story of my experiments with truth* by Mahatma Gandhi
5. *India's struggle for Independence* by Bipin Chandra
6. *The Argumentative Indian : writings on Indian History, Culture and Identity* by Amartya Sen

MAPPING of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	W	S	W	W	M	W	W	W
CO2	M	S	W	W	M	W	M	W
CO3	W	S	W	W	S	W	M	W
CO4	W	S	W	W	M	W	W	W

Abbreviations: S: Strong, M: Moderate, W: Weak

Course Code: 24MDC0120T**IDEA GENERATION AND CREATIVITY**

Scheme of Examination

Total Marks – 75

Time-2.5 Hrs

Internal Marks	25 Marks
External Marks	50 Marks
Total Marks	75 Marks

Major Test—

For the end semester examination, Seven questions are to be set by the examiner. Question no 1 will be compulsory and based on the entire syllabus (all three Units). It will contain five short answer type questions, each of 2.5 marks. Rest of the six questions are to be given by setting two questions from each of the three units of the syllabus. A candidate is required to attempt other three questions by selecting one from each of the three units. All the questions including Q No 1 shall carry equal marks (12.5 marks for each question).

Course Objectives

1. To understand the concept of idea generation.
2. To gain knowledge about creativity.
3. To develop the knowledge of various creative practices.

Detailed Course:**Unit**

- 1.1 Idea generation for writing
- 1.2 Inspiration and Imagination in writing
- 1.3 Writing styles for different Write-ups
- 1.4 Style Elements in Writing: Symbolism, Imagery, Metaphor etc.

Unit II

- 2.1 Creativity: an Introduction
- 2.2 Conceptual development
- 2.3 Context (Plot) Development and narrative structure

2.4 Creative Expression and Factual Accuracy

Unit III

- 3.1 Poetry and its unique characteristics
- 3.2 Poetic forms: rhymed, free verse, haiku
- 3.3 Rhythm and meter in poem
- 3.4 Creativity in Mass Media

Practical / Assignments

Classroom presentation on any topics assigned by class teacher during the semester.

Course Outcomes

1. Students would be able to understand the concept of idea generation.
2. Students would be able to gain knowledge about creativity.
3. Students would be able to develop the knowledge of various aspects of creativity.

Suggested Readings

1. *Basic Media Writing* by Melvin Mencher
2. *Writing for the Mass Media (8th Edition)* by James Glen Stovall
3. *Writing for Digital Media* by Brian Carroll: Taylor & Francis
4. *Writing for Visual Media* by Anthony Friedmann: Taylor & Francis

MAPPING of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	M	S	S	M	W	W	S
CO2	M	M	S	S	M	W	M	S
CO3	M	W	W	S	W	M	M	S

Abbreviations: S: Strong, M: Moderate, W: Weak

Course Code: 24SEC0119T**ARTICLE WRITING FOR NEWSPAPERS AND MAGAZINES**

Scheme of Examination

Total Marks – 75

Time-2.5 Hrs

Internal Marks	25 Marks
External Marks	50 Marks
Total Marks	75 Marks

Major Test—

For the end semester examination, Seven questions are to be set by the examiner. Question no 1 will be compulsory and based on the entire syllabus (all three Units). It will contain five short answer type questions, each of 2.5 marks. Rest of the six questions are to be given by setting two questions from each of the three units of the syllabus. A candidate is required to attempt other three questions by selecting one from each of the three units. All the questions including Q No 1 shall carry equal marks (12.5 marks for each question).

Course Objectives

1. To enhance article writing skills.
2. To impart knowledge about Structure in Article Writing
3. To impart knowledge about Style in Article Writing

Detailed course**Unit I**

- 1.1 Newspaper Articles
- 1.2 Magazine Articles
- 1.3 Types of Articles (Expository, Persuasive, Descriptive Articles)
- 1.4 Clarity in Article Writing

Unit II

- 2.1 Types of Material for Article Writing
- 2.2 Structure in Article Writing
- 2.3 Style in Article Writing
- 2.4 Credibility in Article Writing

Unit III

- 3.1 Planning for Article Writing
- 3.2 Preparation for Article Writing
- 3.3 Creativity in Article Writing
- 3.4 Continuity in Article Writing

Practical / Assignments

Submit assignments of writing on 05 Articles on different topics
Classroom presentation on any five topics of Article for Newspaper and Magazine.

Course Outcomes

1. Students would be able to create writing skills.
2. Students would be able to impart knowledge about article writing for newspaper.
3. Students would be able to impart knowledge about article writing for magazine.
4. Students would be able to develop the knowledge of various forms of article writing.

Suggested Readings:

1. *Basic Media Writing* by Melvin Mencher
2. *Writing for the Mass Media (8th Edition)* by James Glen Stovall
3. *Journalism: Principles and Practice* by Tony Harcup
4. *Scholastic Journalism, 12th Edition* by C. Dow Tate, Sherri A. Taylor

MAPPING of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	M	S	S	M	W	W	S
CO2	M	M	S	S	M	W	M	S
CO3	M	S	M	S	W	M	M	S
CO4	W	W	W	M	S	W	M	M

Abbreviations: S: Strong, M: Moderate, W: Weak

Course Code:24VAC0102T

COMMUNICATION ETHICS

Scheme of Examination

Total Marks – 50
Time-2 Hrs

Internal Marks	15 Marks
External Marks	35 Marks
Total Marks	50 Marks

Major Test—

The examiner is required to set five questions in all. The first question will be compulsory consisting of five short questions covering the entire syllabus consisting of 3 marks each. In addition to that four more questions will be set, two questions from each unit. The students shall be required to attempt three questions in all selecting one question from each unit consisting of 10 marks each in addition to compulsory Question No. 1.

Course Objectives:

1. To inculcate the knowledge of the process of Communication among the students.
2. To understand various communication ethics used in day-to-day activities.
3. To learn about the ethics of professional communication applied in different organizations.

UNIT-1: Basics of Communication

- Essentials of Communication, Forms of Communication, Type of Communication, Barriers in Communication
- Ethical Behavior: Interpersonal Communication, Intercultural Communication

UNIT-2: Ethics in Communication

- Meaning, Nature and scope of Ethics, Moral Judgement and logical judgement
- Importance of ethical communication: Writing, Listening, body language and public speaking, Professional Communication Ethics

Course outcomes:

1. Students would be able to communicate better after the understanding of the basics Communication.
2. Students would be able to apply communication ethics during interpersonal communication.
3. Students would be able to apply communication ethics in professional environment.

Suggested Reading:

1. *Mass Communication in India -By Keval J Kumar- JAICO Publication*
2. *Handbook of Journalism and Mass Communication- By Virbala Aggrawal, V.S Gupta, Concept Publishing Company : New Delhi (2001)*
3. *Mass Communication In India: A Sociological Perspective- By J V Vilanilam, Sage Publications: New Delhi (2005)*
4. *Professional Journalism - M. V. Kamat*

MAPPING of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	W	W	M	M	S	W	M
CO2	S	W	W	W	M	S	M	W
CO3	S	W	W	S	W	S	M	W

Abbreviations: S: Strong, M: Moderate, W: Weak

Department of Mass Communication, GJUS&T, Hisar - 125001

SEMESTER-II									
Type of Course	Course Code	Nomenclature of Paper/Course	Theory/Practical	Credits	Contact Hours	Internal Marks	External Marks	Total Marks	Duration of Exam (Hrs)
DSC	24MCO0201T	Introduction to Electronic Media	T	4	4	30	70	100	3
	24MCO0202T	Introduction to Persuasive Communication	T	4	4	30	70	100	3
MIC	<i>To be opted form the pool of MIC</i>		T	4	4	30	70	100	3
MDC	<i>To be opted form the pool of MDC (3+0)</i>		T	3	3	25	50	75	2.5
	OR								
	<i>To be opted form the pool of MDC (2+1)</i>		T	2	2	15	35	50	2
			P	1	2	10	15	25	2
AEC	<i>To be opted form the pool of AEC</i>		T	2	2	15	35	50	2
SEC	<i>To be opted form the pool of SEC (3+0)</i>		T	3	3	25	50	75	2.5
	OR								
	<i>To be opted form the pool of SEC (2+1)</i>		T	2	2	15	35	50	2
			P	1	2	10	15	25	2
	OR								
	<i>To be opted form the pool of SEC (0+3)</i>		T	0	0	0	0	0	0
			P	3	6	25	50	75	2.5
VAC	<i>To be opted form the pool of VAC</i>		T	2	2	15	35	50	2
				22		170	380	550	

Department of Mass Communication									
Courses offers for the Pools (MIC, MIN, MDC, SEC, AEC and VAC)									
(Semester IInd)									
Type of Course	Course Code	Nomenclature of Paper/Course		Credits	Contact Hours	Internal Marks	External Marks	Total Marks	Duration of Exam (Hrs)
MIC	24MIN0210T	General Current Awareness (Economics)		4	4	30	70	100	3
MIC	24MIC0210T	General Current Awareness (Economics)		2	2	15	35	50	2
MDC	24MDC0220T	Feature Writing for Newspapers and Magazines		3	3	25	50	75	2.5
SEC	24SEC0219T	Content Development for Digital Platforms		3	3	25	50	75	2.5
VAC	24VAC0102T	Communication Ethics		2	2	15	35	50	2

Total Credits: 22

Course Code: 24MCO0201T**INTRODUCTION TO ELECTRONIC MEDIA**

Scheme of Examination

Total Marks – 100

Time-3 Hrs

Internal Marks	30 Marks
External Marks	70 Marks
Total Marks	100 Marks

Major Test—

For the end semester examination, Nine questions are to be set by the examiner. Question no 1 will be compulsory and based on the entire syllabus (all four Units). It will contain seven short Answer type questions, each of two marks. Rest of the eight questions are to be given by setting two questions from each of the four units of the syllabus. A candidate is required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks.

Course Objectives

1. To understand the working pattern of electronic media platform.
2. To familiarize the students with the basic techniques of broadcasting.
3. To create understanding of electronic media content creation.
4. To inculcate the knowledge of script writing.
5. To develop the knowledge of online journalism.

Detailed Course:**Unit I: Foundations of Electronic Media**

- 1.1 Introduction to Electronic Media
- 1.2 Historical evolution of electronic media in India
- 1.3 Theories and concepts in electronic media studies
- 1.4 Role and impact of electronic media in society

Unit II: Radio Broadcasting

- 2.1 Introduction to radio as an electronic medium
- 2.2 Radio programming and formats
- 2.3 Radio production techniques
- 2.4 Radio journalism and storytelling

Unit III: Television Production

- 3.1 Overview of television as an electronic medium

- 3.2 Television production processes
- 3.3 Scriptwriting for television
- 3.4 Studio and field production techniques

Unit IV: Digital Media and Online Platforms

- 4.1 Rise of digital media
- 4.2 Social media platforms
- 4.3 Online streaming services
- 4.4 Convergence of electronic media

Practical / Assignments (To be Assigned by the Teacher)

- TV and Radio Exercises- Radio news Reporting of events and recordings. Writing of news reports. TV news - Writing, presenting and recording of PTCs. Online content editing assignment.

Course Outcomes

1. Students will be able to understand the working pattern of electronic media platform.
2. Students will be able to familiarize the students with the basic techniques of broadcasting.
3. Students will be able to have understanding of electronic media content creation.
4. Students will be having the knowledge of script writing.
5. Students will be having the knowledge of online journalism.

Suggested Readings:

- *"Understanding Media: The Extensions of Man"* by Marshall McLuhan
- *"Media and Culture: An Introduction to Mass Communication"* by Richard Campbell, Christopher R. Martin, and Bettina Fabos

- *"Electronic Media: An Introduction" by Norman J. Medoff and Barbara Kaye*
- *"Introduction to Mass Communication: Media Literacy and Culture" by Stanley J. Baran*
- *"Digital Media Ethics" by Charles Ess*
- *"Electronic Media Management" by Peter K. Pringle and Michael G. Starr*
- *"The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying" by Helen Katz*
- *"Media Effects: Advances in Theory and Research" by Jennings Bryant and Dolf Zillmann*
- *"Introduction to Broadcasting" by Michael C. Keith*
- *"Convergence Culture: Where Old and New Media Collide" by Henry Jenkins*

MAPPING of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	M	W	M	M	W	W	M
CO2	S	M	W	W	M	W	M	W
CO3	S	M	W	S	M	M	M	W
CO4	M	W	W	S	M	S	M	M
CO5	M	M	W	W	S	S	M	M

Abbreviations: S: Strong, M: Moderate, W: Weak

Course Code: 24MCO0202T**INTRODUCTION TO PERSUASIVE COMMUNICATION**

Scheme of Examination

Total Marks – 100

Time-3 Hrs

Internal Marks	30 Marks
External Marks	70 Marks
Total Marks	100 Marks

Major Test—

For the end semester examination, Nine questions are to be set by the examiner. Question no 1 will be compulsory and based on the entire syllabus (all four Units). It will contain seven short Answer type questions, each of two marks. Rest of the eight questions are to be given by setting two questions from each of the four units of the syllabus. A candidate is required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks.

Course Objectives:

1. To Understand the Foundations of Persuasion in communication
2. To Develop Critical Thinking Skills in persuasive communication
3. To Identify Persuasive Techniques in communication
4. To Adapt Communication to Different Audiences
5. To Enhance Verbal and Nonverbal Persuasion

Detailed Course:**Unit I: Introduction to Persuasive Communication**

- 1.1 What is persuasive communication
- 1.2 The importance of persuasion in various contexts
- 1.3 Scope of persuasive communication
- 1.4 The ethics of persuasive communication

Unit II: Advanced Persuasion Principles

- 2.1 Overview of advanced persuasion theories
- 2.2 Understanding the psychology of persuasion
- 2.3 Cognitive dissonance and its role in persuasive communication
- 2.4 Ethical considerations in persuasive communication

Unit III: Advanced Verbal Persuasion

- 3.1 Crafting compelling narratives
- 3.2 Advanced use of language and rhetoric
- 3.3 Persuasive speech techniques and strategies
- 3.4 Speech analysis and critique

Unit IV: Non-Verbal Persuasion

- 4.1 Body language and its impact on persuasion
- 4.2 Facial expressions, gestures, and posture in communication
- 4.3 Using visual aids effectively
- 4.4 Analyzing non-verbal cues in persuasive scenarios

Practical / Assignments (To be Assigned by the Teacher)

Analysing Persuasive Techniques in Advertisings, Write Persuasive Speech, Writing Persuasive Essay

Course Outcomes:

1. Students will able to understand the Proficiency in Persuasive Communication
2. Students will able to understand the Critical Thinking Competence
3. Students will understand the Application of Persuasive Techniques
4. Students will understand Adaptability in Communication
5. Students will understand Enhanced Verbal and Nonverbal Skills

Suggested Readings:

- *"Influence: The Psychology of Persuasion"* by Robert B. Cialdini

- *"Made to Stick: Why Some Ideas Survive and Others Die"* by Chip Heath and Dan Heath
- *"Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds"* by Carmine Gallo
- *"Thank You for Arguing: What Aristotle, Lincoln, and Homer Simpson Can Teach Us About the Art of Persuasion"* by Jay Heinrichs
- *"Diffusion of Innovations"* by Everett M. Rogers
- *"Crucial Conversations: Tools for Talking When Stakes Are High"* by Kerry Patterson, Joseph Grenny, Ron McMillan, and Al Switzler
- *"The Art of Woo: Using Strategic Persuasion to Sell Your Ideas"* by G. Richard Shell and Mario Moussa
- *"Rhetoric"* by Aristotle
- *"The Elements of Persuasion: Use Storytelling to Pitch Better, Sell Faster & Win More Business"* by Richard Maxwell and Robert Dickman
- *"Persuasion: Social Influence and Compliance Gaining"* by Robert H. Gass and John S. Seiter

MAPPING of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	M	M	W	M	W	M	S
CO2	M	S	W	M	W	M	S	W
CO3	W	S	W	S	S	S	M	S
CO4	S	W	M	M	M	W	S	M
CO5	S	W	M	S	W	S	M	S

Abbreviations: S: Strong, M: Moderate, W: Weak

Course Code: 24MIN0210T**GENERAL CURRENT AWARENESS (ECONOMICS)**

Scheme of Examination

Total Marks – 100

Time-3 Hrs

Internal Marks	30 Marks
External Marks	70 Marks
Total Marks	100 Marks

Major Test—

For the end semester examination, Nine questions are to be set by the examiner. Question no 1 will be compulsory and based on the entire syllabus (all four Units). It will contain seven short Answer type questions, each of two marks. Rest of the eight questions are to be given by setting two questions from each of the four units of the syllabus. A candidate is required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks.

Course Objectives:

1. Analyse and discuss current economic events and trends.
2. Understand the impact of economic policies and decisions on individuals and society.
3. Recognize the interconnectedness of the global economy.
4. Apply economic principles to real-world situations.
5. Engage in informed discussions and debates on economic issues.

Detailed Course:**Unit I: Introduction to General****Current Awareness in Economics**

- 1.1 Definition and scope of economic policy analysis
- 1.2 Importance of economic policies in shaping economic outcomes
- 1.3 Overview of economic policy tools and instruments
- 1.4 Importance of staying informed about economics

Unit II: Economic Development and Growth

- 2.1 Theories of economic development
- 2.2 Policies for promoting economic growth
- 2.3 Challenges and opportunities in developing economies
- 2.4 Sustainable development goals and their relevance

Unit III: Global Economic Trends and Challenges

- 3.1 Analysis of current global economic trends
- 3.2 Economic challenges in a globalized world
- 3.3 Regional economic integration and its impact
- 3.4 Emerging markets and their role in the global economy

Unit IV: Case Studies and Current Events

- 4.1 Case studies of recent economic policy decisions
- 4.2 Analysis of current economic events and their implications
- 4.3 Group discussions and presentations on selected economic issues
- 4.4 Key economic indicators (GDP, inflation, unemployment)

Practical / Assignments (To be Assigned by the Teacher)

Economic news analysis, New trends in economic, Government economic political reviews

Course Outcomes:

1. Students will able to analyse current economic events and trends.
2. Students will able to understand the impact of economic on policies and society.
3. Students will able to recognize the interconnectedness of the global economy.
4. Students will able to apply economic principles to real-world situations.
5. Students will able to engage in informed discussions and debates on economic issues.

Suggested Readings:

- *"Economics: Principles, Problems, and Policies"* by Campbell R. McConnell, Stanley L. Brue, and Sean M. Flynn
- *"The Economist"* A weekly magazine covering global economic and political events. Reading regularly will help students stay current with global economic affairs.
- *"Freakonomics: A Rogue Economist Explores the Hidden Side of Everything"* by Steven D. Levitt and Stephen J. Dubner
- *"Capital in the Twenty-First Century"* by Thomas Piketty
- *"The Undercover Economist"* by Tim Harford
- *"Nudge: Improving Decisions About Health, Wealth, and Happiness"* by Richard H. Thaler and Cass R. Sunstein
- *"Thinking, Fast and Slow"* by Daniel Kahneman
- *"Globalization and Its Discontents"* by Joseph E. Stiglitz
- *"The World Is Flat: A Brief History of the Twenty-First Century"* by Thomas L. Friedman
- *"Economic Policy: Theory and Practice"* by Agarwal S. N.
- *"The Economic Times"* Regularly reading articles from the Financial Times will keep students updated on global economic developments.

MAPPING of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	W	M	W	M	W	M	M
CO2	M	S	S	M	W	M	S	M
CO3	W	M	W	S	M	M	M	S
CO4	W	S	W	M	W	S	M	W
CO5	M	W	M	S	S	M	S	W

Abbreviations: S: Strong, M: Moderate, W: Weak

Course Code: 24MIC0210T**GENERAL CURRENT AWARENESS (ECONOMICS)****Scheme of Examination**Total Marks – 50
Time-2 Hrs

Internal Marks	15 Marks
External Marks	35 Marks
Total Marks	50 Marks

Major Test—

The examiner is required to set five questions in all. The first question will be compulsory consisting of five short questions covering the entire syllabus consisting of 3 marks each. In addition to that four more questions will be set, two questions from each unit. The students shall be required to attempt three questions in all selecting one question from each unit consisting of 10 marks each in addition to compulsory Question No. 1.

Course Objectives:

1. Analyse and discuss current economic events and trends.
2. Understand the impact of economic policies and decisions on individuals and society.
3. Recognize the interconnectedness of the global economy.
4. Apply economic principles to real-world situations.
5. Engage in informed discussions and debates on economic issues.

Detailed Course:**Unit I: Introduction to General Current Awareness in Economics**

- 1.1 Definition and scope of economic policy analysis
- 1.2 Importance of economic policies in shaping economic outcomes
- 1.3 Analysis of current global economic trends
- 1.4 Economic challenges in a globalized world

Unit II: Economic Development and Growth

- 2.1 Theories of economic development
- 2.2 Policies for promoting economic growth
- 2.3 Regional economic integration and its impact
- 2.4 Emerging markets and their role in the global economy

Practical / Assignments (To be Assigned by the Teacher)

Economic news analysis, New trends in economic, Government economic political reviews

Course Outcomes:

1. Students will able to analyse current economic events and trends.
2. Students will able to understand the impact of economic on policies and society.
3. Students will able to recognize the interconnectedness of the global economy.
4. Students will able to apply economic principles to real-world situations.
5. Students will able to engage in informed discussions and debates on economic issues.

Suggested Readings:

- *"Economics: Principles, Problems, and Policies"* by Campbell R. McConnell, Stanley L. Brue, and Sean M. Flynn
- *"The Economist"* A weekly magazine covering global economic and political events. Reading regularly will help students stay current with global economic affairs.
- *"Freakonomics: A Rogue Economist Explores the Hidden Side of Everything"* by Steven D. Levitt and Stephen J. Dubner
- *"Capital in the Twenty-First Century"* by Thomas Piketty

- *"The Undercover Economist" by Tim Harford*
- *"Nudge: Improving Decisions About Health, Wealth, and Happiness" by Richard H. Thaler and Cass R. Sunstein*
- *"Thinking, Fast and Slow" by Daniel Kahneman*
- *"Globalization and Its Discontents" by Joseph E. Stiglitz*
- *"The World Is Flat: A Brief History of the Twenty-First Century" by Thomas L. Friedman*
- *"Economic Policy: Theory and Practice" by Agarwal S. N.*
- *"The Economic Times" Regularly reading articles from the Financial Times will keep students updated on global economic developments.*

MAPPING of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	W	M	W	M	W	M	M
CO2	M	S	S	M	W	M	S	M
CO3	W	M	W	S	M	M	M	S
CO4	W	S	W	M	W	S	M	W
CO5	M	W	M	S	S	M	S	W

Abbreviations: S: Strong, M: Moderate, W: Weak

Course Code: 24SEC0219T

CONTENT DEVELOPMENT FOR DIGITAL PLATFORMS

Scheme of Examination

**Total Marks – 75
Time-2.5 Hrs**

Internal Marks	25 Marks
External Marks	50 Marks
Total Marks	75 Marks

Major Test—

For the end semester examination, Seven questions are to be set by the examiner. Question no 1 will be compulsory and based on the entire syllabus (all three Units). It will contain five short answer type questions, each of 2.5 marks. Rest of the six questions are to be given by setting two questions from each of the three units of the syllabus. A candidate is required to attempt other three questions by selecting one from each of the three units. All the questions including Q No 1 shall carry equal marks (12.5 marks for each question).

Course Objectives:

1. Understand the fundamentals of digital content development.
2. Develop content strategies for different digital platforms.
3. Create high-quality written and multimedia content.
4. Optimize content for search engines (SEO).
5. Promote and measure the effectiveness of digital content.

Detailed Course:

Unit I: Introduction to Digital Content Development Duration

- 1.1 Definition and scope of digital content
- 1.2 Understanding Target Audiences: Identifying and analyzing target audiences
- 1.3 Content Strategy and Planning: Developing a content strategy
- 1.4 Legal and Ethical Considerations: Copyright, fair use, and intellectual property

Unit II: Content Creation Techniques Duration

- 2.1 Writing for Digital Platforms: writing styles for online consumption, SEO principles for content creation
- 2.2 Visual Content Development: Importance of visuals in digital content, Graphic design basics for non-designers
- 2.3 User-Generated Content and Social Media
- 2.4 Mobile Content Optimization
- 2.5 Ethics and challenges in AI content creation

2.6 Future Trends in Digital Content: Emerging technologies shaping content creation

Unit III: Content Distribution and Marketing Duration

- 3.1 Digital Content Distribution Channels: Platforms for content distribution (social media, websites, email)
- 3.2 Augmented Reality (AR) and Virtual Reality (VR) Content
- 3.3 Email Marketing and Newsletters: Creating effective email campaigns
- 3.4 Analytics and Measurement: Introduction to content analytics
- 3.5 Augmented Reality (AR) and Virtual Reality (VR) Content
- 3.6 Artificial Intelligence in Content Creation

Practical / Assignments (To be Assigned by the Teacher)

Assessment: Assessment methods may include content creation assignments, content strategy development, class participation, quizzes, a final project, and a portfolio of digital content.

Course Outcomes:

1. Students will be able to understand the fundamentals of digital content development.
2. Students would be able to develop content strategies for different digital platforms.
3. Students would be able to create high-quality written and multimedia content.
4. Students would be able to optimize content for search engines (SEO).
5. Students will be able to promote and measure the effectiveness of digital content.

Suggested Readings:

- *"Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content"* by Ann Handley
- *"Content Strategy for the Web"* by Kristina Halvorson and Melissa Rach
- *"Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less"* by Joe Pulizzi
- *"The Elements of Content Strategy"* by Erin Kissane
- *"Don't Make Me Think, Revisited: A Common-Sense Approach to Web Usability"* by Steve Krug
- *"Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses"* by Joe Pulizzi
- *Online Articles and Blogs: Google's Search Engine Optimization (SEO) Starter Guide*
- *"The Art of SEO: Mastering Search Engine Optimization"* by Eric Enge, Stephan Spencer, and Jessie Stricchiola

MAPPING of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	W	M	M	M	M	W	S
CO2	M	S	W	S	S	M	M	M
CO3	M	W	M	W	W	S	M	W
CO4	W	M	S	M	S	W	S	M
CO5	S	W	W	S	M	S	M	S

Abbreviations: S: Strong, M: Moderate, W: Weak

Course Code: 24MDC0220T

FEATURE WRITING FOR NEWSPAPERS AND MAGAZINES

Total Marks – 75
Time - 3 Hrs.

Scheme of Examination

Internal Marks	25 Marks
External Marks	50 Marks
Total Marks	75 Marks

Major Test—

For the end semester examination, Seven questions are to be set by the examiner. Question no 1 will be compulsory and based on the entire syllabus (all three Units). It will contain five short answer type questions, each of 2.5 marks. Rest of the six questions are to be given by setting two questions from each of the three units of the syllabus. A candidate is required to attempt other three questions by selecting one from each of the three units. All the questions including Q No 1 shall carry equal marks (12.5 marks for each question).

Course Objectives:

1. Understand the unique characteristics of feature writing.
2. Identify and research engaging story ideas.
3. Develop strong interviewing and research skills.
4. Craft compelling feature articles.
5. Understand the editorial and publication process.

Detailed Course:

Unit 1: Introduction to Feature Writing

- Understanding Feature Writing: Definition and characteristics of feature writing
- Types of Features: Profile features, Human interest features, Trend analysis features, In-depth investigative features
- Elements of a Compelling Feature: Identifying a strong angle, Effective storytelling techniques
- Research and Interview Skills: Conducting thorough research, Interview techniques and strategies

Unit 2: Writing Techniques and Style

- Crafting a Feature Story: Structuring a feature article, Importance of pacing and rhythm
- Style and Tone in Feature Writing: Developing a distinctive writing style

Course Outcomes:

1. Students would be able to understand the unique characteristics of feature writing
2. Students would be able to identify and research engaging story ideas
3. Students would be able to develop strong interviewing and research skills
4. Students would be able to craft compelling feature articles
5. Students would be able to understand the editorial and publication process

- Editing and Revision: Self-editing techniques, Peer review and constructive feedback
- Multimedia Integration: Incorporating visuals, multimedia, and interactive elements

Unit 3: Specialized Feature Writing

- Cultural and Travel Features
- Science and Technology Features
- Environmental and Health Features
- Entertainment and Lifestyle Features

Practical / Assignments (To be Assigned by the Teacher): Assessment: Assessment methods may include feature article assignments, story pitches, class participation, quizzes, a final portfolio of feature articles, and peer evaluations.

Suggested Readings:

- *"On Writing Well" by William Zinsser*
- *"The New New Journalism" edited by Robert S. Boynton*
- *"The Elements of Story: Field Notes on Nonfiction Writing" by Francis Flaherty*
- *"Feature Writing: The Pursuit of Excellence" by Edward Jay Friedlander and John Lee*
- *"The Art and Craft of Feature Writing: Based on The Wall Street Journal Guide" by William E. Blundell*
- *"Telling True Stories: A Nonfiction Writers' Guide" edited by Mark Kramer and Wendy Call*
- *"Storycraft: The Complete Guide to the Art of Narrative Nonfiction" by Jack Hart*
- *"The Feature Writer's Handbook" by Thomas B. Connery*
- *"The Art of Fact: A Historical Anthology of Literary Journalism" edited by Kevin Kerrane and Ben Yagoda*

MAPPING of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	W	M	M	M	S	W	S
CO2	M	M	S	M	M	W	M	M
CO3	M	S	S	W	M	M	S	M
CO4	W	M	M	S	W	S	M	M
CO5	M	M	M	M	S	M	M	S

Abbreviations: S: Strong, M: Moderate, W: Weak

Course Code:24VAC0102T

COMMUNICATION ETHICS

Scheme of Examination

Total Marks – 50
Time-2 Hrs

Internal Marks	15 Marks
External Marks	35 Marks
Total Marks	50 Marks

Major Test—

The examiner is required to set five questions in all. The first question will be compulsory consisting of five short questions covering the entire syllabus consisting of 3 marks each. In addition to that four more questions will be set, two questions from each unit. The students shall be required to attempt three questions in all selecting one question from each unit consisting of 10 marks each in addition to compulsory Question No. 1.

Course Objectives:

1. To inculcate the knowledge of the process of Communication among the students.
2. To understand various communication ethics used in day-to-day activities.
3. To learn about the ethics of professional communication applied in different organizations.

UNIT-1: Basics of Communication

- Essentials of Communication, Forms of Communication, Type of Communication, Barriers in Communication
- Ethical Behavior: Interpersonal Communication, Intercultural Communication

UNIT-2: Ethics in Communication

- Meaning, Nature and scope of Ethics, Moral Judgement and logical judgement
- Importance of ethical communication: Writing, Listening, body language and public speaking, Professional Communication Ethics

Course outcomes:

1. Students would be able to communicate better after the understanding of the basics Communication.
2. Students would be able to apply communication ethics during interpersonal communication.
3. Students would be able to apply communication ethics in professional environment.

Suggested Reading:

1. *Mass Communication in India -By Keval J Kumar- JAICO Publication*
2. *Handbook of Journalism and Mass Communication- By Virbala Aggrawal, V.S Gupta, Concept Publishing Company : New Delhi (2001)*
3. *Mass Communication In India: A Sociological Perspective- By J V Vilanilam, Sage*
4. *Publications: New Delhi (2005)*
5. *Professional Journalism - M. V. Kamat*

MAPPING of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	W	W	M	M	S	W	M
CO2	S	W	W	W	M	S	M	W
CO3	S	W	W	S	W	S	M	W

Abbreviations: S: Strong, M: Moderate, W: Weak