

SYLLABUS – B.A. (HONS.) MASS COMMUNICATION I SEM. 2015-16

ENGLISH	
Unit-I	Sentences : Simple, compound, complex, assertive, interrogative. Imperative, exclamatory. Articles: use of A, An & The. Parts of speech: Exercise with examples.
Unit-II	Tenses: Simple present, progressive perfect, present perfect, progressive along with past and indications of futurity. Reported, will, shall, should, would and other speech models. Voice; Active and passive.
Unit-III	Comprehension; Reading, Writing Synonyms and Antonyms Language of Newspaper
Unit-IV	Essay writing; making sentence out of difficult word, paragraph writing.
Unit-V	Idioms and their use, prominent English books, authors and awards.

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Introduction to Mass Communication	
Unit-I	Journalism & mass communication: Nature, scope, definition of mass communication, Process, 7 C's of communication.
Unit-II	Types of communication, difference between communication & mass communication, use of communication.
Unit-III	Various media of communication: Books, magazine, newspaper, internet, satellite, television, films, traditional media, other media.
Unit-IV	Models of communication and mass communication – Lasswell's, Shannon Weaver and Osgood.
Unit-V	Mass media and modern society, Mass media and democracy.

History of Press	
Unit-I	The birth of journalism in India Important development in the history of the Indian press before and after independence (in Brief)
Unit-II	History of Hindi Journalism Main news papers, magazines & personalities.
Unit-III	The growth of Journalism in Madhya Pradesh (with emphasis on Prominent newspaper and personalities)
Unit-IV	Development of news agencies in India Changing role and nature of the press Emergency and the press.
Unit-V	Report of the press commissions. Prominent institutions and organizations connected with the press i.e. Press council, IENS, Editor's Guild

	PIB Directorate of Public Relations of M.P.
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