

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

<b><i>Introduction to Audio-Visual Media</i></b>	
<b>Unit-I</b>	Audio-Radio: Radio as a medium of Mass Communication Characteristics of Radio Historical Perspective with special reference to India, Types of ownership, Listeners.
<b>Unit-II</b>	Commercial Radio, Educational Radio AM. FM & Satellite Radio, Community Radio Emerging trends and Franchising.
<b>Unit-III</b>	Television: As a medium of Mass Communication Characteristics, Ownership, Organizational structure of Doordarshan, Satellite Television channels, Cable Television, Educational television, Commercial television, Recent trends in television broadcasting.
<b>Unit-IV</b>	Writing for Radio, Finer aspects of radio language, Production methods, finer aspects of television script writing, Narration, Production techniques, impact of new technology, interviews on media languages, news, features, talks, commercials.
<b>Unit-V</b>	Writing for television, news, interviews, documentaries, short talks.

<b><i>Current Affairs</i></b>	
<b>Unit-I</b>	World organization: UNO and its main Agencies. Military Pacts: their form action and objectives.
<b>Unit-II</b>	Contemporary crises affecting nations such as ward etc. National affairs: unique features of India as one nation Nature of political and Economic structure.
<b>Unit-III</b>	Salient features of the planning process. Brief introduction to the political parties. Formation objectives and problem.
<b>Unit-IV</b>	Elections: Kinds, conduct problems, issues, Wave: Enduring social problems, Important contemporary problems nature and genesis.
<b>Unit-V</b>	Science: Introduction to some important areas of sciences (with special reference to a few frontier areas).

<b><i>HISTORY OF PRESS</i></b>	
<b>Unit-I</b>	The birth of journalism in India Important development in the history of the Indian press before and after independence (in Brief)
<b>Unit-II</b>	History of Hindi Journalism Main news papers, magazines & personalities.
<b>Unit-III</b>	The growth of Journalism in Madhya Pradesh (with emphasis on Prominent newspaper and personalities)
<b>Unit-IV</b>	Development of news agencies in India Changing role and nature of the press Emergency and the press.
<b>Unit-V</b>	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.

<b><i>Feature Writing</i></b>	
<b>Unit-I</b>	Definition of a feature. Features vis-a-vis fiction and Literature. Types of features: Descriptive, Historical, personality
<b>Unit-II</b>	Distinction between a featurised news story and a feature article.

	Search for topics and material that can sell.
<b>Unit-III</b>	Titles, Leads and Slant in features. Planning a feature Importance of Human Interest in Features.
<b>Unit-IV</b>	Basic principles and do's of reviewing books, Films, stage plays and TV programmes.
<b>Unit-V</b>	Concept of photo feature Scope and approach to free lancing for newspapers and magazines.