

Syllabus For B.A. in Journalism & Mass-Communication Semester I

Paper-I Language & Cultural Studies

Unit-I

Origin of Languages
History and growth of Languages
Development of Languages
Role of languages in human communication
Difference between Language & speech

Unit-II

Elements of Speech: Articulation, Voice, Fluency, Modulation
Semiotics: Definition & Concept
Semiotic Models of C.S Peirce and Ferdinand Suassure
Codes & conventions: technical codes, symbolic codes
Media language: written, verbal, non- verbal, visual, aural, denotation, connotation

Unit-III

Cultural Studies: An Introduction
Evolution and Culture
Core ideas in Cultural Studies
Structuralism
Marxism
Post Structuralism

Unit-IV

Popular Culture: Trends, Transformations and its impact on Society
Commodification of Cultures and its impact
Oral traditions: Folklore and its importance
Digital Media Culture
Global Cultural Flows
Homogenization and Fragmentation

Suggested Readings:

1. Experiences in interpersonal communication: Prentice Hall Publication, New Jersey
2. Introduction to human Communication: Devito Joseph L
3. Communication Theories, origins, methods and uses in the mass media: Warner J Sever
4. Introduction to Communication Studies: John Fiske, Routledge Communication Series.
5. Meenakshi Gigi Durham and Douglas M. Kellner, Media and cultural studies, Blackwell publishing house, 2012.
6. Chris Baker, "The sage Dictionary of Cultural Studies", Sage Publication.
7. Pramod Nair, "Introduction to Cultural Studies", Viva Books, 2011.
8. Chris Baker, "Theory and Cultural Studies", Sage Publication, 2003.
9. Media aur sanskriti : Roopchand Gautam, Sri Natraj Publishers
10. Sampreshan: Pratiroop Evam Sidhant: Dr. Shrikant Singh
11. Media aur sanvaad : S. Vikram, Sri Natraj Publishers

Paper-II Introduction to Mass-Communication

Unit-I

Communication: Meaning, Definition,
Nature & Process of human communication
Elements of communication
The Seven C's of communication
Barriers of communication-Physical and Psychological
Functions of mass communication
Kinds of Communication: Intrapersonal, Interpersonal, Group & Mass Communication

Unit-II

Models of communication: Need & Relevance
Indian Model of communication: Sadharnikaran
Berlo's Model of SMCR, Osgood model of communication, Laswell model of communication,
Shanon -Weaver Model, Schramm Model
Components of Mass Communication: Mass Media, Mass messages, Mass Audiences

Unit-III

Communication theory: Need & relevance
Bullet theory, Hypodermic needle theory; Difference and importance
Agenda setting theory, Users and gratification theory
Normative media theory: Authoritarian, Libertarian, Social responsibility, Soviet Media Theory

Unit-IV

Mass Media Communication: Newspaper, Magazine, Radio, Television
Films, Internet
Future trends in Mass-Communication
Role of Mass-Communication in development
Impact of mass Communication: areas of danger
Globalization and Mass-Communication

Suggested Readings:

1. Mass-Communication in India: Kevel J. Kumar: Jaico Mumbai
2. Mass-Communication theory-An Introduction: Denis McQuail: Sage Delhi
3. Mass-Communication: Concepts and issues: D.V.R Murthy: Olive green: Kochi
4. Mass-, Culture, Language and arts in India: Mahadev L. Apte: Popular Prakashan Mumbai
5. Towards sociology of Mass-Communication: Denis McQuail: Collier –Macmillan
6. Introduction to Communication Studies: John Fiske: Methuen London
7. The process and Effects of Mass-Communication: Wilbur Schramm and Donald F. Roberts: University of Illinois press
8. Bharat Men Sanchar aur Jansanchar: J.V. Vilanilam: M.P. Hindi Granth Academy Bhopal
9. Soochna, sanchaar aur samachaar: Dr. Mukul Srivastava, New Royal Publications

Paper-III Practical /Viva-voce

- (I) All the students have to translate 05 stories either English to Hindi or Hindi to English.
- (II) All the students have to write an essay (500 words each) or presentations on Various Social, Political, Economical issues (Minimum 10 Slides) and submit it in CD Format/File to the concerned Department.
- (III) All the students have to Prepare 03 Reports for Debates, Discussions and Seminars held in their Institute.

Note: Practical work will be based on theory papers. A separate File shall have to be made and maintained by every student which will be evaluated by External examiner during semester examination.



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