

JOURNALISM (UG) CHOISED BASED CREDIT SYSTEM (CBCS) SYLLABUS

Semester: 1 Paper: 1 (1.1)

INTRODUCTION TO COMMUNICATION AND MEDIA

Theory: 5 Hours/week

Total Hours/ semester: 80

Unit- 1.16 hrs.

Communication: Meaning – Definition – Nature – Scope – Process of communication – Functions of Communication

Unit- 2.16 hrs.

Kinds of Communication: Oral & Written, Verbal and Non – Verbal. Levels of Communication: Intrapersonal – Interpersonal - Group – Mass Communication. Differences between levels of Communication

Unit- 3.16 hrs.

Basic Models of Communication: Aristotle's Model - Herald D Lass well's Model - DavidBerlo's Model – Shannon & Weaver's Model – Osgood's Model - Differences between Linear and Non – Linear Models. Glossary of Communication.

Unit- 4.

16 hrs.

Media Mass communication: Characteristics of Print Media –Electronic Media – Traditional and Folk Media – New Media

Unit- 5.

16 hrs.

Media for Communication: Print Media – Electronic Media: Radio & TV, Oral Media – Traditional and Folk Media.

BOOKS FOR REFERENCE

1. David Berlo: *The Process of Communication* – Holt, Rinehart & Winston, Newyork,1960
2. Wilbur Schramm: *Mass Communication* – University of Illinois press:urbana,IL,1960
3. Denis McQuail: *McQuali's Mass Communication Theory* (6th Edition),SAGE publication Ltd., 2010
4. Keval. J. Kumar: *Mass Communication in India-* (4th Revised Edition), Jaico Publishing house, Mumbai,2014
5. Uma Narula: *Mass Communication: theory & Practice-* Haranand Publications Pvt. Ltd, New Delhi,2008
6. Chandrakant P Singh: *Dictionary of Media & Journalism* – IK International Pvt Ltd., Delhi,2004
7. SubhirGhose:*Mass Communication : An Indian Prespective: Shishu Sahitya Samasad,2009*
8. *गणमाध्यमों का विकास : ज्ञानमय युग में दूरदर्शन, रेडियो, पत्र-पत्रिका, दूरभाष, टेलीविजन, 2012*
9. J.J. *आर.एस. शर्मा: दूरदर्शन, रेडियो, पत्र-पत्रिका, दूरभाष, टेलीविजन, 2012*
10. *न.एस. शर्मा: दूरदर्शन, रेडियो, पत्र-पत्रिका, दूरभाष, टेलीविजन, 2012*
11. *आर.एस. शर्मा: दूरदर्शन, रेडियो, पत्र-पत्रिका, दूरभाष, टेलीविजन, 2012*