

Bifurcation of Syllabus

Mass Communication (335)

Total No. of Lessons- 28

| MODULE | I. TMA (40%) (No. of Lessons- 10) | II. Public Examination (60%) (No. of Lessons- 18) |
|---------------------------------------|---|---|
| 1. Introduction to Mass Communication | L1 Introduction to communication | L2 Mass Communication L3 Role and impact of Mass Media L4 Development communication |
| 2. Print Media | L5 Introduction to Print Media | L6 What is News? L7 Reporting and editing L8 Language Press in India |
| 3. Radio | L12 Radio Programme production | L9 Characteristics of Radio L10 The Radio Station L11 Formats of radio Programmes |
| 4. Television | L 14 Role of television as a mass Medium | L 13 Television in India L15 Television channels L16 Television programme production |
| 5. Advertising and Public Relations | L 17 Advertising- an introduction L20 Public relations -tools | L18 Advertising – an Industry L 19 Public relations – an introduction |
| 6. New Media | L 21 Characteristics of new media L 24 New Media: employment opportunities | L22 New media: the industry L23 New media: Target audience |
| OPTIONAL MODULE | | |
| 7A. Traditional Media | L 25A Introduction to traditional media L26A Types of traditional media | L 27A Comparison of traditional media with electronic media. L28A Communication through Traditional Medium |
| 7B. Photojournalism | L 25B Introduction to photography L26B The Camera | L27B Photojournalism L28B Role of Photojournalism |