

Government PG College, AmbalaCantt Course

File(Session 2023-24)

Name of Faculty :Rakesh Sharma

Course BAMC , ODD Semester

**Govt PG College, AmbalaCantt**

**Department of Mass Communication & Journalism**

**B.A. Mass Communication**

**PROGRAMME OUTCOMES**

On successful completion of the programme, the student will be able to:-

**PO1-** Acquire knowledge related to the discipline under study.

**PO2 -** Communicate and reflect effectively and efficiently on the issues related to the discipline.

**PO3-** Exhibit the professional skills and competencies acquired during the Programme of study.

**PO4-** Apply the knowledge and skills acquired in planning, organizing, evaluation and decision making.

**PO5-** Explore, analyze and provide solutions to the problems related to the discipline and life.

**PO6 -** Develop exposure to actual working environment leading to employability and entrepreneurship.

**PO7-** Exhibit scientific & research capabilities in academic, professional and general life pursuits.

**PO8-** Recognize, appreciate and follow ethical issues relating to the discipline and Society

**Programme Specific Outcomes (PSOs)**

After completing the undergraduate programme, a learner will be able to:

**PSO1 -** Acquire fundamental knowledge of Mass communication & Journalism and related study areas.

**PSO2 –** Learn communication and professional skills related to various fields of mass communication.

**PSO3 -** Become competent enough to undertake professional job as per demands and requirements of Media & Entertainment Industry.

**PSO4 -** Become ethically committed media professional adhering to the human values and the values of the Indian culture.

**PSO5 -** Acquire the primary research skills, understand the importance of innovation, entrepreneurship and global vision.

**B23-JMC-101**  
**CC-A1**  
**INTRODUCTION TO COMMUNICATION**

**Time-3Hours**  
**TotalCredits-04**  
**Theory-70**  
**Internalassessment-30**  
**TotalMarks-100**

**Note-** The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q.No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

**COURSE LEARNING OBJECTIVES:**

CLO1: To understand basic concept of communication including Indian (Bharatiya) concept.

CLO2: To know about principles, functions, barriers and forms of communication.

CLO3: To develop understanding about levels of communication.

CLO4: To study models of communication.

UNIT	Topic		Contact Hours
<b>UNIT-I</b>	<ul style="list-style-type: none"> <li>• Communication: definition and concept</li> <li>• Evolution of Communication</li> <li>• Indian Concept of Communication</li> <li>• Elements and Process of Communication</li> <li>• Need and scope of Communication</li> </ul>	CLO1	12
<b>UNIT-II</b>	<ul style="list-style-type: none"> <li>• Principles of communication</li> <li>• Functions of communication</li> <li>• Barriers of communication</li> <li>• Forms of communication: verbal and non-verbal</li> <li>• Traditional forms of Communication</li> </ul>	CLO2	12
<b>UNIT-III</b>	<ul style="list-style-type: none"> <li>• Levels of communication- intra-personal, inter-personal, group, public and mass communication</li> <li>• Socialization and communication</li> </ul>	CLO3	12
<b>UNIT-IV</b>	<ul style="list-style-type: none"> <li>• Models of communication:</li> <li>• Sadharanikaran,</li> <li>• Aristotle</li> <li>• SMR, SMCR</li> <li>• Berlo, Lasswell</li> <li>• Shannon and Weaver</li> <li>• Osgood, Schramm</li> <li>• Dance, New Comb</li> </ul>	CLO4	12

**Suggested Readings:**

1. Dennis, Mcquail, Mass Communication Theory, Sage Publication, New Delhi.
2. Schramm, W. & Roberts, D.F., The Process and Effect of Mass Communication, Urbana, IL: University of Illinois Press.
3. Rayudu, C.S., Communication, Himalaya Publishing House, Mumbai
4. Kewal J. Kumar, Mass Communication in India, Jaico Publications, New Delhi
5. Veerabala Aggarwal, Handbook of Journalism and Mass Communication, Concept Publishing, New Delhi

## **BAMCPaper-I - Introduction to Communication**

**Course Objectives:** This course is designed to develop understanding of the basic concept and process of communication. Besides elaborating upon basic models the paper highlights the Indian concept of communication. The prime objective is to enhance communication skills by learning and practice.

### **Course Learning Outcomes:**

After completing the Course, the student will be able to:

- 1.** Understand basic concept of communication including Indian (Bharatiya) concept
- 2.** Know about the different levels and types of communication
- 3.** Develop understanding of basic models of communication
- 4.** Enhance communication skills by practice

## BAMC\_SEMESTER\_I\_INTRODUCTIONTOJOURNALISM

28-07-2023to25-11-2023

<b>Week 1</b>	Communication:definitionandconcept
<b>Week 2</b>	EvolutionofCommunication
<b>Week 3</b>	IndianConceptofCommunication
<b>Week 4</b>	ElementsandProcessofCommunication
<b>Week 5</b>	NeedandscopeofCommunication
<b>Week 6</b>	Principlesofcommunication
<b>Week 7</b>	Functionsofcommunication
<b>Week 8</b>	Barriersofcommunication
<b>Week 9</b>	Formsofcommunication:verbalandnon-verbal
<b>Week 10</b>	TraditionalformsofCommunication
<b>Week 11</b>	Levels of communication- intra-personal, inter-personal,group,publicandmasscommunication
<b>Week 12</b>	Socializationandcommunication
<b>Week 13</b>	Modelsofcommunication:Sadharanikaran
<b>Week 14</b>	AristotleSMR,SMCR
<b>Week 15</b>	Berlo,Lasswell,
<b>Week 16</b>	ShannonandWeaver, Osgood,
<b>Week 17</b>	Schramm, Dance,NewComb
<b>Week 18</b>	<b>(DiwaliVacations)</b>
<b>Week 19</b>	<b>RevisiontestAssignments</b>
	<b>ExamStarts25-11-2023</b>