BMEFT-101 Human Communication

Block-A
Unit-I: Introduction to communication. Concept and definitions of communication.
Unit-II: Elements, Functions and Process of Communication.

Block-B
Unit-I: Verbal & Non Verbal, Intra personal & Interpersonal
Unit-II: Models of Communication Laswell, W. Schramm, Shannon & Weaver

Block-C
Unit-I: Overview of Media Industry
Unit-II: Past, Present & Future

Suggested Readings
1. Mass Communication in India. (Keval J. Kumar)
2. Communication (C.R. Rayudu)
BMEFT-103 Dynamics of Language

Block-A
Unit-I: Introduction to Language: Hindi, Punjabi & English as a medium of Communication.
Unit-II: Meaning, usage & pronunciation

Block-B
Unit-I: Sentences & Paragraph
Unit-II: Language for specific purposes (Vocabulary)

Block-C
Unit-I: Usage of Language

Suggested Readings
1. A Practical Grammar of English (Thomson & Martinet)
2. Improve your world power (R. Birley)
3. Student Companion (Rupa)
BMEFT-105 Computer Applications

Block-A
Unit-I: Introduction to computers, History and Level of computers
Unit-II: Types of Computers, Parts, Functions, Basis to Hardware & Software

Block-B
Unit-I: Keyboard functions, Data entry & storage devices
Unit-II: ROM + RAM + Introduction to printers.

Block-C
Unit-I: MS office and its applications; MS windows, MS word basics & Power Point.
Unit-II: Internet and its use in Mass Communication

Suggested Readings
1. Computer Fundamental (P.K. Sinha)
2. Introduction to information technology (R. Parameswaran, T. Jayalekshmi S. Chand)
BMEFT-107 Print Media

Block-A
Unit-I : Print Media - Introduction, Concept, Scope, Advantages & its Importance
Unit-II : Nature, objectives, Purpose & Functions.

Block-B
Parts/Structure of News, Head line intro body.
Unit-II : Functioning of News Room.

Block-C
Unit-I : Columns, Editorials
Unit-II : Features and Articles.

Suggested Readings
1. Mass Communication in India (Keval J Kumar)
2. Mass Communication Journalism in India (D. S. Mehta)
EMEFT-109 Social Sciences (Sociology & Psychology)

Block-A

Unit-I : Nature and Scope of Sociology: Relation with other Social Sciences. Group, Community, Society.

Block-B

Unit-I : Introduction to Psychology, Nature and scope of Psychology: Relationships with other social sciences.
Unit-II : Applications of Psychology, Coping Behaviour, Attitude, Nature & Theories.

Suggested Readings
1. An Introduction to Sociology (Vidya Bhushan & D.R. Sachdeva)
2. Introduction to Psychology (Shashi Jain)
3. Foundations of Psychology (Nicky Hayes)
BMEFT-111 Communication Lab (Media Lab)

Block-A
Unit-I : Exercise in news writing & reporting
Unit-II : 10 news stories of diff. Areas: academic, cultural, official stories

Block-B
Unit-I : Exercise in writing features and reporting
Unit-II : 10 features based on calendar journalism

Block-C
Unit-I : Introduction to Computer & MS Office
Unit-II : Surfing Internet & Editing