

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 : Over view of Media Industry
Unit-II : Past, Present & Future

Suggested Readings

1. Mass Communication in India. (Keval J. Kumar)
2. Communication (C.R. Rayadu)

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

Unit-II :

a) Commands	b) Instructions	c) Requests
d) Invitations	e) Suggestions	f) Prohibitions
g) Permission	h) Probability	i) Possibility
j) Obligation	k) Promises	l) Threats
m) Refusals	n) Wishes	o) Hopes
p) Comparisons	q) Preference	r) Purpose & result
s) Concessions	t) Conditions	u) Suppositions

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 : Key Board 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. Parames Waran
T. Jayalakshmi S. Chand)

+ B/M

BMEFT-107 Print Media

Block-A

Unit-I : Print Media - Introduction, Concept, Scope, Advantages & its Importance

Unit-II : Nature, objectives, Purpose & Functions.

Block-B

Unit-I : News? Definition, Nature of News, Qualities and values, Hard & Soft News.
* 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)

BMEFT-109 Social Sciences (Sociology & Psychology)

Block-A

- Unit-I : Nature and Scope of Sociology, Relation with other Social Sciences, Group, Community, Society.
- Unit-II : The Family, Marriage and Kinship, Caste, Class, Tribe, Marriage, Social Change- Concept, Process, Types of Social Change, Agents of Social Change.

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 (Shasi 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 calender journalism

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Block-C

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

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