

Semester wise syllabus for Post Graduates
As recommended by board of studies
Govt. K.R.G. P.G. Autonomous College Gwalior M.P.
M.Sc. (Home Science)
H.D./F.N./ R.M.
SEMESTER - IV
OPTIONAL PAPER - IV
MASS COMMUNICATION
2017-18

Max. Theory - 50 Practical - 50 Objectives

- To understand the importance of communication.
- To develop skill for communication ability.
- Importance of audio visual aids in communication.

Unit - I

- Concept of communication
- Elements and process of communication
- Functions of communication
- Non verbal communication-sign, gestures, body movement

Unit - II

- Types of communication - intra personal, inter personal, group communication and mass communication.
- Feed back in communication
- Characteristics and method of feed back.
- Elements of effective communication
- Barriers to communication

Unit - III

- print media origin, development characteristics of news paper.
- News agencies united news of India (UNI). Press Trust of India (PTI) Reuter, pass and etc.
- Magazine format type and organization.
- Concept of news, values, sources of news. Structure of news report.
- Features article, editorial.

1. *llk*

2. *h*

3.

48

5. *Shri*

6 *Shri*

10/1

Manshu

Semester wise syllabus for Post Graduates
As recommended by board of studies
Govt. K.R.G. P.G. Autonomous College Gwalior M.P.

Unit - IV

- Radio-origin, development and characteristics of Radio.
- Radio as a mass medium.
- Radio news, radio features.
- Various types of interview.
- Folk media.

Unit - V

- Television-origin, development and characteristics of television.
- T.V. News
- Contribution of T.V. in Social development
- Film-origin, Development of India film.
- Socio cultural effects of film as mass medium. Censorship, using film for extension.

PRACTICAL

50

1. Operation of various projectors

- a) OHP
- b) Slide
- c) Tape recorder
- d) CD player
- e) Computer

2. Preparation of

- a) Visual non projected materials.
- b) Booklets
- c) Pamphlets
- d) Invitations
- e) Posters

1. *llk*

2. ✓

3

4 *g*

5

Sub

6

10/6Mavishu