

**BA (GENERAL) WITH MASS COMMUNICATION & VIDEO PRODUCTION
DISTRIBUTION OF COURSES IN DIFFERENT SEMESTERS:**

SEM	COURSE CODE	COURSE TYPE	TITLE OF COURSE	CREDITS		
				THEORY	PRACTICAL	TUTORIAL
I	MCV120C	DSC-1	MASS COMMUNICATION FUNDAMENTALS	4	-	2
II	MCV220C	DSC-2	VIDEO PRODUCTION-I	4	2	-
III	MCV320C	DSC-3	ADVERTISING & STILL PHOTOGRAPHY	4	2	-
IV	MCV420C	DSC-4	PRINT & ELECTRONIC MEDIA	4	2	-
V	MCV520DA	DSE-1A	VIDEO PRODUCTION-II	4	2	-
	MCV520DB	DSE-1B				
VI	MCV620DA	DSE-2A	MEDIA APPRECIATION & PROJECT	4	2	-
	MCV620DB	DSE-2B				

**1st SEMESTER
DISCIPLINE SPECIFIC COURSE (CORE-1)**

MCV120C: MASS COMMUNICATION & VIDEO PRODUCTION: MASS COMMUNICATION FUNDAMENTALS

**CREDITS: THEORY: 4; TUTORIAL: 2
MAX. MARKS: THEORY: 60; TUTORIAL: 30
MIN. MARKS: THEORY: 24; TUTORIAL: 12**

Objectives/Expected Learning Outcomes

- *To familiarize the students regarding Mass Communication theories and models of communication.*

UNIT 1

- Communication: concept and fundamentals
- Communication: process and functions
- Elements of communication
- Introduction to communication theory, communication theory-basics

UNIT 2

- Introduction to normative theories of mass media
- Authoritarian, libertarian, socialistic, social responsibility theories
- Interpersonal
- Intrapersonal
- Group and mass communication

UNIT 3

- Personal
- Semantic
- Psychological
- Organization

UNIT 4

- Aristotle
- Harold Lasswell
- Shannon and Weaver
- Wilbur Schramm

TUTORIAL (2 CREDITS; 30 HOURS; 30 MARKS)

BASED ON ALL THE FOUR UNITS OF THEORY COURSE