

JOURNALISM MINOR FYUGP SYLLABUS

MINOR- A

SEMESTER I- BASICS OF COMMUNICATION

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|----------------|---|------------------|-------------------|--------------------|-------------|
| Programme | BA Journalism and Mass Communication | | | | |
| Course Title | Basics of Communication | | | | |
| Type of Course | Minor | | | | |
| Semester | I | | | | |
| Academic Level | 100-199 | | | | |
| Course Details | Credit | Lecture per week | Tutorial per week | Practical per week | Total Hours |
| | 4 | 4 | - | - | 60 |
| Pre-requisites | 1. Proficiency in language and communication skills. 2. Familiarity with common communication formats, such as written, verbal, and nonverbal communication | | | | |
| Course Summary | The course aims to make the students aware of the basic elements of communication. It also attempts to impart the student fundamental knowledge of the basics of communication including types of communication, functions and dysfunctions and barriers. | | | | |

Detailed Syllabus:

| Module | Unit | Content | Hrs(48 +12) | Marks (70) |
|------------|----------------------------------|---|-------------|------------|
| I | Introduction | | 10 | 15 |
| | 1 | Definitions of communication | 3 | |
| | 2 | Elements of communication | 4 | |
| | 3 | 7Cs of communication | 3 | |
| II | Forms | | 15 | 20 |
| | 4 | Types of communication - Intrapersonal, interpersonal, | 3 | |
| | 5 | Group communication, Mass communication and Interactive communication | 2 | |
| | 6 | Verbal and non verbal communication | 2 | |
| | 7 | Formal and informal communication | 2 | |
| | 8 | Functions of mass communication | 4 | |
| | 9 | Dysfunctions of communication | 2 | |
| III | Types of Media | | 14 | 20 |
| | 10 | Characteristics of print media | 2 | |
| | 11 | Characteristics of broadcast radio | 2 | |
| | 12 | Characteristics of TV | 2 | |
| | 13 | Characteristics of cinema | 2 | |
| | 14 | Characteristics of new media | 2 | |
| | 15 | Limitations and potentials of each Medium | 2 | |
| | 16 | Hybrid Media Formats | 2 | |
| IV | Barriers in Communication | | 9 | 15 |
| | 17 | Understanding Communication Barriers | 1 | |

| | | | | |
|----------|---------------------------|--------------------------------------|-----------|--|
| | 18 | Physical barriers | 1 | |
| | 19 | Emotional and psychological barriers | 2 | |
| | 20 | Psychological barriers | 2 | |
| | 21 | Cultural and linguistic barriers | 2 | |
| | 22 | Cognitive and systematic barriers | 1 | |
| | | | | |
| V | Open Ended Module: | | 12 | |
| | | | | |

Assessment Rubrics: Final

Exam : 70 marks Internal

Marks: 30 marks

| Internal Marks Split-up (Total :30 marks) | | |
|---|-------------------------|------------------------------|
| Components of Internal Marks Evaluation | Four Modules (20 marks) | Open-ended Module (10 Marks) |
| Test Paper | 10 | 4 |
| Seminar Presentation/ Viva/ Quiz | 6 | 4 |
| Assignment | 4 | 2 |