

Unit 1	<u>Grammar</u> <ul style="list-style-type: none"> • Sentence Construction • Idioms and Phrases • Articles • Verb • Tenses • Agreement of the verb with the subject • Tenses • Preposition • Direct and Indirect Speech • Active and Passive Voice • Punctuation 	
Unit 2	<u>Poetry</u> <ul style="list-style-type: none"> • Shall I compare thee • A river (A. K. Ramanujan) • My last duchess • The unknown Citizen • Heaven of freedom • Summer woods 	<u>Drama</u> <ul style="list-style-type: none"> • Othello • A midsummer's night dreams
	<u>Prose/ Essays</u> <ul style="list-style-type: none"> • Cockshute women and hensure men • The hurled ashtray • Vanka • Lawley Road • Peace is war (A. Roy) 	
Unit 3	<u>Writings skills exercises</u> <ul style="list-style-type: none"> • Students exercises in prose, poetry, Essay and Drama- • Business letter writing • Précis and comprehension writing • Resume/ Memos/ review writing. 	
Unit 4	<u>Speaking skills exercises</u> <ul style="list-style-type: none"> • Role plays, Story telling and debating skills • Using microphones (Public Speaking/Presentation Situations) 	

	<ul style="list-style-type: none"> • Interview and Group Discussion sessions • Book Reading, Reviews and Appreciation
Unit 5	<u>Voice & articulation:</u> Language Lab
Practical Exam	Max mark: 25 <ul style="list-style-type: none"> • Student need to be evaluated on the basis of the presentation(3- 5 minutes duration) which they will make before the examiner (10 marks) • Weightage to be given to the assignments done by the student during the semester which they will present before the examiner (5 marks). • Overall communication skills of the students may be evaluated by the examiner. (10 marks)
Text books	1. <i>English for Communication</i> , Mass media dept Publication 2007, SAC Shillong 2. <i>A communicative grammar of English</i> , Longman, essex 2000 3. for unit 1- Wren and Martin: <i>High School English grammar and composition</i> .
Other readings	1. Shymala v. <i>Effective English communication for you</i> , Emerald, Chennai, 2002 2. Radhakrishna Pillai.G, <i>Spoken English for you 1&11</i> , Emerald. 2002 3. The New York Public Library, <i>the writer's guide to style and usage</i> , Macmillan, New Delhi 2000. 4. Jeremy Comfort et al, <i>speaking effectively</i> , Cambridge, 2002. 5. Kenneth C. Crannel. <i>Voice and articulation</i> , Wadsworth, Belmont, 2000.

Course Code: MT-H-101

Instructions for Paper Setter/Moderator (Theory)

Maximum Marks	<ul style="list-style-type: none"> • 75
Time	<ul style="list-style-type: none"> • 3 hours
Total no of Questions	<ul style="list-style-type: none"> • Six (6) • Five questions of 12 marks each and one compulsory question of 15 marks.
Compulsory question	<ul style="list-style-type: none"> • This will be Q.No 1. • It will consist of 5 short answer type questions of 3 marks each. For framing this question, any topic from any unit can be selected.
Setting of other questions	Q.No.2 is to be set from Unit I, Q.No.3 from Unit II, Q.No.4 from Unit III, Q.No.5 from Unit IV and Q.No 6. From Unit V

Distribution of marks in these questions	A question should be either a full-length question of 12 marks or 2 questions of 6 marks each or 3 short notes of 4 marks each.
Availability of choice to students	Within a unit, the paper setter must ensure internal choice for each question (except in Question No. 1). The distribution of marks should be as suggested above.

MT-H-102 - Communication –Theory and Research- (Honours-1)

Unit 1	Defining Communication <ul style="list-style-type: none"> • definitions, importance and Processes of communication • levels of communication- verbal and non verbal communication • Role of Sender, Receiver, Channel, Message and Feedback in the communication process • Barriers to communication process • Types of Communication
Unit 2	Introduction to Mass Communication and Mass Media <ul style="list-style-type: none"> • Meaning of Mass Communication and Mass Media • Functions of Mass Communication • Systems of Mass Communication-Soviet Communist System, Libertarian System, Social Responsibility System and Authoritarian System. • Evolution of Mass Media: from Print to Social Media • Mcluhan's Theories of the Media • Criticism of the Media
Unit 3	Interpreting the Media Text <ul style="list-style-type: none"> • Defining the Media text • Analyzing and Interpreting Texts • Text Interpretation- A Semiotic Interpreting of texts-A Psychoanalytic Interpretation of texts-A Marxist Interpretation of text- A Feminist Interpretation of Text • Function of Texts • Understanding Genre
Unit 4	Communication Models <ul style="list-style-type: none"> • Defining a Communication Model

	<ul style="list-style-type: none"> • SMCR Model • Shannon & Weaver Model • Osgood & Schramm Model • Lasswell Model • Gerbner's Model • ABX Model
Unit 5	Communication Theories <ul style="list-style-type: none"> • Defining a Communication Theory • Reinforcement Theory • Socialisation Theory • Cultural Imperialism Theory • Play Theory • Uses & Gratification Theory • Cultivation Theory • Agenda Setting Theory • Gate keeping Theory
Unit 6	Media Research <ul style="list-style-type: none"> • Introduction to research – need and relevance of mass media research. Steps involved in designing a research project. Research objectives. Research problem. Hypothesis. Types of research method – historical, case study, content analysis, etc. • Types of research design – exploratory, descriptive, survey, longitudinal research, observation and experimentation. Merits and demerits of these methods. • Data collection methods – primary data and secondary data. Types of secondary data – survey data and observation data. General accuracy of data collected. Questionnaire method. Structure and non-structure. Telephone and personal interviews. Questionnaire construction methods. • Sampling – Types of sample. Random, cluster, stratified, systematic. Probability and non-probability, convenience and judgement, quota used in sampling. Sampling problems. Sample errors. Choosing a sample design. Preparation and tabulation of collected data. Data analysis and report writing
Practical Exam	<ul style="list-style-type: none"> • Max Mark 25. • This paper requires that the student will have to write a mini primary research which will be marked out of 15 Marks • A viva must be conducted by the external examiner, at the semester end exam on this research work and the mark for the viva will be 10.

Texts books	<ol style="list-style-type: none"> 1. Arthur Asa Berger, <i>Essentials of mass Communication</i>, Sage, New Delhi; 1995 2. Shirley Biagi, <i>Media Impact- An introduction to Mass Media</i>, Wadsworth, Belmont:2001 3. Daly Friedrich Vangelisti <i>Teaching Communication: theory, research and methods</i>, 1998.
Other readings	<ol style="list-style-type: none"> 1. Stanley, J. Baran & Dennis K. Davies. <i>Mass Communication theory</i>, Thomson Asia, Singapore, 2002. 2. Klapper, J.T., <i>The effects of Mass Communications</i>, New York Free Press, 1960 3. Holmes, David, <i>Communication Theory: Media Technology, Society</i>, 2005

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