OBJECTIVES OF THE PAPER: On completion of the syllabus the student should be able to:

- Understand the importance, functions & scope of Communication and Media.
- Describe the growth and development of Communication and Media.

UNIT I
A. Communication: Definition, Concept and Scope
B. Elements of Human Communicative System: Sender, Message, Receiver
C. Various forms of Communication: Interpersonal Communication, Mass Communication, Intercultural Communication
D. Functions of Communication: Persuasive, Informative, Phatic, Aesthetic

UNIT II
A. The Communication Process: Context, Physical, Social, Chronological, and Cultural
B. Encoder- Decoder Medium and Feedback in Communication
C. Non Verbal Communication: Body Language/ Proxemics/ Kinesics
D. Verbal Communication

UNIT III
A. Types and Forms of Communication: Formal / Informal
B. Barriers to Communication
C. Communication and Media: Meaning and Scope.
D. Mass Communication: Concept and Characteristics

SUGGESTED READINGS:
OBJECTIVES OF THE PAPER: On completion of the syllabus the student should be able to:

- Understand the basic concepts of Linguistics, Characteristics of Human Language, Functions of Language, What Constitutes a Language?
- Know different factors like Society, Mind and Domains of Language Use.
- Know about the Interdisciplinary Areas and Practical Value of Linguistics.

UNIT I
B. Language: Definition, Concept and Scope.
C. Characterizing Human Language-Design Features.
D. Language and Writing- Spoken and Written language.
E. Functions of Language-Micro and Macro.

UNIT II
A. Linguistics-Fundamentals; Scientific Study of Language.
B. Language Description: Phonological, Morphological and Semantic.
D. Word, Phrase, Clause, and Sentence; Sentence Types

UNIT III
A. Language in its Social Context.
B. Multilingualism in India.
C. Scriptal Diversity in India.
D. Language as Semiotic System.

SUGGESTED READINGS:
OBJECTIVES OF THE PAPER: On completion of the syllabus the student should be able to:

- Understand the basic concepts of Phonetics and Phonology.
- Understand how the human speech sounds are produced, transmitted and perceived.
- Do phonemic as well as phonetic transcription.

UNIT I
A. Phonetics: Definition, Nature and Scope
B. Organs of Speech
C. Initiation of Speech: Pulmonic, Glottalic and Velaric
D. Phonation: Voiceless, Voiced, Whisper and Murmur

UNIT II
A. Description and Classification of Speech Sounds- Manner of Articulation
B. Description and Classification of Speech Sounds- Place of Articulation
C. Classification of Vowels and Diphthongs
D. Syllables and its Structure: Onset, Peak and Coda

UNIT III
A. Understanding Phone, Allophone and Phoneme
B. Suprasegmental Features: Stress, Pitch, Juncture
C. Phonological Changes: Assimilation, Dissimilation, Metathesis and Gemination
D. Transcription: Phonetic and Phonemic

SUGGESTED READINGS:
OBJECTIVES OF THE PAPER: On completion of the syllabus the student should be able to:

- Understand the basic concepts of Morphology.
- Understand the basic structure of words and various types of affixes.
- Understand the concept of morphological processes in the formation of words.

UNIT I
A. Morphology: An Introduction
B. Morpheme, Morph, Allomorph; Free and Bound Morpheme
C. Types of Affixes
D. Conditioning of Allomorphs

UNIT II
A. Root, Base and Stem
B. Defining Words; Types of Words-Simple, Complex and Compound
C. Hierarchy in Affixation Process- Class I and Class II Affixes
D. Morphemic Analysis: Segmentation and Grouping

UNIT III
A. Word Formation Processes- Coining, Conversion, Clipping, Back Formation, Onomatopoeia, Borrowing and Acronym
B. Compounding: Endocentric, Exocentric, Copulative and Appositive
C. Reduplication: Full, Partial and Empty
D. Media and Word Formation- Blending, Breaking the Hierarchy of Word Formation, Words like, Unbreak*, Uncry*, Slangs/ Popwords like ‘chicklit’, ‘chickflick’ etc.

SUGGESTED READINGS:
OBJECTIVES OF THE PAPER: On completion of the syllabus the student should be able to:

- Understand the basic concepts of folk.
- Understand the folk genres.

UNIT-I
A. Definition, Meaning and Scope of Folk Culture
B. Folk Culture: Notions of Homogeneity, Orality etc.
C. Folk Life: Ethnic and Occupational Group
D. Folk Artefacts

UNIT-II
A. Folk Culture and Its Forms- Songs, Narratives, Arts and Performing Art
B. Folk Songs: Ceremonial Songs (Life cycle, Occupational, Travels), Ballads, Epic
C. Linguistic Features of Folksongs
D. Folk Narratives: Tales- Fairy tales, Fables, Trickster Tales etc.; Myth; Legends; Riddles; Proverbs

UNIT -III
A. Linguistic Features of Folk Narratives
B. Discourse Patterns of Qissagoi and Dastangoi
C. Performing Art: Folk dances, Folk theatre-Kathputli, Tamasha etc.
D. Folk Festivals- Bihu, Baisakhietc.

SUGGESTED READINGS:
OBJECTIVES OF THE PAPER: On completion of the syllabus the student should be able to:

- Understand the development of Advertising: A trade.
- Understand what advertising can do and what advertising cannot do.
- Discuss how advertising is a reflection of society and a form of culture.
- What degree, the advertising is a pervasive form of communication across the globe and the time.

UNIT-I
A. Origin of Advertising: An Overview
B. Advertising in Pre Printing Period
C. Advertising in Early Printing Period
D. Period of Expansion

UNIT-II
A. Pre-Printing Advertising: Iconic; Oral Advertising-Town Criers and the Tradition of Manadi
B. Early Printing Period: The Invention of Printing Press and its Impact on Advertising
C. Period of Expansion: Advertisements in Newspapers – Local; Provincial; National and Global
D. Period of Expansion: Social and Commercial Advertising

UNIT-III
A. Advertising in the West: An Overview
B. Advertising in India: An Overview
C. History of Social Media Advertising
D. Basic Principles of Advertising

SUGGESTED READINGS:
OBJECTIVES OF THE PAPER: On completion of the syllabus the student should be able to:

- Understand the concept of Market and Media.
- Know about the various modes of Print and Electronic Media.

UNIT-I
A. Origin and Development of Marketing: An Overview
B. Bartering System
C. Marketing in Currency Age
D. Digital Marketing

UNIT-II
A. Pre- Printing Media
B. Print Media: Overview
C. Emergence of Radio
D. Emergence of Television

UNIT-III
A. Influence of Television in Market
B. Emergence of Television in India
C. Commercial Television: An Overview
D. New Media/ Social Media: Emergence and Impact

SUGGESTED READINGS: