

PANDIT LAKHMI CHAND
STATE UNIVERSITY OF PERFORMING AND VISUAL ARTS, ROHTAK
(A State University established under Haryana Act No. 24 of 2014)



FACULTY OF FILM & TELEVISION
DEPARTMENT OF MASS COMMUNICATION
MASTER OF MASS COMMUNICATION (MEDIA PRODUCTION)
SCHEME OF EXAMINATION AND SYLLABUS
COURSE CODE : MMC
DURATION OF COURSE : 2 YEARS FULL TIME
ACADEMIC SESSION 2019-20 ONWARDS

SCHEME OF EXAMINATION

SEMESTER - I

Paper Code	Course Title	Course Category	Total Credits	Internal Evaluation	External Evaluation	Total Marks	Duration of Examination
MMC/MP/101	Introduction to Communication	CORE	04	30	70	100	3 hours
MMC/MP/102	History of Media	CORE	04	30	70	100	3 hours
MMC/MP/103	Media Laws & Ethics	CORE	04	30	70	100	3 hours
MMC/MP/104A	Visual Communication Or	DSE	04	30	70	100	3 hours
MMC/MP/104B	Media, Culture and Society						
MMC/MP/105	Project Computer Applications	CORE	02	15	35	50	-
List of Open Elective Subjects for Mass Communication Students							
M/OE/111	Urban Design	OE	2	15	35	50	2 hours
M/OE/113	Mural-I	OE	2	15	35	50	-
M/OE/114	Design Thinking	OE	2	15	35	50	2 hours
Total			20	150	350	500	

- Note:**
1. MMC/MP/101, MMC/MP/102, MMC/MP/103 and MMC/MP/105 are mandatory courses.
 2. Student may choose 01 course out of MMC/MP/104A and MMC/MP/104B.
 3. Student may choose 01 subject out of 03 Open Elective subjects listed above.

SEMESTER - II

Paper Code	Course Title	Course Category	Total Credits	Internal Evaluation	External Evaluation	Total Marks	Duration of Examination
MMC/MP/201	Media Research	CORE	04	30	70	100	3 hours
MMC/MP/202	Advertising & Media Management	CORE	04	30	70	100	3 hours
MMC/MP/203	Basics of Media Production	CORE	04	30	70	100	3 hours
MMC/MP/204A	Introduction to Photography OR	DSE	04	30	70	100	3 hours
MMC/MP/204B	Theories of Communication						
MMC/MP/205	Communication Skills	SEC	02	15	35	50	2 hours
List of Open Elective Subjects for Mass Communication Students							
M/OE/211	Planning for Tourism	OE	2	15	35	50	2 hours
M/OE/213	Mural-II	OE	2	15	35	50	-
M/OE/214	Design Philosophy and Critique	OE	2	15	35	50	2 hours
Total			20	150	350	500	

- Note:**
1. MMC/MP/201, MMC/MP/202, MMC/MP/203 MMC/MP/205 are mandatory.
 2. Student may choose 01 subject out of MMC/MP/204A and MMC/MP/204B.
 3. Student may choose 01 subject out of 03 Open Elective subjects listed above.

SEMESTER - III

Paper Code	Course Title	Course Category	Total Credits	Internal Evaluation	External Evaluation	Total Marks	Duration of Examination
Print Production							
MMC/MP/301	Printing Technology	Core	04	30	70	100	3 hors
MMC/MP/302	Print Production Techniques	Core	04	30	70	100	3 hors
MMC/MP/303	(Writing for Print Media	Core	04	30	70	100	3 hors
MMC/MP/304	Editing	Core	04	30	70	100	3 hors
MMC/MP/305	Design and Layout	Core	04	30	70	100	3 hors
Total			20	150	350	500	
OR							
Radio Production							
MMC/MP/306	Radio Programming and Formats	Core	04	30	70	100	3 hors
MMC/MP/207	Radio Production Techniques	Core	04	30	70	100	3 hors
MMC/MP/208	Writing for Radio	Core	04	30	70	100	3 hors
MMC/MP/209	Sound Recording and Editing	Core	04	30	70	100	3 hors
MMC/MP/310	Radio Jockeying)	Core	04	30	70	100	3 hors
Total			20	150	350	500	
OR							
Film & Television Production							
MMC/MP/311	Film & TV Production Techniques	Core	04	30	70	100	3 hors
MMC/MP/312	Script Writing	Core	04	30	70	100	3 hors
MMC/MP/313	Cinematography & Lighting	Core	04	30	70	100	3 hors
MMC/MP/314	Audio-Video Editing	Core	04	30	70	100	3 hors
MMC/MP/315	Production Design	Core	04	30	70	100	3 hors
Total			20	150	350	500	
OR							
Digital Media Production							
MMC/MP/316	Digital Media Production Techniques	Core	04	30	70	100	3 hors
MMC/MP/317	Digital Content Writing	Core	04	30	70	100	3 hors
MMC/MP/318	Basics of Animation & Graphics	Core	04	30	70	100	3 hors
MMC/MP/319	Digital Marketing	Core	04	30	70	100	3 hors
MMC/MP/320	Digital Media Production (Basics of Web Designing	Core	04	30	70	100	3 hors
Total			20	150	350	500	

SEMESTER - IV

Paper Code	Course Title	Course Category	Total Credits	Internal Evaluation	External Evaluation	Total Marks	Duration of Examination
MMC/MP/401	<p>Production Project/ Portfolio</p> <p><i>Note: Each student would carry out a production project/portfolio as per his/her specialization under the supervision. The topic of the project/portfolio would be selected in consultation with the supervisor.</i></p>	CORE	10	75	175 (125 marks for production and 50 for via-voce)	250	NA
MMC/MP/402	<p>Internship</p> <p><i>Note: Each student would undergo an Internship of the duration of minimum four weeks and after the internship s/he will submit an internship report dully signed him/her in the institute for evaluation.</i></p>	CORE	10	75	175 (125 marks for Report and 50 for via-voce)	250	NA
Total			20	150	350	500	

SYLLABUS

SEMESTER - I

Paper Code	Course Title	Course Category	Total Credits	Internal Evaluation	External Evaluation	Total Marks	Duration of Examination
MMC/MP/101	Introduction to Communication	CORE	04	30	70	100	3 hours
MMC/MP/102	History of Media	CORE	04	30	70	100	3 hours
MMC/MP/103	Media Laws & Ethics	CORE	04	30	70	100	3 hours
MMC/MP/104A	Visual Communication Or	DSE	04	30	70	100	3 hours
MMC/MP/104B	Media, Culture and Society						
MMC/MP/105	Project Computer Applications	CORE	02	15	35	50	2 hours
List of Open Elective Subjects for Mass Communication Students							
M/OE/111	Urban Design	OE	2	15	35	50	2 hours
M/OE/113	Mural-I	OE	2	15	35	50	-
M/OE/114	Design Thinking	OE	2	15	35	50	2 hours
Total			20	150	350	500	

- Note:**
- 1. MMC/MP/101, MMC/MP/102, MMC/MP/103 and MMC/MP/105 are mandatory courses.**
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 - 3. Student may choose 01 subject out of 03 Open Elective subjects listed above.**

Paper–1 : Introduction to Communication

Paper Code :MMC/MP/101

Course credits : 04

Course content:

Unit- I

Communication : Definitions – Elements of Communication – Communication Act – Sender – Message – Channel – Receiver – Effects – Feedback – Communication Process – Communis – Human Relationship – Basic Models - Harold. D. Lasswell, Braddock, Shannon and Weaver, Osgood and Wilbur Schramm, Wilbur Schramm and Hellical Dance Model.

Unit-II

Various types of Communication : Intrapersonal – Interpersonal - Group – Mass Communication and Mass line Communication – Functions of Communication – Effects - Human Communication – Characteristics – Contents – Language – Meanings – Talent – Manifest – Contextual Structural Meanings.

Unit- III

Speech Communication : Psychology and Sociology Aspects – Cognition – Selective Perception – Selective Retention – Selective Expression – Socio – Cultural Norms and Cognition Attitudes - Verbal and Non Verbal Communication – Signs – Codes – Proxemics – Kinesics.

Unit- IV

Classification of Media : Various Types – Traditional Media – Classical and Folk Media – Modern Media - Marshall McLuhan's Theory of Media Classifications – Wilbur Schramm Classifications – General Classifications.

Unit-V

Mass Communication : Mass Concepts – Characteristics of Mass Audience – Typology of Audience – Bauer's Concept.

Unit-VI

Functions of Mass Communication : Mass Society – Socialisation Process – Mass Culture – McLuhan's Global Village Concept – Global Culture.

Textbooks and References:

1. Kumar, Keval J. Mass Communication in India. Mumbai: Jaico Books.
2. McQuonil, Denis. Mass Communication Theory : An Introduction. New Delhi: Sage Publications.

Paper- 2 : History of Media

Paper Coode :MMC/MP/102

Course credits : 04

Course content:

Unit-I

Newspapers : Development of newspaper in India - pre and post-independence era; Introduction to main newspapers and pioneers of Indian journalism; Development of Indian and global news agencies; Growth of magazine in India

Unit-II

Cinema : Early days of Indian cinema; Major trends in the history of Indian cinema; Significant movements in Indian; Introduction to Indian documentaries

Unit-III

Radio : Growth and development of All India Radio; Development of private FM channels; Main radio personalities and programmes; Community radio stations in India

Unit-IV

Television and Digital Media : Decade-wise growth of Doordarshan; Various committees reports about Doordarshan; Growth of private television channels in India; Growth of digital media, telecommunications revolution, music industry

Textbooks and references::

1. Natarajan, J. History of Indian Journalism. New Delhi: Publication Division, 2000.
2. Parthasarathi, Rangaswamy. Journalism in India. New Delhi: Sterling Publishers, 1989.
3. Chatterjee, P. C. Broadcasting in India. New Delhi: Sage Publications, 1990.

Paper–3 : Media Laws & Ethics

Paper code :MMC/MP/103

Course credits : 04

Course content:

Unit-I

Constitution and Other laws : Constitution and freedom of speech and expression; Defamation, obscenity and sedition; Right to Information Act 2005; Contempt of court and legislature, Public Interest Litigations.

Unit-II

Print Media Laws : Press and Registration of Books Act 1867; Working Journalists Act 1955; Copyright Act, 1957; Press Council Act, 1978.

Unit-III

Electronic Media Laws : Cinematography Act, 1952; Cable Television Networks (Regulations) Act, 1995; Information Technology Act, 2000; Guidelines for up-linking, IPTV and Community Radio Stations

Unit-IV

Media Ethics : Fundamentals of media production ethics; Invasion of privacy, vulgarity, portrayal of violence and sex; Advertising Standards Council of India's Code of Ethics; Doordarshan programme and advertising code.

Textbooks and references:

1. Basu, Durga Das. Laws of the Press. Lexis, Gurgaon: Nexis Butterworths Wadhawa.
2. Trikha, Nand Kishore. Press Laws. 2014.
3. Thakurta, ParanjyGuha. Media Ethics. New Delhi: Oxford University Press, 2011.
4. Day, Louis A. Media Communication Ethics. Wadsworth Publications, 2009.

Paper-4A : Visual Communication

Paper code : MMC/MP/104A

Course credits : 04

Course Objectives:

- To acquire knowledge about Visual Communication.
- To strengthen the knowledge on concept, model and theories of Visual Communication
- To develop content using the features in Visual Communication.

Course content:

Unit- I

Communication : Definition, concept, need, scope & functions; Process of Communication- Rhetoric, Linear, Circular, Helical; Elements and 7 C's of Communication; Types of Communication; Barriers of Communication.

Unit- II

Visual Communication : Definition & concept; Nature & functions of Visual Communication; Characteristics of Visual Communication; Types of Visual Communication; Advantages & disadvantages of Visual Communication; Visual Communication techniques- eye contact, hand gesture & body language.

Unit - III

Perception : Definition, concept & types; Illusions- Definition, basics and types; Gestalt theory- definition & concept; Gestalt principles and types.

Unit - IV

Semiotics : Definition & concept; Sign & Code; Sign- definition; Modes of Sign- Icon, Index & Symbol.

Unit - V

Ideation : Definition & concept; Creativity- definition, concept, characteristics & process of creativity; Creativity tools; Approaches to Creativity; Innovation- definition & concept; Lateral thinking- definition & concept; Process of developing ideas to different medium.

Textbooks and references:

1. Hasan, Seema (2010). Mass Communication: Principles and concepts. New Delhi: CBS Publishers.
2. Lester, E. (1998). Visual Communications: Images with messages, 3rd ed. London: Thomson Learning.
3. Kumar, Keval J. (2009). Mass Communication in India. 4th ed. Mumbai: Jaico Books.

Paper-4B : Media, Culture and Society

Paper code : MMC/MP/104B

Course credits : 02

Course content:

Unit -I

Introduction : Concept of Culture--meaning, dimensions--the basic theoretical framework. Counter cultures, women, youth, and minorities. Culture as communication, fashions, fads and rituals. Culture industries.

Unit-II

Media and Society: Interplay between media and society - Cultural implications of mass media. Popular and elite culture. Multiculturalism and sub cultures.

Unit-III

Media Industry: Comics, paperbacks, magazines, music. TV channel as brand management - video games, copyright, copy-left.

Unit - IV

Audience: The changing audience - media commodities, google, e-books, free downloads, open source.

Unit - V

Other horizons: Feminist critiques of media. Media and the minorities. National culture and communication policy.

Textbooks and references:

1. Samovar, L. A and Porter, R. E. (2000). Inter-cultural Communication: A Reader. London: Wadsworth.
2. Curran, James. (2000). Mass Media and Society. London: Arnold.
3. Livingstone. (2006). 'The Changing Nature of Audiences: From the Mass Audience to the Interactive.

Paper-5 : Computer Applications (Project)

Paper code : MMC/MP/105

Course credits : 02

Project