

COURSE CURRICULUM



(w. e. f. Academic Session 2019-20)

TWO-YEAR

**M.A. (MASS COMMUNICATION)
PROGRAMME**

(4 SEMESTERS)

Directorate of Distance Education

**Guru Jambheshwar University of Science
& Technology, Hisar**

The Syllabus of M.A. (Mass Comm.) approved.

Director (DE)

DD (AE)

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SCHEME AND SYLLABUS
OF
M.A. (MASS COMMUNICATION)
PROGRAMME



(w. e. f. Academic Session 2019-20)

TWO-YEAR
M.A. (MASS COMMUNICATION)
PROGRAMME
(Semester Based)

Directorate of Distance Education
GURU JAMBHESHWAR UNIVERSITY OF SCIENCE
& TECHNOLOGY, HISAR

SCHEME AND INSTRUCTION FOR M.A. (MASS COMMUNICATION) EXAMINATION

- 1) Name of the Course: M.A. (Mass Communication)
- 2) Duration of the Course: Two Years (Four Semesters)
- 3) Objectives: The main objective of the Programme to produce socially responsible, informed, skilled citizens who understand how various media technologies and communication processes emerge within particular social, economic and political contexts and thereby affect both individual identity and societal processes on a global level.
- 4) Eligibility for Admission: Graduation in any stream from any recognized University.
- 5) Maximum Time Allowed: The maximum duration allowed to complete the course will be 4 years.
- 6) Medium of Instructions: The medium of instructions/exam shall be in English and Hindi.
- 7) Instructions to Examiner: The examiner is required to set nine questions in all. The first Question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks. The maximum time allotted for the external examination is 03(three) hours. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and corrects.
- 8) Internal Assessment: 30% weightage is given for practical based online assignments (Handwritten). The questions for assignments will be uploaded on university web-site.
- 9) Scheme of Examination: The M.A. Mass Communication programme is divided into four semesters (two semesters in the first year and two semesters in the second year). Each paper will have maximum marks 100 in the ratio of 70% external and 30% internal.

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SEMESTER-I

Sr. No.	Course Code	Nomenclature	Internal Assessment	External Examination	Total
1	MSM-501	Introduction To Mass Communication	30	70	100
2	MSM-502	Communication & Information Technology	30	70	100
3	MSM-503	Graphics and Media Production	30	70	100
4	MSM-504	Media Writing-1	30	70	100
5	MSM-505-DDE	New Media and Social Media	30	70	100

SEMESTER -II

Sr. No.	Course Code	Nomenclature	Internal Assessment	External Examination	Total
1	MSM-511	Communication Research	30	70	100
2	MSM-512	Management and Marketing Principles	30	70	100
3	MSM-513	Media Law	30	70	100
4	MSM-514	Media Writing-3	30	70	100
6	MSM-515-DDE	Production Portfolio	-	100	100

SEMESTER-III

Sr. No.	Course Code	Nomenclature	Internal Assessment	External Examination	Total
1	MSM-521	Mass Media Structure and Management	30	70	100
2	MSM-523-A	Reporting	30	70	100
3	MSM-523-DDE	Electronic Media	30	70	100
4	MSM-523-C	Advertising Creativity & Consumer Behavior	30	70	100
5	MSM-523-D	PR Principles And Tools	30	70	100

SEMESTER-IV

Sr. No.	Course Code	Nomenclature	Internal Assessment	External Examination	Total
1	MSM-531-A	Newspaper Production and Management	30	70	100
2	MSM-531-B	Radio and Television Production	30	70	100
3	MSM-531-C	Advertising Campaign Management	30	70	100
4	MSM-531-D	PR Campaign Planning	30	70	100
5	MSM-532-DDE	Production Portfolio	-	100	100

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FIRST SEMESTER

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Time Allowed: 3 Hours

Objective: Communication is at the heart of all social intercourse. A student of Communication should have an understanding of basics of communication, Communication process. Different theories of communication, and different models of communication. Irrespective of the field a student chooses if he/she is well versed with the chemistry of communication involved he/she can plan/design communication better.

UNIT-1

Definition & Concept of Communication

Elements of Communication
 Functions of Communication
 Communication and Socialization

Forms of Communication

Intrapersonal Communication
 Interpersonal Communication
 Small Group Communication
 Public Communication
 Mass Communication
 Nonverbal Communication
 Verbal Communication

Communication: Group, Public, Audience, Mass

Definitions of Mass Communication
 Nature & Scope of Mass Communication
 Features of Mass Communication
 Characteristic features of the audience of Mass Media

UNIT-2

Models of Communication

SMR Model, SMCR Model, Shanon & Weaver Model, Laswell's Model, Osgood's Model, Dance's Model, Schramm's Model, Newcomb's Model, Convergent Model, Gatekeeping Model, Westley and Mclean's conceptual Model, Backer's Mosaic Model, Bornlund's Transactional Model

UNIT-3

Theories of Mass Communication

Media Effects Theories, Magic bullet, Minimal effect, Agenda setting, Cultivation theory, Two step flow theory, Multistep flow theory, Dependency theory, Diffusion of innovations theory, User and gratification theory, Spiral of silence, Cognitive dissonance
 Limitations of Mass Communication, Demassification, Demystification, Decentralization, Future trends in Mass Communication

UNIT-4

Development: Concept, Paradigm

Role of Mass Communication in Development, Development & Social Marketing, Developing Societies. Indian Experiences of Development Communication & Social Marketing.

Media Systems

Authoritarian, Libertarian, Socialistic, Social responsibility, Development Media Theory, Participatory Media System.

SUGGESTED READINGS:-

1. Communication Theories: perspectives, processes and contexts- Katherine Miller
2. Mass communication theory- Denis Mcquail
3. Introduction to communication studies: John Fiske

Pratima Jain

4. Mass communication Theory- Foundations, Ferment and Future by Baran and Davis
5. New Media: a critical introduction- Martin Lister
6. Pragmatics of Human Communication- Paul Watzlawick and Bavelas
7. Mass Communication in India – Keval J Kumar, 2012 Jaico Publishing, Mumbai
8. आधुनिक पत्रकारिता अर्जुन तिवारी

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2. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

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Time Allowed: 3 Hours

Objective: It is the Technology that gives shape to the profession. Computers have changed the news room scene. This paper aims at making the students aware of the basics of Information technology involved in the profession.

UNIT-1**Broadcasting Technology**

Signal generation & Transmission
 Microwave links, Terrestrial transmission
 Optical Fiber, Wireless & Advance Telephony
 AM & FM transmission, Radio Broadcasting,
 Satellite: History, types & functions
 Cable TV transmission, DTH, Digital transmission

UNIT-2**Computer Technologies**

Computer, LAN, WAN, Internet, E-mail, Role of Computer in various mass media

UNIT-3

Facsimile, videotext, Teletext
 Multimedia WEBSITE, WEBPAGE, HOMESITE
 Basics of HTTP, HTML, FTP, DNS, JAVA

UNIT-4

Media, Facebook, whatsapp, twitter, web portal, skype
 Browsing & Searching
 E-Commerce, Buying, Selling, Banking & Advertising
 Web page development, forming, installing, linking, editing.

SUGGESTED READING:-

1. Information and Communication Technologies: Visions and Realities- William H. Dutton. Malcolm Peltu: Oxford University Press
2. The Social Shaping of Information Superhighways: European and American Roads to the Information Society- Herbert Kubicek. William H. Dutton, Robin Williams
3. World Wide Research: Reshaping the Sciences and Humanities- William H. Dutton, Paul W. Jeffreys: MIT Press
4. Information and Communication Technology- Abdul Mannan
5. Society and the Internet: How Networks of Information and Communication are Changing Our Lives- Mark Graham, William H. Dutton: OUP Oxford
6. Web Journalism: Practice and Promise of a New Medium- James G. Stovall
7. New Media Technology- John Vernon Pavlik: Ailyn & Bacon
8. Reshaping Communication- Paschal Preston : Sage Publication
9. Introduction to Information Technology - Chetan Shrivastava
10. Digital Computer Fundamentals - T.C. Bartee: Mc Graw Hill Publication

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Time Allowed: 3 Hours

Max. Marks: 70

Objective: Graphics and Design are integral part of Mass Communication. A journalist provides content whereas to the viewers/readers/listeners it is presented in such a way that it becomes easily comprehensible. So in this paper students will be exposed to the basics of graphics and design. Photography is inseparable in the profession. Besides the basic technologies involved in the profession like recording etc have also been included in the paper.

UNIT-1

Concept and Philosophy of Graphics and Production
 Elements of Design
 Principles of design (design syntax)
 Type and typefaces Choosing types in design layout, Layout Composing methods
 Desktop publishing
 Visual copy of reproduction, Color and production aspects, Printing paper Costing and estimating

UNIT-2

Introduction to various type of print publication
 Leaflets, Booklets, Brochures, Newspaper, Posters, Books, Folders, Packages

UNIT-3

Still Photography: Origin and History
 Camera parts and type of Cameras
 Photographic techniques-Exposing, Developing and Printing
 Black and White Photography
 Color Photography
 Special Photographic Techniques

UNIT-4

Introduction to Audio Visual Production
 Basics of Audio Recording, Sound & Slide Productions
 Recording various audio programmes, handling video camera

SUGGESTED READING:-

1. Graphics and Packaging Production (The Manufacturing Guides) by Rob Thompson
2. Production For Graphic Designers by Alan Pipes
3. Television Production by Jim Owens, Gerald Millerson
4. Video production Handbook by by Jim Owens, Gerald Millerson
5. Video Basics 7 by Herbert Zettl
6. Television Production Handbook (Wadsworth Series) by Herbert Zettl
7. Production Management For Film And Video by Gates Richard Directing the Story by Francis Glebas

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Time Allowed: 3 Hours

Objective: Writing skill is the foundation on which the mansion of media world is built. In this paper students will be exposed to different types of writing. They will also be made aware of the fundamentals of writing. In this paper students will also be made aware of writing for Public Relations, Development reporting etc.

UNIT-1

Fundamentals of writing
Introduction to writing
Lucidity and directness
Authenticity and credibility
Authorial voice

UNIT-2

Writing for Print Media
Basics of reporting, Basics of editing, News story, Feature writing, Article writing, Editorial writing,
News analysis, Back grounder, Human interest stories

UNIT-3

Writing for PR, Basics of PR writing
Press release writing & difference between news, story & press release,
Writing minutes & Memos, Report writing, Letter writing

UNIT-4

Writing for Development, Basics of development Writing, Development Reporting, Development story, Development Article, Development Approach, Main stream journalism Vs Development journalism, Activist Journalism, Journalism as a Mission

SUGGESTED READINGS:-

1. Basic Media Writing by Melvin Mencher
2. Writing for the Mass Media (8th Edition) by James Glen Stovall
3. Writing for Digital Media by Brian Carroll; Taylor & Francis
4. Journalism: Principles and Practice by Tony Harcup
5. Scholastic Journalism, 12th Edition by C. Dow Tate, Sherri A. Taylor
6. Writing for Visual Media by Anthony Friedmann; Taylor & Francis

Note:

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Objective: The objective of this course is to get the students acquainted with the basic concepts and development of new media and social media.

UNIT-1

New Media: Growth and development of New Media, Effects and Implication of New Media.
Role of New Media in democratization process.
Citizenship through Participation.

UNIT-2

New Media as a medium of communication.
New Media as a source of information (search engines).
Social impact of New Media.

UNIT-3

Social Media and Mobile Communication, Types of Social Media, Social Media Features.
Difference between Social Media and Social Networking.
Advantages and Disadvantages of Social Networking.

UNIT-4

Critics of Social Media.
Social Media Effects on Youth Communication.
Social Media Shopping Sites, Impact of Social Media on Consumer Buying Behaviour.

SUGGESTED READINGS:-

1. Bittu Kumar, "Social Networking-Make Money Online", V & S Publishers.
2. Chris Brogan & Julien Smith, "The Impact Equation", Portfolio Hardcover.
3. James Glen Stovall, "Journalism on the Web", Pearson Allyn & Bacon.
4. K.M. Shrivastava, Social Media in Business and Governance, Sterling Publishers.
5. Sunil Saxena, "Breaking News - The Craft and Technology of Online Journalism", Tata McGraw - Hill, New Delhi.
6. Tapas Ray, "Online Journalism - A Basic Text", Foundation Books, Delhi.

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SECOND SEMESTER

Pat Linnick

Objective: Communication Research in general and Media Research in particular has emerged as a major thrust area in Mass Communication education. Research has become a life line in any field of media. Let it be Launching a new newspaper, new channel, an advertising Campaign, A social Marketing campaign, a Public Relations Campaign, Designing a development project. Research does not end here. To study the TRP, to plan the expansion of circulation, research is must. Besides studying the public opinion on every occasion has become a way of life. Hence Communication Research has emerged as a major field where students can make their career.

UNIT-1

Introduction to research

Definition, role, function, scope & importance of communication research. Social science Research and communication Research, Communication research and Media Research , Basics and applied research

UNIT-2

Research Design. Experimental, semi-experimental, bench mark, longitudinal studies, simulation, panel studies, empirical studies.

Methods of Communication Research: Census method, Random sample survey method, Observation method, Case studies, Clinical studies, Content analysis.

UNIT-3

Sampling techniques questionnaire Purpose, preparation, and administration, Types of questions, pre-coded questionnaire, and interview guide

Primary, secondary and tertiary sources

Preparation of code book & coding

Tabulation, analysis & interpreting

Variables, independent & dependents Hypothesis

UNIT-4

Statistical analysis in communication research

Mean, Median, Mode, Standard deviation, chi square test

Evaluation feedback, Feed forward, Media habits, Public surveys.

Pre-election studies and exit polls.

Report writing

Research as tools of reporting

SUGGESTED READING:-

1. A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies by Klaus Bruhn Jensen: Routledge
2. Mass Media Research: An Introduction by Roger D. Wimmer . Joseph R. Dominick
3. Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches by Arthur Asa Berger: SAGE
4. Doing Media Research by Susanna Hornig Priest: SAGE
5. Dictionary of Mass Communication & Media Research: A Guide for Students, Scholars and Professionals By David Demers

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2. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

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Prof. Sunary

Objective: The broad objective of the syllabus is to make the students fine media persons. It includes entrepreneurs in media. Management skill is a must to master the art of understanding the dynamics of communication besides developing leadership skills in the profession.

UNIT-1

Management

Concept and definition of Management

Role of Managers, Decision Making – by Individuals & Groups

Human Resource Development, Leadership, Entrepreneurship

Future Trends in Management

UNIT-2

Marketing

The Concept & Philosophy of Marketing

Changing Indian Marketing Scenario

Marketing mix- Product, Price, Place & Promotion, Media mix

Managing mass Communication and personal communication in marketing

UNIT-3

Designing and managing integrated marketing communication. C S R, Social marketing and Cause related marketing. Media and Marketing strategy, Differentiating and positioning the market offer.

UNIT-4

Market leaders, challenges, followers and niche market information system, market intelligence, organizing, implementing, evaluating and controlling the market programme Design of media house, Major marketing weaknesses.

SUGGESTED READING:-

1. Marketing Management - A South Asian Perspective: Philip Kotler, Keller, Koshy and Jha. Published by Pearson Education
2. Management: Robbins, Coulter and Niharika Vohra, published by Pearson
3. The Practice of Management : Peter Drucker, published by Elsevier Ltd.
4. Media Management: A Casebook Approach (Routledge Communication Series) by George Sylvie. Jan Wicks LeBlanc , C. Ann Hollifield , Stephen Lacy
5. Handbook of Media Management and Economics by Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth
6. Strategic Management in the Media: Theory to Practice by Lucy Keung , SAGE

Note:

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2. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

Time Allowed: 3 Hours

Objective: Knowledge in media law is a must to become a media person. Hence in this paper only selected aspects of media law has been included so that a student when grooms into a media person does not end up in legal battle while performing duties sincerely.

UNIT-1

Freedom of speech & expression, Article 19 I (a) & (2) Reasonable Restrictions
 Right to Information
 Laws of Defamation
 Contempt of Court
 Contempt of Legislature

UNIT-2

Official Secrets act
 Press and Books Registration act
 Copy Right act
 First Press commission and Second Press Commission
 Press council of India.

UNIT-3

Broadcasting code for News for Air & DD
 Broadcasting for advertising for air & DD
 Cable TV regulations Act
 Cinematograph Act
 Prasar Bharati Act
 Film Censorship
 Report of various Committees and Commissions dealing with electronic media in India
 (i) Verghese committee (ii) Chanda Committee (iii) Joshi committee

UNIT-4

Code of Conduct for journalist, Self-Regulation & censorship, Code of Ethics for advertising in India by Advertising Council of India, DAVP's Code of advertising
Regulations for Public Relations (IPRA Code of Ethics)

SUGGESTED READING:-

1. Media Law by Sallie Spilsbury: Taylor & Francis
2. Digital Media Law by Ashley Packard : John Wiley & Son
3. Mass Media Law by Don Pember, Clay Calvert
4. Press Laws and Ethics of Journalism by Ravindranath, PK
5. Barua, Vidisha: Press & Media Law Manual, Universal Law, Publishing Co. Pvt. Ltd., New Delhi. 2002
6. Jean Claude Bertrand: Media Ethics and Accountability System, Transaction, Publishers, 2000
7. Faizan Mustafa: Constitutional Issues in Freedom of Information, Kanishka Publication, New Delhi. 2003
8. Angela Wadia: Global Resource Book on Right to Information, Kanishka Publication, New Delhi, 2006

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2. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

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Time Allowed: 3 Hours

Objective: Like Media writing-1 in first semester has been incorporated, here in the second semester to make them well versed with media writing. In the first semester it was print media writing. Public Relations writing and development writing. In this semester it will be writing for electronic media. writing for Radio and Television, writing for Advertising and writing for web, which has registered big presence in media education.

UNIT-1

Writing for Radio
 Basics of Radio writing
 Characteristics of Radio as a medium
 Programme composition of AIR, Private FM channels & Community Radio
 Radio genres: News, News reel, Documentaries, Drama, Feature, Talk, Interview
 Writing for an audience specific program (for child, women, farmer etc.)
 Introduction to Recording and editing sound

UNIT-2

Writing for Television
 Characteristics of Television as a medium
 Television genres: News, News features, Documentaries, Interviews, Discussions & Debates, Talk shows, Content development for audience specific program
 Visual Grammar - Camera Movement, Types of Shots, Focusing
 Basics of a Camera

UNIT-3

Writing for Advertising
 Introduction to advertising
 Concept of copy writing
 Idea generation and transforming ideas into copy
 Copy platform
 Copy parts: Headline, Sub/Pre-head, Body Copy, Tagline/Punch line, Logo, Legal & Mandatories
 Appeals in advertising
 Writing for screen ads vs. writing for print ads
 Audience/Viewers/Target Group analysis

UNIT-4

Writing for Web
 Basics of writing for web, developing web pages, developing static & dynamic websites, Interface between visuals & copy, elements of Web page
 Writing for Social media
 Basics of Writing for Social Networking Sites (SNSs): Facebook, Twitter, Wordpress, Blogger Use of SNSs: YouTube, Docs, Drive, Hangouts, Skype, Instagram, Pinterest, LinkedIn, Citizen Journalism through SNSs

SUGGESTED READING:-

1. Basic Media Writing by Melvin Mencher
2. Writing for the Mass Media (8th Edition) by James Glen Stovall
3. Writing for Visual Media by Anthony Friedmann: Taylor & Francis
4. Scholastic Journalism, 12th Edition by C. Dow Tate, Sherri A. Taylor

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Objective: The course is oriented to give practice the students about the writing techniques used in the various media.

The candidates will submit the items listed below. Marks for each item are as indicated against them.

Sr. No.	Items	No.(s) of Item	Marks
1	News Stories: Covering Major Events in your Area	10	10
2	Film Reviews (Any two Recent Films)	2	10
3	TV Reviews (Current TV Serials or Programmes)	2	10
4	Book Reviews (Any Recent Book)	1	5
5	Script Writing for Radio News	1	10
6	Script Writing for TV News	1	10
7	Script Writing for Radio Ad.	2	5
8	Script Writing for TV Ad.	2	5
9	Caption Writing for Photographs (click by you)	5	5
10	Travelogue	2	10
11	Script writing for Documentary (10-15 min.)	1	10
12	Questionnaire for Communication/Media Research	2	10

Note: The candidates are required to submit a production portfolio before 30th April. The production portfolio must be submitted in A-4 size Bond papers neatly typed either in English or Hindi or both provided both the languages are not used in the same item.

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THIRD SEMESTER

Time Allowed: 3 Hours

Objective: The objective of this course is to help the students understand the conceptual framework of mass media management and its application in field.

UNIT-1

Print Media
Organizational structure of newspaper and management
Ownership and control of newspaper
Economics of Production of newspaper and magazines
Managing internet edition of a newspaper
Newsprint policy

UNIT-2

Electronic Media
Administrative structure of Prasar Bharti & Private Channels
Ownership and control of Radio and TV
Economics of Producing programmes for Radio and TV
Cinema Industry in India: structure, organization and economics

UNIT-3

Advertising Agency
Structure and functions of Ad Agencies
Ad Agency Commission system
Budgeting Ad Campaign
Empaneling of Ad Agency
Interface of various departments of an Ad Agency

UNIT-4

PR Department Agencies
Structure and functions of PR Departments
Consulting Agencies
PR Campaign and Budgeting
Empanelling of PR consultancies
Functioning of PR Departments in Corporate Sectors

SUGGESTED READING:-

1. Media Planning and Buying : Arpita Menon, published by Tata McGraw Hill
2. The Indian Media Business : Vanita Kohli Khandekar, published by Sage
3. Newspaper Management in India: Gulab Kothari, published by Intercultural Open University (Netherlands)
4. Communication Managemnt: C.S. Raydu, published by Himalaya Publishing House
5. Media Management: A Casebook Approach (Routledge Communication Series) by George Sylvie , Jan Wicks LeBlanc , C. Ann Hollifield, Stephen Lacy
6. Handbook of Media Management and Economics by Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth
7. Strategic Management in the Media: Theory to Practice by Lucy Keung , SAGE

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2. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

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Time Allowed: 3 Hours

Objective: The objective of this course is to enable students to gather news and to develop the news concept and the critical thinking skills to recognize when news lacks fairness and credibility.

UNIT-1

Concept and Definition of News
 Source of News
 Types of News
 News and Views
 Methods and techniques of News gathering
 Structure of a News Report
 Techniques of News Writing: straight, quoting, paraphrasing, Interpretation, comment, analysis

UNIT-2

Types of reporting: Political, Economic, Crime, Science, Sports, Culture, Legislature, Judicial Disaster, Accident, Travelogue, Obituary, Conference, Seminar, human Interest, Environmental Health, Investigative, Interpretative, Developing- Follow Up

UNIT-3

News Agency Reporting
 Review & Criticism: Books, films, T V Programmes, Theatre, Art exhibition
 Cartoons, caricatures, illustrations in newspapers/magazines

UNIT-4

Participatory journalism - Role of receivers, Citizens' Journalism
 Media activism – issues of privacy, social responsibility and ethics
 Trial by media -- debate on benefits and dangers
 Investigative journalism -- contemporary trends, sting operations
 Journalism and democracy
 Journalism and development
 Objectivity in Reporting Yellow Journalism & check book Journalism
 Changing Trends in Reporting
 Precision journalism

SUGGESTED READING:-

1. Natrajan J: History of Indian Journalism. Publications Division, Ministry of Information & Broadcasting, Govt. of India, 1997
2. Parthasarthy, Rangaswami: Journalism in India, Sterling Publishers Pvt. Ltd., New Delhi, 1997
3. N N Sarkar: Art and Production, Sagar Publishers, New Delhi, 2001
4. J K Sharma: Print Media and Electronic Media, Authors Press, 2003
5. Paul De Maeseneer: Here is the News : A Radio News Manual. UNESCO
6. Shyamali Bhattacharjee: Media and Mass Communication, Kanishka. Publication, New Delhi, 2005
7. Ambrish Saxena: Fundamentals of Reporting and Editing, Kanishka. Publication. New Delhi, 2007

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2. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

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Time Allowed: 3 Hours

Objective: The objective of this course is to provide the insight knowledge about the electronic media.

UNIT-1

Evolution and growth of radio in India- Radio since 1947, Role, Reach and Future of Radio. Structure and functions of AIR and different type of Radio stations, Basics of Radio Program production: Equipment and Process, Stages of Radio Programme Production. Radio Transmission and Reception of Signals. Qualities of a good Announcer.

UNIT-2

History & Development of TV in India. Role, Reach and Future of TV, Structure and functions of Doordarshan. TV Program Production equipment, Stages of TV Programme Production, Cable TV, DTH.

UNIT-3

Still Camera. Parts, Functions, ISO, Shutter Speed and Aperture, exposure, handling Camera. Camera shots, angles and movements, Lighting, up linking, down linking, Satellite Transmission. Digital Transmission. TV Studio Set up. Cues and Commands.

UNIT-4

Script Writing for Radio & TV News, Radio & TV Advertising.
Editing for Radio & TV: Linear and Non-linear editing.

SUGGESTED READINGS:-

1. Arvind Kumar, "Electronic Media", Sage publications, New Delhi.
2. Fred Fedler, "Reporting for Media", Oxford Press.
3. Frieman, "Writing for Visual Media", Focal press.
4. Jenni mills, "The broadcast Voice", Focal Press.
5. T.K.Ganesh, "News reporting and Editing in digital age", Gnosis Publications.

Note:

1. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.
2. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

Pd 39
Sumany

Objective: In this paper students are taught on different aspects of Advertising creativity and consumer behavior etc.

UNIT-1

Introduction to Advertising
Concept and genesis of advertising
Advertising Theories and Models-AIDA model, DAGMAR Model, Maslow's Hierarchy Model.
Economic, Cultural, Psychological and Social aspects of advertising
Advertising as a tool of communication,
Role of Advertising in Marketing mix
Advertising and Popular Culture

UNIT-2

Creativity
Creativity: Concept and definition
Creativity in advertising
Idea generation
Copy platform
Idea to copy and visual
Copy writing
Layout and design
Appeals in advertising
Development of radio jingles and TV commercials
Packaging concepts and types

UNIT-3

Consumer Behaviour
Psychology of consumers
Demography of consumers
Preparing the socio-psycho profile of target group
Consumption patterns of durables and non-durables
Life style: Comprehension and application in advertising
Consumerism: pros and cons

UNIT-4

Advertising Agency
Advertising agency: structure and functions
Role of advertising agencies
Interface of various departments of ad agency
Agency-client relationship. Client brief
Account planning
Account handling
Functions of an Ad department and in house agencies in corporate sector
Selection and empaneling of an ad agency
Apex advertising organizations- AAI, ABC, ASCI

SUGGESTED READINGS:-

1. Frank Jefkins: Advertising. Tata Mcgraw Hill, New Delhi
2. Jaishri Jethwaney & Shruti Jain: Advertising Management, Oxford University Press
3. J.V. Vilanilam & A.K. Verghese: Advertising Basics, Response Books, New Delhi, 2004
4. Vilmshurst John & Mackay Adrian: The Fundamentals of Advertising Butterworth Henemann, Oxford

Note:

1. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.
2. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

37
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Time Allowed: 3 Hours

Max. Marks: 70

Objective: In this paper students are taught on different aspects of public relations like brand management, corporate image, service marketing etc.

UNIT-1

Concept of Public Relations, Development of PR, present status and future
PR in India
PR in relation to Marketing, Publicity and Advertising
Tools of public relations, I C T

UNIT-2

Corporate personality
Corporate identity
Integrating corporate identity into communication process
Case studies in corporate identity
Corporate Image
Corporate Brand Management

UNIT-3

Service marketing
Introduction
Consumer behavior in service marketing
Key elements of service marketing
Management of service delivery process

UNIT-4

PR and Service Marketing
PR in educational institutes
PR in hotels
PR in hospitals
PR in police
PR in Government
PR in Insurance sector

SUGGESTED READING:-

1. Richard R Dolpin: The Fundamentals of Corporate Communication, Butterworth Heinmann
2. Donald R G Corporate Reputation, London: Kogan page
3. Tom Means Business communication, Thomson
4. Paul Argenti Paul The Power of Corporate Communication, NY: McGraw Hill
5. Neeru Vashishth & Namita Rajput Business Organisation and Management, Kitab Mahal, Allahabad. 2005
6. Jaishri N Jethwaney Public relations, ND: Sterling
7. Kutlip Centre & Broom Effective Public Relations, Prentice Hall, New Delhi
8. Sukul Lomash & P.K.Mishra. Business policy and strategic management, Vidya Vikash Publishing house, New Delhi

Note:

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Sms

1. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.
2. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

PDS²⁷ June

FOURTH SEMESTER

Time Allowed: 3 Hours

Objective: This paper attempts to make the students well verse with the management of newspaper, circulation management, editorial package etc.

UNIT-1

Print Media
New formats of Newspapers and magazines including Internet
Planning the launch of new newspaper
Pre-launch research and marketing
Registration of the title

UNIT-2

Newsprint sources and types
Test Marketing
Circulations, strategies and practices
Space selling, concept and practice

UNIT-3

Marketing of newspaper and magazines
Concept of news as commodity and packages of news
Devising editorial packages: Audience taste and product mix.
Contingency planning for particular editions

UNIT-4

Economics of newspaper and magazine production
Editorial policies
Problems of newspapers and futuristic trends
Community Newspapers
Freelancing and feature agencies

SUGGESTED READING:-

1. Walt Harrington; Intimate Journalism : The Art and Craft of Reporting Everyday Life, New Delhi, 1999
2. J. C. Chaudhary; Introduction to Journalism and Mass Communication, Authors Press, Delhi, 2008
3. David Berry; Ethics and Media Culture, Focal Press, New Delhi, 2000
4. Tony Harcup; Journalism : Principles and Practice, New Delhi, 2004
5. Swati Chauhan and Navin Chandra : Modern Journalism : Issues and Challenges, Kanishka Publishers, New Delhi, 2005
6. J K Sharma; Print Media and Electronic Media, Authors Press
7. Ambrish Saxena; Fundamentals of Reporting and Editing, Kanishka Publication, New Delhi, 2007
8. Scholastic journalism- Tom rolnicki, C. Tate, Sherri Taylor
9. The editor's toolbox- Buck ryan, Michael o Donnell

Note:

1. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.
2. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

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Time Allowed: 3 Hours

Objective: The objective of this course is to provide the insight knowledge about the radio and television production.

UNIT-1

Radio in relation to TV and Print Media
 New broadcasting system and new formats in Radio and TV programmes
 DTH and cable TV comparison and contrast
 Managing cable networks
 Convergence of information and communication technology

UNIT-2

Conceiving, planning and launching of new radio and TV programme
 Pre launching research and marketing
 New test marketing and actual launch; case studies
 New equipments and techniques in radio and TV programme and transmission
 Capturing audience and programme marketing
 Different strategies for revenue generation through programming

UNIT-3

T V Production
 Introduction to a T V Production team
 Role of each member of the team and their functioning
 Creative Head, Production in Charge, Art Director, Fight Master, Cast Director, Location Hunter, Sound light, Script Writer, Screen Play Writer, Dialogue Writer etc.
 Graphics, After Effects, Animation and Sound Effects, Lights and Croma

UNIT-4

Structures and functions of a T V studio
 Channel Structure
 News and entertainment channels. National Geographic channel, Discovery Channel

SUGGESTED READING:-

1. Television production handbook- Herbert Zettl
2. Television production- Jim Owens and Gerald Millerson
3. Video production Handbook by by Jim Owens , Gerald Millerson
4. Video Basics 7 by Herbert Zettl
5. The Radio Station by Keith
6. The Radio Handbook by Pete Wilby

Note:

1. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.
2. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

P. S. 31 June

Objective: This course aims to prepare professionals interested in careers in advertising, marketing, promotions, corporate communication or sales managerial jobs, or for individuals in the field.

UNIT-1

Campaign Management
Introduction to information campaign
Campaign planning
Appraisal and analysis for a campaign
Setting Campaign objectives
Target Group analysis

UNIT-2

Creative strategy
Copy writing and art work
Media structure, media options and media selection
Budgeting

UNIT-3

Special campaign: political campaign analysis and management, Image/brand building through political campaigns
Developing Marketing Strategy: SWOT analysis, Strategic Planning
Evaluation, Feedback and Analysis of the campaign

UNIT-4

Conceiving, planning and doing pre-launch research and marketing of a new product.
Preparing Campaign for the launch of product
Techniques of test marketing and the process of actual launch of the product
Process of building brand equity and brand image
Ad research

SUGGESTED READING:-

1. Jaishri Jethwaney & Shruti Jain; Advertising Management, Oxford University Press
2. Batra Myers and Aaker: Advertising Management, Printice Hall, New Delhi
3. O'Guinn, Allen, Semenik; Advertising and Integrated Brand Promotion, Vikas Publication house, New Delhi
4. Frank Jefkins; Advertising, Tata Mcgraw Hill, New Delhi
5. J.V. Vilanilam & A.K. Verghese; Advertising Basics, Response Books, New Delhi, 2004
6. Vilmshurst John & Mackay Adrian; The Fundamentals of Advertising Butterworth Henemann, Oxford
7. Aaker David A &
8. Mayers John G; Advertising Management, Prentice Hall of India, New Delhi

Note:

1. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

2. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

P. K. Singh

Objective: The objective of this course is to help the students understand the conceptual framework of Public Relations campaign, Consumer Behaviour and Social Marketing aspects in field.

UNIT-1

PR Campaign Management
 Management of Public Relations Campaigns
 Public opinion, Propaganda, Publicity.
 Rumors, Misinformation, Disinformation
 Crisis communication and Management
 Case studies Related to PR

UNIT-2

Consumer Behaviour
 Motivation, Needs, Involvement Experience, Learning,
 Knowledge, Attitude Models, Consumer Satisfaction

UNIT-3

Social Marketing
 Introduction to Social Marketing
 Basic principles of Social marketing
 Social marketing Strategies
 Case Studies of Corporate Social marketing

UNIT_4

Corporate Social Responsibility
 Introduction, need , Future
 Case studies of C S R Efforts in India: Times of India, Indian oil corporation, TATA.

SUGGESTED READING:-

1. Richard R Dolpinh; The Fundamentals Of Corporate Communication, Butterworth Heinmann
2. Donald R G; Corporate Reputation, London: Kogan Page
3. Tom Means; Business Communication, Thomson
4. Paul Argenti Paul; The Power Of Corporate Communication, NY: McGraw Hill
5. Neeru Vashishth & Namita Rajput; Business Organisation And Management, Kitab Mahal, Allahabad, 2005
6. Jaishri N Jethwaney; Public Relations, ND: Sterling
7. Kutlip Centre & Broom; Effective Public Relations, Prentice Hall, New Delhi
8. Sukul Lomash & P.K.Mishra; Business Policy And Strategic Management, Vidya Vikash Publishing House, New Delhi

Note:

1. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.
2. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

PWZ Sunday

OBJECTIVE: The course is oriented to give practice the students about the writing techniques used in the various media.

The candidates will submit the items listed below. Marks for each item are as indicated against them.

Sr. No.	Items	No.(s) of Item	Marks
1	News Stories: Covering Major Events in your Area	5	5
2	Dummy of Newspaper (Front Page, Editorial Page, Any Other Page and Back Page)	1	5
3	Dummy of a Magazine (Minimum Four Pages)	1	5
4	Radio Jingles/Advertisement	2	5
5	TV Commercial	2	5
6	TV News Bulletin	2	10
7	Radio News Bulletin	2	10
8	Posters	2	5
9	Pamphlets	2	5
10	Leaflets	2	5
11	Brochure	2	5
12	Print Advertisements (Classified, Display Classified, Display)	5 each	15
13	Web Ads	3	5
14	Logo design	5	5
15	Interview for an audience specific Programme (Child, Women, Farmer and Youth etc.)	1	10

Note: The candidates are required to submit a production portfolio before 30th April. The production portfolio must be submitted in A-4 size Bond papers neatly typed either in English or Hindi or both provided both the languages are not used in the same item.

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