

SYLLABUS AND SCHEME OF EXAMINATION

for

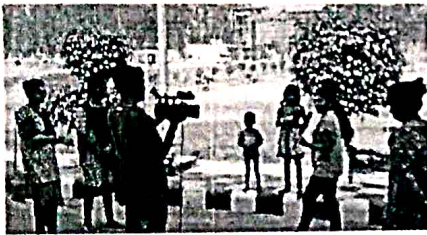
(Two-Year Four-Semester (Full-Time) Programme)

w.e.f. Session: 2018-20



DEPARTMENT OF MASS COMMUNICATION
FACULTY OF COMMERCE AND MANAGEMENT
CHAUDHARY RANBIR SINGH UNIVERSITY,

JIND



M.A. MASS COMMUNICATION

First Semester:

Paper Code	Subject Name	T	I	P	Time
MAMC 101	Fundamentals of Communication	80	20		3 Hours
MAMC 102	Writing Skills for Print Media	50	20	30	3 Hours
MAMC 103	Print Media Production	50	20	30	3 Hours
MAMC 104	Media Laws & Ethics	80	20	-	3 Hours
MAMC 105	Media Technology	50	20	30	3 Hours
MAMC 106	Exercises*				

Second Semester:

Paper Code	Subject name	T	I	P	Time
MAMC 201	Radio Journalism	80	20	-	3 Hours
MAMC 202	Radio Production	50	20	30	3 Hours
MAMC 203	Television Journalism	80	20	-	3 Hours
MAMC 204	Television Production	50	20	30	3 Hours
MAMC 205	Public Relations & Advertising	50	20	30	3 Hours
MAMC 206	Exercises*				

Third Semester:

Paper Code	Subject Name	T	I	P	Time
MAMC 301	Communication Research	80	20	-	3 Hours
MAMC 302	Development Communication	80	20	-	3 Hours
MAMC 303	Cinema & Cinematic Production	50	20	30	3 Hours
MAMC 304	Design & Graphics	50	20	30	3 Hours
MAMC 305	New Media (Evolving Media)	50	20	30	3 Hours
MAMC 306	Social Media, (Open Elective Ppaer)	50	20	30	3 Hours

Fourth Semester:

Paper Code	Subject name	Marks	Time
MAMC 401	In-House Training (Workshop, Field Training, Presentation, Magazine, Newspaper)	100	3 hours
MAMC 402	Internship	100	3 hours
MAMC 403	Film/ Documentary (Duration minimum 30 Minutes) on any Social Issue	100	3 hours
MAMC 404	Field Work <ul style="list-style-type: none"> • Cinema/Documentary Production • Specialized Reporting (Economics Reporting, Science Reporting, Sports Reporting, Educational Reporting, Agricultural Reporting, Diplomatic Reporting etc.) • Print, Radio and Television Production Any Production work related to Media Field	100	3 hours
MAMC 405	Comprehensive Viva (Questions from all three semesters' syllabus)	100	3 hours

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SEMESTER I

MAMC-101: FUNDAMENTALS OF COMMUNICATION

Marks: 100 (Theory Exam = 80, Internal Assessment = 20)

Note: The question paper shall have five questions. Question No. 1 shall have 4 short-answer type questions, covering all the four units, all of which shall be compulsory and each question shall carry Four marks. Question no. 2 to 5 shall have internal choice covering two questions from each unit and shall carry 16 marks each.

Objective: The objective of this paper is to familiarize the students with the basic concepts, process and forms of Communication.

Unit-I: Definition, Concept, Process and Elements of Communication, Evolution of human being and human communication, Role, Scope and need of communication in society

Unit-II: Levels of Communication and Interactions, Concept & Definition of Mass Communication, Principles of Communication, Socialization and Communication

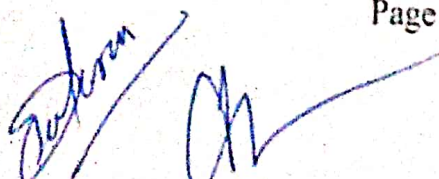
Unit-III: Barriers in communication, Traditional Communication forms, Communication Models: Aristotle, Shannon and Weaver, Osgood, Dance, Newcomb, Wilbur Schramm, Lasswell, Berlo, Gerbner, Gatekeeping model

Unit-IV: Indian concept of Communication, Mass Communication theories: Magic Bullet, Agenda Setting theory, Uses and Gratification theory, Two-Step Flow theory, Diffusion of innovation theory, Spiral of Silence theory, Cognitive Dissonance theory, Media Effects theory, Normative Media theories: Authoritarian, Libertarian, Communist, Social responsibility, Development and Democratic

Suggested Readings:

1. McQuail Denis, *McQuail's Mass Communication Theory*, New Delhi: Sage Publications, (6th Ed.).
2. Narula Uma, *Mass Communication -Theory and Practice*, HarAnand Publications, Delhi.
3. Kumar Keval J., *Mass Communication in India* (4th Ed.), Jaico Publishing House, New Delhi.
4. Aggarwal Vir Bala, & Gupta V. S., *Handbook of Journalism and Mass Communication*, New Delhi.
5. Hason S., *Mass Communication: Principles & Concepts*, Cbs ; 2nd ed.
6. Narula Uma, *Dynamics of Mass Communication*, Atlantic.
7. Narula Uma, *Communication Models*, Atlantic.

Note: Latest edition of text books may be used.



MAMC-102: WRITING SKILLS FOR PRINT MEDIA

Marks: 100 (Theory Exam = 50, Internal Assessment = 20, Practical = 30)

Note: The question paper shall have five questions. Question No. 1 shall have 4 short-answer type questions covering all the four units, all of which shall be compulsory and each question shall carry two and half marks. Question no. 2 to 5 shall have internal choice covering two questions from each unit and shall carry 10 marks each.

Objective: The objective of this paper is to clarify basic concepts of writing and develop writing skills in the students.

Unit-I: Introduction to writing, Creative writing and Journalistic writing, Essentials of good writing

Unit-II: Origin and Development of Print Media, Various forms of Print Media, Writing for Print Media, Reporting for Print Media, Types of Reporting : Political, Economic, Crime, Science, Sports, Culture, Judicial, Disaster, Accident, Travelogue, Conference, Seminar, Human Interest, Environmental, Health, Investigative

Unit-III: News writing (Style and Structure), Words and Terms commonly used in Media, News Values, News Sources, Writing Feature and Article, Writing Reviews & Criticism: Books, Films, Television Programmes, Theatre, Art exhibition

Unit-IV: Basics of Editing in Print Media, Role and Functions of Editor in Print Media, Print Media in the era of Digital Media, Writing content for online editions of Print Media

Practical: Reporting skills, Interview, Various types of Reporting, Editing practice, Translation practice, News Writing, Picture Editing, Writing Features, Article, Editorial, Reviews for various media, Preparation of Newspaper, Layout Design, Dummy Preparation, Page Make-Up.

Suggested Readings:

1. Shrivastava K. M., *News Reporting and Editing*, Sterling Publishers Pvt. Ltd.
2. Ahuja Charanjit, *Print Journalism: A Complete Book of Journalism*, Partridge India
3. Hodgson F. W., *Modern Newspaper Practice: A primer on the press (Journalism Media Manual)*, Routledge; 4th ed.
4. Kamath M.V., *The Journalist's Handbook*, Vikas Publishing House Pvt. Ltd.
5. Mohan Sumit, *Media Lekhan*, Vani Prakashan.
6. Hough George A., *News Writing*, Gaurav Book Centre.
7. Goyal B. S., *Principles and Practice of news Writing*, Shree Publishers & Distributors.

Note: Latest edition of text books may be used.

M.A. Mass Communication, 1st Semester
MAMC-103: PRINT MEDIA PRODUCTION

Marks: 100 (Theory Exam = 50, Internal Assessment = 20, Practical = 30)

Note: The question paper shall have five questions. Question No. 1 shall have 4 short-answer type questions covering all the four units, all of which shall be compulsory and each question shall carry two and half marks. Question no. 2 to 5 shall have internal choice covering two questions from each unit and shall carry 10 marks each.

Objective: This paper aims at imparting practical training to the students in Print Media.

Unit-I: Basics of Printing: Printing Process and its types, Methods and techniques of News gathering and writing, Principles of Newspaper design and layout

Unit-II: Basics of Printing Software: Introduction to Page maker and its features, Introduction to Quark express and its features, Organization, Structure & Functions of various departments of Newspaper Organization

Unit-III: Basics of Designing: Elements and principles of Designing, Type and typefaces, Introduction to InDesign and its features, Introduction to Corel-Draw and its features

Unit-IV: Print Editing and Writing: Basis of Print Editing, Photo Editing: Choice of Picture, Cropping and Caption writing for Print Media, Introduction to Photoshop and its features, Headline writing, Headlines: characteristics, features and types

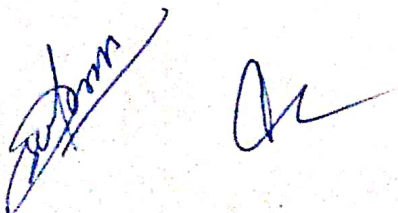
Practical:

Students should be able to conceptualize, design & create Leaflets, Brochures, Photo caption writing, Caption writing for photographs, Interviews, Designing layout of newspapers in Quark Express, Designing layout of magazine in In-Design, Designing a newsletter in Corel-Draw, Editing of photo in Photoshop.

Suggested Readings:

1. Dimpleby Nick, Whittington Ken, & Dimpleby Richard, *Practical Media: A Guide to Production Techniques: Basic Guide to Production Techniques*, Hodder Education.
2. Sarkar N. N., *Art and Print Production*, 2nd Ed., Oxford University Press
3. Kipphan Helmut, *Handbook of Print Media: Technologies and Production Methods*, Springer Science & Business Media.
4. Chandler Daniel, *A Dictionary of Media and Communication (Oxford Quick Reference)*, Oxford University Press.
5. Morrish John & Bradshaw Paul, *Magazine Editing*, Routledge.

Note: Latest edition of the readings may be used.



MAMC-104: MEDIA LAWS & ETHICS

Marks: 100 (Theory Exam = 80, Internal Assessment = 20)

Note: The question paper shall have five questions. Question No. 1 shall have 4 short-answer type questions, covering all the four units, all of which shall be compulsory and each question shall carry Four marks. Question no. 2 to 5 shall have internal choice covering two questions from each unit and shall carry 16 marks each.

Objective: This paper will prepare the student to work within regulatory framework and the management of a media organization.

Unit-I: Indian Constitution, Fundamental Rights, Media Regulations, Basics of Indian Penal Code, Freedom of Expression

Unit-II: Varghese Committee, Chanda Committee, First and Second Press Commission, Press Council of India, Code of conduct for Journalists, Working Journalists Act, Newspaper Price and Page Act 1956 and its repeal

Unit-III: Law of Defamation, Contempt of Courts Act 1971, Official Secrets Act 1923. Press and Books Registration Act 1867, Copyright Act 1957

Unit-IV: Right to Information Act 2005, DAVP's code of Advertising, Cable TV Networks (Regulation) Act 1995, Prasar Bharati Act 1990, Information Technology Act 2000

Suggested Readings:

1. Roy L. Moore, Michael D. Murray, *Media Law and Ethics*, 4th Ed., Routledge.
2. Neelamalar M., *Media Law and Ethics*, PHI Publication, India
3. Nhamo A. Mhiripiri, Tendai Chari, *Media law, Ethics, and Policy in the Digital Age*, IGI Global.
4. Creech Kenneth C., *Electronic Media Law and Regulation*, Routledge.
5. Khandekar Vanita Kohali, *The Indian Media Business*, Sage publication, Indian Ed.
6. Shrivastav Mukul, *Manavadhikar Aur media*, Atlantic Publisher & Distributor.
7. Kothari Gulab, *Newspaper Management in India*, published by Intercultural Open University, India.

Note: Latest edition of the readings may be used.

MAMC-105: MEDIA TECHNOLOGY

Marks: 100 (Theory Exam = 50, Internal Assessment = 20, Practical = 30)

Note: The question paper shall have five questions. Question No. 1 shall have 4 short-answer type questions, covering all the four units, all of which shall be compulsory and each question shall carry two and half marks. Question no. 2 to 5 shall have internal choice covering two questions from each unit and shall carry 10 marks each.

Objective of this paper: This paper aims at developing technical skills so as the students will be up to date with prevalent as well as upcoming communication technologies and their utilization in the profession.

Unit-I: Origin and Growth of Computer, Devices of Computer system, Computer Memory and its types, Operating system and its types, Applications and Settings : Desktop management, Ms Word, Ms Power Point, Role of Computer in various mass media

Unit-II: Introduction to the technologies in Mass Communication: Printing, Photography, Audiography, Videography and Cinematography, The process of Radio Broadcasting, The process of Television Broadcasting, Television Standards: NTSE, PAL and SECAM

Unit-III: New Technology: Media Convergence, Conditional Access System, Pay per view, Set-Top Box, HDTV, LCD, LED TV etc. Concept of People Meter, TRP

Unit-IV: New Media: Introduction to Web Media, New Media, Introduction to social media, Cyber Journalism: E-Newspaper, E-Books and E-Television, Web Radio, Web Television, Major websites, e-paper and magazines.

Practical: Assignments on Growth of Computer in India, Presentation on Devices of Computer system, Model on Radio and Television Broadcasting, Creating personal blog/Website, Presentation on E-Newspapers, Hindi and English Typing.

Suggested Readings:

1. Rajaraman V, Adabala N, *Fundamentals of Computers*, Prentice Hall, India, 6th revised ed.
2. Rodwell Peter, *Personal Computer Handbook*, Dorling Kindersley Publishers Ltd.
3. William H. Dutton, Malcolm Peltu, *Information and Communication Technologies: Visions and Realities*, Oxford University Press.
4. G. Stovall James, *Web Journalism: Practice and Promise of a New Medium*, Pearson Education.
5. Andrew Faulkner, Conrad Chavez, *Adobe Photoshop CC: Classroom in a Book - The Official Training Workbook from Adobe* – 2017, PEARSON.

Note: Latest edition of the readings may be used.

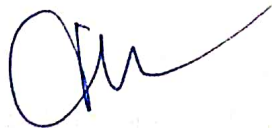
M.A. Mass Communication 1st Semester

MAMC-106: EXERCISES*

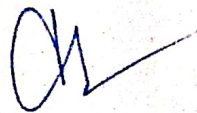
***(Qualifying Paper)**

Objective: This paper aims at developing practical skills. For a profession like mass communication one has to be up to date with prevalent as well as upcoming current affairs in the society as well as in the profession.

Scheme of Examination: The students will be given assignments by the teachers. The assignments may be like reporting, case study of any issue, etc. This paper is of qualifying nature as it aims at making aware and active students. The focus of this paper will be to acquaint the students with knowledge of their state and country from media perspective.



SEMESTER- II



M.A. Mass Communication, 2nd Semester

MAMC 201: RADIO JOURNALISM

Marks: 100 (Theory Exam = 80, Internal Assessment = 20)

Note: The question paper shall have five questions. Question No. 1 shall have 4 short-answer type questions, covering all the four units, all of which shall be compulsory and each question shall carry Four marks. Question no. 2 to 5 shall have internal choice covering two questions from each unit and shall carry 16 marks each.

Objective: This paper will clarify basic concepts of Radio. In this paper, students will learn about basic of news, reporting, news sources, news writing, news editing and presentation in context of Radio Journalism.

Unit-I: Basics of Radio: Brief history and evolution of Radio, Brief history of Community Radio in India, Strength and Weakness of Radio, Strength and Weakness of Community Radio, Characteristics of Radio as a Medium of Mass Communication, Public and Private Radio System (AM & FM)

Unit-II: Writing for Radio: Difference between News Reporting and Writing for Radio Journalism, News Writing techniques for Radio (including the news angle, 5 Ws and 1 H), Introduction to Radio Newsroom: Structure, Functions and Staff, Writing for special audience programme: Youth, women, children, farmers and politics

Unit-III: Skills for Radio: News gathering, processing and scripting for Radio, The basics of Radio copy editing, Radio interview, Tools of news gathering: handouts, news releases and covering speeches etc.

Unit-IV: Editing for Radio: Basics of Editing for Radio, Introduction to editing software's for Radio, Preparation for Radio news bulletins, Planning and production of various types of radio programs

Suggested Readings:

1. Chantler Paul & Stewart Peter, *Basic Radio Journalism*, Focal Press.
2. Ravindran, R.K., *Handbook of Radio, TV and Broadcast Journalism*, Anmol Publications Pvt Ltd.
3. Trewin Janet, *Presenting on TV and Radio: An insider's guide*, 1st Ed., Focal Press.
4. Boyd, Andrew, *Broadcast Journalism*, Focal Press.
5. Singh A. K., *Radio Patrakarita (Radio Journalism)*, Chapman & Hall/CRC.

Note: Latest edition of the readings may be used.



M.A. Mass Communication, 2nd Semester

MAMC-202: RADIO PRODUCTION

Marks: 100 (Theory Exam = 50, Internal Assessment = 20, Practical = 30)

Note: The question paper shall have five questions. Question No. 1 shall have 4 short-answer type questions, covering all the four units, all of which shall be compulsory and each question shall carry two and half marks. Question no. 2 to 5 shall have internal choice covering two questions from each unit and shall carry 10 marks each.

Objective: *This paper will focus on fundamentals of production for Radio.*

Unit-1: Basics of Radio Production: Radio Programme production process, Elements of Radio Script, Technique and style of Radio script, Writing for Radio: Spoken language writing

Unit-II: Different format of Radio Programs: Formats of radio programmes, Writing for different format of Radio programmes : Radio talk, Radio news, News Reel, Documentary, Radio Interview, Audience Specific programs, Phone-in programmes

Unit-III: Radio Productions: Radio newsreel and current affairs programmes, Studio interviews, Studio discussions, Field recording skills

Unit-IV: Editing: Software for Editing for Radio Production, Aspects of sound recording: types of microphones and their uses, Radio feature production, Radio documentary

Practical: Scripting for various types of Radio programmes, Preparing Radio Jingle, compiling short news bulletins, Production of field-based Radio features, Production of studio-based Radio programmes in different formats.

Suggested Readings:

1. Chantler Paul & Stewart Peter, *Basic Radio Journalism*, Focal Press,
2. Ravindran, R.K., *Handbook of Radio, TV, and Broadcast Journalism*, Anmol Publications Pvt Ltd.
3. Trewin Janet, *Presenting on TV and Radio: An insider's guide*, 1st Ed., Focal Press.
4. Boyd, Andrew, *Broadcast Journalism*, Focal Press.
5. Hill Christopher William, *Writing for Radio*, Bloomsbury Academic ; 1st ed.
6. Mcleish Robert, *Radio Production*, Taylor & Francis ; Fifth ed.

Note: Latest edition of text books may be used.

M.A. Mass Communication, 2nd Semester
MAMC-203: TELEVISION JOURNALISM

Marks: 100 (Theory Exam = 80, Internal Assessment = 20)

Note: The question paper shall have five questions. Question No. 1 shall have 4 short-answer type questions, covering all the four units, all of which shall be compulsory and each question shall carry Four marks. Question no. 2 to 5 shall have internal choice covering two questions from each unit and shall carry 16 marks each.

Objective: This paper will clarify basic concepts of Television Journalism. In this paper, students will learn about basics of news, reporting, news sources, news writing, news editing and presentation in context of television journalism.

Unit-I: History of Television in India: History and Development of Television in India, Reach and Role of Television in India, Organizational structure of Television Industry, Public and private Television channels in India, SITE and KHERA projects, Television and Social Change

Unit-II: Basics of Television writing, Technique and style of TV script, Writing for Television news, Documentary, Special programs, News Reporting for Television, TV Reporting: Difference from Radio and Print, News Source, Selection, Presentation in context of Television, News Reading, Announcing on Television

Unit-III: Process of Television Production: Television Programme production process & Techniques, Camera movement and angles, Light and Sound techniques, Single camera and Multi camera production

Unit-IV: Studio Programme: TV interviews and studio discussion, News packaging: Visual, Voice-over etc., Video editing techniques, TV Personalities

Suggested Readings:

1. Millerson Gerald, *The Technique of Television Production*, Focal Press; 12th revised ed.
2. Owens Jim, Luthra H. R., *Indian broadcasting*, Publications Division, Ministry of Information and Broadcasting, Govt. of India, 1986.
3. Shrivastava K. M., *Radio and TV Journalism*, Sterling Publishers.
4. Singh Devvrat, *Bharatiya Electronic Media*, Prabhat Prakashan.
5. Singh S. C., *Suchna Avam Sanchar Prodyogiki Anurakshan Theory*, Arihant publications; First Ed.

Note: Latest edition of text books may be used.

M.A. Mass Communication, 2nd Semester

MAMC-204: TELEVISION PRODUCTION

Marks: 100 (Theory Exam = 50, Internal Assessment = 20, Practical = 30)

Note: The question paper shall have five questions. Question No. 1 shall have 4 short-answer type questions, covering all the four units, all of which shall be compulsory and each question shall carry two and half marks. Question no. 2 to 5 shall have internal choice covering two questions from each unit and shall carry 10 marks each.

Objective: This paper will clarify concepts of Television Production.

Unit-I: Television Production: Television Production Process, Different formats of Television Programs, Reporting for Television, Writing for Television.

Unit-II: Television Newsroom: TV Newsroom, News Editor, Producer, TV Correspondents, Techniques of TV News writing, Writing for Television Programmes, Voice Broadcast skills: Pronunciation, Flow, Modulation, Facing a camera, Eye contact, Use of Teleprompter.

Unit-III: Techniques of Camera: Camera techniques, Piece to camera and Voice over, Television News Editing: Planning, Production and Compilation of News Programmes, Headlines writing, Teasers and Promos.

Unit-IV: Software for Audio-Video Editing: Introduction to Software used in Television Production, Introduction to Sound Forge and its features, Introduction to FCP and its Features, Introduction to Adobe Premiere Pro Cs 6 and its features.

Practical: Television News Writing, format of Television news script, Editing on FCP, News Bulletin, Piece to Camera, Headlines writing, Model of Television Newsroom, Working on Teleprompter.

Suggested Readings:

1. Millerson Gerald, *The Technique of Television Production (Library of Communication Techniques)*, Focal Press; 12th revised ed.
2. Owens Jim, *Video Production Handbook*, 6th Ed. , Routledge.
3. Luthra H. R., *Indian broadcasting*, Publications Division, Ministry of Information and Broadcasting, Govt. of India, 1986.
4. Shrivastava K. M., *Radio and TV Journalism*, Sterling Publishers.
5. Barnas Frank, *Broadcast News Writing, Reporting, and Producing*, Routledge; 7th ed.
6. Hyde Stuart A., *Television and Radio Announcing*, Pearson; 12th ed.

Note: Latest edition of the readings may be used.

M.A. Mass Communication, 2nd Semester

MAMC-205: PUBLIC RELATIONS AND ADVERTISING

Marks: 100 (Theory Exam = 50, Internal Assessment = 20, Practical = 30)

Note: The question paper shall have five questions. Question No. 1 shall have 4 short-answer type questions, covering all the four units, all of which shall be compulsory and each question shall carry two and half marks. Question no. 2 to 5 shall have internal choice covering two questions from each unit and shall carry 10 marks each.

Objective: The purpose of this paper is to familiarize the students with concept, scope, and governing bodies of public relations and advertising; the vital fields of mass communication.

Unit-I: Basics of Public Relations: Concept of Public Relations, PR in India, Tools of Public Relations and use of ICT, Corporate Identity, Personality, Image, Brand management, PR and Service marketing in: Education, Hotels, Hospitals, Police, Govt.

Unit-II: Internal communication and external communication, Role and scope of public relations in an organization, Structure of an Organization, Role of Advertising in Marketing mix

Unit-III: Basics of Advertising: Concept and Definition of Advertising, Advertising Theories and Models-AIDA, DAGMAR, Maslow's Need Hierarchy Model, Advertising as a tool of Communication, Concept and Definition of Creativity: Idea generation, Copy platform, Copy writing, Layout and Design, Appeal in Advertising

Unit-IV: Advertising Agency: Role of Advertising agency, Media planning and Budgeting, Advertising Campaign: Planning and Organizing, AAI, ABC, ASCI

Practical: Writing Press Release, Making Poster, Banner, Social advertisement, structure of Govt. PR House, Video Advertisements, Logo Design in Photoshop, Corel Draw, In-Design

Suggested readings:

1. P. Seitel Fraser, *The Practice of Public Relations*, Pearson; 13th ed.
2. Sethia K.C., S.A.Chunawalla, *Foundations of Advertising - Theory And Practice*, Himalaya Publishing House.
3. Theaker Alison, *The Public Relations Handbook (Media Practice)* 4th Ed., Routledge
4. Jethwaney Jaishri, *Public Relations Management*, Sterling Publishers.
5. Kaul J.M., *Public relations in India*, Calcutta, Naya Prakash.
6. Theaker Alison & Yaxley Heather, *The Public Relations Strategic Toolkit: An Essential Guide to Successful Public Relations Practice*, Routledge ; 1st ed.

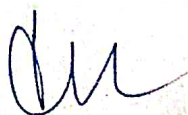
Note: Latest edition of the readings may be used.

MAMC-206: Exercises*

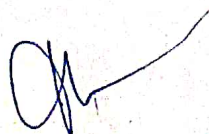
***Qualifying Paper**

Objective: The purpose of this paper is to acquaint the students with field experience through giving various types of journalistic assignments. Through this paper, the students could practice the skills learned as per the studied subjects in the second semester.

Scheme of Examination: This paper is of qualifying nature. The students have to submit the assignments as per given by the teachers.



SEMESTER- III

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MAMC-301: COMMUNICATION RESEARCH

Marks: 100 (Theory Exam = 80, Internal Assessment = 20)

Note: The question paper shall have five questions. Question No. 1 shall have 4 short-answer type questions, covering all the four units, all of which shall be compulsory and each question shall carry Four marks. Question no. 2 to 5 shall have internal choice covering two questions from each unit and shall carry 16 marks each.

Objective: This paper will clarify basic concepts, types, tools, statistical tests, and computer application in research.

Unit-I: Basics of Research: Definition & elements of research, Role, function, scope and importance of Communication research, Basic and applied research, Media research

Unit-II: Research design: Experimental, Exploratory, Quasi-experimental, Bench mark, Longitudinal studies, Panel studies, Methods of Communication research: Census method, Survey method, Observation method, Clinical studies, Case studies, Content analysis

Unit-III: Tools of data collection: Questionnaire and Schedules, People's meter, Diary method, Field studies, Focus groups, Telephonic survey and Online polls, Feedback and Feed-forward Studies, Random sampling methods and representativeness of the samples, Public opinion surveys, Pre-election studies and exit polls

Unit-IV: Media Research: Report writing, Coding and tabulation, Introduction to various statistical packages, Preparation of research reports/project reports/dissertations/theses, Ethical perspectives of Communication and Media Research, Mean, Median, Mode, Average Deviation, Standard Deviation, Chi-Square and Correlation, Computer Applications in Media and Communication Research, Software used in Media and Communication Research, Bibliographic References: APA style, MLA style, Chicago style, etc., Internet Referencing

Suggested Readings:

Roger D. Wimmer, *Mass Media Research: An Introduction*, 9th Ed., Cengage Learning

Jensen Klaus Bruhn, *A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies*, Routledge.

Berger Arthur Asa, *Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches*, SAGE Publications.

Jain M. K. & Sharma C. K., *Research Methodology*, Shree Publishers & Distributors.

Jain M.K. & Yadav B. S., *Research Methods in Social Science*, Shree Publishers & Distributors.

Priest Susanna Hornig, *Doing Media Research An Introduction*, Second Ed., SAGE Publications.

Note: Latest edition of the readings may be used.

MAMC-302: DEVELOPMENT COMMUNICATION

Marks: 100 (Theory Exam = 80, Internal Assessment = 20)

Note: The question paper shall have five questions. Question No. 1 shall have 4 short-answer type questions, covering all the four units, all of which shall be compulsory and each question shall carry Four marks. Question no. 2 to 5 shall have internal choice covering two questions from each unit and shall carry 16 marks each.

Objective: This paper focuses on concept of development and role & scope of media in development.

Unit-I: Development: meaning, concept, process, Problems and issues in development, Characteristics of developing societies, Gap between developed and developing societies

Unit-II: Development communication: meaning, concept and definition, Role of media in development communication, Development communication policy, strategies and action plans, Panchayati Raj- Planning at National, State, Regional, District, Block and Village levels

Unit-III: The Concept of sustainable development communication, Study of sustainable development communication through field visit, Diffusion of innovation-model of agricultural extension, Development support communication: population and family welfare, health, education and society

Unit-IV: Development: Development issues on National, Regional and Local level, Social, Cultural and Economic barriers, Nature, Scope and significance of rural development, Development and rural extension agencies: Governmental, Semi-government, Non-governmental organizations

Suggested Readings:

1. Melkote Srinivas, *Communication for Development in the Third World- Theory and Practice*, Prentice - Hall, New Delhi.
2. Paolo Mefalopulos, *Development Communication Sourcebook : Broadening the Boundaries of Communication*, Washington, DC : World Bank
3. Fernandes Walter, *Development with people*, Indian Social Institute, New Delhi.
4. Kumar Keval J., *Communication and Development: Communication Research Trends*, Vol. 9, No. 3.
5. Schramm Wilbur, *Mass Media and National Development*, Stanford UP, Stanford.
6. Bessette Guy, *Involving the Community: A Guide to Participatory Development Communication*, Southbound, IDRC.
7. Joshi Uma, *Understanding Development Communication*, Dominant Publisher & Distributor.

Note: Latest edition of the readings may be used.



MAMC-303: CINEMA AND CINEMATIC PRODUCTION

Marks: 100 (Theory Exam = 50, Internal Assessment = 20, Practical = 30)

Note: The question paper shall have five questions. Question No. 1 shall have 4 short-answer type questions, covering all the four units, all of which shall be compulsory and each question shall carry two and half marks. Question no. 2 to 5 shall have internal choice covering two questions from each unit and shall carry 10 marks each.

Objective: This paper aims at developing the skills of story writing and telling through introducing about Indian Cinema and its various aspects.

Unit-I: Basics of Cinema: Cinema as a medium of Mass Communication, Cinema: Art, Technique and Business, Visual Language and Communication

Unit-II: History of Indian Cinema: History of Indian Cinema and early age of Cinema, Introduction to the history of World Cinema, Introduction to International Film makers in context of World Cinema: Silent Era; Griffith, Charli Chaplin

Unit-III: Renowned Indian Film Makers: Culture of Indian Cinema, History of Renowned Film Makers: Dada Sahebphalke, V. Shantaram, Mehboob, Guru Dutt, Bimal Roy, Raj Kapoor, Gulzar, Mani Kaul, K. Asif, Kumar Shan, Shyambenegal, Saeedmirza, Classic Hindi Films, Emergence of Film Studio

Unit-IV: Introduction to Indian Regional Cinema: Haryanvi, Punjabi, Rajasthani, Bengali, Marathi, Telugu, Kannada, Malyalam, Bhojpuri, and other popular languages, Regional Filmmakers and their contribution, Selected Indian Regional Classic Films, Regional Films and their production houses

Practical: Audio-Visual project on types of Shots, Camera angles etc., Making of a short fiction film of 3 minutes, there will be no dialogue, only background music and effect sound may be used, Making of a Documentary film of maximum 5 minutes.

Suggested Readings:

1. Videomaker, *The Videomaker Guide to Video Production* 5th Ed., Routledge.
2. Geuens Jean Pierre, *Film Production Theory*, SUNY Press.
3. Holden Tom, *Get Started in Film Making: The Definitive Film Maker's Handbook (Teach Yourself General)*, John Murray Learning; 1st ed.
4. Owens Jim, *Video Production Handbook* 5th Ed., Focal Press
5. Singh A. K., *Film TV Script Lekhan*, University Book House Pvt. Limited.

Note: Latest edition of the readings may be used.

M.A. Mass Communication, 3rd Semester

MAMC-304: DESIGN AND GRAPHICS

Marks: 100 (Theory Exam = 50, Internal Assessment = 20, Practical = 30)

Note: The question paper shall have five questions. Question No. 1 shall have 4 short-answer type questions, covering all the four units, all of which shall be compulsory and each question shall carry two and half marks. Question no. 2 to 5 shall have internal choice covering two questions from each unit and shall carry 10 marks each.

Objective: This paper will explain various aspects of visual communication.

Unit-I: Design: Basics of Design, Elements of Design, Creativity and Design Process, Importance of Design, Syntax in Design

Unit-II: Principles of Design: Basic Approaches in creating a Design, Principles of Graphics Design, Drawing and Sketching, Color Models/Schemes, Visual Design Fundamentals

Unit-III: Aesthetics in Design: Using Typography, Introduction to Calligraphy, Aesthetics in Design, Color Theory, Product Design Process, Role of a Graphic Designer

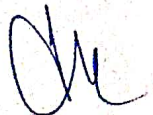
Unit-IV: Basics of Multimedia: Understanding Multimedia elements, Instructional Design for Multimedia, Concept Development for Social Media

Practical: Logo Design, Letter Head, Visiting Cards, Calendar Design, Poster Design, Newsletter, Advertisement etc.

Suggested Readings:

1. Lester Paul Martin, *Visual Communication: Images with Messages*, 6th Ed., Wordsworth Publishing.
2. Shaughnessy Adrian, *Graphic Design: A User's Manual*, Laurence King Publishing.
3. Porter, Tom and Goodman, Sue, *Manual of graphic techniques for: Architects, Graphic Designers & Artists*, Astragal Books, London.
4. Bringhurst Robert, *The Elements of Typographic Style*, 20th Anniversary Ed., Hartley & Marks.
5. Shaughnessy Adrian, *How to be a Graphic Designer, Without Losing Your Soul*, Thames & Hudson; 2nd Revised ed.
6. Fahmy S. et. al., *Visual Communication Theory and Research*, Palgrave Macmillan US.
7. Frost Chris, *Designing for newspapers and Magazines (Media Skills)*, Routledge; 2nd ed.

Note: Latest edition of the readings may be used.



M.A. Mass Communication, 3rd Semester

MAMC-305: NEW MEDIA: EVOLVING MEDIA

Marks: 100 (Theory Exam = 50, Internal Assessment = 20, Practical = 30)

Note: The question paper shall have five questions. Question No. 1 shall have 4 short-answer type questions, covering all the four units, all of which shall be compulsory and each question shall carry two and half marks. Question no. 2 to 5 shall have internal choice covering two questions from each unit and shall carry 10 marks each.

Objective: This paper will help the students in understanding the concept and effective usage of New Media in Mass media.

Unit-I: Basics of New Media: Understanding New Media, Online Communication, Building Online Communities, Pages & Channels, New Media in Everyday life

Unit-II: Basics of Online Media: Online Portals for Mass Communication, Online Media websites and portals, E-papers, online channels, Interactive channels, Citizen Journalism

Unit-III: Basics of Web: Web 2.0, 3.0, Blogs, Micro blogs, Wikis, Social Networking Applications, Video Conferencing- Online Chat, Webcasting, MOOCS, CMS, LMS, YouTube Channels, Smart Devices

Unit-IV: Writing for Online Media: Issues in Writing for Online media, Writing Techniques for Online platforms, Tools available for Online Presentation, Credibility of Content, Self regulation for Online Writing

Practical: Learning Creating Accounts on various social media websites, YouTube Channel, Webcasting, Writing for Web News, Podcasting, Mobile Film, HTML Introduction, basic structure of HTML, Email Account etc.

Suggested Readings:

1. David Beer, & Nicholas Gane, *New Media*, Berg.
2. Manovich Lev, *The Language of New Media*, Leonardo Book Series.
3. McLuhan Marshall, *Understanding Media: The Extensions of Man*, MIT Press.
4. Green Lelia, *The Internet: An Introduction to New Media*, Berg.
5. C. Murphy, *How Television Invented New Media*, Rutgers University Press.
6. Nayar Pramod k., *An Introduction to New Media and Cyber Cultures*, Wiley-Blackwell.
7. Reltberg Jill Walker, *Blogging*, Polity ; 2nd ed.

Note: Latest edition of the readings may be used.

M.A. Mass Communication, 3rd Semester

MAMC-306: SOCIAL MEDIA, (Open Elective Paper)

Marks: 100 (Theory Exam = 50, Internal Assessment = 20, Practical = 30)

Note: The question paper shall have five questions. Question No. 1 shall have 4 short-answer type questions, covering all the four units, all of which shall be compulsory and each question shall carry two and half marks. Question no. 2 to 5 shall have internal choice covering two questions from each unit and shall carry 10 marks each.

Objective: This paper will help the students in understanding the concept and effective usage of Social Media in Mass media.

Unit-I: Origin and Growth of Computer, Devices of Computer system, Computer Memory and its types, Operating system and its types, , Role of Computer in various Social media

Unit-II: Basics of Social Media: Understanding Social Media, Online Communication, Building Online Communities, Pages & Channels, Social Media in Everyday life

Unit-III: Basics of Web: Blogs, Micro blogs, Wikis, Social Networking Applications, Online Chat, Webcasting, YouTube Channels, Smart Devices

Unit-IV: Writing for Online Media: Writing Techniques for Online platforms, Tools available for Online Presentation, Credibility of Content, Issues in Writing for Online media,

Practical: YouTube Channel, Webcasting, Writing for Web News, Podcasting, Blogs, Mobile Film, Email Account etc.

Suggested Readings:

1. Rajaraman V, Adabala N, Fundamentals of Computers, Prentice Hall, India, 6th revised ed.
2. Rodwell Peter, Personal Computer Handbook, Dorling Kindersley Publishers Ltd.
3. William H. Dutton, Malcolm Peltu, Information and Communication Technologies: Visions and Realities, Oxford University Press.
4. G. Stovall James, Web Journalism: Practice and Promise of a New Medium, Pearson Education.
5. C. Murphy, How Television Invented New Media, Rutgers University Press.
6. Nayar Pramod k., An Introduction to New Media and Cyber Cultures, Wiley-Blackwell.
7. Reltberg Jill Walker, Blogging, Polity; 2nd ed.

Note: Latest edition of the readings may be used.

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SEMESTER- IV



M.A. Mass Communication, 4th Semester

Objective: Fourth semester is totally practical so as to give full practical exposure to the students. It includes projects and field training. The papers and marks marking will be as follows:

Paper Code	Subject name	Marks	Time
MAMC 401	In House training <ul style="list-style-type: none">• Workshop• Field Training• Presentation• Magazine• Newspaper	100	3 hours
MAMC 402	Internship + Report	100	Minimum 30 Days
MAMC 403	Film/ Documentary (Duration minimum 30 Minutes) on any Social Issue	100	3 hours
MAMC 404	Field Work <ul style="list-style-type: none">• Cinema/Documentary Production• Specialized Reporting (Economics Reporting, Science Reporting, Sports Reporting, Educational Reporting, Agricultural Reporting, Diplomatic Reporting etc.)• Print, Radio and Television Production• Any Production work related to Media Field	100	3 hours
MAMC 405	Comprehensive Viva (Questions from all three semesters' syllabus)	100	3 hours