

# Department of Mass Communication

## Chaudhary Ranbir Singh University, Jind, Haryana

Established by Govt. of Haryana Legislature Act 28 of 2014 (Recognized Under Section 2(f) of UGC Act, 1956)



**Syllabus:** M.A. (Mass Communication)

**Duration:** Two Years

**Eligibility:** Bachelor Degree in any Discipline

**Academic Session:** 2016-18





## DEPARTMENT OF MASS COMMUNICATION

### SYLLABUS w.e.f. 2016-18



## M.A. MASS COMMUNICATION

### First Semester:

Paper Code	Subject Name	T	I	P	Time
MAMC 101	Introduction to Communication and its Theories and Models	80	20		3 Hours
MAMC 102	Growth and Development of Mass Media	80	20		3 Hours
MAMC 103	Contemporary Issues and Mass Media	50	20	30	3 Hours
MAMC 104	Writing Skills for Mass Media	50	20	30	3 Hours
MAMC 105	ICT and Media	50	20	30	3 Hours

### Second Semester:

Paper Code	Subject name	T	I	P	Time
MAMC 201	Print Journalism : Reporting, Writing and Editing	50	20	30	3 Hours
MAMC 202	Television Journalism : Reporting, Writing and Editing	50	20	30	3 Hours
MAMC 203	Public Relations and Advertising	50	20	30	3 Hours
MAMC 204	Media Laws and Management	80	20		3 Hours
MAMC 205	Internship	100			3 Hours

### Third Semester:

Paper Code	Subject Name	T	I	P	Time
MAMC 301	Communication and Media Research	80	20		3 Hours
MAMC 302	Radio Journalism: Reporting, Writing and Copy Editing	50	20	30	3 Hours
MAMC 303	Media Technology	80	20		3 Hours
MAMC 304	Personality Development and Communications Skills	50	20	30	3 Hours
MAMC 305	Visual Communication	50	20	30	3 Hours

### Fourth Semester:

Paper Code	Subject name	T	I	P	Time
MAMC 401	Print Media Production	50	20	30	3 hours
MAMC 402	Electronic Media Production	50	20	30	3 hours
MAMC 403	Media And Sustainable Development	80	20		3 hours
MAMC 404	Dissertation	100			3 hours
MAMC 405	Comprehensive Viva	100			3 hours



**First Semester**

**MAMC 101**

**Introduction to Communication and its Theory and Models**

**Theory: 80**

**Internal Assessment: 20**

**Total Marks: 100**

The question paper will be divided into five units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit I to IV and students are required to attempt one question from each unit. Unit V will have only one compulsory question containing short notes and covering the entire syllabus. All questions carry equal marks.

**Objective of this paper:** Communication is universal and it is essential for the survival of human being. A student of communication should have knowledge about the basics of communication, communication process, communication models etc. This paper will acquaint students with the concept and scope 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**

- **Level of communication and interactions**
- **Mass Communication Concept, & Definition**
- **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, Cognitive Dissonance theory, Media Effect theory**
- **Normative Media theories: Authoritarian, Libertarian, Communist, Social responsibility, Development and Democratic**

**Suggested readings:**

- **Mass communication: a book of readings by Wilbur Schram, University of Illinois.**
- **Mass communication Theory and practice by Uma Narula, Hiranand Publication, New Delhi**
- **Handbook of Journalism and mass communication by V.S. Gupta, Vir Bala Aggarwal, Concept Publisher, New Delhi**
- **Mass communication theory by Denis Mcquail, SAGE Publications, New Delhi**
- **Mass communication in India (4<sup>th</sup> Edition) by Kevel J. Kumar, Jaico Publishing House, India.**

**Theory: 80**

**Internal Assessment: 20**

**Total Marks: 100**

The question paper will be divided into five units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit I to IV and students are required to attempt one question from each unit. Unit V will have only one compulsory question containing short notes and covering the entire syllabus. All questions carry equal marks.

**Objective of this paper:** A student of mass communication should be aware about the growth and development of media. This paper will through light on history & development of different forms of media.

**Unit-I**

- **Development of print media : Historic view , Pre and Post-Independence**
- **Origin and Development of News agencies in India**
- **Role of Media in Freedom Struggle**
- **Structure and Management of Press**

**Unit-II**

- **Origin and Development of Radio**
- **Organizational Structure of Radio**
- **Public and Private Radio System (AM & FM)**
- **Characteristics of Radio**

**Unit-III**

- **Origin and Development of Television**
- **Public and private Television channels in India**
- **Organizational structure of Television Industry**
- **Television and Social Change**

**Unit-IV**

- **Origin and Development of Cinema**
- **Cinema as a Powerful medium**

- **Characteristics of Hindi Cinema**
- **Origin and Development of Internet**

**Suggested readings:**

- **Journalism in India by Ranga Swami, Starline Publication**
- **History of Journalism in India: By Natrajan J., Jain Book Depot, News Delhi.**
- **The Press by M Chalpathy Rao, National Book Trust**
- **Broadcast in India by G.C. Awasthi, Allied Publisher**
- **Indian Broadcasting, by H.R. Luthra, Publication Division, Ministry of Information and Broadcasting, Govt. of India**



**Theory: 50**

**Practical: 30**

**Internal Assessment: 20**

**Total Marks: 100**

The question paper will be divided into five units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit I to IV and students are required to attempt one question from each unit. Unit V will have only one compulsory question containing short notes and covering the entire syllabus. All questions carry equal marks.

**Objective of this paper:** A mass communication student should be well aware about the concepts and prevalent issues in media and society. This paper will let student be updated as well as acquainted with the contemporary media issues and social scenario.

**Unit-I**

- **Indian Constitution**
- **Fundamental Rights**
- **Major Political Parties in India**
- **Election Commission: Structure and Functions**

**Unit-II**

- **UN and SAARC**
- **Indian Economic Environment: Five year Plan, Capitalism, Socialism, Mixed Economy, Liberalization, and Globalization**
- **Indian Foreign Policies**

**Unit-III**

- **Cultural Diversity in India**
- **Code of ethics for working Journalist**
- **Gender Disparity, Women Empowerment & Weaker sections of society**
- **Important issues covered by Print/Radio/TV and New media**

**Unit-IV**

- **Disaster Management, Environment, ICT**

- **Follow-up of major stories and editorial during the term**
- **Current National and International event**
- **IMF, World Bank, EEC**
- **Green revolution, White revolution, Blue revolution, and Pink revolution**

**Suggested readings:**

**Students will consult newspapers, popular magazines according to issues like India Today, Cosmopolitan, Tehalka, Film fare, Stardust, Women Era, Femina, and Frontline etc., annual publication of Malyalam Manorma and publicatios of Govt. e.g. Yojna and Kurukshetra magazine etc.**

**Theory: 50****Practical: 30****Internal Assessment: 20****Total Marks: 100**

The question paper will be divided into five units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit I to IV and students are required to attempt one question from each unit. Unit V will have only one compulsory question containing short notes and covering the entire syllabus. All questions carry equal marks.

**Objective of this paper:** Writing is fuel for the media, it is as much important as fuel for moving a vehicle. It is required in all types of media whether print, electronic or new media. This paper will clarify basic concepts of writing and develop writing skills in the students.

#### **Unit-I**

- **Introduction to Writing**
- **Importance of language in Communication process**
- **Creative writing and Journalistic writing**
- **Essentials of good writing**

#### **Unit-II**

- **Basic Elements of Newspaper writing**
- **News writing (Style and Structure)**
- **Words and Terms commonly used in Media**
- **Basics of Radio writing**

#### **Unit-III**

- **Elements of Radio Script**
- **Technique and style of Radio script**
- **Writing for different format of Radio programs : Radio talk, Radio news, News Reel, Documentary, Radio Interview, Audience Specific programs**

## **Unit-IV**

- **Basics of Television writing**
- **Technique and style of TV script**
- **Writing for Television news, Documentary, Special programs**
- **Basics of writing for commercial advertising**

### **Suggested readings:**

- **Writing for the media, by Usha Raman**
- **Writing for the mass media, by James Glen Stovall**
- **Professional Journalism, by M.V. Kamath**
- **Editing by J.J.S. George**

**Theory: 50****Practical: 30****Internal Assessment: 20****Total Marks: 100**

The question paper will be divided into five units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit I to IV and students are required to attempt one question from each unit. Unit V will have only one compulsory question containing short notes and covering the entire syllabus. All questions carry equal marks.

**Objective of this paper:** This paper aims at developing technical skills. For a profession like mass communication one has to 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**

#### **Unit-II**

- **Introduction to Graphical User Interface (GUI)**
- **Files and Folders (creating, copying, moving, deleting, renaming etc.)**
- **Applications and Settings : Desktop management, Ms Word, Ms Power Point**

#### **Unit-III**

- **DTP**
- **Quark Express**
- **Photoshop**
- **InDesign**

#### **Unit-IV**

- **Introduction to Internet**
- **Role of Computer in various mass media**
- **Introduction to social media**

- **Major websites, e-paper and magazines**

**Suggested readings:**

- **Fundamentals of Computers by V.Raja Raman**
- **Adobe Photoshop – Creative techniques, PHI**
- **Personal Computer Book by Robin Bradbeer**
- **Computer Handbook by Peter Roadbell**

**Second Semester**

**MAMC 201**

**Print Journalism: Reporting, Writing and Editing**

**Theory: 50**

**Practical: 30**

**Internal Assessment: 20**

**Total Marks: 100**

The question paper will be divided into five units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit I to IV and students are required to attempt one question from each unit. Unit V will have only one compulsory question containing short notes and covering the entire syllabus. All questions carry equal marks.

**Objective of this paper:** The aim of this paper is to create understanding about how to report news, write a news story and make it publishable through editing. In this paper students will learn about basic of news, reporting, news sources, news writing and news editing in context of print media.

#### **Unit-I**

- **Concept and Definition of News**
- **Structure and Style of News**
- **News Values**
- **News Sources**
- **Feature and Article**

#### **Unit-II**

- **Type of Reporting: Political, Economic, Crime, Science, Sports, Culture, Legislature**
- **Objectivity and Credibility in reporting**
- **News Agency reporting**
- **Reporting Press Conference**
- **Review and criticism : Books, Films, TV programs, Theatre, Art Exhibition**

#### **Unit-III**

- **Types of Headline, Headline Writing**
- **Techniques of News writing**
- **Cartoon in Newspaper and Magazine**

#### **Unit-IV**

- **Basics of Editing**
- **Role of Sub editor & News editor in Newspaper**
- **Photo Editing: Choosing a picture, Cropping and Caption writing**
- **Writing news content for cyber media**
- **Writing blogs/opinion articles**

#### **Suggested readings:**

- **News Reporting and Editing, by Srivastava, K.M., Sterling Pub. Delhi**
- **News Writing, George A. Hongda, Kaniska pub.**
- **The journalist's Handbook**
- **Modern Newspaper Practices, Hodgson, F.W.**



**Theory: 50****Practical: 30****Internal Assessment: 20****Total Marks: 100**

The question paper will be divided into five units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit I to IV and students are required to attempt one question from each unit. Unit V will have only one compulsory question containing short notes and covering the entire syllabus. All questions carry equal marks.

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

**Unit-I**

- History and Development of TV in India
- Reach and Role of TV in India
- Organizational Set-up
- News Reporting for TV

**Unit-II**

- TV Reporting: Difference from radio and print
- News Source, Selection, Presentation
- News Reading, Announcing on TV
- Camera movement and angles

**Unit-III**

- Light and Sound techniques
- Single camera and Multi camera production
- TV program production techniques
- TV News bulletin

**Unit-IV**

- TV interviews and studio discussion

- **News packaging: Visual, Voice-over etc.**
- **Video editing techniques**
- **SITE and KHERA projects**
- **TV Personalities**

**Suggested readings:**

- **Techniques of Television production by Bretz Redy**
- **Video production Handbook by Schihl J. Robert**
- **Indian Broadcasting by Luthra H.R.**
- **Radio and TV Journalism by Srivastva K.M.**

**Theory: 50****Practical: 30****Internal Assessment: 20****Total Marks: 100**

The question paper will be divided into five units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit I to IV and students are required to attempt one question from each unit. Unit V will have only one compulsory question containing short notes and covering the entire syllabus. All questions carry equal marks.

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

#### **Unit-I**

- **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**

- **Concept and Definition of Advertising**
- **Advertising Theories and Models-AIDA, DAGMAR, Maslow's 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**
- **AAAI, ABC, ASCI**

**Suggested readings:**

- **Public relation in India by J.M. Kaul**
- **The Practice of Public relation by Seitel, P. Fraser.**
- **Foundation of Advertising Theory and Practice by Chaunawallah, SA and Setia, KC**

**Theory: 80****Internal Assessment: 20****Total Marks: 100**

The question paper will be divided into five units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit I to IV and students are required to attempt one question from each unit. Unit V will have only one compulsory question containing short notes and covering the entire syllabus. All questions carry equal marks.

**Objective of this paper:** Media laws & ethics are very crucial in news reporting and presentation. It is utmost necessary for a mass communication student to be aware about all the governing laws. This paper will prepare the student to work within regulatory framework and the management of a media organization.

#### **Unit-I**

- **Freedom of Speech and expression**
- **Law of Defamation**
- **Contempt of Court**
- **Official Secrets Act**
- **Press and Books Registration act**
- **Copy Right Act**
- **Right to Information Act**

#### **Unit-II**

- **First and Second Press Commission**
- **Code of conduct for Journalists**
- **DAVP's code of advertising**
- **Cable TV Regulations Act**
- **Prasar Bharti Act**
- **Committees for the media in India (Varghese committee, Chanda committee etc.)**

### **Unit-III**

- **Management: Concept, Scope and Principles**
- **Media Management: Concept, Need and Scope**
- **Human Resource Development, Leadership, Entrepreneurship**
- **Newsprint Policy**

### **Unit-V**

- **Media Ownership Pattern in India**
- **Managing Internet edition of a newspaper**
- **Overview of Media Industry in India**
- **Administrative structure of Prasar Bharti and Private Channels**

#### **Suggested readings:**

- **The Indian Media Business : Vanita Kohali Khandekar, published by sage**
- **Newspaper Management in India : Gulab Kothari, published by Intercultural Open University**
- **Communication Management : C.S. Raydu, published by Himalaya Publishing House**
- **Strategic Management in the Media : Theory and Practice by Lucy Keung, SAGE**

**Objective of this Paper:** The aim of this paper is to give the students a practical exposure in media industry, so that they can better understand their field. It will also help the students to identify and develop themselves as per industry requirements.

**Scheme of examination:** After completing the second year examination, students will get training in print media, electronic media, public relations, advertising or new media etc. as per their interest and specialization. After completion of this training period each student has to submit training experience certificate as given by the concerned organization and a training report made by themselves.

**OR**

**Students have to submit the report of practical work in Media lab in the department.**

**OR**

**Students have to submit the report of the practical task given by the department.**

**Examination:** Teachers appointed by the department along with external examiner will evaluate the submitted report thereafter.

**Third Semester**

**MAMC 301**

**Communication and Media Research**

**Theory: 80**

**Internal Assessment: 20**

**Total Marks: 100**

The question paper will be divided into five units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit I to IV and students are required to attempt one question from each unit. Unit V will have only one compulsory question containing short notes and covering the entire syllabus. All questions carry equal marks.

**Objective of this Paper:** Research has become life line of every field. Communication and Media research has emerged as a major thrust area in mass communication education. Hence, communication and media research has emerged as a major field where students can make their career. This paper will clarify basic concepts, types, tools, statistical tests, internet usage and computer application in research.

#### **UNIT-I**

- 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, Benchmark, 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**

- **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:**

- **Theories of Mass Communication – M.L Defleur and Sandra Ball – Rokeach**
- **Mass Media Research: An Introduction – Roger D Wimmer and Joseph R Dominick**
- **A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies by Klaus Bruhn Jensen: Routledge**
- **Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches by Arthur Asa Berger: SAGE**
- **Doing Media Research by Susanna Hornig Priest: SAGE**
- **Dictionary of Mass Communication & Media Research: A Guide for Students, Scholars and Professionals By David Demers**
- **Research Methodology– C.R. Kothari**
- **मीडिया शोध : मनोज दयाल, प्रकाशक : हरियाणा साहित्य अकादमी, पंचकूला**

**Theory: 50****Practical: 30****Internal Assessment: 20****Total Marks: 100**

The question paper will be divided into five units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit I to IV and students are required to attempt one question from each unit. Unit V will have only one compulsory question containing short notes and covering the entire syllabus. All questions carry equal marks.

**Objective of this paper:** 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 news presentation in context of radio journalism.

#### **Unit-I**

- **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**

#### **Unit-II**

- **Difference between News Reporting and writing for Radio Journalism**
- **News writing techniques (including the news angle, 5 Ws and H)**
- **Introduction to Radio newsroom: structure, functions and Staff**
- **Writing for special audience programme: Youth, women, children, farmers and politics**

#### **Unit-III**

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

## **Unit-IV**

- **Preparation of news bulletins**
- **Introduction to editing software for Radio**
- **Editing for Radio News**
- **Copy editing process in Radio**

### **Practical:**

- **Practical skills of reporting, interviewing, writing, editing and presentation**  
**Students should make individual presentations on topics selected in consultation with the teacher**
- **Students will be required to produce several news and feature stories for radio**
- **Radio Jingle**

### **Suggested readings:**

- **Basic Radio Journalism: Paul Chantler & Peter Stewart, Focal Press, 2007.**
- **R K Ravindran: Handbook of Radio, Television and Broadcast Journalism, Anmol Publication Delhi, 1999**
- **Janet Trewin: Presenting on TV and Radio, Focal press, 2003**
- **Andrew Boyd: Broadcast Journalism, Heinemann Professional Publishing, Oxford, 1990**

**Theory: 80****Internal Assessment: 20****Total Marks: 100**

The question paper will be divided into five units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit I to IV and students are required to attempt one question from each unit. Unit V will have only one compulsory question containing short notes and covering the entire syllabus. All questions carry equal marks.

**Objective of this paper:** The objective of this paper is to acquaint the student knowledge about technology used in the profession. The ever developing technology has changed the newsroom scene. This paper will enlighten students' knowledge about various techniques, formats and technologies used in various fields of media industry.

#### **Unit-I**

- **Origin and Growth of Computer in India**
- **Devices of Computer system**
- **Computer memory and its types**
- **Operating system and its type**

#### **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**

#### **Unit-III**

- **Television Standards: NTSE, PAL and SECAM**
- **Conditional Access System**
- **Pay per view**
- **Set-Top Box, HDTV, LCD, LED TV etc.**

- **Media Convergence**
- **Concept of People Meter, TRP**

#### **Unit-IV**

- **Web Radio**
- **Web Television**
- **New Media**
- **Social Networking Sites**
- **Cyber Journalism: E-Newspaper, E-Books and E-Television**

#### **Suggested readings:**

- **Information and Communication Technologies: Visions and Realities- William H. Dutton, Malcolm Peltu: Oxford University Press**
- **Information and Communication Technology-Abdul Mannan**
- **Web Journalism: Practice and Promise of a New Medium-James G. Stovall**
- **Introduction to Information Technology -Chetan Shrivastava**

**Theory: 50****Practical: 30****Internal Assessment: 20****Total Marks: 100**

The question paper will be divided into five units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit I to IV and students are required to attempt one question from each unit. Unit V will have only one compulsory question containing short notes and covering the entire syllabus. All questions carry equal marks.

**Objective of this paper:** A student of mass communication must have good communication skills as well as an impressive personality. This paper will help the students to develop and enhance their personality and communication skills.

#### **Unit-I**

- **Definition and Basics of Personality**
- **Interpersonal communication skills and Face to face communication**
- **Telephonic communication**
- **Etiquettes and manners**

#### **Unit-II**

- **Analyzing strength & weaknesses of Personality Development**
- **Introduction to leadership**
- **Body Language: Role of different parts of the body in Communication**
- **Time management**
- **Dress Code**

#### **Unit-III**

- **Communication Skills: Features of an effective Communication**
- **Verbal and non-verbal Communication**

- **Feedback**
- **Communication Skills: Spoken & Written**
- **Presentation skills: How to make corporate presentation**

#### **Unit-IV**

- **The Individual Identity: How to write a good CV**
- **Communication Barriers**
- **Building Self Esteem and Self Confidence**
- **Working on attitudes, i.e., aggressive, assertive and submissive**
- **Interpersonal Relationships**

#### **Practical:**

- **Preparation of Self Introduction**
- **Prepare corporate presentations**
- **Write a good CV**
- **Speak at an interview**
- **Make an individual presentation (with Power Point)**

#### **Suggested readings:**

- **Indrajit Bhattacharya, an Approach to Communication Skills, Delhi: Dhanpat Rai, 2008.**
- **Varinder Kumar, Bodh Raj, Manocha, Business Communication Skills, Kalyani Publishers, New Delhi, latest edition.**
- **Ravi Aggarwal: Communication Today & Tomorrow, Sublime Publications, Jaipur, 2008.**

**Theory: 50****Practical: 30****Internal Assessment: 20****Total Marks: 100**

The question paper will be divided into five units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit I to IV and students are required to attempt one question from each unit. Unit V will have only one compulsory question containing short notes and covering the entire syllabus. All questions carry equal marks.

**Objective of this paper:** Visual Communication is an integral part of mass communication. This paper will explain various aspects of visual communication.

#### **Unit-I**

- **Visual Communication: Nature and Characteristics**
- **Need and the Importance of Visual Communication**
- **Communication an expression, skill and process**
- **Understanding Communication: SMCR Model**

#### **Unit-II**

- **Communication as a process: Message, Meaning, Culture/Codes**
- **Levels of communication**
- **Language and visual communication**
- **What is Visual Culture? Visualizing, Visual power, Visual pleasure**

#### **Unit-III**

- **Fundamentals of Design: Definition, Approaches to Design**
- **Elements of Design: Line, Shape, Space, Color, Texture**
- **Principles of Design: Symmetry, Rhythm, Contrast, Balance**
- **Basics of Photography techniques**



## **Unit-IV**

- **Techniques of Poster Making**
- **Elements of design**
- **Page-makeup & Layout**
- **Typography: Typeface design, Communication through Typography**

### **Practical:**

- **Logo Design**
- **Letter Head**
- **Visiting Cards**
- **Calendar Design**
- **Poster Design**

### **Suggested readings:**

- **Lester, E (2000) Visual Communications: Images with Messages. Thomson Learning**
- **Schildgen, T (1998). Pocket Guide to color with digital applications. Thomson Learning**
- **Human Communication, A basic course, Joseph Devito, Harper and Row, New York, 1988.**
- **Introduction to Psychology, Hilgard, Atkinson and Atkinson, Oxford – India, 1998.**
- **Graphic Designers, and Artists, 1982, Astragal Books. London**

**Fourth Semester**

**MAMC 401**

**Print Media Production**

**Theory: 50**

**Practical: 30**

**Internal Assessment: 20**

**Total Marks: 100**

The question paper will be divided into five units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit I to IV and students are required to attempt one question from each unit. Unit V will have only one compulsory question containing short notes and covering the entire syllabus. All questions carry equal marks.

**Objective of the Paper:** Production is the life line of any professional course. This paper aims at imparting practical training to the students in print Media.

#### **Unit-I**

- **Methods and techniques of News gathering and writing**
- **Types of reporting: Political, Economic, Crime, Science, Sports, Culture, Judicial, Disaster, Accident, Travelogue, Conference, Seminar, Human Interest, Environmental, Health, Investigative**
- **Review and Criticism: Books, Films, T. V. Programmes, Theatre, Art exhibition**

#### **Unit-II**

- **Principles of newspaper design and layout**
- **Introduction to Page maker and its features**
- **Introduction to quark express and its features**
- **Departments of newspaper organization and their working: circulation, editorial, printing, finance, distribution etc.**

#### **Unit-III**

- **Elements and principles of Designing**
- **Type and typefaces**

- **Introduction to InDesign and its features**
- **Introduction to Corel-Draw and its features**

#### **Unit-IV**

- **Basis of Print Editing**
- **Photo Editing: Choice of Picture, Cropping and Caption writing for Print Media**
- **Introduction to Photoshop and its features**
- **Types of headlines and headline writing**
- **Headlines: characteristics, features and types**

#### **Practical:**

- **Students should be able to conceptualize, design & create at least the following: Leaflets, Brochures, Photo caption writing, Caption writing for photographs, Interviews, Profile of a village.**
- **Designing layout of newspapers in Quark Express**
- **Designing layout of magazine in InDesign**
- **Designing a newsletter in Corel-Draw for University activities**
- **Editing of photo in Photoshop**

#### **Suggested readings:**

- **Nick Dimbleby & A Guide to Production Techniques, Hodder and Stought Richard Dimbleby and Ken Whittington Bath, UK, 1994**
- **J.S. Yadav, Art of Print Productions: Oxford Publications**

**Theory: 50****Practical: 30****Internal Assessment: 20****Total Marks: 100**

The question paper will be divided into five units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit I to IV and students are required to attempt one question from each unit. Unit V will have only one compulsory question containing short notes and covering the entire syllabus. All questions carry equal marks.

**Objective of this paper:** This paper aims at giving practical knowledge to the students. In this paper, students will learn production for electronic media.

#### **UNIT-I**

- **Radio programme production process and techniques**
- **Aspects of sound recording: types of microphones and their uses**
- **Field recording skills**
- **Radio feature production: Radio documentary and news production**

#### **UNIT-II**

- **Writing for Radio: Spoken language writing, writing for various programmes**
- **Formats of radio programmes**
- **Studio production of radio newsreel and current affairs programmes**
- **Studio interviews**
- **Studio discussions**
- **Phone-in programmes**

#### **UNIT-III**

- **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-IV**

- **Camera techniques**
- **Piece to camera and Voice over**
- **Television news editing: Planning, Production and Compilation of news programmes**
- **Headlines writing, Teasers and Promos**
- **Introduction to Sound Forge and its features**
- **Introduction to FCP and its Features**
- **Introduction to Adobe Premiere Pro Cs 6 and its features**

#### **Practical**

- **Radio news writing, scripting, sound recording and editing**
- **Script for a radio news bulletin of 10 minutes duration and its production**
- **Practical's in camera operations**
- **TV News Reporting (Field Work)**
- **Scripted Documentary on any issue.**
- **Preparing televising news package with editing on FCP**
- **Preparing Radio News with editing in Sound Forge**

#### **Suggested readings:**

- **Musburger An Introduction to Writing for Electronic Media, Focal Press, 2007**
- **Television production handbook by Herbert Zetttl**
- **Video production Handbook by by Jim Owens , Gerald Millerson**
- **The Radio Station by Keith**
- **The Radio Handbook by Pete Wilby**

**Theory: 80****Internal Assessment: 20****Total Marks: 100**

The question paper will be divided into five units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit I to IV and students are required to attempt one question from each unit. Unit V will have only one compulsory question containing short notes and covering the entire syllabus. All questions carry equal marks.

**Objective of this Paper:** Sustainable development is the need of hour. 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 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:**

- **Fernandes, Walter: Development with people, Indian Social Institute, New Delhi, 1988.**
- **Kumar, Keval J.: Communication and Development: Communication Research Trends, Vol. 9, No. 3, 1988.**
- **Melkote Srinivas: Communication for Development in the Third World- Theory and Practice, Prestice-Mall, New Delhi, 1991**
- **Schramm, Wilbur: Mass Media and National Development, Stanford UP, Stanford, 1964.**
- **Involving the Community A Guide to Participatory Development Communication by Guy Bessette**
- **Development Communication Sourcebook by Paolo Mefalopulos : The World Bank**
- **Communication for Development and Social Change by Jan Servaes**

Students of M.A. Mass Communication (4<sup>th</sup> Semester) should select a topic for dissertation relating to media/mass media profession or relevant with communication industry, detailed in the curriculum under the guidance of faculty. Candidates should finalise the title /topic of their dissertation after discussion with their allotted supervisor.

The objective of the dissertation is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research-based effort and should endeavor to create new knowledge in any area of mass communication.

The students are required to register themselves for a dissertation topic and start initial work on the dissertation latest by fourth semester. The topic must be finalized by the end of the first month of the fourth semester in consultation with the faculty member guide assigned to the student while the synopsis must be submitted by the end of the second month. By the end of the fourth and last semester, each student is expected to submit four copies of the dissertation. On completion, each student with his/her dissertation will be subjected to a viva voce by an external examiner approved by the CRSU, Jind.

In addition to time given during fourth semester, a maximum time of six months is granted to complete dissertation work. No further time in this context will be given except in exceptional case.

**Total Marks: Dissertation + viva (60+40) Total: 100 marks.**



**MAMC 405**

**Comprehensive Viva**

**Total 100 Marks**

**Minor Test-I 10 Marks**

**Minor Test-II 10 Marks**

**Co-Curricular Activity 10 Marks**

**Major test 70 Marks (Making Newspaper, Magazine Design, Short Film, Documentary Making, Mobile Movie etc.)**

**Scheme of examination:**

**Students will appear before a panel consisting of (preferably) all the teachers of the department or at least two teachers appointed by the department along with an external examiner to conduct the comprehensive viva.**