

# 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)

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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

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

**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:** 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

**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.

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:**

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.

*Pkt 37 January*

**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.

#### 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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# SECOND SEMESTER

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**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

*Pet 31 January*

**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.

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**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 grows 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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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

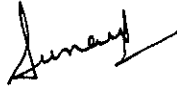
**SUGGESTED READING:-**

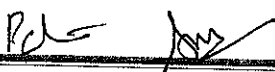
1. Basic Media Writing by Melvin Mencher
2. Writing for the Mass Media (8th Edition) by James Glen Stovall
3. Writing for Visual Media by Anthony Friedmann: Taylor & Francis
4. Scholastic Journalism, 12th Edition by C. Dow Tate, Sherri A. Taylor

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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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**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 30<sup>th</sup> 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

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.

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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

*P. K. 21 January*



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 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.

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*Sumany*

Time Allowed: 3 Hours

Max. Marks: 70

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  
Pct Sunay

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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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.
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PDS<sup>27</sup> *Secretary*

# 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

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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.

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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 entrainment 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

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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.

*P. W. 3 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

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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.

*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 Argentli 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

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*PWJ Sunay*

**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 30<sup>th</sup> 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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