

M.A. (Mass Communication)
FIRST SEMESTER

Paper –I Principles of Mass Communication (MCM7001)

Unit-I

Nature and process of human communication, functions of communication, verbal and non-verbal communication, intra-personal, small group, public and mass communication. Models: SMR, SMCR, Shannon and Weaver, Lasswel, Osgood & HUB.

Nature, and process of mass communication, characteristics of audiences.

Unit-II

Media systems and theories: authoritarian, libertarian, socialistic, social-responsibility, development, participatory. Mass media public opinion and democracy.

Unit –III

Media culture and its production. Media content, market – driven media content – effects & infotainment.

Paper –II Development of Media (MCM7002)

Unit –I

Print

Genesis of invention of printing press including in India, pioneer publications in Europe and USA– early efforts to publish newspapers in different parts of India.

Birth of the Indian language press – contribution of Raja Ram Mohan Roy & Sir Syed Ahmad Khan.

The Indian press and freedom movement – Mahatma Gandhi and his journalism.

The press in India after Independence; social, political and economic issues and the role of the Indian press, its problems and prospects.

Unit - II

Radio

Development of radio as a medium of mass communication – technology innovations; brief history of radio in India.

Television

Development of television as a medium of mass communication - brief historical perspective of television in India.

Unit – III

Films

Brief historical development of Indian films – Indian cinema after Independence; parallel cinema – commercial cinema; issues and problems of Indian cinema.

Folk media

Traditional media in India – regional diversity – content – form – character – and future.

New Media

Development of new media; convergence – internet – on line.

Paper –III Reporting (MCM7003)

Unit – I

News: definition, concept, elements, sources; lead and its kinds. Reporting crime, weather, speech, accident, disaster, court, election, conflicts, Legislature. Obituary.

Unit – II

Kinds of Reporting – objective, interpretative, investigative development and in depth.

Unit-III

Interview, techniques kinds Features, Specialized reporting – science, sports, economic, gender and allied areas, Reporting for magazines.

Paper IV Editing (MCM7004)

Unit – I

Editing : Meaning, symbols, tools, lead, body, paragraphing. Editing wire copy

Unit – II

Headlines – Technique, style, kinds of headlines. Dummy page make-up, layout, Principles of photo editing

Unit-III

Magazine editing, layout, graphics

Proof reading Editorial and article writing

Paper V Practical (Reporting and Editing) (MCM70P1)

Reporting: This segment will mainly consist of Practicals in various areas of reporting enumerated in the theory paper. At least five assignments mentioned in the first semester will be given to the students on each topic. All topics, including feature writing, interviewing, assignments on investigative, sports, commerce, reviewing, marketing,

court legislative and other allied areas of reporting, will also be evaluated by internal/external faculty.

Editing: Similarly, not less than five assignments in each area of editing will have to be completed by the students, and assessed by internal/external faculty. They will also have to bring out practice journals, min/lab newspapers and magazines and do page make-up and lay-out exercises. Assignments will also be given and assessed in news selection, subbing, editorial and article writing. Besides the above, the students have to appear at a practical examination at the end of the I semester.

SEMESTER-II

Paper-I: Advertising (MCM 8001)

Unit-I

Definition of advertising – relevance of advertising in the marketing mix – classification of advertising – various media for advertising, socio-economic effects of advertising.

Ad agency management, organization and staff functions of ad agency: (account planning, account servicing, creative, media planning, HRD, etc.), agency revenue earning and sources, .ASCI Codes of advertising.

Unit-II

Defining creativity, stages in the creative process, creative brief, advertising appeals, language, kinds of layout (Thumb nail, rough and comprehensive) kinds of copy, advertising campaigns.

Graphics: design principles, use of colour in design.

Unit-III

Media planning, media strategies, budgeting and presentation to client.

Brand Management: definition, concepts and evolution of brand management

Advertising research: scope and objectives – research as a decision making tool. Market research and advertising research – types of research: target marketing research, positioning research – pretest research, post test research, audience research.

Paper-II: Corporate Communication (MCM 8002)

Unit –I

Brief history of public relations, definition of public relations, PR and allied disciplines (publicity, propaganda, public affairs, lobbying, etc.) Process of PR Publics in PR Tools of public relations, Corporate Communication and modern management, structure and functions of corporate communication departments, interface of corporate communication with other management disciplines (human resource development, finance, marketing, law, etc.)

Unit –II

Strategic corporate communication, corporate image and identity, corporate advertising, employee communications, customer relations, investor relations, community relations, government relations, media relations, corporate communication in crises, communication and disaster management, selected case studies in corporate communication.

Unit – III

Organizing press conferences, open houses, facility visits; planning and production of house journals, video magazines; writing press releases/ backgrounders, press briefs, rejoinders, etc; Government PR - media units of central and state governments; role of technology in corporate communication; law and ethics of PR,-PRSI code of ethics.

Paper-III: Television Production (MCM 8003)

Unit-I

Visual communication – shooting with TV camera – camera mounting. colour balance, basic shots and camera movement.

Basics of TV Production: TV lighting in field, using reflectors. lighting grid – luminaries.

Studio lighting – three-point lighting - high key and low key lighting; properties, studio sets and make-up.

Unit-II

Video editing techniques – cut, mix and dissolve; digital effects and post production - planning location shoots – story board – single camera shooting – multi camera shooting - studio production – role of functionaries – planning studio programmes – cue's and commands - formats of TV programmes – studio interview – studio discussion – studio chat shows –with audience participation – studio quiz program with audience participation – TV documentary production – corporate video production.

Unit-III

Writing for television: Writing television programmes script – research, visualization and production script.

Television reporting: visualizing news/ENG – research, investigation – interview techniques; piece to camera and voice over; sequencing and editing news packages

Television news editing: planning, production and compilation of news programmes – writing lead-in/intro to news packages – headlines writing, teasers and promos; Television anchoring; TV news writing; making copy in production language.

Paper-IV: Media laws and Ethics (MCM 8004)

Unit-I

Constitution of India: Basic structure; union and state legislature, fundamental rights – freedom of speech and expression and their limits – directive principles of state policy, provisions of declaring emergency and their effects on media – parliamentary privileges and media.

Unit-II

Media Laws: Contempt of Courts Act 1971 – civil and criminal law of defamation – relevant provisions of Indian Penal Code with reference to sedition, crime against women and children; laws dealing with obscenity; Official Secrets Act, 1923, vis-à-vis right to information – Press and Registration of Books Act, 1867. Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; - Cinematograph Act, 1953; Prasar Bharati Act; Information technology convergence legislations including cyber laws and Cable Television Act;

Unit-III

Media Ethics: Ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; ethical issues related with ownership of media; role of press council and press ombudsmen in the world; Press Council of India and its broad guidelines for the press – codes suggested for the press by Press Council and Press Commissions, codes for radio, television, advertising and public relations.

Paper-V: Practical (Advertising, Corporate Communication, and Television Production) (MCM 80P1)

Students are required to undertake practical work on the following areas:

Advertising

Practical aspects of media planning, designing, creative briefs, identifying advertising appeals, drawing advertisement layout, writing advertisement copy, practical aspects of graphics and use of colour, undertaking advertising research, conducting pre-test, post-test and audience research, designing strategies for brand management

Corporate communication

Designing strategies for building corporate image and identity, designing effective strategies for promoting employee relations, customer relations, investor relations, community relations, and media relations

Practical aspects of house publications, institutional advertising, booklets, posters and other tools, writing press release, organizing media conferences, special events, exhibitions and open houses.

Television Productions

Practical aspect of camera mounting, colour balancing, shots and camera movement, lighting, video editing, cut, mix, dissolve, planning shoots, developing story board, cues and commands, writing scripts, voice over, sequencing and editing news packages, compilation of news programmes, writing leads, headlines, teasers and promos, television anchoring.

SEMESTER-III

Paper -I Development Communication

Unit – I

Development: meaning, concept, process and models of development – theories-origin-approaches to development, problems and issues in development characteristics of developing societies, development dichotomies, gap between developed and developing societies.

Development communication: meaning – concept – definition – philosophy-process-theories-role of media in development communication – strategies in development communication – social cultural and economic barriers – case studies and experience – Development communication policy – strategies and action plans.

Unit –II

Agricultural communication and Rural development: the genesis of agriculture extension- extension approach system – approaches in agriculture communication- diffusion of innovation – model of agricultural extension.

Development support communication: population and family welfare – health – education and society – environment and development – problems faced in development support communication.

Case studies of communication support to agriculture.

Unit –III

Development and rural extension agencies: governmental, semi-governmental, non-governmental organizations, problems faced in effective communication, micro-macro economic framework available for actual developmental activities- case studies on development communication programmes.

Writing development messages for rural audience: specific requirements of media writing with special reference to radio and television.

Paper -II Communication Research

Unit –I

Definition – elements of research – scientific approach - role – function – scope and importance of communication research – basic and applied research.

Research design components – experimental, quasi-experimental, bench mark, longitudinal studies - panel studies – co relational designs.

Methods of communication research – census method, survey method, observation method – case studies – content analysis.

Unit –II

Tools of data collection: Sources, questionnaire and schedules, people's meter, diary method, field studies, focus groups, surveys, online polls. Random sampling methods and representative-ness of the samples, sampling errors and distributions in the findings.

Unit –III

Report writing data analysis techniques – coding and tabulation – non-statistical methods –descriptive – historical – statistical analysis - parametric and non-parametric – uni-variate – bi-variate – multi-variate – tests of significance – levels of measurement – Central Tendency - tests of reliability and validity. Readership/Audience Survey, Preparation of research report/Project Report/Dissertation/Theses, Ethical perspective of mass media research.

Paper III New Media Technology

Unit-I

Communication Technology (CT): concept and scope

CT and IT: similarities and differences – telephony – electronic digital exchange, C-Dot – Pagers, Cellular Telephone.

Introduction to Software: MS- Office, page maker, quark x-press, avid

Introduction to Multi Media – Concept & Applications, animation

Unit-II

Internet: LAN, MAN, WAN, E-mail, Web

Ownership and administration of Internet, ISPs, WAP, types of Internet connections: Dial-up, ISDN, lease-line.

Optical fibre: structure, advantage and application; protocols of Internet: SLIP, CSLIP, TCP/IP, PPP.

WEB PAGE, Websites, Homepages.

Unit-III

Introduction to HTTP, HTML, ELP, DNS, JAVA; browsing and browsers, bookmarks, searching: through directory search engine, search resources; video conferencing and telephony, e-commerce: m-commerce, buying, selling, banking, advertising on Internet.

Web page development, inserting, linking; editing, publishing, localing, promoting and maintaining a website. Cyber Journalism.

PRACTICALS

Searching and downloading of information; 2. Establishing e-mail address; 3. Accessing, (receiving) sending and replying e-mail; 4. Sending and forwarding e-mail to multiple recipients; 5. Chatting over Internet; 6. Networking with special interest groups; 7. Designing home pages; 8. Creating electronic newspapers; 9. Creating Internet ads, and 10. Establishing and analyzing hits and eyeballs.

Paper IV Radio Production

Unit-I

Radio programme production process and techniques thinking audio. Aspects of sound recording – type of microphones and their uses – field recording skills; radio feature production; radio documentary production.

Unit-II

Using sound bytes and actualities; spacebridge with filed sources of news; production of radio newsreel and current affair programmes – formats of radio programmes – studio interviews – studio discussions – phone-in programmes.

Unit-III

Reporting and Writing for Radio:

Field reporting, voice dispatches; interview techniques; presentation; structuring a radio report – news capsuling and radio commentary. Voice training – effective use of voice – enunciation, flow, pronunciation, modulation.

Spoken language writing for programmes – writing for radio commercials – illustrating copy with sound effects; news writing – structuring radio-copy; editing agency copy, reporter's copy – compiling radio news programmes; writing into bytes – writing headlines, teasers and promos.

Paper V Practicals (Radio and New media Applications)

Radio Production:

New Media Technology:

1. Searching and downloading of information; 2. Establishing e-mail address; 3. Accessing, (receiving) sending and replying e-mail; 4. Sending and forwarding e-mail to multiple recipients; 5. Chatting over Internet; 6. Networking with special interest groups; 7. Designing home pages; 8. Creating electronic newspapers; 9. Creating Internet ads, and 10. Establishing and analyzing hits and eyeballs.

SEMESTER-IV

Paper -I International and Intercultural Communication

Unit –I

Political, economic and cultural dimensions of international communication – communication and information as a tool of equality and exploitation – international news flow – imbalance – Role of UNESCO- MacBride Commission's report-Non-aligned news agency pool.

Communication as a human right – UNO's Universal Declaration of Human Rights and communication – international news agencies and syndicates, Impact of new communication technology on news flow - satellite communication- information super highways- democratization of information flow and media systems

Unit –II

Effects of globalization on media systems and their functions- transnational media ownership and issues of sovereignty and security- information – prompted cultural imperialism- international media institutions and professional organizations

Unit –III

Culture – concept and definition – process – culture as a social institution
Inter-cultural communication – definition – process – philosophical and functional dimensions – cultural symbols in verbal and non-verbal communication, impact of new technology on culture, mass media as a culture manufacturing industry. Barriers in inter-cultural communication – religious, political and economic pressures; inter cultural conflicts and communication

Paper -II Media Management

Unit-I

Principles of media management and their significance – media as an industry and profession. Ownership patterns of mass-media in India – sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (chains). Policy formulation – planning and control; Problems, process and prospects of launching media ventures

Unit-II

Hierarchy, functions and organizational structure of different departments – general management, finance, circulation (sales promotion – including pricing and price – war aspect); advertising (marketing), personnel management, production and reference sections; apex bodies: DAVP, INS and ABC. Changing role of editorial staff and other media persons, Editorial – Response system.

Economics of print and electronic media, , budgeting and finance, Advertising and sales strategy, competition and survival- evolving strategy and plan of action,

Unit-III

Planning and execution of programme production -production terms, control practices and procedures. Administration and programme management of media – scheduling, transmitting, record keeping, quality control and cost effective techniques. Employee / employer and customer relations services; marketing strategies – brand promotion

(space/time, circulation) – reach – promotion – market survey techniques – human resource development for media.

Foreign equity in Indian media (including print media) and Press Commissions on Indian newspaper management structure.

Paper -III Dissertation

Every student will have to prepare a dissertation/project report in any area of mass communication detailed in the curriculum under the guidance of regular faculty. 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.

Special papers:

Paper-IV TV News and Current Affairs Production

Unit-I

Introduction to Visual Stories: Story focus in spot-news, news package, lead, visual proof, writing from visuals, edit console. The visual grammar: Basic shots, camera movement, location shooting, multiple camera and one camera shoot, screen direction, camera angles.

Introduction to video editing: The nature of editing, the cut, choosing edit points, shot order, pace, composition, transition, supers and optical effects. Non-Liner Editing Process.

Unit-II

Shooting Television News:

The camera, videotape, the lens, TV News Field Techniques,; The sound track; Broadcast interview; Lighting Basics.

Unit-III

Television Script Formats;
Writing the package;
Story telling Ability;
Talent performance in field reporting;
Live shots and Remotes
Practical Exercises

Paper-V Film Studies

Unit – I

Film language and genres; Film Theories: Aesthetic, Soviet Formalist, Semiotic, Ideological; Psychoanalytic approach; Film & Society; Film movements; New wave Films. Elements for an Indian Film Theory.

Unit – II

The Cinemas of India: Prehistoric era; Silent era; Talkies; Hindi Cinema and Regional Cinema; Parallel Cinema; Eminent Film personalities of India.

Unit – III

Film audiences; Film censorship; Regulation and finance of film production; Film magazines; Film festivals; Film awards; Review of selected Indian and Foreign Films.

Paper-VI Urdu Journalism

Unit – I

Sahafat Kaya Hain Tarooof Aur Maqasid – Sahafat Aur Adab Ka Rishta – Urdu Sahafat Ki Muqtadit Tareeq- Urdu Sahafat – Azadi Ke Bad, Urdu Sahafat Ke Naiye Rujhanat.

Khabar: Tareef, lavazim Huaoolke Zariye and Aqşam – Khabar Ki Zabab – Akhbari Zaban Ke Imtiyazi sifat – Khabar Nigari Kaya Hai – Khabar Dikhne Ke kTareeqe – Khabar Ka Dhancha – Ibtidayia Aur Matan.

Unit – II

Khabar Nigar Ke Aqşam – Maroozi Khabar Nigar – Tashreehi Khabark Nigari – Jamey Khabar Nigari Tafteshi Khabark Nigar – Taraqiati – Khabar Nigari – Sports Khabar Nigar – Feature Nigari.

Fan-e-Idarata – Idarat Ka Mafhoom – Sub Editing Ke Usool Aur Fazaryat – Jumlon Kak Sakhat, Matan Ki Tarteeb – Lsurkhi Hai – Surkhi Banane Ke Usool.

Unit – III

Nashriyati Shafat – Radio News – Talk, Drama, Script Writing – T.V. News T.V. Script T.V. Script – Commercials.

Tarajuma Kaya Hai – English Se Urdu – Hindi Se Urdu Aur Urdu Se English Aur Hindi Maink Tarjuma. Tarjuma Ke Masayal Shafti Aur Abdi Tarjuma.

Paper-VII Science Communication

Unit – I

Public Understanding of Sciences:

What is meant by Public Understanding of Sciences. How to promote the PUS. Scientific literacy Scientific culture. Scientific thinking and attitude. Globalization and changing attitudes towards science. Role of S & T in the modern society.

Unit – II

Scientific Discourses and Public Scientific Controversies:

Classification and brief description of different genres of scientific writing. Popular science, science fiction and science journalism. Relationship between science and the public, Role that Media play in public scientific controversies.

Unit – III

Science and technology communication:

Researching and writing science news stories. Important media for communicating science. Major science based programmes on radio, television and Internet. Writing features on science, writing science for the masses. Aims and objectives, problems and difficulties. Issues that interest the society-environment, health, Genetic Engineering.

Paper-VIII Health Communication

Paper-IX Rural Communication

Paper-X Women, Children and Media

Paper-XI Human Right and Media

Paper-XII Brand Management

Unit – I

Brand-Concept, classification, and importance in marketing, trade mark and brand name, Brand awareness and attitude, Branding – meaning and classification

Brand management: definition, concepts and evolution of brand management – brand analysis –components of brand: Strategies and structure – building brand equity, creating brand image, developing brand personality – corporate brand.

Unit – II

Brand positioning -concept and definition – approaches to positioning strategies–defining the positioning strategies – models.

Market research, brand loyalty – maintaining brand loyalty – strategies and tactics, brand ability – CRISP brand building module, brand idea and brand value.

Unit – III

Creative strategies – long-term management of creativity for the brands, creative copy preparation – creative punch line writing – alication of multimedia and animation

Media strategy, globalization of brands.

Budgeting in brand promotion – a new brand – an established brand

Analysis of selected established brands, Ethical aspects of brand management

Paper-XIII Grand Viva-Voce

Summer Training/attachment

Each student will have to undergo a four-week or more attachment in any of the media such as newspapers, magazines, radio, television, agencies of advertising and public relations/ corporate communication, or any other media/communication entity identified by the student and faculty. The training shall commence soon after the examination of second semester (during summer vacation).