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Syllabus

MA in Mass Communication

As per

National Education Policy -2020

Session 2022-2023



DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

Veer Bahadur Singh Purvanchal University, Jaunpur. UP

Course Structure

The Course structure of the M.A. in Mass Communication shall be as under:

Paper Code	Title of the Paper	Total Credits	Course	Marks (Internal Assessment + Semester End Examination)
SEMESTER I				
A270101T	Principles of Communication	04	Core Course	25+75=100
A270102T	Print Media: Reporting & Editing	04	Core Course	25+75=100
A270103T	Development of Media	04	Core Course	25+75=100
A270104T	Computers Application	04	Core Course	25+75=100
A270105T	Minor Elective (other subject/Faculty)	04	Inter departmental Course	25+75=100
A270106P	Practical: Print Media and Computer	04	Core Course	25+75=100
A270107R	Field Work	04	Industrial training/Survey/Research Project	50
	Semester Total	28		

SEMESTER II				
Paper Code	Title of the Paper	Total Credits	Course	Marks (Internal Assessment + Semester End Examination)
A270201T	Development Communication	04	Core Course	25+75=100
A270202T A or B	Media Laws and Ethics or Introduction To Political Economic and Social System	04	elective (optional)	25+75=100
A270203T	Science Communication	04	Core Course	25+75=100
A270204T	Photography Principles and Practice	04	Core Course	25+75=100
A270205P	Practical: Photography and Writing	04	Core Course	25+75=100
A270206R	Development Communication Project Report	04	Industrial training/Survey/ Research Project	50
	Semester Total	24		

SEMESTER III				
Paper Code	Title of the Paper	Total Credits	Course	Marks (Internal Assessment + Semester End Examination)
A270301T	Communication Research	04	Core Course	25+75=100
A270302T	Television Production	04	Core Course	25+75=100
A270303T A	Media Management	04	Core Course	25+75=100
A270304T A or B	Web Journalism or Radio Journalism and Production	04	Optional (Elective)	25+75=100
A270305R	Internship Report (One month Internship in any Media Organisation)	04	Industrial training/Survey/ Research Project	25+75=100
A270306P	Practical: Electronic Media	04	Core Course	50
	Semester Total	24		

SEMESTER IV				
Paper Code	Title of the Paper	Total Credits	Course	Marks (Internal Assessment + Semester End Examination)
A270401T	Advertising: Principles and Practice	04	Core Course	25+75=100
A270402T	Corporate Communication and Public Relations	04	Core Course	25+75=100
A270403T A or B	International Communication or Traditional and Folk Media	04	Elective	25+75=100
A270404T A/B	Mobile Journalism or Inter Cultural Communication	04	Elective	25+75=100
A270405R	Major Research Project	04	Industrial training/Survey/Research Project	25+75=100
A270406P	Practical:Advertising, PR and Mobile Journalism	04	Core Course	50
Semester Total		24		

Semester- I

Program: MA Mass Communication	Semester-1	Paper-1
Subject- Mass Communication		
Course Code:A270101T	Course Title: Principles of Communication	
<p>Course Outcome:</p> <ul style="list-style-type: none"> • To be knowledgeable about theories that explains a wide range of communication phenomena <ul style="list-style-type: none"> • To enhance communication competence as a result of studying theories • To distinguish similarities and differences among theories • To understand the ways in which communication inquiry occurs • To develop competencies in using theories to analyze actual events 		
Credits:4	Core Compulsory	
Max. Marks: 75+25		
Unit	Topic	
I	<ul style="list-style-type: none"> • Communication Definition concept, process, function • Elements in the Communication • Communication Source, Message, Medium, Receiver, Destination, Feedback • Barriers of Communication 	
II	<ul style="list-style-type: none"> • Way of Communication –One Way , Two Way • Types of communication: Intra-personal, Inter-personal, Group and Mass Communication • Verbal communication, Nonverbal communication • The Role/Functions of Mass Communication in the Society 	
III	<ul style="list-style-type: none"> • Aristotle Model • Herald D. Laswell’s Model • Shannon & Weaver Model • Helical Model of Dance • Westley & Maclen’s Model 	

	<ul style="list-style-type: none"> • Model of Mc Nelly • Willbur Schramm's Model • Osgood Model • SMCR(Berlo,s model) • Convergence Model
IV	<ul style="list-style-type: none"> • Authoritarian Theory • Free Press Theory • Social Responsibility Theory • Communist Theory • Development Communication Theory • Democratic media Participation Theory
V	<ul style="list-style-type: none"> • Hypodermic magic Bullet Theory • Two Step Flow Theory • Multi Step Flow Theory • Cultivation Theory • Agenda Setting Theory • Selective Exposure • Selective Perception • Johari window
<p>Suggested Reading:</p> <ol style="list-style-type: none"> 1.Kumar K. J: Mass Communication in India, Jaico Publishing house1994 2.Vivian J: The Media of Mass Communication Pearson Boston, New York.2012 3.Dominick J. R: The Dynamics of Mass Communication Mcgraw Hill 1999 4.Stanley D & Baran J: Mass Communication Theory & Practice, Maffield Publishing 5.सिंह ओम प्रकाश, संचार के मूल सिद्धान्त, लोक भारती प्रकाशन, इलाहाबाद, 2018. 6.राजगढ़िया विष्णु, जनसंचार सिद्धान्त और अनुप्रयोग, राधाकृष्ण प्रकाशन,दिल्ली. 7.पारख जवरीमल्ल, जनसंचार माध्यमों का वैचारिक परिप्रेक्ष्य, ग्रंथ शिल्पी,दिल्ली. 8.गौतम रुपचन्द्र, संचार से जनसंचार, श्री नटराज प्रकाशन, 2005 9.सिंह डा श्रीकांत, सम्प्रेषण प्रतिरूप एवं सिद्धान्त, भारत पब्लिशर्स एण्ड डिस्ट्रीब्यूटर्स, फैजाबाद. 10.यादव प्रो. अनिल कुमार, मानव संचार का परिदृश्य,कल्पना प्रकाशन, दिल्ली, 2022. 11. कुंद्रा बलबीर, संचार से जनसंचार और जनसंपर्क तक, के. के. पब्लिकेशन, दिल्ली, 2022. 12.Kumar J. Keval, Mass Communication in india, Fifth Edition, Jaico publishing House, Mumbai, 2021. <p>web Link-</p> <p>https://pressbooks.senecacollege.ca/buscomm/chapter/1-3-the-communication-process/</p> <p>https://newsmoor.com/communication-noise-5-types-of-noise-in-communication-barriers/</p> <p>https://thebusinessprofessor.com/en_US/communications-negotiations/hypodermic-needle-theory-explained</p> <p>https://pressbooks.senecacollege.ca/buscomm/part/chapter-12-interpersonal-communication/</p> <p>http://www.legalservicesindia.com/article/1316/Theories-of-</p>	

Press.html#:~:text=A%20Normative%20theory%20describes%20an,any%20scientific%20explanations%20or%20prediction.
https://www.researchgate.net/publication/342599631_MASS_COMMUNICATION_IN_SOCIETY

Semester- I

Program: MA Mass Communication	Semester-1	Paper-2
Subject- Mass Communication		
Course Code: A270102T	Course Title: Print Media: Reporting and Practice	
<p>Course Outcomes: After completion of the course the learners will be able to:</p> <ul style="list-style-type: none"> •To enlighten the students with various aspects of the print media and its significance. •To make students capable of understanding various aspects of content preparation for print media. •To enhance the writing skills of students. •To enable them to write in different print formats. 		
Credits:4	Core Compulsory	
Max. Marks: 75+25		
Unit	Topic	
I	<ul style="list-style-type: none"> • Journalism- definition , elements, scope and importance • Definition of News & its types. • News Value, Qualities of Good writing • Concept of News, Elements of News, 5W & 1H • Structure of News Story: Intro, Body, Different types of Intro/Lead. • Style of News Writing. (Inverted Pyramid) • News gathering & Sources of News • Qualities of a good Reporter. 	
II	<ul style="list-style-type: none"> • Editing: Meaning, Definition & Purpose • News Room: Structure of a Newspaper, News flow, Copy Management. • Structure of editorial Department. • Role & Functions of Editor, News Editor, Sub Editor. 	

	<ul style="list-style-type: none"> • Proof reading symbols.
III	<ul style="list-style-type: none"> • Editorial: Definition, Importance and Types. • Headline: Meaning, Significance and importance headlines. • Types of Headlines. • Interview: Importance and types. • Interpretative Reporting: Purposes, Techniques. • Investigative Reporting: Purposes, Techniques. • Book review and Film Review.
IV	<ul style="list-style-type: none"> • Different Creative writings- • Feature Writing. • Article and Column Writing. • Letters to the editor. • Principles of photo editing. • Dummy, Page make up & Layout. • Use of Graphics
V	<ul style="list-style-type: none"> • Different types of Beat & Importance: • Scoops, Exclusives & Specialized Reporting. • Political reporting, Speech reporting, Election reporting. • Science & Technology reporting. • Sports reporting. • Crime reporting, Accident, Disaster, Court, Riots/War. • Development Reporting. • Reporting for magazines. • Reporting for genders and allied areas.

Suggested Reading:

- i. Hohenberg J : The Professional Journalist, Oxford IEH Publishing Company, New Delhi. 1978
- ii. Kamath,V :The Journalists Handbook, Vikas Publishing House, New Delhi, 1980
- iii. Hough G A : News Writing Kanishka Publishers, New Delhi, 2004
- iv. Mencher, M : Basic News Writing, W C Brown Publisher UK, 1989
- v. Srivastava, K.M. : News Reporting & Editing. Sterling Publishers, 1987
- vi. Crump, Spencer : Fundamentals of Journalism. McGraw-Hill Inc.,US (1 January 1974
- vii. Parthasathi R : Journalism In India. Sterling Publishers, 1991
- viii. Harris, Geoffrey & Spark, David : Practical Newspaper Reporting. SAGE Publications Ltd.
- ix. Ahuja B. N and Chhabra S. S: News Reporting.
- x. समाचार अवधारणा और लेखन प्रक्रिया, सुभाष धूलिया व आनंद प्रधान, भारतीय जनसंचार संस्थान, नई दिल्ली, 2004.
- xi. फीचर लेखन : स्वरूप एवं शिल्प, डा. मनोहर प्रभाकर, राधाकृष्ण प्रकाशन, नई दिल्ली, 2003.
- xii. भेंट वार्ता और प्रेस कॉन्फ्रेंस, प्रो. मनोहर प्रभाकर, राधाकृष्ण प्रकाशन, नई दिल्ली, 2003.
- xiii. सूचना प्रौद्योगिकी और समाचार पत्र, रवींद्र शुक्ला, राधाकृष्ण प्रकाशन, नई दिल्ली, 2005.
- xiv. समाचार बाजार की नैतिकता- शर्मा, कुमदु, नई दिल्ली: सामयिक, 2013.
- xv. सम्पादकीय विमर्श- शर्मा, बल्देव भाई, दिल्ली, : यश 2019.
- xvi. सम्पादन कला- शर्मा, राम प्रकाश, दिल्ली:, रोविन, 2018.
- xvii. हिंदी मीडिया के हीरो: देश के 101 मीडिया दिग्गजों की सक्सेज स्टोरीज, द्विवेदी संजय, नई दिल्ली, यश 2018.
- xviii. समाचार और संवाददाता - काशीनाथ जोगलेकर, विश्वविद्यालय प्रकाशन, वाराणसी, 1997
- xix. समाचार संकलन और लेखन-नंद किशोर त्रिखा, हिन्दी समिति, उप्र 1974
- xx. संपादन कला - एन सी पं त, तक्षशीला प्रकाशन, नई दिल्ली, 2004
- xxi. शैली पुस्तिका- बाल मुकुंद सिन्हा, नेशनल पब्लिशिंग हाउस, नई दिल्ली, 1995
- xxii. साक्षात्कार सिद्धांत और व्यवहार - रामशरण जोशी, ग्रंथ शिल्पी, नई दिल्ली, 2001

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<https://jmcstudyhub.com/wp-content/uploads/2020/02/Reporting-and-Editing-chapter.pdf>
- Badrinath, P. (2019, 07 03). studocu.com. Retrieved 05 25, 2021, from www.studocu.com:
<https://www.studocu.com/in/document/bangalore-university/bachelor-of-arts/104-reporting-editing/15868414>
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- mu.ac.in. (2022, 05 01). Retrieved 06 20, 2022, from mu.ac.in: <https://mu.ac.in/wp-content/uploads/2022/06/PDF-of-Reporting-and-Editing.pdf>
- www.youtube.com/channel/UCDXxH_OEWpovhYJPtTEw7IA. (2019, 08 09). (IMSUC FLIP)
Retrieved 05 08, 2022, from youtube.com: <https://www.youtube.com/watch?v=FjFAXS1VOZE>

Semester- I

Program: MA Mass Communication	Semester-1	Paper-3
Subject- Mass Communication		
Course Code:A270103T	Course Title: Development of Media	
<p>Course Outcomes:</p> <ul style="list-style-type: none"> • To acquaint the students with in chronological growth and development of mass media. • To let the students know the development of electronic media i.e. cinema, radio, TV. • To enhance the basic knowledge about cinema, TV, Radio and their functional role. • To surge the knowledge and history of Internet. 		
Credits:4	Core Compulsory	
Max. Marks: 75+25		
Unit	Topic	
I	Language and Society Traditional media in India Advent of Printing Press in India Development of Print Media in colonial era. Press and Freedom Moment(with special Reference to Ghandi and Tilak) Role of Indian Press Post Independence Origin of Indian News Agencies (API,UPI,UNI,PTI,VARTA, BHASHA)	
II	History of Hindi Newspaper (Aaj, Dainik Jagran, Amar Ujala, Hindustan, Jansatta) History of English Newspaper (The Hindu, The Times of India, The Hindustan Times, Indian Express ,The Statesman) Role , Management and Ownership Pattern of Indian Press Emergency and Indian Press Vernacular Press Act	
III	Development of Television: Historical view Organizational Structure of TV Industry Origin of Private News Channel in India Growth of cable Television in India Over the top Media services	

IV	Origin and Development of Radio in India Public and Private Radio System, FM Radio Community Radio, Online Radio Campus Radio
V	Cinema: Historical View Development of Cinema in India Characteristics of Hindi Cinema Cinema is a Powerful Medium of Mass Communication
<p>Suggested Reading:</p> <ol style="list-style-type: none"> 1. Patrakarita ka Itihas avm Jansanchar Madhyam. Dr. Sanjeev Banawat, University Publication Jaipur 2. Kamar j Keval: Mass Communication In India, Jaico Publication, Mumbai 3. Sanchat aur Samachar. Dr. Mukul Srivastava, New Royal Book Company, 4. Bhartiya patrkarita ka Itihas; J. Natrajan, Prakashan vibhag. Suchana aur Prasaran Montralay, Bharatb Sarkar. 5. Bharat Vibhajan Aur Hindi Patrakarita, Radha Krishan Sharma 6. Parthiarthy, R. (2011). Journalism in India. New Delhi: Sterling Publishers Pvt. Ltd 7. Parakh Jawari Mall Hindi Filmon ka Samajik Chatita, Anamika Publication, New Delhi 8. Press in India: Annual report of the registrar of News paper for India Publication 9. The History of Press in India BN Anja: Surgeet Publication New Delhi 10. Vasudes Aruna The New Indian Cinema, MacMillan, New Delhi Th Dasgupta, Chidanada: Talking about Films, Orient Longman, Mumbai 11. The Romance of Indian Journalism J.Basu Kolkatta university Prees Kolkata. 12. Mass Communication in India. J.Vinanium: Sage Publication New Delhi 13. Janson Jacobs, The Television History Book(e book), The British Film Institute, 2021. 14. Murada Pooja, Community Radio In India, Aakar Books, Delhi 2021. 15. Majumdar Rochona, Art Cinema and India's Forgotten Futures: Film and History in the Postcolony, New York, Columbia University Press, 2021. <p>web link</p> <ul style="list-style-type: none"> • https://egyankosh.ac.in/bitstream/123456789/7263/1/Unit-3.pdf • https://www.youtube.com/watch?v=ysPDC7sD-3U • https://www.youtube.com/watch?v=0OKxZoO404k • http://arantxa.ii.uam.es/~jms/tvd/tv_history.pdf • https://www.davuniversity.org/images/files/study-material/History%20of%20DD.pdf • https://prasarbharati.gov.in/growth-development-air/#:~:text=Broadcasting%20in%20India%20actually%20began,Radio%20Club%20five%20months%20later. • https://www.mib.gov.in/broadcasting/community-radio-stations-0 • https://www.youtube.com/watch?v=UJccZCFIZ24 • https://www.youtube.com/watch?v=CzzNUkucCc • https://egyankosh.ac.in/bitstream/123456789/7291/1/Unit-2.pdf • 	

Semester- I

Program: MA Mass Communication	Semester-1	Paper-4
Subject- Mass Communication		
Course Code:A270104T	Course Title: COMPUTER APPLICATION	
<p>Course Outcome:</p> <ul style="list-style-type: none"> • Use and identify various parts (input - output devices) of Computer system. • Use Windows operating system and create files and folders. • Create page in Word, Check spellings, Mail merge, Documents and use various features of window. • Create excel sheet and use formulas and prepare graphs for given data. • Make slides and use animation and transition effect in Power point Presentations 		
Credits:4	Core Compulsory	
Max. Marks: 75+25		
Unit	Topic	
I	<p>Computer Fundamentals</p> <ul style="list-style-type: none"> • Definition, history and basic components of Computer • Generations of Computer • Introduction to Input/output devices • Introduction to Memory and types of Memory • Introduction, Functions and features of Windows Operating 	

II	<p>Office automation Tools: MS Word, Excel, Power Point</p> <ul style="list-style-type: none"> ● Introduction to MS Office Suit ● Introduction to Word Processing ● MS Word interface, Tools and Menu ● MS Excel Interface, Tools and Menu ● MS Power Point Interface, Tools and Menu
III	<p>Page Layout and Design Tools- Adobe In Design</p> <ul style="list-style-type: none"> ● Introduction to In Design, File Formats, Print Layout, Print Process ● Tools and Menus, Working With Palettes, working with Text and Graphics ● Moving, Adding and deleting Page ● Creating and opening Publication, Creating Master Page, Layout Adjustment ● Tracking, Aligning, Letter Spacing, Drawing and Editing Lines and Shapes.
IV	<p>Introduction to Image Software</p> <ul style="list-style-type: none"> ● Introduction to Photo Shop, bitmap and Vector Image ● Tools and Menu, Color models, Quick Mask ● Painting and Blending Modes, Back Ground Color, Touch Up, Clean Up ● Working with Layers, Filters, Masking and other tools ● Image Size, Resolution and File Formats
V	<ul style="list-style-type: none"> ● Introduction to Quark Express, DTP ● Internet Protocols ● Website and Portals ● Search engines ● Online Newspapers, Channels, Magazines, Social Media
<p>Suggested Reading:</p> <ol style="list-style-type: none"> 1. Balagurusamy, E.Fundamentals of Computers. New Delhi: Mcgraw Hill 2. Basandra, S.K.Computers Today.New Delhi: Galgotia Publications. 3. Leon, Alexis.and Leon, Mathews .Fundamentals of Information Technology. New Delhi: Vikas Publishing House. 4. Rajaraman,V. and Adabala, Neeharika. Computer Fundamentals. New Delhi: PHI 5. Sinha, Pradeep K and Sinha, Priti. Computer Fundamentals. Sixth Edn. New Delhi: BPB Publications 6. Thareja, Reema. Fundamentals of Computers. New Delhi: Oxford University Press. First Edition 7. Weverka, Peter. "Office 2019 All-in-One For Dummies (Office All-in-one for Dummies)" 1st Edition <p>E- RESOURCES:</p> <ol style="list-style-type: none"> 1. https://www.tutorialspoint.com/word/word_getting_started.htm 2. http://www.apcce.gov.in/doc/04.MS%20Excel.pdf 3. https://www.tutorialspoint.com/powerpoint/ 4. https://www.tutorialspoint.com/windows10/ 5. https://www.mta.ca/uploadedFiles/Community/Administrative_departments/Human_Resources/ 6. https://egyankosh.ac.in/handle/123456789/434 <ul style="list-style-type: none"> ● Arora, A. (2015). Computer Fundamentals and Applications. India: Vikas Publishing House. 	

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 - Jago, M. (2021). Adobe Premiere Pro Classroom in a Book (2021 Release). United Kingdom: Adobe Press.
 - Kumar, B. (2021). Desktop Publishing. India: V&s Publishers.
 - Laskevitch, S. (2019). Adobe Indesign CC: A Complete Course and Compendium of Features. United States: Rocky Nook.
- Link
- <https://www.youtube.com/watch?v=JSKxTfFdTSc>
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Semester- I

Program: MA Mass Communication	Semester-1	Paper-5
Subject- Mass Communication		
Course Code: A270105T	Course Title: Minor Elective (other subject/Faculty)	
The student can choose minor elective course offered in any other faculty/ department of the university. (subject to the availability of the course and seat)		
Credits:4	Core Compulsory	
Max. Marks: 75+25		

Semester- I

Program: MA Mass Communication	Semester-1	Paper-6
Subject- Mass Communication		
Course Code: A270106P	Course Title: Practical: Print Media and Computer	
<p>Course Outcome:</p> <ul style="list-style-type: none"> • Student shall appreciate the intangible benefits of media writing for specific mediums of communications. • student's communication skills will be developed. • Student will be able to Design Newspaper and other periodicals with specific need of the target consumer or as per market need. • Student shall become skilled for working on MS Word & PowerPoint. • Formal skill of Edit photographs for news will be a specific skill which shall be developed by the student. 		
Credits:4	Core Compulsory	
Max. Marks: 75+25		
<p>Credits Equivalent: 4 Credits (120 hours of teacher led/guided practical activities in the Lab or the field; The learner's progress shall be evaluated by an External Examiner)</p> <p>Evaluation Criteria:</p> <p>Course Content:</p> <ul style="list-style-type: none"> • A personal interview of a university teacher will be conducted by the student. • Student will write 5 letters to the editor. • Student will write 2 articles and 2 features. • Designing six pages of News Paper/ News letter • MS Word: The student should prepare at least 2 pages indicating the use of paragraphs, text, fonts, headlines and alignment • PowerPoint: At least one presentation of not less than 10 slides on any topic assigned. • In Design: 5 Items • Photoshop: Editing 5 Photograph. <p style="margin-left: 40px;">○ Note: All assignment should be submitted in a CD/DVD/Pen Drive and Hard Copy.</p>		

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Semester- I

Program: MA Mass Communication	Semester-1	Paper-7
Subject- Mass Communication		
Course Code:A270107R	Course Title: Field Work	
Course Outcome: <ul style="list-style-type: none"> • Student will have knowledge about rural life. • Student shall learn different types of leads and the importance of inverted pyramid style of news writing. • Student's reporting skills will be developed. 		
Credits:4	Core Compulsory	
Max. Marks: 50		

Credits Equivalent: 4 Credits (120 hours of teacher led/guided practical activities in the field; The learner's progress shall be evaluated by an External Examiner

Field work is fundamental to Mass Communication Education and forms the base for professional Development in a student. Field Work training enables the student to integrate theory and practice simultaneously, sequentially and cumulatively inculcating the development of professional competence among them.

The following work will be done by the students under field work-

1. **Student's will visit to the village/ villages and write 02 news on the problems of the villagers.**
2. **The student will visit to the village and write a popular folk song.**
3. **20 news/features will be written by the student on the basis of field reporting.**

Note: All assignments should be submitted in a Hard Copy.

Semester- II

Program: MA Mass Communication	Semester-II	Paper-8
Subject- Mass Communication		
Course Code:A270201T	Course Title: Development Communication	
<p>Course Outcome:</p> <ul style="list-style-type: none"> • Introduce the students to the concept of development communication. • To aware students of the role of communication in social change. • Apprise the students about the role of folk and ICT in development communication. • Apprise the students about the theory and case studies of development in India and other developing countries. 		
Credits:4	Core Compulsory	

Max. Marks: 75+25	
Unit	Topic
I	<ul style="list-style-type: none"> • Development: Meaning, Concept, Process. • Approaches to Development Problem & Issues in Development. • Characteristics of Developed & Developing Country. • Development indicators: Gross National Product, HDI, PQLI and Sustainable Development. • Theories and Paradigms of Development
II	<ul style="list-style-type: none"> • Development Communication: Concept and Definitions and Philosophy. • Role of media in development communication. • Strategies in Development Communication • Social, Cultural & Economic Barrier. • Indian Case Studies & Experience
III	<ul style="list-style-type: none"> • Prominent Theoretician: Daniel Lerner, Everett M Rogers & Wilbur Schramm. • Diffusion of Innovation. • Mass Media & Modernization. • Development Communication Policies in India. • Development Practices in India. • Development participatory theory
IV	<ul style="list-style-type: none"> • Agriculture Communication & Rural Development. • The Genesis of Agricultural Extension and System Approach in Agricultural Communication. • Development Support Communication: Population and Family Welfare, Health, Education & Environment. • Panchayati Raj: Planning at national, state, regional, district, block & village level. • Manrega, BPL, IRDP, Community Development Program.
V	<ul style="list-style-type: none"> • Writing Development Messages for media. • Area, Scope and relevance of development Journalism. • Role of research in development reporting. • Developmental and rural extension agencies: Governmental, Semi-Governmental, Third sector/ Non Governmental (NGOs). • Organizational Problems faced in effective communication, Micro-Macro-economic frame work.
<p>Suggested Reading:</p> <ol style="list-style-type: none"> 1. Ankie M. M. Hoogvelt. The third world in global development. Macmillan. 1982 2. Arvind Singhal, Everett M Rogers. India's Communication Revolution: From Bullock Carts to Cyber Marts. 	

3. J V Vilanilam. Development Communication in Practice. India and the Millennium Development Goals. Sage. 2009.
 4. J. Servaes (Ed.), Sustainable Development and Green Communication: African and Asian Perspectives. London/New York: Palgrave Macmillan, 2013 .
 5. Jan Servaes. Communication for Development and Social Change, Sage Publications. 2009.
 6. विकास का समाजशास्त्र, श्यामाचरण दुबे, वाणी प्रकाशन, नई दिल्ली.
 7. पत्रकारिता एवं विकास संचार, डॉ. अनिल कुमार उपाध्याय, भारती प्रकाशन, वाराणसी, 2007.
 8. मीडिया और समाजिक बदलाव, तुलनात्मक परिप्रेक्ष्य में भ्रमंडलीकरण एवं मानवाधिकार, जोसेप गाथिया कॉन्सेप्ट पब्लिशिंग कम्पनी, नई दिल्ली, 2009.
 9. कृषि एवं ग्रामीण विकास पत्रकारिता, अर्जुन तिवारी, संजय बकु सेंटर, वाराणसी, 1999.
 10. विकास संचार और पत्रकारिता, त्रिवेदी, सुशील, दिल्ली: प्रिया पुस्तक सदन, 2013.
 11. ग्रामीण विकास: सिद्धांत, नीतियाँ एवं प्रबन्ध, सिंह, कटार, नई दिल्ली: सेज, 2018
 12. भारत और उसके विरोधाभास- ज्यां ट्रेज़ और अमर्त्य सेन, राजकमल प्रकाशन, नई दिल्ली, 2018
 13. जनमाध्यम, संप्रेषण और विकास - देवेन्द्र इस्सर, इद्रंप्रस्थ, नई दिल्ली, 1995
 14. Websites:
 15. <https://www.usaid.gov/>
 16. <http://www.fao.org/home/en/>
 17. <https://www.undp.org/content/undp/en/home/>
- E-Content
- Arowolo, S. O. (2017, 11 10). Paradigm Shifts in Development Communication. p. 15. Retrieved 10 05, 2022, from https://www.researchgate.net/publication/320977947_Paradigm_Shifts_in_Development_Communication
 - goswami, s. (2014, 03 26). Introduction to Development Communication. (The Consortium for Educational Communication) Retrieved 06 20, 2022, from www.cec.nic.in: <https://www.youtube.com/c/cecgurukul>
 - Kaul, V. (2011, 12). DEVELOPMENT COMMUNICATION IN INDIA. Global Media Journal, 02(Indian Edition), 31. Retrieved 10 17, 2022, from <https://caluniv.ac.in/global-mdia-journal/Winter%20Issue%20December%202011%20Commentaries/C-2%20Kaul.pdf>
 - yadav, J. P. (2012, 12 27). Consortium for Educational Communication. Retrieved 06 26, 2022, from www.cec.nic.in: <https://www.youtube.com/watch?v=3-QEk5dm8XM>

Semester- II

Program: MA Mass Communication	Semester-II	Paper-9
Subject- Mass Communication		

Course Code:A270202T/A Elective paper		Course Title: Media Laws and Ethics
Course Outcome: <ul style="list-style-type: none"> • Understand how media policies and regulations enable or constrain effective media environments • Understand the obligations and rights of media practitioners in the execution of their duties • Understand changing media landscapes and their possible legal implications • Able to Make ethical decision during their professional work. 		
Credits:4		Elective paper
Max. Marks: 75+25		
Unit	Topic	
I	<ul style="list-style-type: none"> • Need and importance of various laws in media • Brief history of Press Law in India • Basics of Indian constitution and Fundamental Rights, Directive Principles of state policy, Freedom of Speech & expression Article 19(a) &19(b) • Concept of free press, Censorship and other legal implications imposed by government on Press 	
II	<ul style="list-style-type: none"> • Press Commission: First and Second • Press council of India • Defamation: Libel and Slander • Sedition and inflammatory writings, IPC and CrPC • Copy Right Act, 1957, IPR • Press & Books Registration Act, 1867 • Contempt of Court 1971 • Official Secrets Act 1923 	

III	<ul style="list-style-type: none"> • Broadcasting Laws: Prasar Bharati Act, Cable TV Network Regulation Act, • Digitization and Conditional Access System (CAS) • Broadcasting and Advertising codes. • RTI, Editorial ethics, Press council code on communal writings, Parliament code for journalist
IV	<ul style="list-style-type: none"> • Cinematography Act • Cyber Laws: Information Technology Act and Regulatory Authorities • Journalism as an organised/unorganised sector, Working Journalists Act. • Wage board related to Media: Bachawat Palekar and Manisana Award • Broadcast Regulatory bodies and TRAI, BRAI , IBF
V	<ul style="list-style-type: none"> • Concept of Ethics and values • Media ethical problem including privacy and right to reply • Media Associations and Organisations: INS, Editors Guild, IFWJ, NUJ (I), IJU,NBA, BEA, etc. • Ethical guidelines for Journalists

Suggested Reading:

1. Press law in India: D.D. Basu
2. Press Vidhi: Nand Kishore Trikha
3. Journalistic Ethics: P.K. Bandhopadhyay, 2015
4. Press Law: A.N. Grover, Vikas Pub. House, New Delhi, 1990
5. Natarajan, J. (2000). History of Indian Press, Publications Division.
6. Iyer, V. (2000), Mass Media Laws and Regulations in India, AMIC Publication.
7. Babel, Dr. Basanti Lal: Patrakarita aur Press Vidhi, Suvidha Law House, Bhopal, 2019
8. Mishra, Akhilesh: Patrakarita: Mission se media tak, Rajkamal Prakashan, New Delhi, 2009
9. Bhanawat, Sanjeev, Press Kanon aur Patrikarita, Sidhashri Prakashan, Jaipur, 1993
10. Joshi Shalini, Media Kanon aur Achar Sanhita, Sege Publications, New Delhi, 2020.
11. Das Kumar Jatindra, Law of Copyright, PHI Learning Private Limited, Delhi, 2021.

web link:

- <http://davp.nic.in/constitutionofindia/english/index.html>
- <https://www.youtube.com/watch?v=0U9KDQnIsNk>
- <https://legislative.gov.in/hi/constitution-of-india>
- https://www.cbfcindia.gov.in/main/hindi-pdf/hin_cine_act_1952.pdf
- <https://legislative.gov.in/sites/default/files/H200021.pdf>
- <https://www.traai.gov.in/hi/हमारेइतिहास/में-बारे->
- http://www.indiannewspapersociety.in/history_ins.php
- <https://editorsguild.in/about-us/>
- <https://www.ibfindia.com/news-broadcasters-association-nba>
- <https://www.presscouncil.nic.in/>
- <https://www.youtube.com/watch?v=jeanWwHbyKs>
- https://heecontent.upsdc.gov.in/ViewPdf.aspx?Type=7e%2fM9rItOkCOUbJtRLe5RSqgrdf25ntCRRn99FGDnR4%3d&Content_ID=u2AeXIQHQC24qkswXT4v9g%3d%3d&Flag=N8On8ic7axf2tid%2bb00NJBeyq0Zz4SKSDPXbLN4b1YU%3d
- https://heecontent.upsdc.gov.in/ViewPdf.aspx?Type=7e%2fM9rItOkCOUbJtRLe5RSqgrdf25ntCRRn99FGDnR4%3d&Content_ID=qBUlopELB%2bpONqEaiLZo4Q%3d%3d&Flag=N8On8ic7axf2tid%2bb00NJBeyq0Zz4SKSDPXbLN4b1YU%3d
- https://heecontent.upsdc.gov.in/ViewPdf.aspx?Type=7e%2fM9rItOkCOUbJtRLe5RSqgrdf25ntCRRn99FGDnR4%3d&Content_ID=I3ZNO%2fSZup9KTnu79Trxig%3d%3d&Flag=N8On8ic7axf2tid%2bb00NJBeyq0Zz4SKSDPXbLN4b1YU%3d

Semester- II

Program: MA Mass Communication	Semester-II	Paper-9
Subject- Mass Communication		
Course Code: A270201T/B Elective (optional)	Course Title: INTRODUCTION TO POLITICAL, ECONOMIC AND SOCIAL SYSTEM	
<p>Course Outcome:</p> <ul style="list-style-type: none"> • Students will be able to understand the Indian constitution, which result in better and Responsible citizens and Journalists as well. • Students will get the knowledge of Socio-Economic and political systems of different Countries which will sharpen the global and national understanding. • Awareness about RTI, Parliamentary and Legislative procedure, Judicial system etc., that will result and reflect in their Journalistic skills in the form of Responsible Reporting. • Competent to discuss the Socio-Economic issues of the Country. • Able to participate in Parliamentary discussions. 		
Credits:4	Elective paper	
Max. Marks: 75+25		
Unit	Topic	
I	<p>INDIAN CONSTITUTION: BASIC CHARACTERISTICS</p> <ul style="list-style-type: none"> • Salient Features of the Constitution • Fundamental Rights, Fundamental Duties and Directive Principles of State • Federal and Unitary nature, Centre-State relationship. • Election, Electoral Reforms, Role of Election Commission. • Emergency Powers, Amendments of Constitution. 	

II	<p>POLITICAL SYSTEM AND PARLIAMENTARY PROCEEDINGS</p> <ul style="list-style-type: none"> • Brief Introduction to various Political Systems (America, Britain, India, Switzerland) • Parliamentary and Legislative procedures in India. • Social Security, RTI. • Right to Privacy, RTE. Write to Food (Food Security Act) • Indian Judicial system, Lok Adalat, PIL
III	<p>IDEOLOGY & INDIAN POLITICAL THINKERS</p> <ul style="list-style-type: none"> • Concept of Nationalism, Nationalism of Tagore, Nationalism of Gandhi • Cultural Nationalism. • Secularism, Marxism, Socialism and Fundamentalism. • Mahatma Gandhi, M.N. Roy, Dr.B.R.Ambedkar, Dr. Ram Manohar Lohia, • Deendayal Upadhyay, Poverty, Women Rights, Empowerment and Child Rights.
IV	<p>INTRODUCTION TO INDIAN AND WORLD ECONOMY</p> <ul style="list-style-type: none"> • Nature of Indian Economy - Nehruvian Socialism and Post LPG.(Liberalization, Privatization and Globalization) • Essential Economic terms like Inflation, Devaluation, Budget deficit, GDP. • Indian Agriculture: Issues and Problems, Indian Industry Challenges • World Trade Organization (WTO), World Bank, IMF, ADB. • Capitalism, Socialism.
V	<p>CURRENT AFFAIRS-ISSUES & INTERNATIONAL SCENARIO</p> <ul style="list-style-type: none"> • Indian Foreign Policy • Panchsheel, Non-Aligned Movement (NAM) • United Nations: BRICS, OPEC, African Union, ASEAN. • International Organization: UNESCO, UNDP, UNEP, UNFCC, World Economic forum
<p>Suggested Reading:</p> <ul style="list-style-type: none"> • Bakshi, P.M.(2017). The Constitution of India. Universal Law Publishing Co. Pvt. Ltd. • Debates of Constitution Assembly. (2014). Lok Sabha Secretariat. • Chandra, B. (2003). In The Name of the Democracy. Penguins Book Pvt. Ltd. • Das, G. (2000). India Unbound: From Independence to Global Information Age. Panguin,Books India. • Guha, R. (2007). India After Gandhi. Harper Collins. • H.K.Sahare. (2016). Parliamentary and Consitutional Law Dictionary . Universal Law Publishing. • Kothari, R. (1970). Politics in India. Orient Blackswan. • Khilnani, S. (1997). Idea of India . Paperback,USA: Farrar,Straus & Giroux. • Marx, K. (1867). Das Capital. Verlog Von Otto Meisner. • Nehru, J. L. (1946). Discovery of India. UK: Meridian Books. • S.Sarkar, J. (1950). The Constitution of India. Allahbad: Alia Law Agency. • Smith, A. (1776). The Wealth of Nation. Scotland: W.Stranhan and T. Cadell, London. • Tagore, R. (1917). Nationalism. San Francisco: The Book Club of California . • MkW- t;ukjk;k ik.Ms;] (2016 Hkkjr dk lafo/kku] lsUVªy ykW ,tsUIh] bykgkcknA • Himanshu Roy & M P Singh (2018), Indian Political System. Pearson Education India, New 	

<p>Delhi.</p> <ul style="list-style-type: none"> Himanshu Roy & M P Singh (2017), Indian Political Thought. (2017). India: Pearson India. UDYABHAN SINGH (2019). BHARTIYA SAMVIDHAN EVAM RAJYAVSTHA. Prabhat Prakashan. Dr. Pramod Kumar Agrawal(2021).BHARAT KA SAMVIDHAN. Prabhat Prakashan. <p>Online Video</p> <ul style="list-style-type: none"> https://www.youtube.com/watch?v=VJWJRjj4MTA https://www.youtube.com/watch?v=Du5ojmw0DzM&list=PLNsppmbLKJ8L1po1SC74b_0mObUwRCQJr https://www.youtube.com/watch?v=jFB1hsxAoRM <p>Pdf Material</p> <ul style="list-style-type: none"> https://egyankosh.ac.in/handle/123456789/53788 http://www.ignou.ac.in/upload/programme/PROG%20GUIDE%20POL%20SCIENCE%20HON.pdf http://www.ignou.ac.in/upload/bswe-02-block6-unit-27-small%20size.pdf

Semester- II

Program: MA Mass Communication	Semester-II	Paper-10
Subject- Mass Communication		
Course Code:A270203T	Course Title: Science Communication	
<p>Course Outcome: After completion of this subject, students have plethora of deep understanding about the essence of science communication, and applied their practical knowledge to avail job/ research opportunity at different level of organization (Government and Non-government). To strengthen the scientific mindset to minimize the native to global challengeable issues, develop ethical and respectful attitudes, fundamentals and theory of traditional and emerging media.</p>		
Credits:4	Core Compulsory	
Max. Marks: 75+25		
Unit	Topic	
I	Introduction, Objective & Importance, History and Development, Scientific Temper, Scientific Literacy and Minimum Science, Five Points & Elements of Science Communication, Grey Science Communication.	

II	Method of Science, India's first science policy. Various methods of Science Communication: Sources of science news, Reports, Features, Articles, Science Fictions.
III	Science & Technology Communication in Ancient India, Role of Inscriptions with emphasis on various scripts and writing material in ancient India. Prominent science communicators in ancient India, viz- Aryabhat, Varahamihir, Charak, Susrut & Jeevak.
IV	Basic Scientific Awareness, Fundamentals of Environment, Health (Food & Nutrition), and Agriculture (Pesticides Uses-an environment issue), Infectious and bacterial diseases, Vaccination, food scarcity and balanced Human diet.
V	(Work study) Developing scientific approach in media (News with Scientific Orientation) Science News, Science Communication in Documentaries (Video & Radio) and Films. Use of traditional media for science education & awareness; Folk theatre, Puppetry, Street theatre, Folk tales & songs, Dialogue with Villagers about vaccination Programme and Infectious and bacterial diseases, First aid in accidents, Balanced Human diet & Vitamins.
<p>Suggested Reading: • Patairiya, Dr. Manoj, Vigan Sanchar, Takshasila Prakashan, New Delhi</p> <ul style="list-style-type: none"> • Patairiya, Dr. Manoj, Hindi Vigayan Patrkarita, Takshasila Prakashan, New Delhi • Mishra, Dr. Shiv Gopal, Vigayan Patrkarita Ke Mool Sidhant, Takshasila Prakashan, New Delhi. • Patairiya, Dr. Manoj, Bhanavat Dr. Sanjeev, Vaigyanic Dristikon Aur Sanchar Madhyam (ed.) Lok Sadhana Kendra , Rajesthav V.V. Jaipur. • Salvi. M. Dilip. Science in Indian media Vigan prasar ,New Delhi. • Vilanilam, J.V. Science Communication and Development, Sage Publication • Ghos Partha, Home Dipankar, Sehgal Narendra Kumar , Kyon Aur Kaise vigan Prasar ,New Delhi. • Bhanawat, Dr. Sanjeev, Vikash Evam Vigyan Sanchar, (s.) Jan sanchar Kendra, Rajasthan Visvidyalay- Jayapur. • A. Rahman, Bharat me Vigyan aur Takniki Pragati- Rajkamal Prakashan-New Delhi • Mule, Gunaker, Prachin Bharat ke Mahan Vaigyanik, Gyan-Vigyan Prakashan-New Delhi. • Mule, Gunaker, Sansar Ke Mahan Ganitagya, Rajkamal Prakashan-New Delhi. • Mule, Gunaker, Prachin Bharat me Vigyan, Rajkamal Prakashan-New Delhi. • Mishra Manoj & Sudhir K. Upadhyay, Environmental Communication lab to land, Shree Publishers & Distributors, New Delhi ,2021 • Robert Cox - Environmental Communication and the Public Sphere, Sage, 2002. • Jurin, Richard R., Roush, Donny, Danter, K. Jeffrey - Environmental Communication. Second Edition, Sage, 2000. • Gore Manish mohan, Vigyan sanchar aur sancharak, National Book Trust, Delhi, 2020. <p>Web Link:</p> <ul style="list-style-type: none"> • https://www.ijserp.org/call-for-paper.php?gclid=EAIaIQobChMIp8TQ89fm-gIVAZNmAh0kdgKaEAAYASAAEgIWMvD_BwE • http://www.iscos.org/ijsc/Vol1-No1/rp1.htm • https://dst.gov.in/scientific-programmes/st-and-socio-economic-development/national-council-science-technology-communication-ncstc • http://www.niscair.res.in/periodicals/researchjournals • http://sevakindia.org/science-communication-through-traditional-puppetry/ 	

- <https://hcrc.missouri.edu/about-us/health-and-science-communication/#:~:text=Science%20communication%20strives%20to%20make,their%20health%20or%20prevent%20disease.>
- <https://vignyanprasar.gov.in/science-communication-programs/>
- https://heecontent.upsdc.gov.in/ViewPdf.aspx?Type=7e%2fM9rItOkCOUbJtRLe5RSqgrdf25ntCRRn99FGDnR4%3d&Content_ID=Af6hwjVYiPwi7MOZoQpduw%3d%3d&Flag=N8On8ic7axf2tid%2bb00NJBeyq0Zz4SKSDPXbLN4b1YU%3d
- https://heecontent.upsdc.gov.in/ViewPdf.aspx?Type=7e%2fM9rItOkCOUbJtRLe5RSqgrdf25ntCRRn99FGDnR4%3d&Content_ID=F%2b0bk3TG1mwkLvwZiMPfeQ%3d%3d&Flag=N8On8ic7axf2tid%2bb00NJBeyq0Zz4SKSDPXbLN4b1YU%3d
- https://www.ijsrp.org/call-for-paper.php?gclid=EAIaIQobChMIp8TQ89fm-gIVAZNmAh0kdgKaEAAYASAAEgIWMvD_BwE
- <https://iscos.org/ijsc.php>
- <https://www.pcst.network/documents/>

Semester- II

Program: MA Mass Communication	Semester-II	Paper-11
Subject- Mass Communication		
Course Code:A270204T	Course Title: Photography Principles and Practice	
Course Outcome: <ul style="list-style-type: none"> • Identify The elements of photography • Execute various types of composition techniques • Practice the ethics of photography in professional life • Apprise the students about the role and responsibilities of the photojournalist. • Demonstrate skill and knowledge of Photo editing. • To make understand the students about Photo features on Topical issues. 		
Credits:4	Core Compulsory	
Max. Marks: 75+25		

Unit	Topic
I	History of Photography Photo Journalism : Definitions, Importance , Essential qualities, Responsibilities. Photo Journalism in India, Importance of Photographs in News paper, Magzine and Web Portals. News photography ,News Photo Feature
II	Still Cameras: Compact Camera, T L R Camera, Merits, demerits S L R Cameras, Mirrorless Camera DSLR Camera Understanding exposure, Shutter Speed, Aperture: Effects of varying the aperture, “F” Number, Depth of Field:Relation with aperture & focal length Depth of Focus: When and Why, Light Meter: Incident light Meter, Reflected light Meter,Types of Lenses: Zoom, Macro, Wide, Tele, Special Lenses, Tele Converter
III	Types of film: Normal colour film, Transparencies Film Speed: ISO and ASA Filters: Different types of filters for colour Graduation Filter, Polarizing filter, UV Filter and others
IV	Aesthetics of Photography :Power of the visual, Composition, Rule of third Basic Shots: Very wide angle, wide angle, long, mid, medium close up, close up, extreme close up shot, over the shoulder shot
V	Travel Photography, Nature Photography, Fashion Photography, Still life, portrait Photography, etc. Photo Editing, Photo Processing and Printing. Ethical Issues, Press Council of India and other media organization guidelines for photo journalist.
<p>Suggested Reading:</p> <ul style="list-style-type: none"> • Michael Langford: Basic Photography, Focal Press, 2003 • O.P. Sharma: Practical Photography, Hind Pocket Books, 2001 • Zaheer Husain Khan: A Guide to Photography, School of Foto Film and Television, Delhi – 35, 2006 • Newnes: Basic Photography, 2009 • Sharma Shashiprabha, Photopatrakarita ke mool tatva, kanishka publishers, Delhi. • Jaiswal Naval, Photo patrakarita, samaik Prakashan, New Delhi, 2008 • Mehara Dr Ramesh, Sanchar aur Photopatrakarita, Takshshila Prakashan, Delhi. • Hassan Rayaz, Digital Photography (Hindi), Book Enclave, 2018 • Singh Vishnu P., Digital Photography, Asian Publishers, 2019. • Jennifer Good, Paul Lowe , Taylor & Francis, Understanding Photojournalism 2020, Taylor & Francis, 2020. 	

Web Link:

https://www.youtube.com/watch?v=gmh_ViihS10

<https://www.slideshare.net/SijinVarghese1/classroom-presentation-on-photojournalism>

<https://www.mediacollege.com/video/shots/>

<https://www.theschoolofphotography.com/tutorials/best-types-of-cameras-for-learning-photography>

https://nios.ac.in/media/documents/srsec335new/335_Mass_Communication_Hindi/335_Mass_Communication_Hindi_L27B.pdf

<https://navinsamachar.com/photography/>

<https://www.nationalgeographic.com/photography/article/landscape-photography-tips>

Semester- II

Program: MA Mass Communication	Semester-II	Paper-12
Subject- Mass Communication		
Course Code:A270205P	Course Title: Practical: Photography and Writing	
Course Outcome: <ul style="list-style-type: none"> • Apprise the students about writing media messages for development communication. • The student will write the news related to development in a better way. • Scientific consciousness will be developed in the student for writing news. • The student will be familiar with the practical side of photography. 		
Credits:4	Core Compulsory	
Max. Marks: 75+25		

Credits Equivalent: **4 Credits (120 hours of teacher led/guided practical activities in the Lab or the field; The learner's progress shall be evaluated by an External Examiner)**

Course Content:

Development Communication

writing media messages for development communication,

- Writing script for Newspaper.
- Writing script for Radio.
- Writing script for News Portal/Web Portal.

Science Communication

- Write news/ Story on a topic related to science and technology.
- Write unscientific news scientifically.

Photography

To create a photo feature on a subject by the student. It will have **20** photographs. The subject will be decided by the concerned teacher.(Portfolio)

Note: All assignment should be submitted in a Hard Copy.

Semester- II

Program: MA Mass Communication	Semester-II	Paper-13
Subject- Mass Communication		
Course Code:A270206R	Course Title: Development Communication Project Report	
<p>Course Outcome:</p> <ul style="list-style-type: none"> • Students will highlight the utility of non-government organizations in the society. • In the field of journalism, the student will be able to present the work of the NGO in a better way. • The student will understand the contribution of the NGO in Social upliftment. 		
Credits:4	Core Compulsory	
Max. Marks: 50		

Credits Equivalent: 4 Credits (120 hours of teacher led/guided practical activities in the field; The learner's progress shall be evaluated by an External Examiner

Under this, the student will choose any one non-government organization. A report of evaluation of the work of the selected non-government organization will be submitted by the student. This work will be done under the supervision of a teacher.

Note: Project report should be submitted in a Hard Copy.

Semester- III

Program: MA Mass Communication	Semester-III	Paper-14
Subject- Mass Communication		
Course Code:A270301T	Course Title: Communication Research	
Course Outcome: <ul style="list-style-type: none"> • Develop an understanding of communication research and its background. • Gain knowledge on methodological concepts of media and communication research. • Develop analytical and evaluative understanding of media research. • Gain skills of applying tools, techniques and methods of media research for conducting research in the media industry. • Solve various problems and gather empirical data about the issues related to media and society. 		
Credits:4	Core Compulsory	

Max. Marks: 75+25	
Unit	Topic
I	<ul style="list-style-type: none"> • Concept of Research: Meaning & Definition • Role of researcher • Qualitative vs Quantitative research approaches. • Types of Research; Model for Research • Applications of Research • Areas of Media Research: Source analysis, channel analysis, Message analysis, Audience analysis, Feedback analysis
II	<ul style="list-style-type: none"> • Communication Research: Definition & Meaning • Contribution of other social sciences • Communication research process: essential steps • Issues in Communication Research • Ethical Issues in Communication Research
III	<ul style="list-style-type: none"> • Research Design- Meaning and Need for Research Design important concepts relating to the research Design. <ul style="list-style-type: none"> • Research methods- Meaning, objective methods versus Research methodology. • Types of Research methods: scientific method; Survey method; Experimental Method, case study method; and statistical method • Basic concept regarding testing of Hypothesis • Formulation of hypothesis Sampling: Meaning and types
IV	<ul style="list-style-type: none"> • Methods of data collection: Survey, Observation, Case studies, Content analysis • Tools of Research: Interview, Schedule, Questionnaire • Types of Data: Primary, Secondary and Tertiary • Descriptive Statistics • Graphical presentation: Histogram, bar diagram, Pie charts
V	<ul style="list-style-type: none"> • Preparing research report. • Presenting research findings and analysis. • Components of Research Report. • Bibliography, referencing and citation. • Ethics in research. • Major trends in mass communication research in India.

Suggested Reading:

- Leslie Kish, 2014, Survey Sampling, Wiley India Pvt.Ltd ,New Delhi
- California Harper and Rachal Marcus. 2003. Research for Development, New Delhi Visitor Publication.
- Berger J. 2000 Media and Communication Research Methods: An Introduction To Qualitative And Quantitative Approaches, California Sage Publication.
- Roger D. Wimmer And Joseph R. Dominick. 2000. Mass Media Research: An Introduction, Singapore Wadsworth Publishing.
- Rummel R.L, 1970. Applied Factor Analysis, North western University Press,
- Evanston Il Sarlow, C. 1994. Basic Research Methods, New Delhi, Mc Graw-Hill
- Ralph O, Natiger And D David M, White, 1999. Introduction to Mass Communication Research, Louisiana, Louisiana State University Press.
 - Gupta Vineeta, Sanchar aur Media Shodh, Vani Prakashan, Delhi, 2015.
 - Chopra Dhananjay, Sanchar Shodh aur Media, Lok Bharti Prakashan, Prayagraj, 2021.

Web Link:

- <https://southcampus.uok.edu.in/Files/Link/DownloadLink/RM%20U1%20P1.pdf>
- <https://www.mastersincommunications.com/features/guide-to-communication-research-methodologies>
- <https://egyankosh.ac.in/bitstream/123456789/7171/1/Unit-4.pdf>
- https://www.researchgate.net/publication/267387325_Media_Content_Analysis_Its_Uses_Benefits_and_Best_Practice_Methodology
- https://www.researchgate.net/publication/325846997_METHODS_OF_DATA_COLLECTION
- <https://www.youtube.com/watch?v=racPajBYXJo>
- https://heecontent.upsdc.gov.in/ViewPdf.aspx?Type=7e%2fM9rItOkCOUbJtRLe5RSqgrdf25ntCRRn99FGDnR4%3d&Content_ID=qlPR4xYtf3hEER4oMd%2f%2bZw%3d%3d&Flag=N8On8ic7axf2tid%2bb00NJBeyq0Zz4SKSDPXbLN4b1YU%3d
- https://heecontent.upsdc.gov.in/ViewPdf.aspx?Type=7e%2fM9rItOkCOUbJtRLe5RSqgrdf25ntCRRn99FGDnR4%3d&Content_ID=EIOWXSax7MSVy%2fNi%2f5jw1A%3d%3d&Flag=N8On8ic7axf2tid%2bb00NJBeyq0Zz4SKSDPXbLN4b1YU%3d

Semester- III

Program: MA Mass Communication	Semester-III	Paper-15
Subject- Mass Communication		
Course Code:A270302T	Course Title: Television Production	
<p>Course Outcome:</p> <ul style="list-style-type: none"> •Will be able to understand basic concept of TV & Video Production. •Students will be able to execute Camera, Lighting with in scene. •Will be able to use Digital Camera operation skills and work collaboratively with others. •Will be able to plan, produce and direct T.V. programmes. •Will be able to critique Television Production values with a newly acquired depth of understanding. 		
Credits:4	Core Compulsory	
Max. Marks: 75+25		
Unit	Topic	
I	<ul style="list-style-type: none"> • Meaning and scope of Television Production • Stages of Program Production: Pre production, Production and Post Production • Different Formats of Television News • Single Camera and Multi Camera production 	
II	<ul style="list-style-type: none"> • Types of Video camera • Components of Video Camera • Camera movements and angles • Basic shots and their Composition • Lighting equipment's and control 	

	<ul style="list-style-type: none"> • Three point lighting
III	<ul style="list-style-type: none"> • Writing for television news programmes. • Television reporting: visualizing news/ENG – research, investigation – interview techniques. • Writing lead-in/intro to news packages – headlines writing, teasers and promos. • Television anchoring: voice broadcast skills – enunciation , flow, modulation - Facing a camera-eye contact-use of teleprompter; live studios and field interviews.
IV	<ul style="list-style-type: none"> • Structure and Working of Production Studio • Production team members and responsibilities, PCR , VTR • Studio Based TV program : studio interview – studio discussion - studio chat shows with audience participation – studio quiz program with audience participation , TV documentary production– corporate video production.
V	<ul style="list-style-type: none"> • Editing: concept and significance • Grammar and aesthetics of Editing • Editing equipment • Introduction to Non Linear Editing • Nonlinear editing techniques
<p>Suggested Reading:</p> <ul style="list-style-type: none"> •Alvarado Manuel, Buonanno Milly, Gray Herman, Miller Toby, Sage Publication India Pvt. Ltd.New Delhi, 2015 •Diefenbach Donald L., Video Production Techniques, Routledge Taylor & Francis Group, 2008. •Millerson Gerald, Television Production, Focal Press, 1999. •Wadia Angela, Television and film production Recent Trends and Future prospects, Kanishka Publishers Distributors New Delhi, 2012. •Ward Peter and Bermingham Alan, Wherry Chris, Multiskilling for Television production, focal press, 2000. •kashyap Dr Shyam, Khabre vistar se, Rjakamal prakashan, Allahabad. <p>E- RESOURCES:</p> <ul style="list-style-type: none"> •https://mib.gov.in/media/e-book •https://epdf.tips/television-production-handbook.html •https://www.researchgate.net/publication/269944220_New_Television_Production_Techniques •https://egyankosh.ac.in/handle/123456789/2276 •https://egyankosh.ac.in/handle/123456789/2280 •Owens, J. (2019). Television Production. United Kingdom: Taylor & Francis. •Owens, J., Millerson, G. (2012). Video Production Handbook. United Kingdom: Taylor & Francis. •Belavadi, V. (2013). Video Production 2/e. India: OUP India. <p>Online Viedo</p> <ul style="list-style-type: none"> •https://youtu.be/d9f204Oay-g •https://www.youtube.com/watch?v=DKrnzSWfd5Y •https://www.youtube.com/watch?v=hBOmlmCY0c4 •https://www.youtube.com/watch?v=qA67n3g4gsg <p>Pdf Material</p>	

- <http://egyankosh.ac.in/bitstream/123456789/8371/1/Unit-2.pdf>

Semester- III

Program: MA Mass Communication	Semester-III	Paper-16
Subject- Mass Communication		
Course Code:A270303T A	Course Title: Media Management	
<p>Course Outcome: After completion of the course the learners will be able he to: After compilation of the course the learners will be able to</p> <ul style="list-style-type: none"> • Develop and understanding and in the field of media management. • Understand media organizations. • learn the functions and working environment of media organisations 		
Credits:4	Core Compulsory	
Max. Marks: 75+25		
Unit	Topic	
I	<ul style="list-style-type: none"> • Basics of Management Definition & Nature of Management Functions • Principles and scope of management. • Management theories. • Management functions and professional need for training. 	
II	<ul style="list-style-type: none"> • Principles of Media Management • Media industry and profession. • Ownership pattern of Mass Media in India. • Foreign equity and Indian media. • Media Conglomerates 	
III	<ul style="list-style-type: none"> • Organizational structure • Functions of different departments • human resource and production • DAVP, INS, ILNA, PCI, RNI and other organization related to Mass Media • Basic Economics principle of Media 	

IV	<ul style="list-style-type: none"> • ILNA and Language newspapers. • Legal and financial aspects of media management. • Budgeting and finance. • Evolving a strategy and plan of action.
V	<ul style="list-style-type: none"> • Planning and execution of programme production. • Administration and programme management in Media. • Employee/employer and customer relations services. • Media Marketing strategies. • Human research development for Media.
<p>Suggested Reading:</p> <ol style="list-style-type: none"> 1. Media Management; Dr. Sudhir Soni, University Publication Jaipur. 2. Samachar Madhyam Sagthan avm Praband.Dr. Sanjeev Banawat, University Publication Jaipur. 3. Samachar- Patra Prabandhan; Gulab Kothari,Rasthan Hindi Granth Acadami,Jaipur. 4.Adhunik Samachar Patra Prabandhan; Anil kishor Purohit 5.Newspaper Oragnisation and Management-Herbert Lee Williams. 6. Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth, Har Media Management and Economics, L. Erlbaum Associates, 2006. 7.Lucy Küng. Strategic Management in the Media: Theory to practice, Jonkoping international Buisness School,2008. 8. Report of the Enquiry Committee on Small Newspaper (1965). 9. Goulden, John: Newspaper Management, London Heinemann 1967. 10.Ruckerr, F.W. & Williams, H.L. Newspaper Organisation & Management: Iowa State College Press, 1955. 11. John McAuley (FIPD.), John McAuley, Joanne Duberley, Phil johnson: Organization Theory: Challenges and Perspective, 1997. 12. Wirtz Bernd W, Media Management Strategy, Business Models and Case Studies, Springer International Publishing, Switzerland 2020. <p>web Link:</p> <ul style="list-style-type: none"> • https://oms.bdu.ac.in/ec/admin/contents/316_16SMBEVC3_2020052111172561.pdf • https://www.uagc.edu/blog/5-principles-of-great-management#:~:text=At%20the%20most%20fundamental%20level,to%20be%20a%20successful%20manager. • http://osou.ac.in/eresources/DJMC-06-BLOCK-03.pdf • https://egyankosh.ac.in/bitstream/123456789/70036/1/Unit-12.pdf • http://www.davp.nic.in/hindi/history_hn.html • http://rni.nic.in/all_page/history.aspx • https://www.fdi.finance/sectors/media • https://www.youtube.com/watch?v=mTr20eNZGmI 	

Semester- III

Program: MA Mass Communication	Semester-III	Paper-17
Subject- Mass Communication		
Course Code:A270304T A Elective Paper	Course Title: Web Journalism	
<p>Course Outcome:</p> <ul style="list-style-type: none"> • Write for web based media platforms. • Produce news content adaptable for different media platforms. • Master the techniques for gathering reliable information on the Internet. • Ability to understand digital media technology and its content 		
Credits:4	Elective (optional)	
Max. Marks: 75+25		
Unit	Topic	

I	<ul style="list-style-type: none"> • Introduction to Web Journalism • Definitions, History and Development • New Media: Definitions, Importance and characteristic` E-paper, e-magazine, E-paper v/s print paper • Web Journalist: Qualities, Skills and Responsibilities • News and data: collection, writing and editing
II	<ul style="list-style-type: none"> • News Portals and Newspaper Websites • International & National News Portals • News Websites of Major Electronic Media Houses, Independent News Websites, News Agencies and Their Web Portals
III	<ul style="list-style-type: none"> • Web log Journalism • Types of Blogs • Blog Search Engine, Blog Aggregator • Functions of Blogging • Weblog & Democracy • New Trends in Blogs
IV	<ul style="list-style-type: none"> • Participatory journalism on web • Citizen journalism • Social Media as a tool for web journalists • Live reporting for web journalists • Web Journalist Vs. Conventional journalist • Online Advertisement & Revenue Generation
V	<ul style="list-style-type: none"> • Cyber Crime : Types • Hacking and Phishing • Legal and Ethical Issues in digital journalism • Fake News • Photo & Video Verification • Source Verification
<p>Suggested Reading:</p> <ol style="list-style-type: none"> 1. Siapera, E. & Veglis, A. (Eds), (2012), The Handbook of Global Online Journalism, Wiley-Blackwell, 2. West Sussex. ISBN: 978-1-4443-3855-3 3. Nieman Report: Truth in the age of social media (2012), Vol. 66 No. 2, summer 2012, Cambridge, 4. Nieman Foundation at Harvard University. Alice Ju, Sun Ho Jeong & Hsiang Iris Chyi (2014) Will Social Media Save Newspapers?, Journalism Practice, 8:1, 1-17, DOI: 10.1080/17512786.2013.794022 5. K.Kaustubh, Mobile Patrakarita , K.K. Publication New Delhi. 6. Kumar Suresh, Internet Patrakarita, Takshashila Prakashan, New Delhi. 7. Kulshresth Prof Vijay, Cyber Patrakarita, Rajasthan hindi Grantha Akadaami, Jaipur. 8. Singh Kumar Arvind, Web Patrakarita, Aadi Books, New Delhi. 9. Singh kumar Arvind, Web Madhyam, Lekan avam Patrakarita, Shree Publishers and distributors. <p>web Link:</p>	

<https://online.maryville.edu/blog/digital-journalism/>
<https://www.youtube.com/watch?v=waZJfvuc8ZA>
https://www.youtube.com/watch?v=xSQCGN33_Oc
<https://www.wix.com/blog/2021/02/types-of-blogs/>
<https://www.sociologygroup.com/citizen-journalism/>
<https://cybercrime.gov.in/>
<https://www.pandasecurity.com/en/mediacenter/panda-security/types-of-cybercrime/>

Semester- III

Program: MA Mass Communication	Semester-III	Paper-17
Subject- Mass Communication		
Course Code: A270304TB	Course Title: Radio Journalism and Production	

Course Outcome:	
<ul style="list-style-type: none"> • Understand the characteristics of radio as a medium. • Learn the skills of reporting for radio. • Develop the writing ability for various radio program formats. • Learn the techniques of preparing, presenting and producing a radio program. • Understand new platforms of radio broadcasting. 	
Credits:4	Elective (optional)
Max. Marks: 75+25	
Unit	Topic
I	<ul style="list-style-type: none"> •Strengths and weaknesses of the Medium •Qualities required for radio - general awareness, presence of mind; clarity, diction, pronunciation, etc. •Voice training- effective use of voice, enunciation, flow, modulation.
II	<ul style="list-style-type: none"> •Radio news reporting: skills of a radio news reporter. •Radio news bulletins and their structures. •Developing sources, gathering news, giving voice-cast, phono's, anchoring and news reading skills. •Editing radio news - editing news for different bulletins, using voice- dispatches and other elements in a bulletin, sequencing, updating etc
III	<ul style="list-style-type: none"> •Characteristics of radio writing style. •News based programs, Radio news reel. •Radio features, drama, current affairs programs, quiz; studio discussions, voice mail, phone in programs. •Moderating skills for radio discussion programs. •Handling interactive live transmission.
IV	<ul style="list-style-type: none"> •Radio Commentaries. •Radio interview: Studio interview for news gathering, Vox-pop, structured interview programs: personality, informative, issue based. •Skills of an interviewer: personality, language, knowledge, curiosity, communication skills. •Research for interview. •Internet Radio, Community Radio, Podcast.
V	<ul style="list-style-type: none"> •Program planning and production process; role of listeners response, audience research and feedback in program planning, •Equipment's of radio production: studio set-up, transmission and related technical persons •Microphones: importance, & types. •Sound recording machines; sound mixers and other equipment.
Suggested Reading:	
<ol style="list-style-type: none"> i. Erta D Fossard, 2005. Writing And Producing Radio Dremas, New Delhi, Sage Publication. ii. Chaltherji P.C.1991. Broadcasting In India, New Delhi Sage Publication. 	

- iii. Chandrashekar B.S. 1999. Changing Preferences The Indian Experience In Public Service Broadcasting, Singapore, AMIC.
- iv. Luthana H.R. 1986. Broadcasting In India. Publication Division, New Delhi, Govt.Of India.
- v. Mathur J C & P Neuratha. 1959. An Indian Experience In Farm Radio Rural Forums, Paris UNESCO.
- vi. D E Fossad, E J Baptiste. 1984. Interactive Radio Instruction, Washington USIAD.
- vii. Neelamalar M. 2018, Radio Programme Production, PHI Learning Pvt. Ltd.
- viii. आकाशवाणी एवं दूरदर्शन : उद्भव तथा विकास, डॉ. ओम प्रकाश जमलोकी, अरावली बुक्स इंटरनेशनल, नई दिल्ली, 2002.
- ix. प्रसार भारती, ऑल इंडिया रेडियो, पब्लिकेशन डिवीजन, दिल्ली, 2007.
- x. ये आकाशवाणी है, भारत में रेडियो प्रसारण का इतिहास, पब्लिकेशन डिवीजन, दिल्ली, 1983
- xi. भारत में प्रसारण, पीसी चैटर्जी, सेज प्रकाशन, दिल्ली, 1987.
- xii. कम्युनिटी रेडियो, मनोज कुमार, आलेख प्रकाशन, दिल्ली.
- xiii. रेडियो: माध्यम और तकनीकी, कठेरिया, धरवेश, दिल्ली: शिल्पायन, 2013. .
- xiv. भारतीय इलेक्ट्रॉनिक मीडिया - डॉ देवव्रत सिंह, प्रभात प्रकाशन, नई दिल्ली, 2007
- xv. रेडियो प्रसारण, कौशल शर्मा, प्रभात प्रकाशन, नई दिल्ली.
- xvi. रेडियो वार्ता शिल्प, सिद्धनाथ कुमार, राधाकृष्ण प्रकाशन, नई दिल्ली.
- xvii. पटकथा लेखन, एक परिचय, मनोहर श्याम जोशी, राजकमल प्रकाशन, नई दिल्ली.
- xviii. पटकथा लेखन: व्यावहारिक निर्देशिका; असगर वजाहत, राजकमल प्रकाशन, नई दिल्ली.

Journals and Web Sources:

- Broadcast and Cable Sat
- IMPACT
- PITCH
- www.allindiaradio.org
- www.air.com
- www.mib.gov.in
- www.airwaves.net

E-Content

- Niilm university. (n.d.). Retrieved 10 17, 2022, from niilmuniversity.in: https://niilmuniversity.in/coursepack/humanities/RADIO_JOURNALIS.%26_PRODUCTION.pdf
- Sathish, S. (2022, 03 22). Radio Programme Production. Retrieved from www.youtube.com: <https://www.youtube.com/watch?v=uQjdIVF33WE>
- Aspinall, r. P. (1972). radio Programme Production. In radio Programme Production (p. 143). paric: Unesco. Retrieved from <https://unesdoc.unesco.org/ark:/48223/pf0000001245>

Semester- III

Program: MA Mass Communication	Semester-III	Paper-18
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Subject- Mass Communication	
Course Code:A270305R	Course Title: Internship Report
<p>Course Outcome: After completion of the course the learners shall be:</p> <ul style="list-style-type: none"> • Able to make industry connections which may help them in acquiring jobs after completion of the course. • Able to gain first-hand experience of the media industry. 	
Credits:4	Core Compulsory
Max. Marks: 75+25	
<p>Evaluation Criteria:</p> <ol style="list-style-type: none"> 1. Project Report Evaluation: 75% 2. Internal:25% <p>Directions:</p> <p>For Media internship a student will join an organisation of repute working either in the area of mass communication or the communication department of an organisation of repute, provided that the work undertaken during industry internship is in the following areas: journalism, public relations, advertising, web portal, development communication or visual communication. A student can also have the following work profiles: writing, copy editing, production or designing in television, radio, print publications, internet publications, etc.</p> <p>A student who joins industry internship may complete 120 working hours with the organisation where (s)he is placed. These 120 hours may be completed by working either part-time or for the whole working days depending upon the convenience of the institution of studies and the organisation offering internship.</p> <p>Students shall submit a comprehensive Training Report along with a Power Point Presentation incorporating the work done during the training.</p> <p>The Students shall have to submit a hard copy of the Training Report (in duplicate) along with a soft copy of Power Point Presentation.</p> <p>Summer Training Reports will be evaluated for its content and presentation by external Examiner. The end term evaluation will be based on attendance as well as confidential feedback report from the training department.</p>	

Semester- III

Program: MA Mass Communication	Semester-III	Paper-19
Subject- Mass Communication		
Course Code: A270306P	Course Title: Practical: Electronic Media	
<p>Course Outcome:</p> <ul style="list-style-type: none"> • Students will be able to outline the role of an anchor for various types of programmes • Students will be able to identify the challenges of working as a media professional. • Students will be able to express themselves in any live situation • Students will be able to identify and write record, produce, and edit several formats of radio programmes including news stories, and features. • Students will recognize the structure and history of the radio industry will be able to work in professional atmosphere of radio station. 		
Credits:4	Core Compulsory	
Max. Marks: 50		
<p>Credits Equivalent: 4 Credits (120 hours of teacher led/guided practical activities in the Lab or the field; The learner's progress shall be evaluated by an External Examiner)</p> <p>Course Content:</p> <p>Television Production</p> <p>Writing for television</p> <ul style="list-style-type: none"> • 03 Writing breaking news • 03 Headline Writing • Writing 03 News Package <p>Note: This work will be submitted by typing it on A4 size paper.</p> <p>These works will be submitted in video format-</p> <ul style="list-style-type: none"> • PTC -03 • Byte-03/01 Interview • Anchor- 03 <p>Web Journalism :</p> <ul style="list-style-type: none"> • Creating a blog and writing 05 posts on it. or • 05 news writing for a news website. • Creating a Facebook page and promoting your blog. <p>Radio Journalism</p>		

- **02 Writing Radio News Scripts**
- or
- **02 Writing Radio Talks**

Semester- IV

Program: MA Mass Communication	Semester-IV	Paper-20
Subject- Mass Communication		
Course Code: A270401T	Course Title: Advertising: Principles and Practice	
<p>Course Outcome:</p> <ul style="list-style-type: none"> • Introduce the students to the Meaning, concept, and Role of Advertising. • To make understand the students about advertising and freedom of Expression Social Advertising. • Apprise the students of the Role of research in Advertising. • Demonstrate skill and knowledge of copywriting, graphic designing, and copy testing 		
Credits:4	Core Compulsory	
Max. Marks: 75+25		
Unit	Topic	
I	<ul style="list-style-type: none"> • Defining Advertising: Meaning and Concept of advertising, Functions & relevance. • Historical perspective of advertising in India. • Types of Advertising. • Role of Advertising: Social, Cultural, Economic. 	
II	<ul style="list-style-type: none"> • Objectives of Advertising: General & Specific. • Legal and Moral aspects of Advertising. • Advertising agency: Management, Structure and functions, Importance of account executive. • Problem & issues in advertising. 	

III	<ul style="list-style-type: none"> • Media Planning, Advertising Media: Print, Radio, TV and Internet, Outdoor Media. • Models of advertising: AIDA, DAGMAR, Hierarchy of effects model- quick action model. • Advertising campaign, planning & managing. • Role of Research in Advertising.
IV	<ul style="list-style-type: none"> • Creativity in advertising. • Creative Pyramid Vs Advertising Pyramid • Copy Platform. • Basics of copy writing, Idea Generation, Transforming idea into copy, Visualizing. • Different types of copy. • Copy writing for Press, Radio, TV and Web
V	<ul style="list-style-type: none"> • Advertising Research, <ul style="list-style-type: none"> • Advertising and Psychology • Motivational Research. • Subliminal Advertising. • Laws Related with advertising. • Panel studies.
<p>Suggested Reading: Suggested Readings:</p> <p>i. John O'Shaughnessy, Nicholas J. O'Shaughnessy. Persuasion in Advertising. Psychology Press, 2004.</p> <p>ii. Larry Percy, Richard Rosenbaum-Elliott. Strategic Advertising Management. Oxford University Press. 2009.</p> <p>iii. Philip Kotler . Marketing management. Prentice Hall of India, 2000</p> <p>iv. Rosser Reeves. Reality in advertising. Knopf. 1961.</p> <p>v. S.A. Chunawalla; K.C. Sethia. Foundation of Advertising: theory and practice. Himalaya publishing House. 1999.</p> <p>vi. Sarojit Datta. Advertising Today in the Indian. Profile Publishers. 1994</p> <p>vii. William F. Arens. Contemporary Advertising. Tata McGraw-Hill Education, 2004.</p> <p>viii. डिजिटल युग में मास कल्चर और विज्ञापन, जगदीश्वर चतुर्वेदी एवं सुधा सिंह, अनामिका पब्लिशर्स, नई दिल्ली, 2010.</p> <p>ix. विज्ञापन पत्रकारिता: वर्तमान तकनीक एवं अवधारण, पंत, एन. सी. इन्द्रजीत सिंह, नई दिल्ली: कनिष्क, 2008.</p> <p>x. विज्ञापन बाजार और हिन्दी, पाण्डेय, कैलाश नाथ, नई दिल्ली: लोकभारती, 2019.</p> <p>xi. विज्ञापन प्रबंधन, शुक्ला, शशिकांत, दिल्ली, श्रुति बुक्स, 2015</p> <p>xii. जनसम्पर्क के विविध आयाम, श्रीवास्तव, पवित्र, नई दिल्ली: लोकभारती, 2019.</p> <p>xiii. जन संपर्क; जयश्री जेठवानी, नई दिल्ली</p> <p>xiv. विज्ञापन डॉट कॉम, सेठी डॉ. रेखा, वाणी प्रकाशन, नई दिल्ली, 2017</p> <p>xv. Journals, Magazines and Web Sources</p> <ol style="list-style-type: none"> 1. The Journal of Advertising, American Academy of Advertising 2. Journal of Public Relations Research, Routledge 3. International Journal of Advertising 4. Pitch 5. Brand Equity (Economic Times) 	

6. Advertising Age
 7. USP Age
 8. PR Quarterly
 9. Public Relation Review
 10. Business India
 11. Business World
 12. Economic Times
 13. Mint
 14. www.agencyfaqs.com
 15. www.adage.com
 16. www.indiaprwire.com
 17. www.prcal.org
 18. www.gfpr.org
 19. www.tamindia.com
 20. www.adexindia.com
 20. www.corporatewatch.org
- E-Content: (PDF)
- <https://2012books.lardbucket.org/pdfs/marketing-principles-v2.0.pdf>
 - <https://ia600204.us.archive.org/22/items/cu31924013735570/cu31924013735570.pdf>
 - <https://www.pearsonhighered.com/assets/preface/0/1/3/4/0134480430.pdf>
- E-Content:(Video)
- <https://www.youtube.com/watch?v=BQbwt8SfkmA>
 - <http://www.youtube.com/watch?v=EC7VLjIw8hY>
 - https://www.youtube.com/watch?v=Faz0YLa_fHE
 - https://www.youtube.com/watch?v=4tKDtd1hV_E

Semester- IV

Program: MA Mass Communication	Semester-IV	Paper-21
Subject- Mass Communication		
Course Code:A270402T Core Course	Course Title: Corporate communication and Public Relations	
Course Outcome:		
<ul style="list-style-type: none"> • Enhance knowledge and Skills of Fundamentals of Corporate communication PR and Event Industry • Understand prerequisites of writing for different media platforms. 		

<ul style="list-style-type: none"> Understand technique and theoretical framework of planning for Events of different categories. 	
Credits:4	Core Compulsory
Max. Marks: 75+25	
Unit	Topic
I	<ul style="list-style-type: none"> Public Relations: Introduction, Origin and development Public Relations Definitions, concept and scope Public Relation Theory and Practice Public Relation Medium and Technology Tools and skills of P.R.O
II	<ul style="list-style-type: none"> P.R. and Media Relation Difference between PR Publicity, Propaganda and advertising. Writing for PR: Press release, Press note, creative writing, report writing. Handout, Feature, Articles, Speech writing.
III	<ul style="list-style-type: none"> Agenda and Minutes of the meeting, P.R. in Ghost writing, PR through Traditional Media Public Relations: Campaign Planning and Implementation. P.R.Research and Evaluation Techniques House Journals. Type of House Journal
IV	<ul style="list-style-type: none"> Public Relations in Public Sector Undertakings. Private Interprise and Public Relations Crises Public Relation

	<ul style="list-style-type: none"> • Budgeting in P.R. • Market Survey
V	<ul style="list-style-type: none"> • Corporate communication- definition, concept. • Concept Components of corporate communication, • Nature and scope of corporate communication. • Importance of market research in corporate communication • Social responsibilities in corporate communication.
<p>Suggested Reading:</p> <ol style="list-style-type: none"> 1.Jansamparak Sidant aur Takniq.Dr.Sanjeev Banawat and Chipra Mathur.Publication Rajstahan Hindi Granth Acadami. Jaipur. 2.Sardana,C.K.The Challenge of public relations,Her Anand publication,New Delhi. 3.Basu,Anil,Public relation: problem and prospects,Space age publication,New Delhi. 4. . Patrakarita avum Jansampark, T.D.S. Alok, Anamika Publishers, New Delhi. 5. . Denzin K Norman, Public Relation Writing. 6. Bhartiya paripeksh mein vyavsayik jansampark, C.K. Sardana, Prabhat Prakashan. 7. Fernandez Joseph, Corporate Communication a 21st Century Primer. 8. Jansampark Prabhandhan, Kumud Sharma, Gyan ganga, Delhi P a g e 39 Course Code Paper Paper Title MAJMCSEL-302 17B Gender and Med. 9. Crane, Andrew, Corporate Social Responsibility. 10. Applegate M Lynda,Corporate Information Strategy & Management. 11.. Argenti, Paul A, Corporate Communication. 11. Mohan Ravi, Jansampark Ki Vyavharik Margdarshika, Vani Prakashan, Delhi, 2019. <p>web Link:</p> <p>website Link</p> <p>https://onepitch.co/blog/media-relations-vs-public-relations/</p> <p>https://www.youtube.com/watch?v=PNxu6ypeMDk</p> <p>https://www.youtube.com/watch?v=coIP5Xa3GmM</p> <p>https://www.youtube.com/watch?v=KcFFWLal5C4</p> <p>https://www.youtube.com/watch?v=KcFFWLal5C4&list=RDLVKcFFWLal5C4&start_radio=1&rv=KcFFWLal5C4&t=30</p> <p>https://www.youtube.com/watch?v=rhvRCOb71Lg&list=RDLVKcFFWLal5C4&index=12</p> <p>https://www.youtube.com/watch?v=CL7FiNHye7E&list=RDLVKcFFWLal5C4&index=14</p>	

<https://www.youtube.com/watch?v=84NL8ELqfiM&list=RDLVKcFFWLal5C4&index=11>
<https://www.youtube.com/watch?v=zZynf9F5Qsk&list=RDLVKcFFWLal5C4&index=13>
<https://www.youtube.com/watch?v=s2hY6nWIBuY&list=RDLVKcFFWLal5C4&index=15>
<https://www.youtube.com/watch?v=v7Irc5y73IU>
<https://www.youtube.com/watch?v=FHjuNqGu8BM>
<https://www.youtube.com/watch?v=73mncbAr5QE>
<https://www.youtube.com/watch?v=6GZBXGSB4Lc>
<https://www.youtube.com/watch?v=T3KrPZpHyf4>
<https://www.youtube.com/watch?v=aA-QzMtZCcl>

Semester- IV

Program: MA Mass Communication	Semester-IV	Paper-22
Subject- Mass Communication		
Course Code:A270403TA Elective		Course Title: International Communication
Course Outcome: <ul style="list-style-type: none"> • Students will able to examine the concepts of international communication. • Students will be able to critically analyze the impact of various social and political philosophies of Media. • Students will be able to understand global problems in communication. • Students will be able to understand the working & structure of global media houses. • Students will be able to identify key factors for free flow of communication. 		
Credits:4		Elective (Optional)
Max. Marks: 75+25		
Unit	Topic	
I	<ul style="list-style-type: none"> • Basic concept of International Communication • Political, economic and cultural dimensions of international Communication • Imbalance in international news flow • Communication and information as a tools of equality and exploitation • Communication as a human right 	

II	<p>Theory</p> <ul style="list-style-type: none"> • Diffusion of innovation theory • Modernization theory • Dependency theory • Critical theory • Knowledge gap theory
III	<p>UNESCO</p> <ul style="list-style-type: none"> • UNESCO role in global communication • New international information and economic order • Mac Bride Commission report and its impact • NWICO • Non Allied Movement (NAM)
IV	<ul style="list-style-type: none"> • International Media House • BBC,CNN,Voice of America, Al Jazeera • International News agencies
V	<p>Current Issues</p> <ul style="list-style-type: none"> • Democratization of information flow • Effects of Globalization on media • Media imperialism • Cultural imperialism • Reporters without Borders
<p>Suggested Reading:</p> <ol style="list-style-type: none"> 1. Akinfeleye, Ralph. (2008). Contemporary issues in mass media for development and national security, Lagos: Malthouse Press Limited 2. Akinfeleye, R., Amobi, T. I., Okoye, I. & Sunday, O. (2009). The continued dominance of international news agencies: Comparing the coverage of 2008 US and Ghana elections by Nigerian media, Journal of African communication research, vol. 2 (3) 3. Akinfeleye, R., Amobi, T. I., & Sunday, O. (2011). Unending imbalance in global news flow,direction and intensity: Comparing global media coverage of 2008 US and Ghana presidential elections. Saarbruken, Germany: LAP Lambert Academic Publishing 4. Alleyne M.O. (1997). News revolution: Political and economic decisions about global information. New York: St Martins Press. 5. Mojaye, E. M., Oyewo, O. O., M'Bayo, R. T. & Sobowale, I. A. (2008). Globalization and development communication in Africa, Ibadan: University Press 6. Morley, M (2002) How to manage global reputation: A guide to the dynamics of international public relations, New York, NY New York: University Press. 7. Mowlana, H. (1986) Global information and world communication: New frontiers in international relations, New York: Longman 8. M'Bayo, R.T (Undated). Genesis of the New World Information order, In Peter Nwosu, Chuka Onwumechili and Ritchard M'Bayo (Eds.). Communication and the transformation of society, New York: University Press of America 9. Thussu, D. K.(2006). International Communication: Continuity and change, New York, New York; Oxford University Press 	

E- RESOURCES:

1. [youtube.com/watch?v=VmLf1dELWoQ](https://www.youtube.com/watch?v=VmLf1dELWoQ)

2. <https://egyankosh.ac.in/handle/123456789/561>

- Thussu, D. K. (2018). International Communication: Continuity and Change. India: Bloomsbury Publishing.
- Thussu, D. K., Thussu, S. L. i. M. C. D. K. (2000). International Communication: Continuity and Change. United Kingdom: Arnold.
- Hamelink, C. (2014). Global Communication. United Kingdom: SAGE Publications.
- Kumar, K. J. (2020). Mass Communication in India. India: Jaico Publishing House.

Online Viedo

- <https://www.youtube.com/watch?v=FpS3gs3wSkE>
- <https://www.youtube.com/watch?v=5tbNcsaxWNY>
- https://www.youtube.com/watch?v=4LA3_KQmq1Y

Pdf Material

- <https://library.oapen.org/bitstream/id/b4cc2a3d-3fa5-4529-a2d0-424d0c46f6ae/1000245.pdf>
- <https://egyankosh.ac.in/handle/123456789/561>

• <https://archive.org/download/IntroductionToMassCommunicationMCM101Handouts/Mass%20Communication%20Law%20%26%20Ethics%20-%20MCM610%20Handouts.pdf>

Semester- IV

Program: MA Mass Communication	Semester-IV	Paper-22
Subject- Mass Communication		
Course Code: Course Code:A270403TB Elective		Course Title: Traditional and Folk Media
Course Outcome: <ul style="list-style-type: none"> • Students will be aware of various folk practices around them. • Students will be able to know what community media is. • They will also know the concept of community participation and various • related case studies. 		
Credits:4		Elective (Optional)
Max. Marks: 75+25		
Unit	Topic	

I	<ul style="list-style-type: none"> • Traditional Folk Media – History, meaning, characteristics. • Different forms of Folk Media • Puppetry: forms in different states • Devotional and religious forms
II	<ul style="list-style-type: none"> • Different folk practices in peasantry society • Various local folk song Sohar, Kaharwa, Chanayni, Nauka Jhakkad, Aalah, Banjara • and Njava, Kajli or Kajri, Jarewa and Sadavajra Saranga, • Folk dances of India
III	<ul style="list-style-type: none"> • Definitions, concept and characteristics of a community; Community as social capital. • Communities as stakeholders in development. • Neighborhood newspapers, wall newspapers, graffiti, bulletin boards • Folk Media in nation building • Fairs and Festivals.
IV	<ul style="list-style-type: none"> • Levels of citizen participation. • Communication as basic human right • Community media as an agent of socio cultural change. • People's participation in Development - nature, type and levels. Role of groups, • community institutions and people's participation in programmes and initiatives of social change. • Participation as empowerment
V	<ul style="list-style-type: none"> • Role of folk media in social change; challenges and threats to folk media • Strengthening folk media- means and ways, Scope of using TFM in Uttar Pradesh • Folk Media and Culture • Modern Mass Media and social ethos.
<p>Suggested Reading: Howley, K. (2010). Understanding Community Media. New Delhi: Sage</p> <p>2. Howley, K. (2005). Community Media People, Places, and Communication Technologies. New York: Cambridge University Press.</p> <p>3. Pavarala, V. & Malik, K. (2007). Other Voices: The struggle for community radio in India. New Delhi: Sage</p> <p>4. Halleck, D.D. (2002). Hand Held visions: The impossible possibilities of community media. USA: Fordham University Press.</p> <p>5. Gordon, J. (2009). A collection of community media debates and dilemmas. Bern: Peter Lang.</p> <p>6. Atton, Chris (2002) Alternative Media; Sage, London.</p> <p>7. Gargi, Balwant: Folk Theatre in India, Rupa and Co., Bombay, 1991</p> <p>8. Malik, Madhu, Traditional Forms of Communication and the Mass Media in India</p> <p>9. Mukhopadhyay Durgadas, Lesser Known Forms of Performing Arts in India, Sterling, New Delhi,</p> <p>10. Raganath, H.K., Not a Thing of the Past: Functional and Cultural Status of Traditional Media in India, UNESCO, Paris.</p> <p>11-Mishara Dr R., Traditional Folk Media in India, Bharti Prakashan Varanasi, 2015</p> <p>12. K. Madhushudan, Traditional Media and development communication, Kanishk Publisher, Delhi, 2020.</p> <p>Web link: https://www.youtube.com/watch?v=ysPDC7sD-3U</p>	

<https://www.youtube.com/watch?v=zHVFKQtRLGk>
<https://www.youtube.com/watch?v=nj31GTnsQh0>
<https://www.youtube.com/watch?v=dzBMBfHfITQ>
<https://www.youtube.com/watch?v=NszOMN0gygl>
https://www.youtube.com/watch?v=ynR4LZIM_gQ

https://nios.ac.in/media/documents/srsec335new/335_Mass_Communication_Hindi/335_Mass_Communication_Hindi_L25A.pdf
https://www.apnimaati.com/2014/01/blog-post_7846.html
<https://www.gyaanigk.in/2020/05/top-folk-dances-of-different-states-hindi.html>
[https://traveltriangle.com/blog/famous-festivals-of-india/\]](https://traveltriangle.com/blog/famous-festivals-of-india/)

Semester- IV

Program: MA Mass Communication	Semester-IV	Paper-23
Subject- Mass Communication		
Course Code: A270404TA	Course Title: Mobile Journalism	
Course Outcome: <ul style="list-style-type: none"> • To use the contemporary mobile technology • To produce mobile news stories. • To make videos for vertical platforms. • Understand the audience matrix and analytics. 		
Credits:4	Elective optional	
Max. Marks: 75+25		
Unit	Topic	

I	<ul style="list-style-type: none"> • Mobile: History and types • (MOJO) Mobile Journalism: Definition. • Importance of mobile journalism in changing era. • Mobile Generation. • the state of mobile. <p>•mobile influence on Journalism.</p>
II	<ul style="list-style-type: none"> •Basic steps in Mobile Reporting. •Mobile Journalism content. •Mobile apps for reporting. •Audio and video mobile applications. •Advantages of Mobile Journalism. •Impact of Mobile on Society.
III	<ul style="list-style-type: none"> •Planning-Scripting-Shooting-Editing-Publishing. •Content Gathering for mobile journalism-news gathering, verification, editing etc., •Using technology and apps for content creation and editing. •Platforms Of Media, Future of MoJo reporting, Mobile Regulation authorities –ITL, TRAI,MIB,AIMCR., •Ethics in Mobile Journalism.
IV	<ul style="list-style-type: none"> • MoJo Apps. • Various apps for photo shooting • photo editing-Adobe Photoshop Express, Snapseed, Pics Art etc. • Mobile Blogging
V	<ul style="list-style-type: none"> •Video shooting •video editing-Cinema FV-5, imovie, wevideo, kinemaster, pinnacle studio. •Live streaming. •New trends in MoJo Apps.
<p>Suggested Reading:</p> <ul style="list-style-type: none"> • Mobile Storytelling: A journalist’s guide to the smartphone galaxy, by Wytse Vellinga and Björn Staschen (Kindle e-book, March 2018) • MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad, by Ivo Burum and Stephen Quinn (Focal Press, 2015), ISBN-13: 978- 1138824904 • .Mobile Journalism, by Björn Staschen (Springer, 2017), ISBN 978-3-658-11783-5, e-book ISBN 978-3-658-11783-5 (in German) 	

- The Live-Streaming Handbook: How to create live video for social media on your phone and desktop, by Peter Stewart (Routledge, 2017), ISBN-13: 978-1138630055
- Anthony Adornato, Mobile and Social Media Journalism A Practical Guide, Sage Publication, New Delhi, 2017.
- Prabhu Jhingran, Mobile Journalism: Concepts, Possibilities and Techniques (Part-1), BHARAT BHARATI PRAKASHAN, VARANASI, 2021.

Web Link:

- <https://www.uswitch.com/mobiles/guides/history-of-mobile-phones/>
- <https://www.shoulderpod.com/mobile-journalism#:~:text=A%20Mobile%20Journalist%20or%20MOJO,social%20media%20by%20the%20Mojo.>
- <https://adamasuniversity.ac.in/mobile-journalism-or-mojo-the-next-big-thing-in-the-world-of-news/>
- <https://manavrachna.edu.in/blog/mobile-online-journalism-mojo-a-future-of-journalism/>
- <https://egyankosh.ac.in/bitstream/123456789/72015/1/Unit-13.pdf>

Semester- IV

Program: MA Mass Communication	Semester-IV	Paper-23
Subject- Mass Communication		
Course Code:A270404TB Elective	Course Title: Inter Cultural Communication	
Course Outcome: <ul style="list-style-type: none"> • Students will become culturally mediated and shall practice communication for intercultural communication enhancement. • Students will understand culture and co-culture on values, assumptions, perceptions, expectations, and behavior. • Learning the roles of culture, language, power, and communication on the development of personal, social and cultural identities throughout the lifespan. 		

Credits:4	
Max. Marks: 75+25	
Unit	Topic
I	Culture – definition – process – culture as a social institution – value systems – Primary –secondary – eastern and western perspectives. Historical Features of the Indian Society- Verna , Caste & social System, Concept of Culture- Historical Perspective, Ancient Indian culture and society, like Harappan, Vedic & Buddha.
II	Characteristics of Indian culture, Inter-cultural communication – definition – process – philosophical and functional dimensions– cultural symbols in verbal and non-verbal Communication.
III	Communication as a concept in western and eastern cultures (Dwaitha – Adwaitha –Vishishtadwaitha – Chinese (DaoTsu and Confucius – Shinto Buddhism) and also Sufism. Language and grammar as a medium of cultural communication – Panini/Patanjali – Prabhakara– Mandanamisra – Chomsky – Thoreau and others – linguistic aspects of inter-cultural communication.
IV	Modern mass media as vehicles of inter-cultural communication – barriers in inter-cultural communication – religious, political and economic pressures; intercultural conflicts and communication; impact of new technology on culture; Popular Culture, globalization effects on culture and communication; mass media as a culture manufacturing industry – mass media as a cultural institutions
V	Mass culture typologies – criticism and justification. Culture, communication and folk media – character, content and functions – dance and music as instruments of inter-cultural communication; UNESCO's efforts in the promotion of intercultural communication – other organizations – code of ethics.
Suggested Reading:	
<ul style="list-style-type: none"> • Michel D, Indian Culture and India's future, DK Print world ltd, Delhi. • Singhaaniyaa Nitin, Bhartiya kala avam sanskriti, Mc graw Hill,Chennai 2019. • Mishra Vidya Niwas, Bhartiya sanskriti ke adhar, Prabhat Prakashan, Delhi. • Chaturvedi AK, Bhartiya sanskriti ka itihās, ABPD Publications, Agra. • Michon Jean- Louis, sufism: Love and wisdom, Worldwisdom, Bloomington,Indiana.Agrawala Dr. Vasudeva, Kala aur sanskriti, Prabhat Prakashan, Delhi. • Jandt.E.Fred,An Introduction to intercultural communication, identities in a global community, Sage publication,USA. • Ankit Bhandari, Impact of Globalization and Westernization on Indian Culture:Good/Bad?, 	

LAP Lambert Academic Publishing,2019.

- Jandt Fred Edmund, An Introduction to Intercultural Communication
- Identities in a Global Community, SAGE Publications, 2020.
- Mukherjee Dr. Rabindranath, Agarwal Dr. Bharat, Bhartiya Samaj Evam Sanskriti (Indian Society And Culture),SBPD Publications,**Agra,2022.**

web Link

- <https://www.youtube.com/watch?v=wQ0KzQZM9S4>
- <https://www.youtube.com/watch?v=z7l4NtYiGCg>
- <https://www.thehansindia.com/posts/index/Education-and-Careers/2015-05-28/Characteristics-of-Indian-culture/153691>
- <https://indianculture.gov.in/hi>
- <https://www.drishtiiias.com/hindi/model-essays/unique-form-of-indian-culture>
- <https://www.youtube.com/watch?v=AUXldd3eYFA>
- https://www.steilacoom.k12.wa.us/cms/lib/WA01001786/Centricity/Domain/610/East_Southeast%20Religion_Philosophy_complete.pdf
- <https://egyankosh.ac.in/handle/123456789/47225>
- <https://www.ugr.es/~javera/pdf/DB2.pdf>
- <https://egyankosh.ac.in/bitstream/123456789/7263/1/Unit-3.pdf>

Semester- IV

Program: MA Mass Communication	Semester-IV	Paper-24
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Subject- Mass Communication	
Course Code:A270405R	Course Title: Major Research Project
<p>Course Outcome:</p> <p>After completion of the course the learners shall be:</p> <ul style="list-style-type: none"> • Independently carry out research in the field of communication, mass communication & Mass Media. • Write academic reports. • Carry out research during their professional assignments. 	
Credits:4	Core Compulsory
Max. Marks: 50	
<p>Evaluation Criteria:</p> <p>Academic Content (Dissertation report):50 Marks</p> <p>All the students have to submit the dissertation file for evaluation along with a CD.</p> <p>Directions:</p> <p>Each student will have to submit a report in any area of mass communication detailed in the curriculum under the guidance of a faculty member. The objective of the dissertation is to enable students to have an in-depth knowledge of a subject of their choice. It should be a research based effort and should Endeavour to create new knowledge in any area of mass communication. The dissertation will evaluate by external examiner and viva will taken by him/her the dissertation must be around 140 pages or more.</p> <p>The dissertation may be conducted in any one of the following specializations:-</p> <ol style="list-style-type: none"> I) Print Media II) Electronic Media III) New Media IV) Advertising V) Public Relations VI) Mass Communication 	

Semester- IV

Program: MA Mass Communication	Semester-IV	Paper-25
Subject- Mass Communication		
Course Code: Course Code:A270406P	Course Title: Practical: Advertising, PR and Mobile Journalism	
<p>Course Outcome:</p> <ul style="list-style-type: none"> • The student will be able to analyze the Indian advertising scenario and will distinguish between advertising and marketing. • The student will be able to categorize different types of advertisements. • The students will also be able to appraise and interpret the legal, ethical and social aspect of advertising. • To enable the students to integrate various functions with organizational goals and strategies. • To provide hands-on training on planning and production of brand and social campaigns. • To provide skills on various relevant software especially in media planning and production of campaigns. • Critically assess the use of rhetoric in an array of advertising and public relations materials, as demonstrated through successful completion of quizzes and critical analyses and Online critique of advertising and PR campaign materials • 		
Credits:4	Core Compulsory	
Max. Marks: 75+25		

Credits Equivalent: 4 Credits (120 hours of teacher led/guided practical activities in the Lab or the field; The learner's progress shall be evaluated by an External Examiner)

Course Content :

a. Advertising-

- Creating Print Advertising Copy.-03
- Creating web Advertising Copy -03
- Creating Social Media Advertising Copy -03
- Script for television commercials using the story board format and the script format.
- Script for radio advertisements

b.Public Relations

- Making PR Campaign on relevant social issues.
- Writing press release on contemporary issues.
- Make out analysis, action plan and multi-faceted public relations tactics and strategy for organising events.

or

c.Mobile Journalism

- Live a program from a multimedia mobile.
- Shooting video from mobile and posting on social media by captioning.
- Covering and editing a program from mobile.
- Taking bytes through mobile for TV news.

Note: All assignment should be submitted in a CD/DVD/Pen Drive and Hard Copy