

COURSE STRUCTURE

MA Mass Communication

Total Marks -2000 (500x4)

First Semester

- 1. Principles of Communication**
- 2. Growth and Development of Media**
- 3. Print Media: Reporting and Editing**
- 4. Electronic Media: Radio and Television**
- 5. Science Communication**

Second Semester-

- 6. Development Communication**
- 7. Photography Principles and Practice**
- 8. International Communication**
- 9. Media Laws and ethics**
- 10. Practical : Print Media Writing, Editing & Photography**

Third Semester

- 11. Communication Research**
- 12. Radio & TV Production**
- 13. Computer Application**
- 14. Media Management**
- 15. Practical: Radio & TV**

Fourth Semester

- 16. Web Journalism**
- 17. Advertising and Public Relations**
- 18. Inter-cultural Communication**
- 19. Practical: Video Programme Production**
- 20. Dissertation and summer training**

First Semester

Paper-1 Principles of Communication

Unit-1

- Communication Definition concept, process, function
- Elements in the Communication
Communication Source, Message, Channal, Media, Receiver, Destination, Feedback, Noise
- Way of Communication –One Way , Two Way
- Types of communication: Intra-personal, Inter-personal, Group and Mass Communication
- The Role/Functions of Mass Communication in the Society

Unit-2

- Aristotle Model
- Laswell's Model
- Shannon & Weaver Model
- F.Dance Model
- Westley &Maclen's Model
- Willbur Schramm's Model
- Osgood Model
- SMCR(Berlo,s model)

Unit-3

- Authoritarian Theory
- Free Press Theory
- Social Responsibility Theory
- Communist Theory
- Development Communication Theory
- Democratic media Participation Theory

Unit-4

- One step Flow theory
- Two Step Flow theory
- Multi Step Flow theory
- Cultivation Theory
- Agenda Setting Theory
- Selective Exposure
- Selective Perception
- Marshall McLulan theory

Paper –II Growth and development of Media

Unit I

Language and Society

Advent of Printing Press in India

Hickey gazette

Raja Rammohan Roy

Hindi Press

News Agencies in India

Vernacular Press act

Press and Freedom movement (with special reference to Gandhi and Tilak)

Unit II

Hindi Press-(Aaj, Dainik Jagran, Hindustan, Navbharat, Nai Duniya, Jansatta)

English Press-The Hindu, The Times of India, The Pioneer, The Hindustan Times, The Statesman)

Emergency and Indian Press

Unit III

Growth of radio in India

Growth of Television in India

Growth of Film in India

Growth of cable Television in India

Brief history of satellite development in India (SITE)

Unit IV

Multimedia

Growth and development of internet in India

Globalization and Media

Media and Social movement

Traditional Media in India

Paper III Print Media : Reporting and Editing

Unit I

Journalism- definition , elements, scope and importance

Reporting News: definition, concept, elements, values, sources, lead writing, kinds, reporting crime, weather, city life, speech, accident, disaster, court, election, riots, war/conflict/tensions.

Interviewing – kinds, purposes, technique.

Interpretative reporting – purposes, techniques.

Unit II

Investigative reporting – purposes, sources, styles, techniques. Columns – development, criticism, reviews, feature writing, news analysis, backgrounding – Political reporting.

– Legislative reporting.

-Diplomatic reporting.

Unit III

Scoops and exclusives and specialized reporting – science, sports, economic, development, commerce, gender, and allied areas reporting for magazines

Unit IV

Editing : Meaning, purposes, symbols, tools, lead, body, paragraphing.

News desk, editorial department set-up, news flow, copy management and organization

Headlines – techniques, styles, purposes, kinds of headlines. Dummy page-makeup, layout, principles of photo editing– Magazine editing, layout, graphics.

Paper IV Electronic Media (Radio and Television)

Unit I

Evolution and growth of electronic media : radio, television and internet.

Characteristics of radio, television and Internet as medium of communication

–

spoken, visual and multiple versions of information through links. Principles and

techniques of audio-visual communication.

Unit II

Technology and skills of linear and non-linear systems

visual communication

sound construction and picture formation through a wide range of

microphones,

sound-recorders

Unit III

camcorders, video recorders, computer-graphics and studio equipment

(exposure

through field visits). Transmission of sound, images and data through

microwave,

satellite and cable.

Unit IV

Infrastructure, content and flows on internet, with specific reference to India – reach and access to personal computers and internet connectivity.

Newspaper,

magazine, radio, television, and internet.

Bharat Berry

Paper V Science Communication

Unit-1

Introduction, Objective & Importance, Scientific Temper, Scientific Literacy and Minimum Science, Five Points of Science Communication, Five Elements of Science Communication, Grey Science Communication, Method of science, India's first science policy

Unit-2

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 and modern science communicators

Unit-3

Basic Scientific Awareness, Health (Food & Nutrition), Agriculture, Infectious and bacterial diseases, Vaccination, First aid in accidents, Balanced Human diet

, Various methods of Science communication: Reports, Features, Articles, Fiction, Folk, Specialized skills for Interviews and discussions in this Field (Science), Sources of science news, Developing scientific approach in media (News with scientific orientation)

Unit-4

Science News, Science channels like discovery, animal planet etc. Science Communication Documentaries (Video & Radio), Science Fictions, Films and Documentaries.

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

(Work study)

Second Semester

Paper-6 Development Communication

Unit I

Development Communication

Development: meaning, concept, process and models of development, approaches to development, problems and issues in development, characteristics

of developing societies, gap between developed and developing societies.

Unit II

Role of media in development communication - strategies in development communication - social cultural and economic barriers - Indian case studies and

experience –development communication policy

Unit III

Panchayati Raj - planning at national, state, regional, district, block and village levels.

Agricultural communication and rural development: The genesis of agricultural extension, MANREGA-BPL

Agriculture extension approach -diffusion of innovation

Development support communication: population and family welfare – health

–

education and society – environment and development, Community

Development

Programme, IRDP.

Unit IV

Developmental and rural extension agencies : governmental, semi-government,

nongovernmental (NGOs)

organizations problems faced in effective communication, micro – macro – economic frame work.

Writing development messages for media.

Paper-7 Camera & Photography

Unit-1

History of Photography

Photo Journalism : Importance , Essential qualities, Ethics, Responsibilities

News photography ,Types of News photography,News Photo Feature

Still Cameras:CompactCamera,T L R Cameras,Merits,demerits,analysis

S L R Cameras (35 MM) Digital

Cameras (Pixels & Memory Card)

Unit-2

Shutter Speed

Light Meter: Incident light Meter,Reflected light Meter

Aperture: Effects of varying the aperture,“F” Number,shutter speed

Depth of Field:Relation with aperture & focal length

Depth of Focus: When and Why

Types of Lenses: Zoom,Macro,Wide,Tele,SpecialLenses,Tele Converter

Unit-3

Types of film:Normalcolourfilm,Transparencies ,ASA,Solarization of film & Paper,Circle of confusion and its relevance,Colour Temperature and its relevance

Filters:Different types of filters for colour ,Different types of filters for B&W,GraduationFilter,Polarizingfilter,UV Filter

Unit-4

Aesthetics of Photography:Power of the visual,Composition,Basic Shots

Subjects Areas (Attached with practical assignments)

Nature Photography,FashionPhotography,Stilllife,Human form, silhouette, effectsetc.War photography.

Photo Editing,Photo Processing and Printing

Paper-8 International Communication

Unit-1

Political, economic and cultural dimensions of international communication – communication

and information as a tool of equality and exploitation – international news flow – imbalance

Unit-2

media growth – international, regional and internal disparities.

Communication as a human right – UNO’s Universal Declaration of Human Rights and communication – international news agencies , organizational structure and functions – a critique of western news values.

Unit-3

Impact of new communication technology on news flow – satellite communication – its historical background – status – progress – information super highways –

international telecommunication and regulatory organizations - UNESCO’s efforts in removal imbalance in news flow – debate on new international Information and Economic Order –MacBride Commission’s report – non-aligned news agencies news pool – its working,success, failure.

Unit-4

Issues in international communication – democratization of information flow and media systems

information -prompted cultural imperialism – criticisms; violence against media persons; transnational media ownership and issues of sovereignty and security; international media institutions and professional organizations; code of

conduct.UNESCO,IPI,ITU,UN agency for communication.

Paper-9 Media Law and Ethics

Unit -1

Media Law: Constitution of India: fundamental rights – freedom of speech and expression and their limits – directive principles of state policy, provisions of declaring emergency and their effects on media – provisions for amending the constitution

Unit-2

parliamentary privileges and media; union and states; and election commission

and its machinery.– Contempt of Courts Act 1971 -defamation – relevant provisions of Indian Penal Code with reference of sedition- Official Secrets Act,1923,vis- a vis right to information

Unit-3

Press and Registration of Books Act, 1867. Working Journalists and Other Newspaper Employees (Conditions of Service and miscellaneous provisions Act,1955-Cinematography Act ,1953-Prasar Bharti Act -WTO agreement and intellectual property right legislations,including Copyright Act, information technology, convergence legislations including cyber laws and Cable Television

Act; and media-Media's ethical problems including privacy, right to reply, yellow journalism; freebies, bias.

Unit-4

Ownership of media – role of press and/or media councils and press ombudsmen

in the world, first and second press commissions, Press Council of India and its

broad guidelines for the press and other national and international organizations –

and codes for radio, television, advertising and public relations,Accountability and independence of media.

Paper-10

Practical: Print Media Writing, Editing & Photography

Third Semester

Paper-11 Communication Research

Unit -1

Definition – elements of research – scientific approach – research and communication- role – function – scope and importance of communication research – basic and applied research.hypothesis, sources of research,Research design

Unit-2

panel studies, census method, survey method, observation method, case studies , content analysis.

Tools of data collection,media source books, questionnaire and schedules, TRP

rating, sampling methods

Unit-3

Media research – evaluation, feedback – feed forward – media habits – public opinion surveys– pre-election studies and exit polls.

data analysis techniques – coding and tabulation, reliability & Validity

Unit-4

Media research as a tool of reporting. Readership and / audience surveys, preparation of research reports / project reports / dissertations / thesis.

Mean, Median, Mode (simple method).

Paper-12 Radio & TV Production

Unit-1

Radio programme production process and techniques. sound recording – types of

microphones and their uses – field recording skills; radio feature, radio documentary ,studio-multiple sources-news production,radio newsreel and current

affairsprogrammms ,studio interviews – studio discussions – phone-in programmes .

Unit-2

Writing for radio Radioreporting ,interview techniques; presentation; structuring a radio report – news capsuling and radio commentary.Voice training - effective use of voice – enunciation, flow, pronunciation, modulation; on-line interview techniques; moderating skills for radio discussion programmes; handling interactive live transmission.

Unit-3

TV camera– camera mounting. Colour balance, basic shots and camera movement.Basic of TV Production: TV lighting in field, using reflectors. threepoint

lighting.Video editing techniques – cut , mix and dissolve use of cutaway – AB roll editing; digital effects and post production – planning location shoots – story board – single camera shooting – multi camera shooting – shooting and editing schedules – studio production.

role of functionaries - planning studio programmes – cue’s and commands – formats of TV programmes – studio interview – studio discussion - studio chat shows with audience participation – studio quiz program with audience participation – TV documentary production– corporate video production.

Unit-4

Writing for television programmes – research, visualization and production script.Television reporting: visualizing news/ENG – research, investigation – interview techniques; piece to camera and voice over; sequencing and editing news packages; investigative reporting –economic reporting-sports reportinghuman interest stories.

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.

Paper -13 Computer Application

Unit-1

Introduction to computers, History, Definition classification, type, Characteristic

Computer hardware and software, Memories, types of memories, storage devices.

Unit-2

Windows and its operations, Word processing, Word processing in Indian Languages. MS Word : Practical exercises. Other Windows Programmes, Power

point, Excel, Copy Editing in MS Office, Photo shop : A practical exercise, Pagemaking & Layout using Computers, Page Maker : A practical exercise, Quark Express With practical exercise.

Unit-3

Basic IT applications for print, electronic and cyber media Technique & Mass Media (Integration of Computer & Television, Video –Editing, Website & Printer, Computer & Advertisement, Visual Designs & Colours) ,Description and

uses of various electronic gadgets used in electronic media, Emerging trends in

information technology, Comparison with print media.

Unit-4

Information technology & society, Role of IT: Railways, Airlines, Banking, Insurance, Financial accounting, Inventory Control, Hotel Management, Education ,Defence.

Paper-14 Media Management

unit -1

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

unit -2

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

Unit- 3

Economics of print and electronic media – management, business, legal and financial aspects of media management, Budgeting and finance, capital costs, production costs, commercial polity, advertising and sales strategy, completion and survival, evolving a strategy and plan of action, operations, production schedule and process, evaluation, budget control, costing.

unit -4

tax, labour laws and PR for building and sustaining business and audience. Planning and execution of programme production – production terms, control practices and procedures. Administration and programme management in media – scheduling, transmitting, record keeping, quality control and cost effective techniques. Employee / employer and customer relations services; marketing strategies – brand promotion (space/time, circulation) – reach – promotion – market survey techniques - human research development for media. Foreign equity in Indian media (including print media) and Press Commissions on Indian newspaper management structure.

Paper 15

Practical: Radio and Tv

Fourth Semester

Paper-16 Web Journalism

Unit-1

Introduction to Internet: Concept and development
Internet protocols, domain name systems,
Internet functions: e-mail, searching and downloading information
New trends on internet
Security issues on Internet: Hacking, Phishing and ethical issues etc.
Social Networking Sites and their contribution

Unit-2

Introduction to Web Journalism
Definitions, types, History and Development
Web Media, E-paper, e-magzine, E-paper v/s print paper
Role and Responsibility of online journalist
News and data: collection, writing and editing
Ethics of online journalism
Virtual communities and Online News paper,
Alternative & Participatory Media

Unit-3

Web log Journalism
Types of Blogs
Blog Popularity
Blog Search Engine, Blog Aggregator
Blogging & the Mass Media
Functions of Blogging

Unit-4

Weblog & Democracy
Media Sphere & Blogosphere
Blog and Citizen Journalism
Video Sharing: You Tube & Others
New Trends in Blogs
News Portal :Concept & Growth

Paper-17 Advertising and Public Relations

Unit -1

Public Relations in India
Definitions of Public Relations

Public Relations Process

PR and management

House Journal

Tools and skills of P.R.O.

P.R. through Traditional Media

Difference between P.R. Publicity, Propaganda and Advertising.

Unit-2

P.R. Campaigning ,Media relations, Press Conferences, Media Tours

,Exhibitions Preparation and Production of Printed/AV-Material ,Press Release/

Press-note, Minutes, Annual Report, Chair Persons Speeches, Ghost Writing

Unit-3

Definitions of Advertising

Types of advertising

Creativity in Advertising.

Creative Pyramid Vs Advertising Pyramid

Copy Platform

Basics of Copy Writing

Idea Generation

Transforming Idea into Copy

Visualising

Copy writing for Press, Radio and T.V. ads.

Unit-4

Advertising and Psychology

Motivational Research

Problems and issues in advertising

Subliminal advertising

Advertising agencies –Structure and function

Laws Related with Advertising, Drug & Magic Remedies Act.,Panel Studies,

TRP testing,drugs and magic remedies act.

Paper-18 Inter-Cultural Communication

Unit-1

Culture – definition – process – culture as a social institution – value systems

–

primary –secondary – eastern and western perspectives.

Historical Features of the Indian Society- Varna , Caste & social System, Concept of Culture- Historical Perspective, Ancient Indian culture and society, like Harappan, Vedic & Buddha, Characteristics of Indian culture, Inter-cultural communication – definition – process – philosophical and functional dimensions– cultural symbols in verbal and non-verbal communication.

Perception of the world – Western and Greek (Christian) – varied eastern concepts (Hindu, Islamic, Buddhist, others) – retention of information – comparison between eastern and western concepts.

Unit-2

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.

Unit-3

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; globalization effects on culture and communication; mass media as a culture manufacturing industry – mass media as a cultural institutions.

Unit-4

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.

Paper-19 Video Programme Production (Practical Paper)

Paper-20 Dissertation & Summer Training Report

Dissertation

Every student will have to do a dissertation/project report in any area of mass communication detailed in the curriculum under the guidance of faculty. The objective of the dissertation is to enable a student to have an in-depth knowledge

of the subject of his/her choice. It should be a research-based effort and should endeavor to create new knowledge in any area of mass communication.

Summer Training Report

Each student is required to submit summer training report and experience certificate from the media organization to the department.