

SYLLABUS & SCHEME (Under CBCS)
MASTER OF ARTS (M.A.) MASS COMMUNICATION
FIRST SEMESTER

There shall be five papers in each semester, four theories and one practical. Each paper is divided in two components. **Component A and Component B.** Passing in each component shall be compulsory. Each theory paper will be divided in to Five Units. The students will be required to solve one question from each units. Details and marks are as following:

COMPONENT - A THEORY PAPERS

Course Code	Course Title	Nature	Valuation			Total
			Credit	TE	CCE	
Course 1	Communication Theories	Core	5	60	40	100
Course 2	Print Media (Specialized course)	Core	5	60	40	100
Course 3	Public Relation	Core	5	60	40	100
Course 4	Advertising	Elective	5	60	40	100
	Adv & Marketing Research	Elective				
Course 5	Practical	Core	4	60	40	100
	Total Credit & Marks		24	300	200	500

COMPONENT - B - CCE

Marks

Course - 1	1. Seminar	10
	2. Unit Test	10
	3. Unit Test	10
	4. Unit Test	10

Total – 40

Marks

Course - 2	1. Seminar	10
	2. Unit Test	10
	3. Unit Test	10
	4. Unit Test	10

Total – 40

Marks

Course - 3	1. Seminar	10
	2. Unit Test	10
	3. Unit Test	10
	4. Unit Test	10

Total – 40

Marks

Course - 4	1. Seminar	10
	2. Unit Test	10
	3. Unit Test	10
	4. Unit Test	10

Total – 40

Marks

Course - 5	1. Lab Journal	30
	2. Press Conference	10

Total – 40

SYLLABUS & SCHEME (Under CBCS)
MASTER OF ARTS (M.A.) MASS COMMUNICATION
SECOND SEMESTER

There shall be five papers in each semester, four theories and one practical. Each paper is divided in two components. **Component A and Component B.** Passing in each component shall be compulsory. Each theory paper will be divided in to Five Units. The students will be required to solve one question from each units. Details and marks are as following:

COMPONENT - A THEORY PAPERS

Course Code	Course Title	Nature	Valuation			Total
			Credit	TE	CCE	
Course 6	International Communication	Core	5	60	40	100
Course 7	Communication Research	Core	5	60	40	100
Course 8	Electronics Communication	Core	5	60	40	100
Course 9	Media Development Laws & Ethics	Elective	5	60	40	100
	Media Laws & Ethics	Elective				
Course 10	Practical	Core	4	60	40	100
	Total Credit & Marks		24	300	200	500

COMPONENT - B - CCE

Marks

Course - 6	1. Seminar	10
	2. Unit Test	10
	3. Unit Test	10
	4. Unit Test	10

Total – 40

Marks

Course - 7	1. Seminar	10
	2. Unit Test	10
	3. Unit Test	10
	4. Unit Test	10

Total – 40

Marks

Course - 8	1. Seminar	10
	2. Unit Test	10
	3. Unit Test	10
	4. Unit Test	10

Total – 40

Marks

Course - 9	1. Seminar	10
	2. Unit Test	10
	3. Unit Test	10
	4. Unit Test	10

Total – 40

Marks

Course - 10	1. Audio Video Production	30
	2. Field Reporting & Assignment	10

Total – 40

SYLLABUS & SCHEME (Under CBCS)
MASTER OF ARTS (M.A.) MASS COMMUNICATION
THIRD SEMESTER

There shall be five papers in each semester, four theories and one practical. Each paper is divided in two components. **Component A and Component B.** Passing in each component shall be compulsory. Each theory paper will be divided in to Five Units. The students will be required to solve one question from each units. Details and marks are as following:

COMPONENT - A THEORY PAPERS

Course Code	Course Title	Nature	Valuation			Total
			Credit	TE	CCE	
Course 11	Media Management	Core	5	60	40	100
Course 12	Editing Photo Journalism & Comp. Application	Core	5	60	40	100
Course 13	Inter Culture Communication	Core	5	60	40	100
Course 14	Radio Journalism	Elective	5	60	40	100
	TV Journalisms	Elective				
Course 15	Practical	Core	4	60	40	100
	Total Credit & Marks		24	300	200	500

COMPONENT - B - CCE

Marks

11.	Course - 11	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

12.	Course - 12	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

13.	Course - 13	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

14.	Course - 14	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

15.	Course - 15	1. Audio Video Production	30
		2. Field Reporting & Assignment	10

Total – 40

SYLLABUS & SCHEME (Under CBCS)
MASTER OF ARTS (M.A.) MASS COMMUNICATION
FOURTH SEMESTER

There shall be five papers in each semester, four theories and one practical. Each paper is divided in two components. **Component A and Component B.** Passing in each component shall be compulsory. Each theory paper will be divided in to Five Units. The students will be required to solve one question from each units. Details and marks are as following:

COMPONENT - A THEORY PAPERS

Course Code	Course Title	Nature	Valuation			Total
			Credit	TE	CCE	
Course 16	New Media Application	Core	5	60	40	100
Course 17	Corporate Communication	Core	5	60	40	100
Course 18	Specialized Paper Print	Elective	5	60	40	100
	Specialized Paper Electronic	Elective				
Course 19	Dissertation	Core	5	60	40	100
Course 20	Practical	Core	4	60	40	100
	Total Credit & Marks		24	300	200	500

COMPONENT - B - CCE

Marks

16.	Course - 16	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

17.	Course - 17	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

18.	Course - 18	1. Seminar	10
		2. Unit Test	10
		3. Unit Test	10
		4. Unit Test	10

Total – 40

Marks

19.	Course - 19	Dissertation, synopsis, PPT- Presentation & viva voice	40
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Total – 40

Marks

20.	Course - 20	1. Audio Video Production or Newspaper Publication	30
		2. Field Reporting & Assingment	10

Total – 40

FIRST SEMESTER
COURSE - 1
Communication Theories

Each paper will be divided in to Five Units.

Credit – 05

Marks - 60

UNIT-I : Introduction to Communication, Concept, Definition, Process, Scope, Elements & Functions, Nature of Human Communication, Verbal & Non-Verbal Communication, Types of Communication, Barriers of Communication

UNIT-II : Models of Communication, Lass well Model of Communication, Shannon & Weaver Model , Wilber-Schramm Model of Mass Communication, Osgood & Schramm Model, De' Fleur Model

UNIT-III : Different Theories of Communication, Bullet Theory, Hypodermic Needle Theory, Cognitive Consistency, Agenda Setting, Cultivation Theory, Media System Dependency Theory, Selective Perception, Selective Retention, Selection Exposure

UNIT-IV : Development Communication Meaning And Strategies, Normative Theories of Communication, Social responsibility Theory, Democratic Participation Theory

UNIT-V : Mass Media & Society, Communication & Public Opinion, Media Audiences, Information technology & Society, Mass Communication & Culture

Books Recommended for references -

- Mc Quail, Denis. **Mass Communication Theory**, 4th ed., Sage Publication Ltd., London, 2000.
- Rogers M. Everett. **A History of Communication Study**, New York, Free Press, 1997.
- Littlejohn, W. Stephen. **Theories of Human Communication**, 3rd ed., Belmont, California, 1989.
- Kincaid, D. Lawrence. **Communication Theory – Eastern and Western Perspectives**, Academic Press Inc., San Diego, 1987.
- Kumar. J. Keval. **Mass Communication in India**, Jaico Publishing house, Bombay, (New Ed.)
- Rajgadhya, Vishnu. **Jansanchar : Siddhant Evam Anuprayog**, Radhakrishna Publication, New Delhi

FIRST SEMESTER
COURSE - 2
PRINT MEDIA (SPECIALIZED REPORTING)

Each theory paper will be divided into Five Units.

Credit - 05
Marks - 60

UNIT I : News : definition. Concept: Indian and Western. Elements, values, sources, lead writing, kinds of reporting crime, weather, city life, speech, accident, disaster, court, election, riots, war/conflict/tensions.

UNIT II : Interview – kinds, purposes, techniques, different channels of Interview how to interview for various Media: TV, Radio, Newspaper, Periodicals. Interpretative reporting- purposes, techniques. Investigative reporting – Purpose, sources, styles, techniques, Political Reporting, Legislative reporting, Diplomatic reporting.

UNIT III : Columns – development, criticism, reviews, feature writing news analysis, back grounding. Specialized Reporting- Political Reporting, Legislative reporting, exclusives and specialized reporting science, sports, economic, development, commerce, gender, and allied areas reporting for magazines.

UNIT IV : Rural Reporting- agricultural- Practice, Problems and Policies, caste community relations- rural and urban relation.

UNIT V : News Agencies Development and growth special reference to world. Major News Agencies in the world. Non Aligned News Agencies, New International and World Information and communication Order (NIWICO).

Books Recommended for references

1. Mencher Melvin : Basic News Writing.
2. Noel & Brown : News Writing & Reporting.
3. Shrivastava K.M. : News Reporting & Editing.
4. J.V. Vilanilam : Reporting a Revolution.
5. राजेन्द्र : संवाद और संवाददाता
6. वैदिक, वेदप्रताप : पत्रकारिता के विविध आयाम
7. त्रिखा नन्दकिषोर : समाचार संकलन और लेखन
8. Gupta Om : Internet Journalism in India
9. IIMC Publication : News Agencies Pool of Non Aligned Countries A Perspective.

FIRST SEMESTER
COURSE - 3
PUBLIC RELATIONS

Each theory paper will be divided into Five Units.

Credit - 05
Marks -60

UNIT I: Public Relation– definition– PR a communication function- history of PR- growth of PR in India, PR, Publicity, propaganda and public opinion- PR as a management function.

UNIT II: Stage of PR- planning- implementation- research- evaluation PR practitioners and media relations– press conference– press releases- other PR tools.

UNIT III: Communication with public– internal and external- community relations- employee relations; PR in India- public and private sectors; PR counseling; PR agencies; PR and advertising- PR for media institutions.

UNIT IV: Shareholder relations- dealer relations; PR for hospitals- PR for charitable institutions; defense PR; for NGOs; PR for political parties; crisis management- Case studies.

UNIT V: PR research- techniques- PR and law- PR and new technology- Code of ethics for PR- international PR- professional organizations of PR- emerging trends in PR.

Book Recommended for references

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|---------------------|--|
| 1. गुप्ता बी आर | : भारत में जनसंपर्क |
| 2. राजेन्द्र | : लोक संपर्क |
| 3. Kaul J M | : Public Relation in India |
| 4. Mehta D S | : Handbook of Public Relation in India |
| 5. Black Sam | : Practical Public Relations |
| 6. Cottlip & Centre | : Effective Public Relation |
| 7. Haywood Roger | :All About PR |

FIRST SEMESTER
COURSE - 4

ADVERTISING

Each theory paper will be divided into Five Units.

Credit - 05
Marks - 60

UNIT I: Advertising– definition, historical development; social and economic benefits of advertising; mass media and advertising; criticisms; types of advertising; consumer advertising– co-corporate–industrial retail- national– trade-professional- social.

UNIT II: Product advertising- target audience- brand image- positioning; advertising strategies; appeals, advertising spiral, market and its segmentation, sales promotion.

UNIT III: Advertising agency- structure and function, creativity- media selection- newspapers, magazines, radio, television, outdoor, strategy, planning, media budget; campaign planning.

UNIT IV: Copy writing and advertising production techniques: print, radio, television, films. Outdoor, ideation, visualization, use of computers.

UNIT V: Research in advertising, planning, execution, copy research, market research; ethical aspects of advertising; law and advertising; advertising and pressure groups; ever going trends.

Books Recommended for references

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|------------------|--|
| 1. महाजन अषोक | : विज्ञापन |
| 2. Kumar K.J. | : Advertising |
| 3. Chunawala S A | : Advertising Theory and Practice |
| 4. Agrawal | : Principles of Modern Advertising |
| 5. Chunawala S A | : Advertising sales and promotion Management |
| 6. Dell Denmison | : Advertising Handbook |

FIRST SEMESTER
COURSE - 4

ADVERTISING & MARKETING RESEARCH

Each theory paper will be divided into Five Units.

Credit - 05
Marks – 60

UNIT I: Evolution of advertising – nature, scope and functions of advertising effects of advertising social, culture and economic Criticisms against advertising Role of advertising in Marketing.

UNIT II: Elements of advertising – Copy writing: Purpose, types and sources of information – Headlines, functions and types – Layout and visualization and Illustrations and their importance – Creativity in advertising.

UNIT III: Colour in advertising – S logans, Trademarks – Brand names – production aspects of adverting print – TV – Cinema – outdoor etc.

UNIT VI: Campaign planning – planning and preparation – Factors addicting selection of media – Target audience – Consumer behavior – Research and effect of various media – newspaper Magazines, Radio, Television, Cinema, outdoor, Transit –Direct Mail and others.

UNIT V: Research areas in advertising and marketing – legal and ethical aspects of advertising, Advertising Budget, Testing and Effectiveness. Role of Consumer forums.

Book Recommended for references

1. Mathur : Advertising Management
2. Chunawalla : Foundations of Advertising Theory and Practice
3. Batra : Advertising of Management
4. Agarwal : Principles of Modern Advertising
5. Kumar, Sethia, Suchak : Advertising : Theory and Practice
6. Lasikar : Lesikar’s Basic Business Communication

FIRST SEMESTER
COURSE - 5

PRACTICAL

Credit – 04
CCE : 40 Marks
Practical work & Viva-Voice : 60 Marks
Total – 100 Marks

The Practical will be conducted by External and Internal.
The practical will cover all the papers of First Semester

There will be two parts for practical which will be conducted by
External and Internal examiner appointed by the university.

1. Course – 1. Communication Theories
2. Course – 2. Print Media (Specialized course)
3. Course – 3. Public Relation
4. Course – 4. Advertising / Advertising & Marketing Research

SECOND SEMESTER
COURSE - 6
INTERNATIONAL COMMUNICATION

Each theory paper will be divided into Five Units.

Credit - 05
Marks – 60

UNIT I: Political; economic and cultural dimensions of international communication- communication and information as a tool of equality and exploitation- international news flow-imbalance- media growth-international, regional and internal disparities.

UNIT II: Communication as a human right – UNO-s Universal Declaration of Human Rights and communication-international news agencies and syndicates, their organizational structure and functions-a critique of western news values.

UNIT III: Impact of new communication technology on news flow-satellite communication-its historical background – status – progress – effects-in-formation super highways – international telecommunication and regulatory organizations.

UNIT VI: UNESCO’S efforts in removal imbalance in news flow-de-bate on new international information and Economic Order-Mac Bride Commission’s report-non-aligned news agencies news pool-its working, success, failure.

UNIT V: Issues in international communication – democratization of information flow and media systems – professional standards; communication research – telecommunication tariffs; information – prompted cultural imperialism – criticisms; violence against media persons; effects of globalization on media systems and their functions; transnational media ownership and issues of sovereignty and security; international intellectual property rights; international media institutions and professional organizations; code of conduct.

Books Recommended for references

1. McBride Commission : Many voice, one world
2. Melkote R Srinivas : Communication and Development in Third World : Theory and Practice
3. Kumar Keval J : Mass Communication in India
4. Williams Frederick : The Communication Revolutions

SECOND SEMESTER
COURSE - 7
COMMUNICATION RESEARCH

Each theory paper will be divided into Five Units.

Credit - 05
Marks – 60

UNIT I: Definition – elements of research – scientific approach – research and communication theories – function – scope and importance of communication research – basic and applied research.

UNIT II: Research design components – experimental, quasi - experimental, bench mark, longitudinal studies, simulation- panel studies – co relational designs, Methods of communication research – census Method, survey method, observation method-clinical studies – case studies – content analysis.

UNIT III: Tools of data collection: sources, media source books, questionnaire and schedules, people’s meter, diary method, field studies, logistic groups, focus groups, telephone, surveys online polls. Random sampling methods and representativeness of the samples sampling errors and distributions in the findings.

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

UNIT V : Report writing – data analysis techniques – coding and tabulation – non – statistical methods – descriptive – historical – statistical analysis- parametric and non – parametric – uni-vaiate-bi-variate – multi – variate – tests of significance – levels of measurement – central tendency – tests of reliability and validity – SPSS and other statistical packages.

Books Recommended for references

1. Denis McQuail :Mass Communication Theory an Itriduction
2. Gupta BR : Mass Communication and Development
3. Levis Anthony & David Manning White : People Society And Mass Communication
4. Gupta V S : Journalism and Mass Communication
5. William Frederick : The Communication Revolution
6. B. Kuppuswamy : Communication and Social Development in India

SECOND SEMESTER
COURSE - 8
ELECTRONICS COMMUNICATION

Each theory paper will be divided into Five Units.

Credit - 05
Marks – 60

UNIT I: Radio Programme, production, process and techniques, thinking audio. Aspects of sound recording – types of microphones and their uses- field recording skills; radio feature production; radio documentary production, studio chain; live studio broadcast with multiple sources – news production.

UNIT II: Using sound bytes and actualities; spacebridge with field sources of news; studio production or radio newsreel and current affairs programmes-formats of radio programmes-studio interviews-studio discussions-phone-in programmes-O.B. production of sporting and mega events.

UNIT III: Visual communication-communicating with still pictures and video-shooting with TV camera - camera mounting, colour balance, basic shots and camera movement. Basic of TV production: TV lighting in field, using reflectors. Lighting grid - luminaries. Studio lighting – three – point lighting – high key and low key lighting, properties, studio sets and make – up.

UNIT VI: 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 V: Writing for Television: Writing to still, writing for video, reference visuals to words. TV news writing; marking copy in production language. 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 reporting – human interest stories. Television news editing; planning, production and compilation of news programmes – writing lead – intro to news packages – headlines writing, teasers and promos.

Book Recommended for references

1. असगर वजाहत एवं प्रभात रंजन : टेलीविजन लेखन
2. अग्रवाल विजय : सिनेमा और समाज
3. Mrhera Masani : Broadcasting and the People
4. Akash Bharati : (National Broadcasting trust) Working Group on Autonomy for Broadcasting

SECOND SEMESTER
COURSE - 9
MEDIA DEVELOPMENT LAWS & ETHICS

Each theory paper will be divided into Five Units.

Credit - 05
Marks – 60

UNIT I: Language and society – development of language as a vehicle of communication – invention of printing press and paper – pioneer publications in Europe and USA. Early communication systems in India – development of printing – early efforts to publish newspapers in different parts of India.

Newspapers and magazines in the nineteenth century – first war of Indian Independence and the press – issues of freedom, both political freedom and press freedom.

UNIT II: The press in India after independence: social, political and economic issues and the role of the Indian press problems and prospects. – nationalization – privatization – globalization – WTO – land reforms – social issues of the region – political events.

UNIT III: 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; provisions for legislature reporting; parliamentary privileges and media; theory of basic structure; union and states; and election commission and its machinery.

UNIT VI: Cinematograph Act. 1953; Prasar Bharati Act; WTO agreement and intellectual property right legislation including Copyright Act, Trade Marks Act and patent Act – information technology, convergence legislations including cyber laws and Cable Television Act; and media and public interest litigation.

UNIT V: Ethics : Media's ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; freebies, bias, coloured reports; ethical issues related with ownership of media – role of press and/or media councils and press ombudsmen in the world – press council of India and its broad guidelines for the press – codes suggested for the press by press council and press Commissions and other national and international organizations – and codes for radio, television, advertising and public relations. Accountability and independence of media.

Books Recommended for references

1. Basu DD : Press Laws
2. Hakemulder : Media Ethics and Law
3. त्रिखा नंदकिषोर : प्रेस – विधि
4. Ghose M P : Press in Law of India
5. Wilbur Schramm : Mass media and national development
6. वैदिक वेदप्रताप : पत्रकारिता के विविध आयाम
7. Malhan P N : Communication Yesterday Today and Tomorrow

SECOND SEMESTER

Course - 9

Media Laws & Ethics

Each paper will be divided in to Five Units.

Credit – 05

Marks - 60

UNIT-I : Indian Constitution and Media, Basics of Indian Constitution and Fundamental Rights, Freedom of Speech and Expression, History of Press Law In India

UNIT-II : Media Ethics and Principles, Concept and Definition of Ethics, Fundamental Values of truth, fairness and objectivity, Ethical Issues and Challenges For Media, Press Council Code on Journalistic Ethics.

UNIT-III : Law Related To Print Media in India, Press Commission, Press Council Of India, Books and Newspaper Registration Act, Working Journalist Act, Copyright Act

UNIT-IV : Law Related To Broadcast Media in India, Cable TV Network Regulation Act, Cinematography Act, Prasar Bharti Act 1990, Information Technology Act 2000

UNIT-V : Restrictions on Media, Contempt of Court, Defamation, Right To Privacy, Official Secret Act, IPC and Cr. PC Provisions

Books Rcommended for references -

- Trikha, N.K. **Media Law**, Vishwavidyalaya Prakashan, Varanasi
- Myneni, DR. S.R. **Media Law**, Asia Law House, Hyderabad 2013.
- Prasad, Kiran. **Media Law in India**. Kluwer Law International, 2011
- Durga Das Basu, **Law of the Press in India**, Prentice Hall of India Private limited, New Delhi, 1980
- B. N. Ahuja, **History to Press, Press Laws & Communications**, Surjeet Publications, 1988.

SECOND SEMESTER
COURSE - 10

PRACTICAL

Credit – 04

CCE : 40 Marks

Practical work & Viva-Voice : 60 Marks

Total – 100 Marks

The Practical will be conducted by External and Internal .
The practical will cover all the papers of Second Semester

There will be two parts for practical which will be conducted by External and Internal examiner appointed by the university.

1. Course – 6 International Communication
2. Course – 7 Communication Research
3. Course – 8 Electronics Communication
4. Course – 9 Media Development Laws & Ethics/ Media Laws & Ethics

THIRD SEMESTER
COURSE - 11
MEDIA MANAGEMENT

Each theory paper will be divided into Five Units.

Credit -05
Marks- 60

UNIT I: Principles of media management and their significance – media as an industry and profession. Management pre and after independence, Recommendation of First and Second Press Commission.

UNIT II: Ownership patterns of mass – media in India – sole proprietorship, partnership, private limited, companies, public limited companies, trusts, co-operatives, religious institutions (societies) and Franchisees (cgaubs), Policy formulation – planning and control; problems, process and prospects of launching media ventures, Organization theory, delegation, decentralization, motivation, control and co-ordination.

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

UNIT VI: 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, tax, labour laws and PR for building and sustaining business and audience.

UNIT V: 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 Commission on India newspaper management structure.

Books Recommended for references

1. Publication Division : Mass Media in India
2. Divakar : Media Management in India
3. जैन सुकमाल : समाचार पत्र संगठन
4. कोठारी गुलाब : समाचार पत्र प्रबंधन
5. भनावत संजीव : संचार माध्यम संगठन एवं प्रबंधन

THIRD SEMESTER

COURSE - 12

EDITING, PHOTO JOURNALISM & COMPUTER APPLICATION

Each theory paper will be divided into Five Units.

**Credit - 05
Marks – 60**

UNIT I: Editing, Meaning, purpose, Tools, Body paragraphing, News desk, Editorial Department Setup, News flow, copy management and organization.

UNIT II: Proof reading, meaning, Symbol, Headline, Techniques, Style, Purpose, Kinds of headlines, Page makeup, Dummy Layout, Magazine Editing, Layout, Graphics.

UNIT III: Printing method – screen, Off – set, Plate making, designing and printing of cover page, colour printing, colour combination, colour scanning, colour separation, colour correction, colour positive, colour negative, preparation of bromides, Art pulls.

UNIT VI: Photo journalism, News value for picture, Photo essays, Photo feature, Picture magazine, Colour Photograph, Photo editing, Photography equipments type and function, caption writing, placement of photograph important of Photography in modern scenario.

UNIT V: On-line editing, Word processing, Spell check, Grammar check, Page makeup on computer, DTP, MS world use of computer software and multimedia.

Books Recommended for references

1. Westlay Brun : News Adition
2. Kamath M V : Professional Journalism
3. Narayan K P : Sampadan Kala
4. जैन रमेश : समाचार संपादन और पृष्ठ सज्जा
5. सिंह विष्णुप्रिया, सिंह मीनाक्षी : इंटरनेट इलस्ट्रेटिड

THIRD SEMESTER

COURSE - 13

INTER CULTURE COMMUNICATION

Each theory paper will be divided into Five Units.

**Credit - 05
Marks – 60**

UNIT I: Culture – definition – process – culture as a social institution – value systems – primary secondary – eastern and western perspectives. Inter – cultural communication – definition – process – philosophical and functional dimensions – cultural symbols in verbal and non – verbal communication.

UNIT II: 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 III: Communication as a concept in western and eastern cultures (Ewaitha – Adwaitha – Vishishtawaitha – Chinese (Dao Tsu 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 VI: Modern mass media as vehicles of inter – cultural communication – barriers in inter – cultural communication – religious, political and economic pressures; inter – cultural 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 cultural institution; mass culture typologies – criticism and justification.

UNIT V: 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 inter – cultural communication – other organizations – code of ethics.

Book Recommended for references

1. Denis Mcquail : Towards a Sociology of Mass Communication
2. Keval J Kumar : Mass Communication in India
3. Murthy JS : Mass Communication
4. सुभाष धुलिया : सुचना कांति की राजनीति और विचारधारा

THIRD SEMESTER
Course - 14
Television Journalism

Each paper will be divided in to Five Units.

Credit – 05
Marks - 60

UNIT-I : Understanding Television, Evolution And Development Of TV, History Of TV in India , Television : Characteristics as a Medium of communication, TV industry in India

UNIT-II : Television Program Formats, Concept, Ideation and Formatting , Fiction and Non-Fiction, Scripted and Unscripted TV Program, TV Genres

UNIT-III : Television Program Production, Pre Production, Post Production, In House Production and Outdoor Production, SFX and Visual Effects

UNIT-IV : Television News , Television News Reporting, Bulletin, Live Program, Talk Show, Docudrama and Documentary

UNIT-V : Broadcasting Ethics, Broadcasting Guidelines of Prasar Bharti, Freedom of Broadcaster, Viewer's Right, Different Regulatory Bodies

Books Rcommended for references -

- Broadcast News: *Writing, Reporting and Producing*, Ted White and Frank Bernas, Focal Press, Focal Press, Oxford, 2010
- Television Journalism By Ivor Yorke, Routledge.
- An introduction to writing for Electronic Media: Scripwriting Essentials Across the Genres, RobertsB. Musburger, Focal Press, Oxford, 2007
- Television in India: *Many Faces*, Mira K. Desai, Authors Press, Delhi, 2010
- Television and Popular Culture India: *A Study of the Mahabharata*, Ananda Mitra, Sage, Delhi

THIRD SEMESTER
Course - 14
Radio Journalism

Each paper will be divided in to Five Units.

Credit – 05
Marks - 60

UNIT-I : Introduction of Radio, General Characteristics of Radio, Development of Radio Broadcasting in Europe and America, Development of Radio Broadcasting in India (Pre Independence Era), Development of Radio Broadcasting in India (Post Independence Era)

UNIT-II : All India Radio, Development of All India Radio, Organizational Structure and Functions of AIR, AIR Services, AIR and Nation's Development

UNIT-III : Writing for Radio, Radio Language, Radio Scripting and its Formats, Non Fiction Radio Writing, Fiction Radio Writing

UNIT-IV : Radio Program Production, Ideation and Format of Radio Program, Scripted and Unscripted Program, Pre Production & Post Production, Art of Presentation

UNIT-V : New Trends in Radio, FM Radio, Community Radio, Satellite Radio, POD casting

Books Rcommended for references -

- Radio Journalism By A.K.Singh
- Electronic Madhyam Radio Evam Doordarshan By Prof. Ram Mohan Pathak
- Radio Prasaran Ki Nai Technique By Dr. Kishor Sinha
- Radio aur Doordarshan Patrakarita By Prof. Harimohan
- Mass Communication in India, Kewal J. Kumar

THIRD SEMESTER

COURSE - 15

PRACTICAL

Credit – 04

CCE : 40 Marks

Practical work & Viva-Voice : 60 Marks

Total – 100 Marks

The Practical will be conducted by External and Internal.

The practical will cover all the papers of Third Semester

There will be Two parts for practical which will be conducted by External and Internal examiner appointed by the university.

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| 1. Course – 11 | Media Management |
| 2. Course – 12 | Editing, Photo Journalism & Computer Application |
| 3. Course – 13 | Inter Culture Communication |
| 4. Course – 14 | Television Journalism/ Radio Journalism |

FOURTH SEMESTER
COURSE – 16
NEW MEDIA APPLICATION

Each theory paper will be divided into Five Units.

Credit - 05
Marks – 60

UNIT I: Introduction to computers – history and generation of computers; types of computers hardware and software; digital technology keyboard functions. MS office and its applications; MS – word with features; MS windows; Excel; MS Excess, presentation manager; important commands; page maker, interfacing, working with text, page set up printing; formatting techniques; graphics and drawings. Communication Technology (CT); concept and scope CT and IT : similarities and differences – telephone electronic digital exchange C - Dot – Pagers, Cellular telephone.

UNIT II: Multi – Media – definitions – CD – ROM and multimedia – business applications – educational application – public utility ritual reality – multi – media skills. Cyber Journalism: On – line editions of newspapers – management and economics; cyber newspapers – creation, feed, marketing, revenue and expenditure, online editing e-publishing: security issues on internet: social, political, legal and ethical issues related IT and CT.

UNIT III: Image, bitmaps, drawings, principles of animation; use of video – broadcast video standards: NTSC – PAL – SECAM – HDTV, integration of computers and television, video editing, finer aspects, Internet – sourcing – priorities and utilization.

UNIT VI: Web vs print – a comparison; advertising, copy creation and feedback on the Net, profiling the reader, content generation and research: design of contents.

UNIT V: Website elements – visual design, background, colours: sales promotion, service, promotion in the website. Interactivity – diversity : legal challenges – copy right issues; technology issues: political issues; social; issues; economic issues – ethical issues.

Book Recommended for references

- | | |
|----------------------|---|
| 1. विकास गुप्ता | : भारत में इंटरनेट |
| 2. विष्णुप्रिया सिंह | : इंटरनेट इलेस्ट्रटिड |
| 3. मीनाक्षी सिंह | : डीटीपी कोर्स |
| 4. V.P. Singh | : DTP Course |
| 5. Chopra | : Communication skins and office automation |
| Om Gupta | : Internet Journalism in India |

FOURTH SEMESTER
Course - 17
Corporate Communication

Each theory paper will be divided into Five Units.

Credit - 05
Marks – 60

UNIT-I : Corporate Communication: An Introduction, Evolution and Growth of Corporate Communication, Market Scenario and Corporate Communication, Media and Corporate Communication, Tools of Corporate Communication

UNIT-II : Corporate Communication Application, Towards Building Corporate Identity, Image Management and Brand Equity, Financial Communication, Event Management and Media Tracking

UNIT-III : Corporate Communication: Crisis Management, Defining Crisis and Disaster Management, Crisis Handling Theories and Models, Role of Corporate Communication in Crisis Management, Media Handling in Critical Time and Case Studies

UNIT-IV : Corporate Communication: Strategic Management, Strategy in Corporate Communication, Campaign Planning: Management & Execution, Corporate Social Responsibility, Investor Relation and Corporate Reputation

UNIT-V : Corporate Communication: Issues and Challenges, Globalization, Consumerism, Social Concern and Social Values, New Trends in Corporate Communication

Books Rcommended for references -

- Excellence in Business Communication By Thill, Book Base, Mumbai
- Essentials of Operations Management By Scott T Ypoung, Sage Publication
- Management and Organisation By L.A. Allen
- Managing People in Organizations By B.R. Virmani

FOURTH SEMESTER
COURSE – 18
SPECIALIZED PAPER – PRINT

Each theory paper will be divided into Five Units.

Credit – 05
Marks – 60

UNIT I: Kind of Reporting, Problems and Techniques : Crime, Speech, Accident, Weatera, Diastur, Court, Cultural, Religions, Election, Social, Riot, Tension and City life.

UNIT II: Specialized Reporting: Political, Legislative, Diplomatic, Science, Sport, Economic, Development, Commerce, Rural, Agricultural and Allied area reporting for magazine.

UNIT III: Policy making for news paper and current affairs programme/event on various issues International, National and Regional, Online Editing, Assessing, The news through Internet and Web page, Different between News paper and opinion paper, Editor is a thinker and opinion maker.

UNIT IV: Planning the front page and Inside page, Designing special page, Use of Pictures and illustration, Photocopy, Caption photos, Printing method-Off set, Plate making, Colour Printing, Colour combination, Colour separation, Colour positive, Colour negative and colour Scanning.

UNIT V: Elements of Research, Basic and applied research, Methods of communication research: Census, Survey, Observation clinical studies, Case studies, Co-relational, Data collection, Source, Project writing, Readership survey, Preparation of research reports.

Practical and Assignments-

Note: Every students have to complete following assignments for the fullfilmet of the Practical requirement.

Book Recommended for reference:

1. लेखन, संपादन और मुद्रण : ओम गुप्ता
2. संपादन सिद्धान्त : रामचन्द्र तिवारी
3. मुद्रण और सज्जा : डॉ. देवदत्त शर्मा और विनोद कुमार शुक्ला
4. आधुनिक समाचारपत्र मुद्रण एवं पृष्ठ सज्जा : श्याम सुन्दर शर्मा
5. आधुनिक रिपोर्टिंग : डॉ. राजेन्द्र राही
6. समाचार संकलन और लेखन : नंद किषोर त्रिखा
7. News writing and Reporting : James M. Neal and Suzanne S. Brown
8. News Reporting : B.N. Ahuja & S.S. Chhabra
9. Professional Journalism : M.V. Kamath
10. Research Mass Media : S.R. Sharma & Anil Chaturvedi

FOURTH SEMESTER
COURSE – 18
SPECIAZED PAPER – ELECTRONIC

Each theory paper will be divided into Five Units.

Credit - 05
Marks – 60

UNIT I: Radio: Innovations in broadcasting; New Broadcasting Technologies. Interactive programmes. Radio management and marketing; Radio Broadcast system and management patterns. Management of a Radio Station. Planning programmes, Audience Research, Programmers, Radio Formats; Presentation Technique, News and Newsreels, Drama and Serials, Features, Documentaries, Music programmers, Advertising programmers for Women. Children, Youth and other specific audience, Microphones and audio mixing.

UNIT II: Visual Communication; Visualizing, TV reporting, Voice- over editing, TV news capturing, Planning and production of TV programmes, Floor plan, Camera Positions, Studio exercises, Cues and commands, Story board, Different programme; News presentation, News anchoring, TV current affairs, Chat shows, Cross fire, TV advertising and sponsoring.

UNIT III: Video Technology: Video camera, Basic design, Electronic editing, off-line and on-line editing, Shooting, Script collection, Recording, Sound effect Writing for current affairs, Basic shots, terminology, Cable communication, Laws related to video racy How to made films approaches, Film production, Appreciation, Documentary film, NFDC, TTII.

UNIT IV: Satellite Communication: Cable communication, Laws related to cable communication, Dish Antenna, DTH, Ownership of cable channels, News policy for broadcast media, Media policy commissions on broadcast.

UNIT V: Elements of Research: Basic and Applied research, Methods of communication research, Census, Survey, Observation, Clinical studies, Case Studies, Co-relational, Data collection, Sources, Project writing, Audience survey, Preparation of research reports.

Practical and Assignments-

Note: Every Students have to complete following assignments for the fulfillment of practical requirement. All assignments are related to Pre-production, production and post production work;

1. Talks and discussions
2. Interviews
3. Outdoor recording
4. News and Newsreels
5. Features
6. Documentaries
7. Drama & Music
8. Interactive Programmes
9. Advertising
10. Video recording, editing & mixing.
11. Audio recording & mixing

Books Recommended for reference:

1. टेलीविजन लेखन : असगर बजाहत एवं प्रभात रंजन
2. रेडियो लेखन : डॉ. मधुकर गंगाधर
3. टेलीविजन समाचार : मुस्तफा जैदी
4. भारतीय प्रसारण माध्यम : कृष्ण कुमार रत्तू
5. सिनेमा और समाज : विजय अग्रवाल
6. सिनेमा और संस्कृति : राही मासूम जैदी
7. दूरसंचार एवं सूचना प्रौद्योगिकी : डी.डी ओझा एवं सत्य प्रकाश
8. Akash Bharti Working Group on Autonomy for Broadcasting.
9. The Communication Revolution: Williams Fredrick.
10. Radio TV Journalism: Shrivastava K.M.

FOURTH SEMESTER
COURSE – 19

DISSERTATION

Credit – 05
Marks – 60

Synopsis & viva
voice - 40

Every student has to submit a dissertation at the end of session on the date as declared by Registrar of Examination HOD. Students have to write a dissertation under the guidance of a teacher of the Department. The teacher will be allotted to guide the work by HOD of the Department after being satisfied with subject. No teacher will directly take any student for guidance. All students have to submit a synopsis of subject and normal monthly progress report will be required before the submission. I Dissertation may be rejected if guide or HOD is not satisfied with the work. It will be examined by Internal and External Examiner separately. Student will be awarded an average marks received from both examiners. Duly forwarded and certified by the guide of the dissertation will be accepted in two copies.

In case dissertation is rejected or student fails to get minimum average marks he will be allowed to submit his/her dissertation with subsequent examination.

FOURTH SEMESTER
COURSE - 20
PRACTICAL

Credit – 04
CCE : 40 Marks
Practical work & Viva-Voice : 60 Marks
Total – 100 Marks

The Practical will be conducted by External and Internal.
The practical will cover all the papers of Fourth Semester

There will be two parts for practical which will be conducted by External and Internal examiner appointed by the university.

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|----------------|---|
| 1. Course – 16 | New Media Application |
| 2. Course – 17 | Corporate Communications |
| 3. Course – 18 | Specialized Paper Print/ Specialized Paper Electronic |