

**RASHTRASANT TUKADOJI MAHARAJ  
NAGPUR UNIVERSITY,  
NAGPUR**

# **SYLLABUS**

**FACULTY OF SOCIAL SCIENCES**

**MASTER OF ARTS  
(MASS COMMUNICATION)**

**2012 - 2013**

**M.A. (Mass Communication)**

**Course structure with effect from 2012-13 onwards**

RASHTRASANT TUKADOJI MAHARAJ NAGPUR UNIVERSITY

Direction No.. 11 of 2012

DIRECTION GOVERNING THE EXAMINATION LEADING TO  
DEGREE OF MASTER OF ARTS (MASS COMMUNICATION)  
IN THE FACULTY OF SOCIAL SCIENCES

**WHEREAS** the University Grants Commission, New Delhi, vide D.O. No. F-2/2/2008/ (XIth Plan) dated 31 January 2008 regarding new initiatives under the XIth Plan – Academic reforms in the university, has suggested for improving quality of higher education and to initiate academic reform at the earliest.

AND

**WHEREAS** the Ad-hoc Board of Studies in Mass Communication, in the Faculty of Social Sciences, in its meetings held on 5<sup>th</sup> December 2011 and 3<sup>rd</sup> January 2012, framed and approved the syllabus with the scheme of the examination for two years and 4 semesters for Master of Arts (Mass Communication) post graduate degree course and recommended introducing Credit Based Semester Pattern from the academic session 2012-13.

AND

WHEREAS, the Board of Studies in the Faculty of Social Sciences in their meeting held during 11-4-2012 prepared the syllabi and scheme of examination for **MASTER OF ART**, Post Graduate Degree course and recommended for introducing the Credit Based Semester Pattern in Faculty of Social Sciences from the academic session 2012-13,

AND

**WHEREAS** Faculty of Social Sciences in its meeting held on 21-04-2012 considered and approved the recommendations of the Board of Studies regarding the syllabi and the scheme of examination passed by the Board of Studies for the award of Master of Arts (Mass Communication) degree in the Faculty of Social Sciences.

AND

WHEREAS, To the Hon'ble Vice chancellor Dr. V. S. Sapkal on 04-05-2012 under Section 14(7) of the M.U.Act,1994 on Behalf of Academic Council & Management Council held on 11-05-2012 considered and approved the recommendations of Faculty of Social Sciences for introducing Credit Based Semester Pattern for award of MASTER OF ARTS( **Mass Communication**) Degree in the Faculty of Social Sciences

AND

**WHEREAS**, the matter is required to be regulated by an Ordinance

AND

**WHEREAS** ordinance making is a time consuming process, therefore, I, Dr. V. S. Sapkal, Vice-Chancellor of Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur in exercise of the powers vested in me under section 14 (8) of the Act do hereby issue the following direction.

1. This direction shall be called "Direction Governing The Examination Leading to The Degree of Master of Arts (Mass Communication) Credit Based Semester Pattern in the faculty of Social Sciences.
2. The Direction shall come into force from the date of its issuance and shall remain in force till the relevant ordinance comes into force in accordance with the provisions of the Act.
3. Definitions:
  - a. "Post Graduate Programme" means master's degree course in the faculty
  - b. "Degree" means Post Graduate Degree
  - c. "Student" means student admitted to the Post Graduate Programme under this Direction.
  - d. "Board of Studies" means the Board of Studies of the University in the concerned discipline/ subject.
  - e. "Credit" means the unit by which the course work is measured. In this Direction one credit means one hour of teaching work and two hours of practical work per week for 15 weeks in a Semester.
  - f. Grade Letter is an index to indicate the performance of a student in a particular course (Paper). It is the transformation of actual marks secured by a student in a course/ paper. Grade Letter as O, A, B, C, D, E and F.
  - g. Grade Point is the weightage allotted to each Grade Letter depending on the range of marks awarded in a course/ paper.
  - h. Credit Points refer to the product of the number of credits multiplied by the Grade Point for a given course/ paper.
  - i. Semester Grade Point Average (SGPA) refers to the performance of the student in a given semester SGPA is based in the total credit points earned by the student in all the courses and the total number of credits assigned to the course/ papers in a semester.
  - j. Cumulative Grade Point Average (CGPA) refers to the cumulative grade point average weightage across all the semesters.
4. The Duration of the Master of Arts (Mass Communication) course shall be a full time course of two academic years. The course shall be constructed through "Semester System" and there shall be in all four semesters. There will be a minimum of 15 weeks of teaching in each semester.
5. Subject to the compliance with the provisions of this Direction and any other ordinances in force from time to time an applicant for admission to :
  - a) Master of Arts (Mass Communication) shall possess a Bachelor's degree (at undergraduate level in any stream) of any statutory university or any other degree recognized as equivalent thereto with minimum 45 % marks or equivalent grade, or a higher degree specialised in Mass Communication/ Journalism.
- 6.

- I. The Admission to the course shall be through an Entrance Test of 100 marks to be conducted by Department /Institution if the number of applicants on the last date of application exceeds the intake capacity or at the discretion of the Head of the Department/ Institution.
  - II. The intake capacity for this course should not exceed 30.
  - III. The reservation policy of the university and Govt. of Maharashtra shall be applicable.
  - IV. The Entrance Test fee shall be Rs. 200/-
  - V. The fees for the tuition, examination, laboratory and other fees shall be as prescribed by the university from time to time.
7. The applicant who has passed Semester – I shall be eligible for admission to Semester – II subject to Allowed to Keep Term (ATKT) rules.
  8. The applicant who has passed Semester – II shall be eligible for admission to Semester – III subject to ATKT rules
  9. The applicant who has passed Semester – III shall be eligible for admission to Semester – IV subject to ATKT rules

10. ATKT Rules:

The admission to the programme shall be subject to ATKT rules as given below

Admission to Semester	Candidate should have passed in the following examinations	Candidate should have filled in the examination form of	Candidate should have passed at 50% theory papers, i.e. two subjects of the following examinations
Semester-I	Bachelor's Degree	--	--
Semester - II	--	Semester-I	--
Semester - III	--	Semester-II	Candidate should have passed at least 50 % of the theory papers of Semester-I and Semester-II taken together
Semester - IV	--	Semester - III	Candidate should have passed at least 50 % of the theory papers of Semester- I, II and III taken together

11. Minimum Standard of Instructions

There shall be minimum standard of instructions, as per U.G.C. guide lines and requirement of professional course of Mass Communication. The colleges / institutions not fulfilling the requirement shall not be allowed to conduct this course. The medium of instruction can be

English, Marathi, Hindi and the examination paper shall be set in all three languages in single question paper.

12. A candidate for passing degree of M.A. (Mass Communication) minimum 40% marks in each theory paper prescribed for the examination and 40% marks in practical examination of each semester. The candidate failing in the theory examination but passing in practical examination conducted by the University, shall be exempted from appearing for practical examination as an ex-candidate. And a candidate failing in practical examination but passing in the theory examination shall be re-examined in practical. No candidate shall be allowed to appear for examination unless he/she fulfils 75% attendance.
13. Each candidate shall be assigned a teaching faculty member for guidance and supervision of the project, in the area of his/her interest in consultation with the guide, at the beginning of the fourth semester of the M.A. (Mass Communication) course. A necessary certificate stating therein that the project entitled is based on the research conducted by the candidate, within the stipulated period and found satisfactory should be signed by the guide. The candidate should also sign an undertaking that the project is the outcome of his own research work and is based on his/her studies/research. If the project is found copied wholly or partially from some other work his/her entire performance of the 4<sup>th</sup> semester shall be treated as cancelled and he/she will have reappear for the entire examination of the 4<sup>th</sup> semester. If it is noticed that the project is plagiarised, the university will take necessary legal course of action.
14. The project submitted by the candidate shall be examined by a panel of examiners consisting of one Internal guide and one External appointed by the University.
15. Every candidate during the course of the fourth semester shall have to undergo an internship training of not less than 30 days duration in a newspaper or magazine office/public relations office/ Akashwani/ Doordarshan/ TV News Channel/ advertising or media agency. No degree will be awarded without the satisfactory completion of the internship training. The candidate will have to produce a certificate by the concerned organisation duly certified by the Head of the Department.
16. Every candidate shall maintain a diary of the day-to-day activities carried out during the internship. The Internship Diary shall consist of A4 size papers duly bound and secured. The candidate shall preserve all the paper work that is collected, prepared, compiled or processed during the internship. The candidate shall have to attach the paper work with the internship diary that is maintained.
17. Every candidate shall retain the original internship diary and submit three photocopies of the internship diary to the university through the head of the institution concerned. All such copies shall be in A4 size and shall be duly bound and secured. The university shall retain one copy for its record; one copy shall be for the internal examiner and one copy for the external examiner.

18. Every candidate shall submit three copies of the internship diary to the university latest by March 31 of the academic session through the head of the institution concerned.
19. The students, individually or as a group, are also required to visit a media centre including a newspaper or magazine office/public relations office/ Akashwani/ Doordarshan/ TV News Channel/ advertising or media agency and submit a detailed report on the visit.
20. In the Department/ Institution/ College where the M.A. (Mass Communication) course is to be conducted, there shall be a separate computer lab. With at least ten computers with page-making and ad-making software, LAN and broadband Internet connection. It shall also have at least one laser printer, scanner and photocopier.
21. The Department/ Institution/ College shall also have at least two digital video cameras, one SLR digital camera, large screen TV, DVD Player and Multi-media projector.

22. Evaluation:

Every candidate shall undergo an oral examination based on the internship and the internship diary. The oral examination shall be conducted by an internal and an external examiner duly appointed by the university in accordance with the rules.

The candidate shall produce the original internship diary and all the relevant material at the time of the oral examination.

23. Examinations will be conducted for all Semesters twice in a year by RTM Nagpur University as per the scheme of examination given in Appendix 1. The examination shall be at such places and on such dates as notified by the University.
24. There will be four theory papers and one practical paper in each semester and all papers will be compulsory.
25. Each theory paper shall consist of four credits and the practical paper of six credits adding up to overall 22 credits for the five papers per semester.
26. One credit course of theory will be of one clock hour per week of 25 marks running for 15 weeks and four credit course of theory will be of four clock hours per week of 100 marks running for 15 weeks.
27. One credit course of practical will consist of two clock hours of practical exercise of 25 marks running for 15 weeks and six credit course of practical will consist of 12 hours of practical exercise of 150 marks running for 15 weeks.
28. The student shall get requisite credit from the concerned college/ department where he/ she is mutually permitted on terms mutually agreed to complete the same and be eligible to appear for the Semester End Examination conducted by RTM Nagpur University, Nagpur.

29. There will be five units in each theory paper. The theory examination paper will have 10 questions in all, with two questions from each unit, and the students will have the option to solve any five. Each question will be for a maximum of 16 marks.
30. Without prejudice to the Ordinances in force relating to the examination the provisions of the said Ordinances shall apply to every student admitted to this degree.
31. The examinee at each of the examinations shall have the option of not being declared successful at the examination in case he/ she does not secure a minimum grade of 55% marks at the examination. Once this option is exercised, the option shall be binding on the examinee for that semester examination only and it shall not be revoked under any circumstances.
32. The classification of the examinee successful at the semester end examinations and at the end of the final semester examination shall be as per the rules and regulations of Credit Based Semester Pattern.
33. The provisions of Direction No. 3 of 2007 for the award of grace marks for passing an examination, securing higher grade in subjects(s) as updated from time to time shall apply to the examination under this section.
34. The provisions of ordinance regarding improvement of grade/ division shall be applicable.
35. The names of the successful examinees passing the examination as a whole in the minimum prescribed period and obtaining prescribed number of places securing the grades equivalent to first and second division shall be arranged in order of merit as provided in ordinance no. 6 relating to examinations in general.
36. Examinees successful at the final examination shall, on payment of the prescribed fees, be entitled to the award of the degree in the prescribed form signed by the Vice-Chancellor.
37. The course is based on Credit Based Semester Pattern and therefore, it will be also regulated by guidelines and regulations issued by the University from time to time.
38. For the external candidate the internal marks shall be assigned in proportion to the marks scored by the candidate in external examination conducted by the university.
39. Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA)

The student will be given Semester grade Point Average (SGPA) for each semester and Cumulative Grade Point Average (CGPA) after completing all four semesters of the M.A. (Mass Communication) course. The scheme for calculating SGPA and CGPA is shown in the following table:

**Table 1: Conversion of marks to grades with maximum marks 100 and passing marks 40%:**

<b>Marks Obtained</b>	<b>Grade</b>	<b>Grade Points</b>
100-75	O : Outstanding	10
74-65	A : Very Good	09
64-55	B : Good	08
54-50	C : Average	07
49-45	D : Satisfactory	06
44-40	E : Pass	05
Below 40	F : Fail	00 or Fail

The description of each of the grades is as follows:

**O : Outstanding:** Excellent analysis of the topic (75% and above)

Accurate knowledge of the primary material, wide range of reading, logical development of ideas, originality in approaching the subject, neat and systematic organisation of content, elegant and lucid style;

**A: Very Good:** Excellent analysis of the topic (65% to 74%)

Accurate knowledge of the primary material, acquaintance with seminal publications, logical development of ideas, neat and systematic organisation of content, effective and clear expression;

**B: Good:** Good analysis and treatment of the topic (55% to 64%)

Basic knowledge of the primary material, logical development of ideas, neat and systematic organisation of content, effective and clear expression;

**C: Average:** Some important points covered (50% to 54 %)

Basic knowledge of the primary material, logical development of ideas, neat and systematic organisation of content, good language or expression;

**D: Satisfactory:** Some points discussed (45% to 49%)

Basic knowledge of the primary material, some organisation, acceptable language or expression;

**E: Pass:** Any two of the above (40% to 44%)

**F: Fail:** None of the above (Below 40%)

The computation of Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA) of an examinee shall be as given below:

- a. The marks will be given in all examinations which will include the college/ department assessment marks and total marks of each theory/ practical/ project/ internship and shall be converted into grades as per Table 1. SGPA shall be calculated based on Grade Points corresponding to the Grade as given in Table 1 and the Credits allotted to respective theory/ practical/ project/ internship papers as shown in the scheme for respective semesters.
- b. SGPA shall be computed for every semester and CGPA shall be computed only in Semester- IV. The CGPA of Semester-IV shall be calculated based on SGPA of all four semesters as per the following computation:

SGPA	=	$C1 \times G1 + C2 \times G2 + \dots + Cn \times Gn$
		$C1 + C2 + \dots + Cn$

Where C1 = Credit of individual theory/ practical/ project/ internship

G1 = Corresponding Grade Point obtained in the respective theory/ practical/ project/ internship

CGPA	=	$(SGPA) I \times (Cr) I + (SGPA) II \times (Cr) II + (SGPA) III \times (Cr) III + (SGPA) IV \times (Cr) IV$
		$(Cr) I + (Cr) II + (Cr) III + (Cr) IV$

Where (SGPA) I is SGPA of Semester – I, (Cr) I is Total Credits for Semester – I, (SGPA) II is SGPA of Semester – II, (Cr) II is Total Credits for Semester – II, (SGPA) III is SGPA of Semester- III, (Cr) III is Total Credits for Semester – III, (SGPA) IV is SGPA of Semester – IV, and (Cr) IV is Total Credits for Semester – IV.

The conversion of CGPA in to grade shall be as follows

<b>CGPA</b>	<b>Final Grade</b>
9.01 to 10.00	O
8.01 to 9.00	A
7.01 to 8.00	B
6.01 to 7.00	C
5.01 to 6.00	D
4.00 to 5.00	E
Below 4.00	F

The Final Marklist will show only the grade and the grade points and not the marks.

40. For declaring the result, verification and revaluation the existing relevant ordinances are applicable.
41. The candidate may take all the examinations as per the provisions of ATKT simultaneously but his/ her result of final semester shall not be declared unless he/ she is declared successful at all lower examinations.
42. Right of Rejection: The candidate shall have the right to reject the result of semester, subject according to the following conditions:
  - a. The candidate shall have the option to reject the result of semester/ term end examination and can appear afresh with all papers for rejected semester end examination
  - b. Subject-wise rejection will not be permitted.
  - c. A candidate who rejects the result shall be allowed to appear in the subsequent examinations.
  - d. Rejection shall be exercised only once in each semester and rejection once exercised cannot be revoked under any circumstances.
  - e. The candidate should submit the application for the rejection along with original statement of marks and payment of prescribed fees to the University through

the college/ department within 15 days of the date of declaration of the result of that semester.

43. Absorption Scheme:

- a. Students appearing in M.A. (Mass Communication) Semester – II to be held in Summer 2012 examination and all Ex and External students appeared earlier shall be given additional five chances i.e. winter examination of 2012 and summer and winter examinations of 2013 and 2014. Those who fail to clear M.A. (Mass Communication) Semester – II examination during the above period shall have to opt for Credit Based Semester Pattern right from Semester – I.
- b. Students appearing in M.A.(Mass Communication) Semester – IV examination to be held in summer of 2015 and all Ex and External students shall be given five additional chances, i.e., winter 2015 and summer and winter examinations of 2016 and 2017. Those who fail to clear the M.A. (Mass Communication) Semesters I, II, III and IV examinations as above shall have to opt for Credit Based Semester Pattern right from Semester – I.

44. The course content and scheme of examination shall be of four semesters as stated in Annexure 1.

(Dr. V. S. Sapkal)

Vice Chancellor

**APPENDIX - 1**  
**M.A. (Mass Communication)**  
**SCHEME OF TEACHING AND EXAMINATION**  
 With effect from 2012-13

**SEMESTER - I**

S.N.	Paper SEM I	Subject Code	Teaching Scheme (Hrs/Wk)			Credits	Examination Scheme			
			Th	Pr	Total		Max Marks		Total Marks	Min Marks
							External	Internal		
1	I	1PMC T-1	4		4	4	80	20	100	40
2	II	1DM T-2	4		4	4	80	20	100	40
3	III	1PM-I T-3	4		4	4	80	20	100	40
4	IV	1EM-I T-4	4		4	4	80	20	100	40
5	Pract	1P P-1		12	12	6	120	30	150	60
<b>TOTAL</b>			<b>16</b>	<b>12</b>	<b>28</b>	<b>22</b>	<b>440</b>	<b>110</b>	<b>550</b>	<b>220</b>

Subject Code: 1=Semester -I, T-1=Theory 1, P-1=Practical 1, PMC=Principles of Mass Communication, DM=Development of Media, PM-I= Print Media – I (Reporting & Editing), EM-I= Electronic Media-I (Radio & Television). **Eg:** 1PMCT-1= Semester-I Principles of Mass Communication Theory- 1

**SEMESTER - II**

S.N.	Paper SEM II	Subject Code	Teaching Scheme (Hrs/Wk)			Credits	Examination Scheme			
			Th	Pr	Total		Max Marks		Total Marks	Min Marks
							External	Internal		
1	I	2DC T-1	4		4	4	80	20	100	40
2	II	2CR T-2	4		4	4	80	20	100	40
3	III	2MMML T-3	4		4	4	80	20	100	40
4	IV	2IC T-4	4		4	4	80	20	100	40
5	Pract	2PP-1		12	12	6	120	30	150	60
<b>TOTAL</b>			<b>16</b>	<b>12</b>	<b>28</b>	<b>22</b>	<b>440</b>	<b>110</b>	<b>550</b>	<b>220</b>

Subject Code: 2=Semester -II, T-1=Theory 1, P-1=Practical 1, DC=Development Communication, CR=Communication Research, MMML= Media Management & media Laws, IC= International Communication. **Eg:** 2MMML T-3= Semester – II Media Management & Media Laws Theory-3

### SEMESTER - III

S.N.	Paper SEM III	Subject Code	Teaching Scheme (Hrs/Wk)			Credits	Examination Scheme			
			Th	Pr	Total		Max Marks		Total Marks	Min Marks
							External	Internal		
1	I	3PM-II T-1	4		4	4	80	20	100	40
2	II	3EM-II T-2	4		4	4	80	20	100	40
3	III	3AD T-3	4		4	4	80	20	100	40
4	IV	3PRCC T-4	4		4	4	80	20	100	40
5	Pract	3PP-1		12	12	6	120	30	150	60
TOTAL			16	12	28	22	440	110	550	220

Subject Code: 3=Semester -III, T-1=Theory 1, P-1=Practical 1, PM-II=Print Media-II (Reporting & Editing), EM-II= Electronic Media-II (Radio & Television), AD= Advertising, PRCC= Public Relations & Corporate Communications. Eg: 3AD T-3= Semester-II Advertising Theory - 3

### SEMESTER - IV

S.N.	Paper SEM IV	Subject Code	Teaching Scheme (Hrs/Wk)			Credits	Examination Scheme			
			Th	Pr	Total		Max Marks		Total Marks	Min Marks
							External	Internal		
1	I	4NMA T-1	4		4	4	80	20	100	40
2	II	4ICC T-2	4		4	4	80	20	100	40
3	Pract	4PP-1		12	12	6	120	30	150	60
4	Project	4 PRO		4	4	4	80	20	100	40
5	Internship	4 INT		4	4	4	80	20	100	40
TOTAL			8	20	28	22	440	110	550	220

Subject Code: 4=Semester -IV, T-1=Theory 1, P-1=Practical 1, NMA=New Media Applications, ICC= Inter-Cultural Communication, Project= Project (Specialisation), Internship = Internship and Visit to Media Centre

# SEMESTER – I

## Paper I

Subject Code: 1PMC T-1

### PRINCIPLES OF MASS COMMUNICATION

#### Theory

80 Marks

- i. Nature and process of human communication, functions of communication, verbal and non-verbal communication, intra-personal, inter-personal, small group, public and mass communication.
- ii. Models: SMR, SMCR, Shannon and Weaver, Lasswel, Osgood, Schramm, Gerbner, Newcomb, convergent and gate-keeping, communication and socialization.
- iii. Nature and process of mass communication, media of mass communication, characteristics and typology of audiences. Media systems and theories: authoritarian, libertarian, socialistic, social-responsibility, development, participatory.
- iv. Mass Media: Public opinion and democracy. Media culture and its production, media organization, media content, market-driven media content- effects, skyvasion, cultural integration and cultural pollution.
- v. Functionalist approaches: The culture of make believe. Effects, Uses & Gratification, Agenda Setting.

#### Internal Assessment

Sessional written examination

20 Marks

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## Paper II

Subject Code: 1DM T-2

### DEVELOPMENT OF MEDIA

#### Theory

80 Marks

- i. Early communication systems in India. Traditional and Folk Media. Invention of printing press and paper. Pioneer news publications in Europe and USA. Early efforts to publish newspapers in different parts of India.
- ii. Contribution of Raja Ram Mohan Roy, Lokmanya Tilak, Mahatma Gandhi and role of Indian press in Freedom Movement. Development and growth of English and Vernacular press in post-independence era. Role of press in social, political and economic development.
- iii. Development of radio as a medium of mass communication. Technological innovations. History of radio in India. Emergence of AIR. Birth of Prasar Bharati. Various Committees into Broadcasting (Chanda, Verghese, P C Joshi and Vardan committees). Commercial broadcasting. FM radio. Community and Education Radio. Role of radio in development of rural India.
- iv. Development of television as a medium of mass communication. Birth and evolution of television in India. DTH and cable television in India. Impact of T.V. on society. Birth of News Channels in India. Growth of Soaps and Reality Shows on Indian TV.

- v. Birth of Cinema in the World and in India. Film as an agent of social change in Independent India. Evolution of Parallel Cinema. Commercialisation of Cinema in India.

### **Internal Assessment**

Sessional written examination

**20 Marks**

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### **Paper III**

Subject Code: 1PM-I T-3

#### **PRINT MEDIA: I (REPORTING & EDITING)**

##### **Theory**

**80 Marks**

- i. News : definition, concept, elements, values, sources, lead writing, kinds of leads. Specialised Reporting: politics, legislature, crime, law, sports, business, development, rural & agriculture, science & environment, education, arts, culture & entertainment, human interest.
- ii. Interviewing: kinds, purposes, techniques. Interpretative reporting. Investigative reporting. Feature writing, News analysis, Backgrounding. Scoops and exclusives, Editorial Writing.
- iii. Photojournalism: News photo and feature photo. Digital photography. Digital photo-editing. Photo-cropping and display on page/ website.
- iv. Basics of editing news. News Flow. News Selection. Selection of Leads. Headline styles, techniques. Page-making, Layout and Design. Use of computer software for making pages. Use of pictures, illustrations, graphs, sketches and other visual elements.
- v. Internet Editions: Web reporting. managing news flow, updating.

### **Internal Assessment**

Submission of live samples of ten news reports, each in one specialized beat.

**20 Marks**

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### **Paper IV**

Subject Code: 1EM-I T-4

#### **ELECTRONIC MEDIA- I (RADIO & TELEVISION)**

##### **Theory**

**80 Marks**

- i. Principles and techniques of audiovisual communication – Using audio and pictures to enhance presentation.
- ii. Radio News: Role, functions and types. Types of microphones, sound-recorders, studio equipment. Script writing for Radio News.
- iii. Non-News Radio Programmes: Types and formats. Script-writing for radio features, interviews, talk-shows, documentaries. Basics of news-reading and radio anchoring.

- iv. T.V. Programmes : Types and formats. Role and function, formats, structure, types and sources of T.V. news and other programmes, live reporting,
- v. Role of Television in Development. Social obligations of T.V. responsibility, factuality and credibility.

**Internal Assessment**

Submission of CDs of one radio news bulletin and one TV news bulletin of 10 minutes each **20 Marks**

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**Practical** **120 Marks**

Subject Code: 1P P-1

- 1. Submission of a report on the practical application of a selected aspect of the theory topics and oral examination thereon **30 Marks**
- 2. Submission of a report on the role of Press/ Radio/ TV in social/ political/ economic development and oral examination thereon **30 Marks**
- 3. Practical examination of writing news report and page making on computer **30 Marks**
- 4. Practical examination of radio and TV news writing and reading **30 Marks**

**Internal Assessment**

Assignments/ seminars/ presentations/ class participation **30 Marks**

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**SEMESTER – II**

**Paper I**

Subject Code: 2DC T-1

**DEVELOPMENT COMMUNICATION**

**Theory** **80 Marks**

- i. Development: Meaning, concept, Nature process and models of development. Approaches to development. Problems and issues in development. Characteristics of developing, societies, gap between developed and developing societies. Impact of globalization on local development.
- ii. Development communication: Meaning, concept, process. Role of media in development communication. Strategies in development communication. Social, cultural and economic barrier.
- iii. Democratic decentralization: Panchayat Raj – planning at national state, regional district, block and village levels. Agricultural communication and rural development: The genesis and growth of agricultural extension

- iv. Development issues/ Indian approach to development: Population and family welfare, Health, Education, Environment. Development of weaker sections such as S.C./S.T./OBC/N.T./DTNT, women, children and minorities.
- v. Roll of NGO/Voluntary agencies and opinion leaders in development communication. Alternative Development: Approach, tools and techniques, organized development assistance, United Nations, World Bank, IMF and other global and local agencies.

**Internal Assessment**

Sessional written examination

**20 Marks**

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**Paper II**

Subject Code: 2CR T-2

**COMMUNICATION RESEARCH**

**Theory**

**80 Marks**

- i. Nature and characteristics of research, definition and elements. Role, function, scope and importance of communication research. Mass Communication research.
- ii. Basic concepts, tools and techniques of research. Research design in Social Sciences. Methods of communication research: census method, survey method, observation method, case studies, and content analysis.
- iii. Tools and methods of data collection - media sources, books, questionnaire and schedules, people-o-meter, diary method, field studies, logistic groups, focus groups, telephone, surveys, on-line polls. Sampling methods. Sampling errors and distributions in the findings.
- iv. Types of research in Print and Electronic Media. Evaluation, feedback, feed forward studies, media habits, public opinion surveys, pre-election studies and exit polls. Market research in media fields, development of trends and recent trends in communication research. Ethical perspectives and mass media research.
- v. Report writing: Data analysis techniques. Coding and tabulation. Non-statistical methods. Statistical analysis: Parametric and non-parametric, Uni-variate, Bi-variate, Multi-variate. Tests of significance. Levels of measurement: Central tendency, Test of reliability and validity. SPSS and other statistical packages.

**Internal Assessment**

Sessional written examination

**20 Marks**

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**Paper III**

Subject Code: 2MMML T-3

**MEDIA MANAGEMENT & MEDIA LAWS**

## Theory

80 Marks

- i. Principles of media management and their significance. Media as an industry and profession.
- ii. Ownership patterns of mass-media in India: sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchises (chains). Foreign equity in Indian media (including print media) and Press Commissions on Indian newspaper management structure.
- iii. Organisational structure. Functions of different departments: General Administration, Editorial, Finance, Circulation (sales promotion); Marketing (Advertising), Human Resource and Production. DAVP, INS and ABC. Economics of print and electronic media.
- iv. Constitution of India: fundamental rights, freedom of speech and expression and their limits, directive principles of state policy, parliamentary privileges and media. Specified press laws: History of press laws in India. Contempt of Courts Act 1971. Civil and Criminal Laws of Defamation. Relevant provisions of Indian Penal Code with reference to sedition. Laws dealing with obscenity; Official Secrets Act, 1923. Right to Information Act. Press and Registration of Books Act, 1867. Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; Cinematograph Act, 1953; Prasar Bharati Act; Copyright Act, Cyber Laws. Cable Television Act. Public Interest Litigation.
- v. Media Ethics: Self-regulation vs legislation. Sensational and yellow journalism, bias, coloured reports, 'paid' news. Press Council of India and its scope and functions. Concept of media ombudsman. Codes of conduct for journalists. Codes for radio, television, advertising and public relations.

## Internal Assessment

Sessional written examination

20 Marks

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## Paper IV

Subject Code: 2 IC T-4

## INTERNATIONAL COMMUNICATION

### Theory

80 Marks

- i. Political, economic and cultural dimensions of international communications. Communication and information as a tool of equity and exploitation. International news flow, imbalances and disparities. UNESCO's efforts in removal of imbalance in news flow-debate on new international Information and Economic Order. McBride Commission. New World Information Communication Order (NWICO). Communication as a human right. UNO's Universal Declaration of Human Rights and Communication.
- ii. International news agencies and syndicates, their organizational structure and functions. Non-aligned news agencies, news pool – its working, success, failure. Impact of new communication technology on news flow, satellite communication, information super highways. International telecommunication and regulatory organizations.
- iii. Impact of media on international relations, political processes and on shaping government opinion and foreign policies.
- iv. Information-prompted cultural imperialism. Criticisms. Effects of globalization on media systems and their functions; Transnational media ownership and issue of sovereignty and security; international intellectual property rights: international media institutions and professional organizations;
- v. Role of media in international crises: conflicts, man-made and natural disasters, terrorism.

## **Internal Assessment**

Sessional written examination

**20 Marks**

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## **Practical**

**120 Marks**

Subject Code: 2P P-1

1. Submission of a field report on a selected development scheme/ project and oral examination thereon  
**30 Marks**
2. Submission of Audience Research Survey of Print/ Radio/ TV and oral examination thereon  
**30 Marks**
3. Submission of a report on management practices of a media organisation and oral examination thereon  
**30 Marks**
4. Submission of a report on the practical application of a selected aspect of the theory topics and oral examination thereon  
**30 Marks**

## **Internal Assessment**

Assignments/ seminars/ presentations/ class participation

**30 Marks**

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# **THIRD SEMESTER**

## **Paper I**

Subject Code: 3PM-II T-1

### **PRINT MEDIA – II (REPORTING & EDITING))**

#### **Theory**

**80 Marks**

- i. Reporting: Political Reporting – Models of democracy in the world. Indian democratic system. Parliament, State Legislature and Local Bodies. History of Major Political Parties in India. Reporting and analyzing elections.
- ii. Business Reporting – Functioning of Ministries of Commerce & Industry and Finance. Trade, Exim, Industrial Policies of India. World Trade Organisation. Major industry bodies in India (FICCI, Assocham,

- Nasscom, etc.). Union Budget. RBI and Monetary Policies. Working of Stock Markets. Bombay Stock Exchange, National Stock Exchange.
- iii. Health Reporting: World Health Organisation. Ministry of Health & Family Welfare, Gol. Women and Child Health. Infant mortality, malnutrition. Primary Healthcare system in India. Public and Private healthcare scenario.
  - iv. Education Reporting: UNESCO. University Grants Commission (UGC), All India Council for Technical Education (AICTE), Medical Council of India (MCI), Bar Council of India (BCI). Primary and secondary education scenario. Teachers' training. National Education policy of 1986 Sarva Shiksha Abhiyan. Adult literacy and Continuing Education. Distance Education. E-learning initiatives.
  - v. Editing: Understanding information flow globally. Dealing with information overload. Globalisation of information. Adding value to reporters' copy using Web sources. Challenges of media convergence: Editing news for print, electronic and Web media simultaneously. Making sense of data and graphics for reader-friendly presentation.

### Internal Assessment

Submission of three live news reports each in the above specializations and print-outs of three broadsheet newspaper pages made on computer. **20 Marks**

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## Paper II

Subject Code: 3EM-II T-2

### ELECTRONIC MEDIA – II (RADIO & TELEVISION)

#### Theory

**80 Marks**

- i. Radio programme: Production process and techniques. Aspects of sound recording. Field recording skills. Radio news feature production; radio discussion and interview production. Live studio broadcast with multiple sources for news production.
- ii. Digital Technology for Radio Production – Web Radio (World Space Radio). FM Radio: Content planning and scheduling. Art of Radio Jockeying. Giving local flavor to programme content by understanding local culture. Language and idiom of FM Radio presentation.
- iii. Television reporting – Visualising news/ Electronic News Gathering (ENG) – research, investigation – interview techniques; piece to camera and voice over, sequencing and editing news packages. Writing for television – research, visualization and production script, story board. TV news writing.
- iv. Shooting with TV camera – Colour/ White balance, basic shots and camera movement. Single, multi camera shooting. Shooting and editing schedules. Planning location shoots planning studio programmes – cues and commands.
- v. Basic of TV Production : TV lighting in field, using reflectors, lighting grid, luminaries. Studio lighting – three-point lighting. Studio sets and make-up. Video editing techniques – cut, mix and dissolve. AB roll editing; digital effects and post production. Formats of TV programmes – Studio interview, studio discussion, studio chat shows with audience participation, studio quiz programme with audience participation. TV documentary production. Corporate video production.

### Internal Assessment

Submission of CDs of one Radio and one TV programme of 15 minutes duration each

**20 Marks**

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### **Paper III**

Subject Code: 3AD T-3

#### **ADVERTISING**

##### **Theory**

**80 Marks**

- i. Advertising tools and practice; consumer behavior: analysis, definitions and factors; defining consumer behavior and its various factors; external environment, culture, subculture, social class, social group, family, personality, lifestyle. Process of motivation and theories of motivation.
- ii. Defining creativity, stages in the creative process, creative brief, advertising appeals, language, copy-writing. Advertising layout and design principles. Use of colour, pictures, graphics, fonts.
- iii. Brand management: Definition, concepts and evolution of brand management. Brand strategy. Brand image and personality.
- iv. Media characteristics: Media planning, media selection process, media strategies, budgeting, media buying and analyzing..
- v. Advertising research: Market research and advertising research. Types of research: target marketing research, positioning research, pre-test, evaluating effectiveness. Audience research, methods of analyzing research (psychopathic/life style research, psycho-physiological research)

##### **Internal Assessment**

Submission of print-outs of two each print advertisements of product, service, tender and employment, and one script of TV/ Radio advertisement of 30 seconds duration

**20 Marks**

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### **Paper IV**

Subject Code: 3PRCC T-4

#### **PUBLIC RELATIONS AND CORPORATE COMMUNICATIONS**

##### **Theory**

**80 Marks**

- i. Strategic Public Relations and Corporate Communications. Defining strategy and its relevance in Public Relations and Corporate Communications; campaign planning, management and execution. Role of PR in crisis communication and disaster management.
- ii. Defining stakeholders and media selection. Symmetrical and asymmetrical models of PR.
- iii. Building a distinct corporate identity: concepts, variables and process. Making of house styles (logo, lettering and process). House Journals. News Letters. Information Brochures. Annual Reports. Mailers. Event Management for Public Relations.

- iv. Media relations: Organizing media conference, Media Tours, Media Briefings. Preparing Media Release and Media Hand-outs. Proactive and reactive media relations. Ethical aspects in media relations.
- v. Use of New Media in Public Relations and Corporate Communications.

**Internal Assessment**

Submission of report on the functioning of a Public Relations Agency/ Department **20 Marks**

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**Practical 120 Marks**

Subject Code: 3P P-1

- 1. Practical examination of news reporting in the above specializations and editing of raw copy **30 Marks**
- 2. Practical examination of Radio and TV programme Script Writing and Presentation **30 Marks**
- 3. Practical examination of advertisement making on computer and oral examination thereon **30 Marks**
- 4. Practical examination of writing media release and making information brochure/ publicity pamphlet/ poster. **30 Marks**

**Internal Assessment**

Assignments/ seminars/ presentations/ class participation **30 Marks**

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## FOURTH SEMESTER

**Paper I**

Subject Code: 4NMA T-1

**NEW MEDIA APPLICATIONS**

**Theory 80 Marks**

- i. Evolution of Information & Communication Technology (ICT) in mass media
- ii. History and growth of the internet and World Wide Web. Ownership and administration of Internet.
- iii. Introduction to HTTP, HTML, ELP, DNS, JAVA, Web page development: Inserting, linking, editing, publishing, uploading, locating, promoting, maintaining a website.

- iv. Cyber Journalism, on line editions of newspapers, Web news portals, Cyber newspapers: creation, feed, online editing, e-publishing. Using search engines for news gathering.
- v. Application of Web 2.0 New Digital Media, Social Media, Creating Blogs. Open platform websites. Uploading photos and video.

**Internal Assessment**

Submission on CD of a Web news portal

**20 Marks**

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**Paper II**

Subject Code: 4ICC T-2

**INTER-CULTURAL COMMUNICATION**

**Theory**

**80 Marks**

- I. Culture: Definition and Process. Sub cultures. Culture as a social institution. Value systems – primary, secondary. Eastern and western perspectives.
- II. Inter-cultural communication: Definition and process. Philosophical and religious dimensions. Cultural symbols in verbal and non-verbal communication.
- III. Language and grammar as a medium of cultural communication. Panini/Patanjali, 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. Inter-cultural conflicts and communication. Impact of new technology on culture. Globalization effects on culture and communication. Mass media as a culture manufacturing industry.
- V. Culture, communication and folk media: Character, concept and functions. Dance and music as instruments of inter-cultural communication. UNESCO’S efforts in the promotion of intercultural communication.

**Internal Assessment**

Sessional written examination

**20 Marks**

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**Practical**

**120 Marks**

Subject Code: 4 P P-1

- 1. Practical examination on web page development **30 Marks**
- 2. Practical examination of using search engine for news gathering **30 Marks**
- 3. Practical examination of creating news blog **30 Marks**
- 4. Submission of report on a selected aspect of Inter-Cultural Communication and oral examination thereon **30 Marks**

**Internal Assessment**

Assignments/ seminars/ presentations/ class participation **30 Marks**

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**Paper III**

Subject Code: 4 PRO

**Project (Specialisation)**

**80 Marks**

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 project may be conducted in any one of the following specialisations:

- i) Print Media
- ii) Electronic Media
- iii) New Media
- iv) Advertising
- v) Public Relations

The marks distribution shall be as under:

- 1. Report **60 Marks**
- 2. Viva Voce **20 Marks**

**Internal Assessment**

Seminar on Project Report **20 Marks**

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**Paper IV**

Subject Code: 4 INT

**Internship and Visit to Media Centre**

**80 Marks**

Each student will have to undergo a 30-day Internship in in a newspaper or magazine office/public relations office/ Akashwani/ Doordarshan/ TV News Channel/ advertising or media agency, or any other organisation identified by the students and faculty jointly/individually, facilities for which are easily available locally or regionally.

Every student has to submit an Internship Diary with certificate from media organization. Further, every student has to submit a report on the visit to a media centre.

- 1. Internship Diary
- 2. Viva Voce

**60 Marks**

**20 Marks**

**Internal Assessment**

Submission of report on visit to media centre

**20 Marks**

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