GONDWANA UNIVERSITY GADCHIROILI SYLLABUS

FACULTY OF SOCIAL SCIENCES

MASTER OF ARTS
(MASS COMMUNICATION)

2012 - 2013

M.A. (Mass Communication)
Course structure with effect from 2012-13 onwards
## APPENDIX - 1

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

**SCHEME OF TEACHING AND EXAMINATION**

*With effect from 2012-13*

### SEMESTER - I

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<tr>
<th>S.N.</th>
<th>Paper SEM I</th>
<th>Subject Code</th>
<th>Teaching Scheme (Hrs/Wk)</th>
<th>Credits</th>
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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

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<th>S.N.</th>
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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

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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

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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.


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.


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.


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

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


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


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-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.


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.


Internal Assessment

Sessional written examination 20 Marks

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Paper IV

Subject Code: 2 IC T-4

INTERNATIONAL COMMUNICATION

Theory 80 Marks


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

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

THIRD SEMESTER

Paper I

Subject Code: 3PM-II T-1

PRINT MEDIA – II (REPORTING & EDITING)

Theory 80 Marks


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


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.


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.


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.


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


iii. Introduction to HTTP, HTML, ELP, DNS, JAVA, Web page development: Inserting, linking, editing, publishing, uploading, locating, promoting, maintaining a website.


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


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.


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

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

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

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 60 Marks
2. Viva Voce 20 Marks

Internal Assessment

Submission of report on visit to media centre 20 Marks

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