

**GONDWANA  
UNIVERSITY  
GADCHIROLI  
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**

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-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, GoI. 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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