M.A. (Mass Communication)

With Choice Based Credit System

Introduction

This syllabus is devised keeping in view the requirement of the Mass Media industry so as to make knowledge and skills relevant and enhance the students’ employability. It takes into account the recent developments in the areas of Mass Communication and Journalism.

The syllabus is divided into Core Papers, Elective (optional) Papers and Foundation Papers.

Students of the course will study core and elective (optional) papers. The Foundation Papers will be studied only by students from other disciplines.

List of papers

Semester -1

<table>
<thead>
<tr>
<th>Subject Code</th>
<th>Paper</th>
<th>Title of the paper</th>
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<tbody>
<tr>
<td>1 T – 1</td>
<td>I</td>
<td>Principles of Mass Communication</td>
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<tr>
<td>1 T – 2</td>
<td>II</td>
<td>Development of Media</td>
</tr>
<tr>
<td>1 T – 3</td>
<td>III</td>
<td>Print Media – I (Reporting and Editing)</td>
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<td>1 T – 4</td>
<td>IV</td>
<td>Electronic Media – I (Radio &amp; Television)</td>
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Semester – II

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<td>II</td>
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<td>2 T-3</td>
<td>III</td>
<td>Media Management &amp; Media Laws</td>
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<td>2T-4</td>
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<td>Print Media - II (Reporting &amp; Editing )</td>
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<tr>
<td>3 T-2</td>
<td>II</td>
<td>Electronic Media –II (Radio &amp; Television)</td>
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**Elective Papers**  
(Select any ONE papers from the following)

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<tr>
<th>3 T – 3 (A)</th>
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<td>or</td>
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<tr>
<td>3 T-3 (B)</td>
<td>III</td>
<td>Ecology and Environment of India</td>
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**Core Paper**

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<th>3 T-4</th>
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<th>Public Relations &amp; Corporate Communication</th>
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### Semester – IV

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<td>4 T-2</td>
<td>II</td>
<td>Inter Cultural Communication</td>
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**Project (Specialisation Paper)**

| 4 T-3        | III   | Project (Specialisation Paper) – Any One Options:  
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<td>v) – New Media</td>
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**Core Paper**

| 4 T-4        | IV    | Environmental Communication             |

**Foundation Course** (For students of other disciplines)

<table>
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<th>4T-4</th>
<th>IV</th>
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### SCHEME OF TEACHING AND EXAMINATION

With effect from 2019-2020

#### SEMESTER-I

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*Aggregate Minimum Marks – 50%, i.e., 275/550

Subject Code: 1=Semester-I, T-1=Theory1, P=Practical1, 1T-1=Principles of Mass Communication, 1T-2=DEVELOPMENT OF Media, 1T-3=Print Media-I(Reporting & Editing), 1T-4=Electronic Media-I(Radio & Television).

#### SEMESTER-II

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*Aggregate Minimum Marks – 50%, i.e., 275/550

Subject Code: 2=Semester-II, T-1=Theory1, P=Practical1, 2T-1=Development Communication, 2T-2=Communication Research, 2T-3=Media Management & Laws, 2T-4=International Communication.
### SEMESTER-III

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**Foundation Paper**
(For students of other disciplines)

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<th>Paper</th>
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**Practical (for Core and Elective Papers)**

| Total | 16 | 12 | 28 | 22 | 440 | 110 | 550 | 275* |

*Aggregate Minimum Marks – 50%, i.e., 275/550
Subject Code: 1 = Semester-I, T-1 = Theory-I, P = Practical-I, 1T-1 = Principles of Mass Communication, 1T-2 = DEVELOPMENT OF Media, 1T-3 = Print Media-I (Reporting & Editing), 1T-4 = Electronic Media-I (Radio & Television).

### SEMESTER-IV

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<th>Teaching Scheme (Hrs/Wk)</th>
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**Foundation Course**
(For students of other disciplines)

| Total | 16 | 12 | 28 | 22 | 440 | 110 | 550 | 275* |

Practical (for Core and Elective Papers)

| Total | 16 | 12 | 28 | 22 | 440 | 110 | 550 | 275* |
* Aggregate Minimum Marks – 50%, i.e., 275/550

Subject Code: 4=Semester-IV, T-1=Theory1, P=Practical1, 4T-1=New Media Applications,
4T-2=Inter-Cultural Communication, 4T-3=Project (Specialization Paper), 4T-4 (Core) = Environmental
Communication, 4T-4 (Foundation) = Applications of Mass Communication, 4 P = Practical, 4INT = Internship.
FIRST SEMESTER

Paper I

Subject Code: 1T-1

PRINCIPLES OF MASSCOMMUNICATION

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.


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.

Internal Assessment

Sessional written examination 20 Marks

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Paper II

Subject Code: 1T-2

DEVELOPMENT OF MEDIA

Theory 80 Marks


ii. Development of radio as a medium of mass communication. Technological innovations. History of radio in India. Emergence of AIR. Birth of PrasarBharati. Various Committee Into


Internal Assessment
Sessional written examination

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Paper III

Subject Code: 1 T-3

PRINT MEDIA: I (REPORTING & EDITING)

Theory

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.

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Paper IV

Subject Code: 1 T-4

ELECTRONIC MEDIA- I (RADIO & TELEVISION)

Theory 80 Marks

i. Principles and techniques of audiovisual communication - Using audio and pictures to enhance presentation.


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 150 Marks

Subject Code: 1P

1. Submission of a report on a given topic under Principles of Mass Communication and oral examination thereon. 30 Marks

2. Submission of a report on a given topic under Development of Media 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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SECOND SEMESTER

Paper I

Subject Code: 2 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: 2 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, Tools and methods of data collection – media sources, books, questionnaire and schedules, people-o-meter, diary method, field method, logistic groups, focus
groups, telephone, surveys, on-line polls. Sampling methods, sampling errors and distributions in the finding.

iii. Types of research in print and electronic media, Evaluation, feedback, feed forward studies, media habits, public opinion survey, 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: 2 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. 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.


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 T-4**

**INTERNATIONAL COMMUNICATION**

Theory 80 Marks

i. Political, economic and cultural dimensions of international communication. Communication and information as a tool of equity and exploitation, international news flow, imbalances and disparities. UNESCO’s efforts in removal of imbalances in news flow-debate on new international informational and Economic 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. Role of media in international crises: conflicts, man-made and natural disasters, terrorism.

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.

**Internal Assessment**

Sessional written examination 20 Marks

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Practical 150 Marks

Subject Code: 2 P

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 a given topic under International Communication and oral examination thereon 30 Marks

Internal Assessment

presentations/ class participation 30 Marks

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THIRD SEMESTER

Papar I (Core Paper)

PRINT MEDIA - II (REPORTING & EDITING)

Theory  

80Marks


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 (Core Paper)

Subject Code: 3 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 (Elective Paper)

Subject Code: 3T-3(A)

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. 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/lifestyle 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 III (Elective Paper)

Subject Code: 3 T-3 (B)

ECOLOGY & ENVIRONMENT IN INDIA

Theory 80 Marks

i. Environment: Definition, concept, principals, importance. Ecology and Ecosystems. Importance of Biodiversity. air, water, soil, sound.


iii. Exploitaionof Natural and Non-renewable resources. Impact of Population, Urbanisation and Industrialisation.


Internal Assessment
Sessional written examination 20 Marks

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Paper IV (Core Paper)
Public Relations & 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.


iii. 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,

iv. 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

Paper IV (Foundation Course) (For students of other disciplines)

Subject Code: 3 T-4

Introduction to Mass Communication

Theory 80 Marks


**Internal Assessment**

Sessional written examination 20 Marks

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**Practical** (for Core and Elective Papers) 150 Marks

Subject Code: 3 P

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 OR 30 Marks

3. Submission of report on selected environmental issue and oral examination thereon

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** (Core Course)

Subject Code: 4 T-1

**NEW MEDIA APPLICATIONS**

Theory 80 Marks
i. Evolution of Information & Communication Technology (ICT) in mass media. History and growth of the internet and World Wide Web. Ownership and administration of Internet,

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


iv. 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

Paper II (Core Course)

Subject Code: 4 T- 2

INTER-CULTURAL COMMUNICATION

Theory 80 Marks


II. later-cultural communication: Definition and process. Philosophical and religious dimensions. Cultural symbols in verbal and non-verbal communication. Language and grammar as a medium of cultural communication. Linguistic aspects of inter cultural communication.

III. 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.

IV. 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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Paper III

Subject Code: 4 T-3

Project (Specialization - five options) 150 Marks

Each student will have to submit a report in an area of mass communication detailed in the curriculum under the guidance of a faculty member. The objective of the project is to enable students to have an in-depth knowledge of a subject of their choice. It may include field research, case study, model and such other research-based formats aimed at knowledge in any area of mass communication.

The project may be conducted in any one of the following specialization:

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

The marks distribution shall be as under:

1. Report 90 Marks
2. Viva Voce 30 Marks
3. Internal 30 Marks

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Paper IV (Core Paper)

Subject Code: 4 T-4

ENVIRONMENTAL COMMUNICATION

Theory 80 Marks

i. Environment conservation, Ecological balance, Bio-diversity, Sustainable Development. Major issues in India.


iii. Environmental Journalism: Definition and concept. Environmental reporting, types of stories - investigative, in-depth and interpretative. Journalism vs. Activism,
iv. Using New Media for Environmental Communication,

Internal Assessment
Sessional written examination 20 Marks

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Paper IV (Foundation Course) - For students of other disciplines

Subject Code: 4 T-4

APPLICATIONS OF MASS COMMUNICATION
Theory 80 Marks


Internal Assessment
Sessional written examination 20 Marks

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Practical (for Core and Elective Papers) 50 Marks

Subject Code: 4 P

1. Practical examination of using web resources for news gathering and creating news blog 20 Marks

2. Submission of report on a selected aspect of inter-Cultural Communication and oral examination thereon 10 marks
3. Submission of report on a selected aspect of Environmental Communication and oral examination thereon 10 marks

Internal Assessment

Assignments/seminars/presentations/class participation 10 Marks

Internship and Visit to Media Centre 50 Marks

Subject Code: 4 INT

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 organization identified by the students and faculty jointly/individually, facilities for which are easily available locally or regionally.

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 30 Marks
2. Viva Voce 10 Marks

Internal Assessment

Submission of report on visit to media centre 10 Marks

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