

University Centre for Distance Learning



**Syllabi & Scheme of Examination
MA Mass Communication-2nd Year
2014-2015**

Chaudhary Devi Lal University Sirsa (Haryana)

Website: www.cdlu.ac.in



University Centre for Distance Learning

MA- II Year (Mass Communication)

Paper Code	Course Nomenclature	Ext. Ass.	Inter. Ass.	Assignment	Time
JM71	PHOTOGRAPHY AND VIDEO PRODUCTION	80	28	20	3 Hrs.
JM72	DEVELOPMENT COMMUNICATION	80	28	20	3 Hrs.
JM73	ELECTRONIC JOURNALISM	80	28	20	3 Hrs.
JM74	COMMUNICATION RESEARCH	80	28	20	3 Hrs.
JM75	MEDIA PRACTISE (PRACTICAL)	100	40	--	3 Hrs.

PHOTOGRAPHY AND VIDEO PRODUCTION

Paper – JM71

Time -3 Hrs.

Max. Marks: 80

Note: There will be eight questions in the question paper.

Students are required to attempt any five questions. All the question carry equal marks.

Course Contents

Unit - I

Fundamentals of Photo Journalism - Basic Photography - Handling Still Camera Types of Camera - Lenses - Photo Films - Black and White - Colour - Compositions of Films - Types - Practical

Unit - II

Camera Angles - Still Photos - News Photos - Practical Developing and Printing - Developer - Enlarger - Block Making - Processing - Colour Separation - Practical

Unit - III

Introduction to Video Technology - Camera Types - Colour Systems - Handling Video Camera - Practical - Lighting - Equipments - Focusing Lenses - Mutli Camera Techniques - Special Effects - Graphics - Practical Softwares

Unit - IV

Planning of Production, Script Writing - Cinema, Short/Documentary Films - Editing - Cinema - Video - Types of Editing - Practical - Audio recording and mixing - Film Production - Practical.

BOOK REFERENCES

Rothantein A	Photo Journalist
Haris Walts	On Cameras, BBC, London, 1982
John Hack	How to make Audio - Visuals, Broadman Press, Tennessee, 1979
Thomas Burrow	Television Production, WMC Brown Publishers, Iowa, 1982
Branstor Brian	A Film Makers Guide, Longman, London, 1967
Ken Jacobson	Book of Creative Video, Newness
Gerold Millerson	The Techniques of Light for Television and Motion Pictures, Focal Press - 1982.

DEVELOPMENT COMMUNICATION

JM-72

Time -3 Hrs.

Max. Marks: 80

Note: There will be eight questions in the question paper.

Students are required to attempt any five questions. All the question carry equal marks.

COURSE CONTENTS

Unit - I

Concepts of Development - Role of Communication in Development - Development and development support Communication - working Definitions - Communication Approaches - Vertical - Top - Down Model - Horizontal - Participatory Communication Origins of Development Communication concept - Post World War II periods rise of International Communication - Early Years of Development in India - Role of Everet M Rogers, Wilbur Schramm in Indian Development - Communication developments.

Unit - II

Development Communication theories - Earlier dominant paradigms - Economic theories - Rostov/, Daniel Lerner, E.M. Rogers, Wilbur Schramm - Modernization - Diffusion of Innovations - Models - Dependency models (Marxist and Non-Marxist) - Alternative paradigms - Culturist model, Self - Reliance, Gandhian model - Revival of modernization model in 1990s - Focus on Telecommunication and new Technologies - Relevance of Western theories in India.

Unit - III

Communication profile of India - reach - access - various media systems new communication technologies - communication profiles in other countries - Appropriation of Traditional folk media - advantages and disadvantages - Interpersonal Communication needs. Mass media for development - Radio and TV development programmes - Agriculture. Health, Education, Environment, Cultural Preservation etc., National Intergration - Role of Press. Development Communication strategy - AIETA Model, Social marketing model etc., Indian model by Agricultural Deptt., Media selection small media appropriation media mix.

Unit - IV

Designing a package - various appeals persuasive, emotional, fear rational etc., Communications effectiveness study. Development Communication Research Methodology - Research methods in social sciences - Qualitative and Research hypotheses Concepts - Research Design - Methods of data collection - Survey sampling - Questionnaire, Interview, Observations etc., Content Analysis - Case studies - Writing their report.

BOOK REFERENCE

C.P. Batanagar and C.P. Dahama Education and Communication for Development, Oxford press, New Delhi, 1980.

Kuppusamy B.Communication and Social Development in India, Sterling Publishers Pvt. Ltd., New Delhi. 1978.

Peter Habromann,Development Communication AMI., 1978

Nevilla Jayawera Rethinking Development Communication and Development, Rame Publishers, 1988.

Manonmani T.Studies on Mass Communication and Development, Rame Publishers 1998.

Srinivaw R, Melkote Communication for Development, Sage Publications, London, 1976

Everett M. Rovers Communication for Development, Sage Wilbur Schramm,Publications, London, 1987

Mass Media and National Development, Rawat Publication, Jaipur 1987.

Sharma S.C,Media Communication and Development, Publication, Jaipur, 1987.

Binod C. Aggarwal & M.R. Malek, Television in Kheda and Social Evaluation of SITE, Concept Publishing Co., New Delhi, 1982.

Bruce Westlay and Stempal, Research Methods in Mass Communication Prentice Hall, 1981.

ELECTRONIC JOURNALISM

JM73

Time -3 Hrs.
Max. Marks: 80

Note: There will be eight questions in the question paper.
Students are required to attempt any five questions. All the question carry equal marks.

Course Contents

Unit - I

Origin and Development of Electronic Journalism - Indian Broadcasting Polidy - Major recommendations of committees and working groups Prasar Bharti bill - Question of autonomy - Radio - Growth and Development in India, Characteristics and nature of the medium role it's social objectives - Various types of radio, (AIR) services - National, Regional and External services - F.M., stations - Vividh Bharati - Local Radio - Management and Organization of AIR.

Unit - II

Planning and Production of TV, radio programs - General and special audience programmes - Principles of writing for radio - Language - Different formats of radio programmes - Features, Debate Talk, Drama, Interview etc., Techniques of radio news writing Radio Commercials Growth of Television in India Nature of the medium - TV as a socio cultural force various services of Doordarshan - National, Regional network Satellite Channel. Economy of Doordarshan role of Government. Mutlinal management and organization system of doordarshan - Production relay stations - Cable T.V., satellite TV - DTH.

Unit - III

Planning and Production of TV programmes - TV crews writing for TV News Cast and news gathering - General and special audience programmes - Formats of TV programmes - TV commercials Private channels - Brief History of films in India - Cinema and Society - Effects of Cinema Film criticism - Indian Film Culture - Film Censorship Question of preserving culture - Film festivals - Film awards - Economics of films - Management and organization Financing - Patterns of Distribution and Exhibition, taxation etc.

Unit - IV

Film Production Various Stages - Scripting Casting - Rehearsing - Shooting Sound - Tracker Editing - Various types of editing - Production - Publicity dubbing - Playback - Re-recording cinematography-National film Policy-FFC, NFDC - Commercial Films - Documentarie Film Division - Internet and Web Journalism. Planning & Production.

BOOK REFERENCE

Boyd Andrew	Broadcasting Journalism, Techniques of Radio and T.V. News, Heinemann, London, 1988.
Fetcher James,	Handbook of Radio and TV Broadcasting Van, Nestrand Reinhold Co., M. 1981.
Gearth Jowet,	Movies and Mass Communication, Sage Publications, London 1986
Gupta Das,	Talking about Films, Orient Longman, USA, 1981.
Jag Mohan	Documentary Films and Indian a wakeing.
Mass Communication	Indian Cinema Developing Countries, Indian Institute
Indiran	Cinema and ART (Tamil); Sivagangai.
Luthra H.R.,	Indian Broadcasting, Publication Divison, Information Bachelory & Monitry Govt. of India, 1986

Mehra Masani,

Broadcasting and People, National Book Trust India,
1976.

Keval J. Kumar

Mass Communication in India, Jaico Publishing house,
Madras, 1981

COMMUNICATION RESEARCH

JM74

Time -3 Hrs.

Max. Marks: 80

Note: There will be eight questions in the question paper.

Students are required to attempt any five questions. All the question carry equal marks.

Course Contents

Unit - I

Concept Need and Importance of Communication. Research Pure, Basic and Applied Research, Evaluation, Feedback and Feed forward Studies. Hypthesis; Meaning, Need, Types and Importance. Print Media Research, Electronic Media Research, Advertising Research, Public Relations Research, Miscellaneous Media Research, Communication Research in India.

Unit - II

Research Design; Experimental, Benchmark, Longitudinal Studies, Panel Studies, Empirical Studies. Methods and Techniques of Communication Research; Census, Sampling, Survey, Observation, Case Study, Interviews, Content Analysis Historical Method, Qualitative and Quantitative Research.

Unit - III

Questionnaire; Purpose, Preparation and Administration. Types of Questions. Qualities of a Good Questionnaire Sources of Data; Primary, Secondary and Tertiary Sources. Coding, Classification tabulation of Data. Data Analysis and interpretation. Field Studies, Public Opinion, Telephonic Survey, Online Poll, Pre-Poll Studies and Exit Polls.

Unit - IV

Statistically Analysis Techniques: Mean Median, Mode, Standard Deviation, Levels of Measurement. Test of Reliability and Validity, Research Report; Purpose. Contents and Characteristics. Foot Notes, Index, Bibliography. Problems in Communication Research. Communication Research as a tool of Reporting. New Trends in Communication Research, Status of Communication Research in India.

Suggested Readings:

1. Content Analysis by Klaus Krippendorf
2. Foundations of Behavioural Research by Fred N. Kerlinger
3. Communication Research, by Stempel & Westley
4. Questioning the Media by John Dewing
5. Research in Mass Media by S.R. Sharma
6. Issues in Mass Communication by J.S. Yadav & Pardeep Mathur
7. Research Methodology by R.N. Trivedi, D.P. Shukla
8. Doing Media Research by Susana Horing Priest
9. Introduction to Communication Research by John C. Reinard
10. Wimmer - Mass Media Research
11. Research Methodology by Kothari
12. Media Shodh by Manoj Dayal
13. Sanchar Khoi Vidhi by Sewa Singh Bajwa
14. Research Methodology: A Step by Step Guide for Beginners. Sage

Media Practices (Practical)

JM75

Sr. No.	Assignment	No. of Items
1.	News Reports	Six (3 Hin.,Eng.3)
2.	Articles	Two
3.	Features	Three
4.	Film Review	Two
5.	Book Review	One
6.	Travelogues	Two
7.	Photo Features	"
8.	Caption Writing	<u>4 (2Hin., 2Eng.)</u>
9.	Radio News Bulletin (Script)	<u>2 (1 Hin., 1 Eng.)</u>
10.	TV News Bulletin (Script)	<u>2 (1 Hin., 1 Eng.)</u>
11.	Editing of IT	Ten
12.	Radio Adv. (Script Writing)	<u>4 (15", 30", Imin. 2 Each)</u>
13.	T.V. Adv. (Script Writing)	<u>4 (15", 30", Imin. 2 Each)</u>
14.	Print Adv. Classified	Five
	Display	Two
	Classified Display	Three
15.	Pamphlet, Poster, Folder	Three Each