

# University Centre for Distance Learning



**Syllabi & Scheme of Examination  
PGDMC/  
MA Mass Communication-1st Year  
2014-2015**

**Chaudhary Devi Lal University  
Sirsa (Haryana)**

**Website:-**

**[www.cdlu.ac.in](http://www.cdlu.ac.in)**



# **SCHEME OF EXMINATION**

## **MAMC First Year/PGDMC**

### **(Distance Education Mode)**

<b>Paper Code</b>	<b>Course Nomenclature</b>	<b>Max. Marks.</b>	<b>Min. Marks.</b>	<b>Assignment</b>	<b>Time</b>
JM12	Introduction to Communication	80	28	20	3 Hrs.
JM13	Print Journalism	80	28	20	3 Hrs.
JM14	Media Laws and Ethics	80	28	20	3 Hrs.
JM15	Advertising and Public Relations	80	28	20	3 Hrs.
JM16	Communication Skills	80	28	20	3 Hrs.

**Paper - JM12**

**INTRODUCTION TO COMMUNICATION**

**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.

**Unit - I**

Communication - Definitions- Elements of Communication - Communication act Sender - Message - Channel - Receiver - Effects - Feed Back - Communication process Communis - Human relationships - Basic models. Various types of communication - Intrapersonal - Inter Personal, Group, Mass Communication and Mass - Line communication - Functions of Communication - Effects, Verbal and non-verbal communication signs-codes-proximics-kinesis.

**Unit - II**

Communication basic models - Herold D.Losswell, Braddock, Shannon & Weaver Orgood & Wilbur Schramm. Wilbur Schramm, and Helical Dances Model, Marshal Maluhan's Theory of Media Classification wilbur Schramm's classification General Classification Cultural Dimensions Mass Media as Cultural Industry - Cultural norms theory - Effects Theory Normative Theory - Narcotic-Hegemonic Theory.

**Unit - III**

Human Communication - Characteristics - Contents, language - Meanings - talent manifest - contextual structural meanings. Speech communication - psychology and sociology aspects cognition - selective perception - selective retention - selective expression - socio- cultural norms and cognition - attitudes.

**Unit - IV**

Classification of Media - Various types - traditional media - classical and folk media Modern Media. Mass Communication - 'Mass' concept - Characteristics of mass audience - Typology of audience - Bauer's Concept. Functions of Mass Communication Mass Society Socialization process Mass culture- Meluhan's global village concept Global Culture.

**Paper - JM13**

**PRINT JOURNALISM**

**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.

**Unit - I**

Journalism Definition - New Concepts- Elements of News - News Values - Historical development of Press in UK, US and India - Before and after Independence - Emergency. Various forms of print media - Current trends of Indian Press - Professional associations - NRI, ILNA, Press Commissions - Press, Council.

**Unit - II**

Various types of reporting- Crime - Human interests- In depth and interpretative reporting - investigative - New agencies - Free Lancing - Language proficiency Fundamental of writing Headlines - Creativity Types of Headlines - intro or lead various types - writing body copy - Translation. Views page - Editorial structuring - Analysis of facts various forms of editorial - Features form and contents - types of features Articles Form and contents - columns - letters to the editor - Reviews - Film, Book and Art and Literature.

**Unit - III**

Newspaper organizations and Management various forms of organization structure and functions of Newspaper Organization Editorial Department - News room - Reporting, Writing, Editing - Photography Sections - Business Department, Advertising - Marketing, Art of collecting News - Qualities of Reports - Nose for news - observation - Beats News collecting from executive, Administrative and Judicial Places - Art of interviewing. Art of editing - Qualities of sub-editors - Editor - Principals of Copy Editing Strutting the news - Different Styles - Editing for Spaces, Facts and Language Style Sheet.

**Unit - IV**

Introduction to Illustrations - News photos - Line Drawings Cartoons and Caricatures - Comic rips - Gags, Panels and Serials Importance of Illustrations - Printing - Colour Processing. Graphic Communication - Art of Typography - Layout Design - Page Make up Principals - Various Types of make up page make up in Newspapers and magazines.

**Paper - JM14**

**MEDIA LAWS AND ETHICS**

**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.

**Unit - I**

Nature and Principles of Constitution of India; Fundamental Rights, Right to Information Freedom of Expression, Freedom of Press in various political setups i.e. Capitalistic. Socialistic, India before and after independence. Constitutional restrictions on Media - Privileges of Media Personnel - The Indian Penal Code, Indian Evidence Act - Libel - Slander - Defamation - Contempt of Court.

**Unit - II**

Freedom and Social Responsibility of Media - Tabloid Journalism - Investigative Journalism Cable Media, its regulation and laws governing cable media - internet as a media and the governing of rules of internet. Advertising Standards Advertising Councils-Film Censorship Press Council Broadcasting policy Prasar Bharati.

**Unit - III**

Rights and Liabilities of the Editor, Printer and Publisher - Editorial autonomy and independence - Govt. Information Services and their controls - PIB. Code of Ethics in different media - orality of the Press and Cinema as Private sectors Radio - and TC as State owned - Public utility undertaking Evolution of code of ethics for media. Historical Perspectives & details.

**Unit - IV**

The Press Registration of Books Act 1867 - Copy Right Act-Periodical Changes Post and Telegraphy Act - Official Secrets Act of 1923. Press Council - Working Journalists Act - MRTPC (Monopolies and Restrictive Trade Practice Commission) industrial Dispute Act - Indecent Representative of Women Act of 1986.

**Paper – JM15**

**ADVERTISING AND PUBLIC RELATIONS**

**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.

**Unit - I**

Advertising Working definitions - Distinguish Publicity, Propaganda and Public opinion. Functions of Advertising - Various types of Advertising - It's social and economical role Arguments for and against Advertising - Growth and development of Advertising in India. Advertising as Communication - Persuasive Communication Buyer behaviour Decision making process various models factors influencing buyer behaviour - internal psychological - External Family reference groups etc.

**Unit - II**

Advertising campaign planning market analysis promotional mix - Advertising budgeting measuring Advertising effectiveness. Advertisers-Advertising agencies structure and functions Agency and media relations - Various media - indoors and Outdoors - Characteristics of each medium - media selection - Principles media mix.

**Unit - III**

Copy writing - Creativity - Various appeals Brand positioning - USP - Copy Formats Style - Production - Code of ethics - Advertising councils - Professional Associations; Copy Writing for various media, Internet, Print, Radio, TV, Film, Audio visual kits etc.

**Unit - IV**

Public Relations - Definitions Elements of PR - Functions of PR - Need for PR - Two way communications - Public - Internal and External Public Employee relations. PR and media relations - Press conference - Traits of good PRO - Growth and Development of Public Relations in India - PR Councils - PRSI. Structure and Functions of PR department in Government, Public and Private sectors, - Planning for PR campaign - PR tolls and Publicity materials - types of publicity - House Journals

**Paper – JM16**

**COMMUNICATION SKILLS**

**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.

**Unit - I**

Essentials of Communication skills, Small Group Communication Techniques, Group Discussion etc., Public Speaking Techniques, Body language - verbal and non-verbal Cues, Interviews - Kinds of interviews as interviewee, as interviewee, workshops; Mock Interviews, Group discussions, JAM sessions.

**Unit - II**

Dress Codes, Study Skills, How to improve your reading, Making notes, Written Communication, Content, Structure, Drafting a letter, Reports, Minutes, Memos and Notices, Presentation Communication, Pre - Presentation skills, Post - Presentation Follow up.

**Unit - III**

Presentation aids; Audio aids, Visual aids, Audio - Visual aids, Printed aids, Computer aided presentation, Use of Power Point, Meetings; Convening - Presentation managing - post meeting, Follow up Organising, Meeting Manners, Presiding over meeting - participating in a meeting.

**Unit - IV**

Creative Writing, Fundamentals, Structure and Contents of writing, Writing news analysis & backgrounders, Book, Film, TV reviews, Photo features, photo editing and caption writing, Written presentation, Language of writing, Preparation of Resume, Official Correspondence, Report writing.



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**Syllabi & Scheme of Examination  
MA Mass Communication-2<sup>nd</sup> Year  
2014-2015**

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**University Centre for Distance Learning**

**MA- II Year (Mass Communication)**

<b>Paper Code</b>	<b>Course Nomenclature</b>	<b>Ext. Ass.</b>	<b>Inter. Ass.</b>	<b>Assignment</b>	<b>Time</b>
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