

Dr. Babasaheb Ambedkar Marathwada University, Aurangabad
Regulations of M. A. (Mass Communication & Journalism)
Syllabus Effective Form 2009-2010

R.740 (a) The duration of the course of M. A. (Mass Communication & Journalism) shall be of the two academic years of four semesters.

R.740 (b) The total number of seats in the University Department of Journalism and Mass Communication shall be 40 and the Colleges where this Course is run, the total number of Seats shall be 25 in each college, and reservation for backward classes and women shall be applicable as per the University State Government directives from time to time.

candidate must pass the entrance test , followed by Group Discussion and Personal Interview (GDPI). The medium of instruction shall be Matarhi/English. However student can write answers in Hindi or English. The number of the student admitted to the course be 60 only. Entrance Test will be of 70 Marks & GD&PI shall carry 20 marks. 10 marks will be for media experience of any branch Print, electronic, adverting, new media etc.

The candidate has to pay Rs. 500/- as a registration, test, syllabus, profile fee or the fee fixed by the university from time to time. Rs. 400/- for reserve category students.

R.740 (c) All the things equal, 10% additional seats shall be made available for the candidates of other University.

R.740 (d) As per UGC directive and the University's decision additional 15% seats shall be created for foreign/NRI candidates, if any.

R.740 (e) The over and above quota admission shall be given as per the provisions and rules of this University.

R.741 Candidates admitted to this course are eligible to take up the semester examination prescribed by the University, provided he / she the completes 75% attendance in each semester for class room teaching & practical assignments seperately.

R.742 Medium of instructions shall be Marathi / Hindi / English however candidates may write answers in English or Hindi. If there is sufficient response from the candidates, the University may decide to start a seperate batch of English and Hindi medium.

R.743 (a) A candidates obtain for passing degree of M. A. (Mass Communication & Journalism) minimum 50% marks in each theory paper prescribed for the examination and 50% marks in practical examination of each paper. A candidate failing in Theory, examination but passing in practical examination conducted by the University, shall be exempted from appearing for practical examination as an ex-candidate. And a candidate failing in practical examination but passing in the theory examination shall be re examined in Practical.

R.743 (b) A candidate failed in the first semester, is allowed to appear for second semester, but to get admission in the third semester he / she must pass the first semester. Likewise to get admission in the fourth semester he / she must pass the second semester.

R.744 Each candidate shall be assigned to a teaching faculty member for guidance and supervision of the dissertation, in the area of his / her interest in consultation with the guide, at the beginning of the 4th semester of the M. A. (Mass Communication & Journalism) course, Such dissertation shall be submitted by the candidate with signature of the approved guide before the date of commencement of the Theory examination. Necessary certificate stating therein that the dissertation entitled is based on the research conducted by the candidate, within the stipulated period and found satisfactory, should be signed by the guide. The candidate should also sign an undertaking that the dissertation is the outcome of his own research work and is based on his / her studies / research of the candidate is found copies partially or completely, his / her whole performance of the 4th semester shall be treated as cancelled and he / she have to reappear for the whole examination of the 4th semester. It it is noticed that the dissertation is partial or full copy of other's work or any evidence of plagiarism, the university will lodge a case against the candidate in police station.

R.745 The dissertation submitted by the candidate shall be examined by a panel of examiners consisting one Internal guide and one External appointed by the University. The dissertation shall carry total marks 120 and shall be treated as a seperate lead of passing out of which

50% minimum marks are required for passing after having secured required number of marks in the dissertation, the candidate shall be eligible to appear for Viva-voce examination which will form as a part of annual examination. Maximum marks of 80 are prescribed for viva-voce out of which a candidate is expected to secure atleast 50% marks for passing. Written part of dissertation and viva-voce are to be treated as two independent heads of passing. The viva-voce examination shall be conducted by a panel of examiners appointed by the University for valuation of dissertation.

R.746 Gradation

The system of evaluation will be as follows : Each assignment / Test will be evaluated in terms of marks. The marks for separate assignments and the final (semester end) examination will be added together and then converted into a grade and later grade point average, Results will be declared for each semester and the final examination will give total marks, grades and grade point average.

Marks %	Equivalent Grade	Grade Points
100 to 75	O Outstanding	06
74 to 65	A Very good	05
64 to 55	B Good	04
54 to 50	C Average	03
49 to 45	D Satisfactory	02
44 to 40	E Pass	01
39 to 0	F Fail	00

Grade Point = $\frac{\text{Total of (Grade Points Earned X Credit hrs for each course)}}{\text{Total Credit Points for Semester/s}}$

Average

Total Credit Points for Semester/s

Where a student fails (Grade F) in a course he /she can repeat the course in the following semester/year and re-appear for the end-of-term exams up to three times.

R 747 The course shall be of Two academic years & Four semesters. The fee structure of the course shall be as follows :

R 747 (a) University Department / Aided Colleges

Admission Fee	: Rs. 1000/-
Tuition fee per semester	: Rs. 2500/-
Laboratory fee per year	: Rs. 500/-
Dept./College Library Fee per year	: Rs. 200/-
Study tour contribution per year	: Rs. 2000/-
Placement Fee per year	: Rs. 500/-
Examination Fess per Semester	: Rs. 500/-
Other fees as per university structure.	

R 747 (b) Unaided Colleges

Admission Fee	: Rs. 1000/-
Tuition fee per semester	: Rs. 5000/-
Laboratory fee per year	: Rs. 500/-
Dept./College Library Fee per year	: Rs. 200/-
Study tour contribution per year	: Rs. 2000/-
Placement Fee per year	: Rs. 500/-
Examination Fess per Semester	: Rs. 500/-
Other fees as per university structure.	

R.748 The following shall be considered as a separate head of passing.

1. Theory written examination (semester examination)
2. Practical examination
3. Dissertation
4. Viva-voce.

R 749 The contributory teachers shall be either from approved teaching faculty of other colleges / institutions / NET/SET/Ph. D. (Journalism), holding candidates or from media profession with minimum 10 years experience. The contributory teachers shall entitled for honourarium

of Rs. 100/- per lecture.

R 750 The practical & oral examination shall be conducted by the team of internal & external examiners. (2 from colleges & 3 from university). The practical assessment honourarium shall be Rs. 25 per practical file / paper / unit; as the case may be. The practical shall be designed by the University Department of Mass Communication & Journalism.

R.751 Minimum Standard of Instructions

There shall be minimum standard of instructions, as per U.G.C. guide lines and requirement of professional course of Journalism. The colleges / institutions not fulfilling the requirement shall not be allowed to conduct this course. The medium of instruction can be English, Marathi, Hindi and the examination paper shall be set in all three languages in single question paper.

- (a) In the Department / Institution / College, where Bachelor of Arts Journalism course is being conducted, there shall be atleast 3 full time teachers appointed as per existing qualifications and recruitment conditions, laid down by the university / U. G. C.
- (b) There shall be a separate computer lab with atleast 10 computers, having LAN and broadband internet connection. It shall also consist of laser printer, scanner and photocopier .
- (c) Every department/college/institution shall purchase atleast four digital video cameras, one still digital camera, large screen TV, DVD Player, LCD/digital projector.
- (d) There shall be a library of media books, journals, magazines, newspapers, DVD & CDs. There will be initial investment in the tune of minimum Rs. 50,000/-for library. Every year college / department shall add books of Rs. 40,000.
- (e) There shall be one librarian (part time / full time) 2 non-teaching staff, out of which one shall be a DTP operator .

R.378 The examination shall consist of four semester as detailed below :

**Dr. Babasaheb Ambedkar Marathwada University, Aurangabad
M. A. (Mass Communication & Journalism)**

COURSE STRUCTURE

	Theory Exam.	Internal Assesment	Practical	Total
<u>FIRST SEMESTER</u>				
1. Principles of Mass Communication	30	20	--	50
2. Development of Media	30	20	50	100
3. Print Media-I (Reporting and Editing)	30	20	50	100
4. Electronic Media (Radio and Television)	30	20	50	100
5. Advertising and Public Relations / Corporate Communication	30	20	50	100
<u>SECOND SYMESTER</u>				
1. Sustainable Development Communication	30	20	50	100
3. Environmental Commiunication	30	20	50	100
3. Media Law and Ethics	30	20	50	100
4. International Communication	30	20	--	50
5. Media Management	30	20	50	100
<u>THIRD SEMESTER</u>				
1. Print Media - II	30	20	50	100
2. Radio	30	20	50	100
3. Television	30	20	50	100
4. Advertising	30	20	50	100
5. Public Relations / Corporate Communication	30	20	50	100
<u>FOURTH SEMESTER</u>				
1. Electronic and New Media Mangement & Technologies.	30	20	50	100
2. Inter-cultural Communication	30	20	50	100
3. Communication Research	30	20	50	100
4. Dissertation	120	80		200
5. Attachment & Study visits to media centres	--		100	100

Total: Theory - 900 Mraks Practical- 900 Marks Dissertation - 200 Marks

GRAND TOTAL : 2000 Marks

(Specialization : If teaching faculty is available in due course papers like Women, Children & Media or Science & Technology Communication or Rural, Folk & Tribal Communication or Film Studies)

First Year

First Semester

Total Credits : 30

4 Credits per Paper 4 x 5 papers = 20 credits

10 credits for Practicals

PAPER - I : PRINCIPLES OF MASS COMMUNICATION

(Theory Exam 30 + Internal Assessment 20 marks by three tests Total - 50 Marks)

Nature and process of human communication, functions of communication, verbal and non-verbal communication, intra-personal, inter-personal, small group, public and mass communication.

Models : SMR, SMCR, Shannon and Weaver Lasswel, Osgood, Dance, Schramm, Gerbener, Newcomb, Convergent and gate-keeping communication and socialization.

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. Mass Media : Public opinion and democracy. Media culture and its production. Media organizations, media contents, market - driven media content - effects, skyvasion, cultural integration and cultural pollution.

Issue of media monopoly - cross - media ownership; media monopoly in India, language press monopoly, media monopoly scene in the world. Ownership patterns of mass media, ethical aspects of mass media, freedom of speech and expression, right to information, in India & Maharashtra. Media and social responsibility, media accountability, infotainment and ICE.

PAPER - II : DEVELOPMENT OF MEDIA

(Theory Exam 30 + Internal Assessment 20 marks by three tests Total - 50 Marks)

PRINT : Language and Society - development of language as a vehicle of

communication - invention of printing press and paper - pioneer publications in Europe and USA.

Early communication systems in India - development of printing - early efforts to publish newspapers in different parts of India, efforts of publications in Maharashtra and Marathwada.

Newspapers and magazines in the nineteenth century - first was of Indian Independence and the press - issues of freedom, both political freedom and press freedom.

Birth of the Indian language press - contribution of Raja Ram Mohan Roy, birth of the Indian news agencies, History of Marathi Press, Major trends.

The Indian Press and freedom movement - Mahatma Gandhi and his journalism; social, political and economic issues before Independence and the Indian press; historical development of important newspapers and magazines in English; Hindi and Marathi important personalities of Indian journalism. Journalism and Indian languages, (a brief historical perspective of important newspapers Maharashtra & Marathwada) history of the language journalism of the region. Social reform movement & Newspapers - Satya Shodhak Press, Dalit Press its Social importance.

The press in India after independence; social political and economic issues and the role of the Indian press problems and prospects.

RADIO : Development of radio as a medium of communication - technology innovations ; history of radio in India - radio as a instrument of propaganda during the World War II.

Emergence of AIR - commercial broadcasting - FM radio - state and private initiatives.

TELEVISION : Development of television as a medium of mass communication - historical perspective of television in India - satellite and cable television in India.

FILMS : Early efforts - film as a mass medium; historical development of Indian films - silent era-talkies - Indian after Independence; parallel cinema - commercial cinema ; documentaries - issues and problems of Indian cinema, Marathi cinema, its origin & development, major trends, tradition & contribution.

FOLK MEDIA : Traditional media in india - regional diversity - content - form - character- utility - evaluation - future; traditional folk media in Maharashtra & Marathwada.

NEW MEDIA : Development of new media; convergence - internet - on line Journalism.

PAPER - III : PRINT MEDIA -I (REPORTING AND EDITING)

(Theory Exam 30 + Internal Assessment 20 marks by three tests Total - 50 Marks)

REPORTING :

News : definition, concept, elements, values, sources, lead writing, kinds, reporting crime, weather, citylife, speech, accident disaster, court election, riots, war/conflict/tension.

- Interviewing - kinds, purposes, techniques.
- Investigative reporting - purposes, sources, styles, techniques, Columns development, criticism, reviews, reature writing, news analysis, backgrounding, current trends in Marathi language press reporting and feature writing.
- Political reporting.
- Legislative reporting
- Diplomatic reporting
- New kinds of reporting environment, consumerism, water & enerty, literacy.
- Scoops and exclusives and specialized reporting-science, sports, economic, development, commerce, gender, and allied areas reporting for magazines.

EDITING :

- Meaning, purposes, symbols, tools, lead, body, paragraphing.
- Proof reading, meaning, symbols, purposes.
- News desk, editorial department set-up, news flow, copy amagement and organization.
- Headlines - techniques, styles, purposes, kinds of headlines, Dummy page-make-upon computers, layout, principles of photo editing.
- Magazing editing, layout, graphics.

PAPER - IV : ELECTRONIC MEDIA (RADIO AND TELEVISION)

(Theory Exam 30 + Internal Assessment 20 marks by three tests Total - 50

Marks)

Evolution and growth of electronic media : radio, television and internet, Characteristics of radio, television and Internet as medium of communication-spoken, visual and mustiple versions of information through links, principles and techniques of audio-visual communication-thinking audio and pictures, grammer of sound, visuals and web production.

Technology and skills of linear and non-leanear systems of audio-visual communication- sound construction and picture formation through a wide range of microphones, sound-recorders, camcorders, video recorders, VCD, computer-graphics and studio equipment (exposure through fiels visits), Transmission of sound, images and data through microwave, satellite, fiber optics, cable and television technologies.

Infrastructure, content and flows on internet, with specific reference to India-reach and accss to personal computers and internet connectivity. News paper, magazine, radio, television and on internet.

PAPER - V : ADVERTISING AND PUBLIC RELATIONS

(Theory Exam 30 + Internal Assessment 20 marks by three tests Total - 50 Marks)

ADVERTISING :

Evolution and growth of advertising - definitions of advertising - relevance of advertising in the marketing mix - classification of advertising - various media for advertising - national and global advertising scene- socio-economic effects of advertising.

Ad agency management, various specialist departments in an ad agency : (account planning, account servicing, creative, media planning, HRD etc.)

Client related issues and the process, business development, pitching for accounts-agency-client interface: the parameters-creative and media briefing process, agency-media interface, agency revenue earning and sources, agency audit.

Mass media lasws concerning advertising-apex bodies in advertising (AAAI, ASCI, etc.) ASCI and its code of conduct, case studies from ASCI.

Public relation and Corporate Communication :

Evolution and history of public relations-definitions of PR, PR and allied desciplines (publicity, propaganda, public affairs, lobbying etc.)

Second Semester

Symmetrical and asymmetrical theories of PR- law and ethics of PR. (defamation, copyright, invasion of provacy; PRSI code of ethics).

Interface of PR with various management disciplines (human resource development, finance, marketing, law etc.) publics in PR, PR tools (interpersonal, mass media and selective media) - PR in industry (public sector, provate sector and multinational)- PR in central and state government and the functioning of various media units of the state and Union governments.

Writing for PR : internal publics (house journals, bulletin boards, open houses, suggestion, boxes, video magazines, etc.)

Writing for media (press release/backgrounder, press brief, rejoinders etc.)

PRACTICAL

200 Marks

1. Production of Laboratory Journal (Reporting, Editing & Page layout on computer. Every student has to produce at least three issues under the supervision of the teacher) **30**
Pegination : Designing Newspaper Pages **30**
2. Electronic News-gathering practical. Every student has to conveye, plan & edit one Radio News Buletion of 10 minutes duration & one Video news buletine. Buletin of 15 minutes duration & submit the C.Ds/ Cassettes **50**
4. Practical examination of News-gathering & writing for print & elctronic media. **30**
5. Practical examination of advertisement. **20**
6. Practical examination of public relations **20**
7. Attendance to Periods / Practicals **20**

Internal Assesment (20 Marks of each paper)

Internal Assesment by three monthly written test of 10 marks for each theory paper. Out of these three tests. performance of best two shall be counted for second semester & fourth semester. Seminar is compulsory and there shall be two written tests; out of them makrs of tests of higher performance shall be considered.

Total Credits : 30

4 Credits per Paper 4 x 5 papers = 20 credits

10 credits for Practicals

PAPER - VI : SUSTAINABLE DEVELOPMENT COMMUNICATION

(Theory Exam 30 + Internal Assesment 20 marks through two written test & one seminar. Seminar compulsory Total - 50 Marks)

Developent : meaning, concept, process and models of development-theories- origin - approaches to development, problems and issues in development, characteristics of developing societies, development dichotomies, gap between developed and developing societies, concept of sustainable development and its dimensions, sustainability of natural resources and other issues.

Development communication : meanin- concept-definition- philosophy - process- theories- role of media in development communication - strategies in development communication - social cultural and economic barriers- case studies and experience- development communication policy - strategies and action plans- democratic decentralization, Panchayati Raj- planning at national, state, regional, district, block and village levels.

Agricultural communication and rural development, sustainable Agriculture, The genesis of agricultural extension, extension approach system - approach in agricultural communication - difusion of innovation - model o agriculture green journalism, Development support communication : population and family welfare - health - education and society - enviroment and development - problems faced in development support communication, Development of weaker sections S.C., S.T. OBC, NT-DNT, women and rural comunicaties.

Development and rural extension agencies : governmental, semi government, non- governmental organization problems faced in effective communication, micro-macro- economic frame work available for actual developmental activities - case studies on development communication programmes, Non-conventional enerty sources its use & role of mass media.

Writing development masseges for rural audience : specific requirements of media writing with special reference to radio and television, rural journalism and rural communication tools and techniques

PAPER - VII : ENVIRONMENTAL COMMUNICATION

(Theory Exam 30 + Internal Assessment 20 marks through two written test & one seminar. Seminar compulsory Total - 50 Marks)

The environmental & ecology definition, physical environment its composition - geology, soil, topography, climate & weather, catastrophes, biotic environment, biotic and abiotic interactions, the complexity of environment. Human sociobiology concept.

The pollution, types of pollutions, carbon cycle, greenhouse effect, nitrogen cycle, phosphorus cycle, Acid rains, pesticides, CFCs and ozone layer. Importance water, energy, polluted cities of the world. Ecosystems and its importance and types. Biodiversity and its importance, global diversity, maintaining biodiversity conservation principles, ethical argument, anthropocentric arguments, role of ecology, conservation of species, conservation of ecosystems & biosphere. recycling, biological controls.

The environment education, need of awareness among people, environment education formal & informal, environment education through mass media.

- Role of mass media in developing water literacy, energy literacy, environment literacy, soil literacy & earth literacy.

- Green journalism in print, electronic media i.e. TV, Radio, new media, Need of environment feature & news services, awareness programmes such as exhibitions, lectures, educative folk art programmes, traditional media application in environment awareness. Special environment channels, programmes of TV & radio, international organisations, websites.

- Develop into eco-friendly life styles & mass media.

PAPER - VIII : MEDIA LAW & ETHICS

(Theory Exam 30 + Internal Assessment 20 marks through two written test & one seminar. Seminar compulsory Total - 50 Marks)

MEDIA LAW :

Constitution of India : fundamental rights - freedom of speech and expression and their limits - directive principles of state policy, provisions of declaring emergency and their effects of media - provisions for amending the constitution; provisions for legislature reporting; parliamentary privileges and media; theory of basis structure; union and states; and election commission and its machinery, Review of working of constitution, its debate.

SPECIFIED PRESS LAWS :

History of press laws in India - Contempt of Courts Act 1971- Civil and Criminal Law of defamation - relevant provisions of Indian Penal code with reference of sedition, crime against women and children; laws dealing with obscenity, Official Secrets Act 1923, vis-avis right to information- Press and Registration Books Act, 1967, working journalists and Other Newspaper Employees (conditions of Services & Miscellaneous Provisions) Act, 1955; Cinematograph Act, 1953; Prasar Bharati Act; WTO agreement and intellectual property right legislation, including Copyright Act, Trade Marks Act and Patent Act, 1953 - Information technology, convergence legislation including cyber laws and cable television Act, and media and public interest litigation.

ETHICS :

Media's ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism, freebies, bias, coloured reports; ethical issues related with ownership of media - role of press and/ or media councils and press ombudsmen in the world- Press council of India and its broad guidelines for the press- codes suggested for the press by Press Council and Press Commissions and other national and international organizations - and codes for radio, television, advertising and public relations.

Accountability and independence of media.

PAPER - IX : INTERNATIONAL COMMUNICATION

(Theory Exam 30 + Internal Assessment 20 marks through two written test & one seminar. Seminar compulsory Total - 50 Marks)

Political, economic and cultural dimensions of international communication - communication and information as a tool of equality and exploitation - international news flow - imbalance - media growth - international, regional and internal disparities.

Communication as a human right- UNO's Universal Declaration of Human Rights and communication- international news agencies and syndicated, their organizational structure and functions - a critique of western news values.

Impact of new communication technology on news flow - satellite communication - its historical background - status - progress- effects - information super highways- international telecommunication and regulatory organizations, - UNESCO's efforts in removal imbalance in news flow- debate on new international Information and Economic Order- MacBride

Commission's report- non-aligned news agencies news pool - its working, success, failure.

Issues in international Communication - democratization of information flow and media systems- professional standards; communication research - telecommunication tariffs; information- prompted cultural imperialism-criticisms; violence against media persons; effects of globalization on media systems and their functions; transnational media ownership and issues of sovereignty and security; international intellectual property rights; international media institutions and professional organizations; code of conduct.

PAPER - X : MEDIA MANAGEMENT

(Theory Exam 30 + Internal Assessment 20 marks through two written test & one seminar. Seminar compulsory Total - 50 Marks)

Principles of Media Management and their significance - media as an industry and profession.

Ownership patterns of mass media in India-sole proprietorship, partnership, private limited companies, public limited companies, trust, co-operatives, religious, institutions (societies) and franchisees (chains). Policy formulation - planning and control; problems, process and prospects of launching media ventures. Organization theory, delegation, decentralization motivation control and co-ordination.

Hierarchy, functions and organizational structure of different departments-general management, finance, circulation (sales promotion- including pricing and price war aspect); advertising (making), personnel management, production and reference section; apex bodies:DAVP, INS and ABC. Changing roles of editorial staff and other media persons.

Editorial - Response System.

Economics of print and electronic media - management, business, legal and financial aspects of media management. Budgeting and finance, capital costs, production, costs, commercial polity, advertising and sales strategy, completion and survival, evolving a strategy; and plan of action, operations, production schedule and process, evaluation, budget control, costing, tax, labour laws and PR for building and sustaining business and audience.

Planning and execution of programme production - production terms, control practices and procedures. Administration and programme management in media - scheduling, transmitting, record keeping, quality control and cost effective

techniques. Employee /employer and customer relations services; marketing strategies - brand promotion (space/time, circulation)- reach- promotion- market survey techniques- human research development for media.

Foreign equity in Indian media (including print media) and Press Commissions on Indian newspaper management structure.

PRACTICAL

200 Marks

- | | | |
|----|---|-----------|
| 1. | Writing development News items (5), Articles (3) News Stories (3) and Publishing them and Writing a sustainable development News-item (5), Articles (3) & News Stories (3). | 25 |
| 2. | Practical examination of development News-Item | 15 |
| 3. | Writing a script & production of a programme for radio-documentary and video documentary of 15 minutes duration & submission of the documentary in CD/Cassette form. | 50 |
| 4. | One content analysis either of print or electronic media (content of the period of atleast one month) | 25 |
| 5. | Two audience research surveys : one of Print Media and one of Radio or TV/Video Media. | 50 |
| 6. | One comparative survey report of the management of small , medium News papers | 15 |
| 7. | Overall attendance to semester | 20 |

Second Year

Third Semester

Total Credits : 30

4 Credits per Paper 4 x 5 papers = 20 credits

10 credits for Practicals

PAPER - XI : PRINT MEDIA - II (PROFESSIONAL PRINT WRITING)

(Theory Exam 30 + Internal Assessment 20 marks by three tests Total - 50 Marks)

REPORTING : This segment will mainly consist of practicals in various areas of reporting enumerated in the first semester. At least five assignments mentioned in the first semester will be given to the students on each topic. All topics, including feature writing, interviewing, assignment on investigative, sports, commerce, reviewing, marketing, court legislative and other allied areas of reporting, will also be evaluated by internal/ external faculty.

EDITING : Similarly, not less than five assignments in each of editing will have to be completed by the students, and assessed internal/external faculty. They will also have to bring out practice journals, mini/lab newspapers and magazines and do page make-up and lay out exercises. Assignments will also be given and assessed in news selection, subbing, editorial and article writing.

PAPER - XII : RADIO

(Theory Exam 30 + Internal Assessment 20 marks by three tests Total - 50 Marks)

RADIO JOURNALISM AND PRODUCTION : Radio programme, production process and techniques, thinking audio. Aspects of sound recording- types of microphones and their uses- field recording skills; radio feature production; radio documentary production; feature production, studio chain, live studio broadcast with multiple sources - news production.

WRITING FOR RADIO : Spoken language writing - writing for programmes

- writing for radio commercials- illustrating copy with sound effects; news writing - structuring radio-copy; editing agency copy, reporter's copy - compiling radio news programmes; writing intro to bytes- writing headlines, teasers and promos.

RADIO REPORTING : Field reporting, reporting specialized areas; investigative reporting ; voice dispatches; interview techniques; presentation; structuring a radio report news capsuling and radio commentary.

VOICE TRAINING : Effective use of voice- enunciation, flow, pronunciation, modulation, on-line interview techniques; moderating skills for radio discussion programmes; handling interactive live transmission, digital technology for radio production. Concept of WEB radio and its use.

PAPER - XIII : TELEVISION

(Theory Exam 30 + Internal Assessment 20 marks by three tests Total - 50 Marks)

Television Journalism and Production

VISUAL COMMUNICATION : Communicating with still pictures and video - shooting with TV camera - camera mounting. Colour balance, basic shots and camera movement.

BASIC OF TV PRODUCTION : TV lighting in field, using reflectors. Lighting grid-luminaries.

Studio lighting - three-point lighting- high key and low key lighting; properties, studio sets and make-up.

Video editing techniques- cut, mix and dissolve use of cutaway- AB roll editing; digital effects and post production - planning location shoots- story board - single camera shooting- multi camera shooting - shooting and editing schedules - studio production - role of functionaries- planning studio programmes- cue's and commands - formats of TV programmes - studio interview- studio discussion studio chat shows with audience participation- studio quiz program with audience participation- TV documentary production - corporate video production, digital editing skills.

WRITING FOR TELEVISION : writing to still, writing to video, reference visuals to words. TV news writing; marking copy in production language. Writing for television programmes - research, visualization and production script.

TELEVISION REPORTING : Visualizing news/ ENG- research, investigation- interview techniques; piece to camera and voice over; sequencing

and editing news packages; investigative reporting- economic reporting- sports reporting- human interest stories.

TELEVISION NEWS EDITING : Planning, production and compilation of news programmes - writing lead-in/intro to news packages, headlines writing, teasers and promos.

TELEVISION ANCHORING: Voice broadcast skills, enunciation, flow, modulation- facing a camera- eye contact- use of teleprompter, live studio and field interviews- moderating TV studio discussions, anchoring chat shows and cross-fire.

PAPER - XIV : ADVERTISING

(Theory Exam 30 + Internal Assessment 20 marks by three tests Total - 50 Marks)

Advertising tools and practice; consumer behaviour; analysis; definitions and factors; defining consumer behaviour and its various factor; external environment, culture, sub-culture, social class, social group, family, internal states-perception, learning, motivation, personality, lifestyle and attitudes etc.

Consumer in economic theories, models of consumer behaviour.

BRAND MANAGEMENT : Definition, concept and evolution of brand management- component of a brand: strategy and structure - brand equity, image and personality- corporate brand.

Defining creativity, stages in the creative process, creative brief, advertising appeals, language copy- debriefing of campaigns.

Process of motivation and theories of motivation. Graphics : role and scope in advertising, design principles, use of colour in design, designs in colours, type and type faces.

MEDIA CHARACTERISTICS : Defining media planning, media scene in India, sources of media information, media strategies, budgeting and presentation to client, media scheduling, reach and frequency, media weight theories, media buying and analyzing media information on-line.

ADVERTISING RESEARCH : Scope and objectives- research as a decision making tool. Market research and advertising research-types of research; target marketing research, positioning research- pre-test research, post test research, audience, research, methods of analyzing research (psychographics/life style research, psycho-physiological research).

PAPER - XV : PUBLIC RELATIONS/ CORPORATE COMMUNICATION(CC)

(Theory Exam 30 + Internal Assessment 20 marks by three tests Total - 50 Marks)

STRATEGIC PUBLIC RELATIONS/ CC AND MANAGEMENT: Defining strategy and its relevance in public relations and corporate communication; campaigns planning, management and execution - role of PR/CC in crisis communication and disaster management.

Defining stakeholders and media selection - study of symmetrical and asymmetrical models on handling crises.

BUILDING A DISTINCT CORPORATE IDENTITY : Concepts, variables and process- making of house styles (logo, lettering and process)

MEDIA RELATION: Organization press conference, facility visits, press briefs- proactive and reactive media relations- ethical aspects in media relation - role of technology in PR/CC.

PRACTICAL

250 Marks

1. Reporting assignments on investigative, sports, commerce, courts, marketing & reviewing of books, films **20**
2. Lab Journal editing & Production at least 3 **25**
3. Page layout & design of magazine / Special issue practical examination. **25**
4. Every student has to conceive, plan & edit one radio documentary, one feature, One news based discussion and one interview based programme of 25 to 30 minutes duration & submission of CD/ Cassettes.(4 in Number) **80**
5. Every student has to conceive, plan & edit one video documentary, news based discussion or interview-based programme & submission of CD / Cassettes (3 in Number) **60**
6. Public Relations and or advertising research assignment and its report. (Survey, content analysis, study report or project) **20**
7. Overall attendance in semester **20**

Fourth Semester

Total Credits : 30

4 Credits per Paper 4 x 3 papers = 12 credits

Practicals = 10 credits

(Media attachment, study tour & overall course attendance)

Dissertation = 8 Credits

PAPER - XVI : ELECTRONIC & NEW MEDIA MANAGEMENT & TECHNOLOGIES

(Theory Exam 30 + Internal Assessment 20 marks through two written test & one seminar. Seminar compulsory Total - 50 Marks)

TELEVISION CHANNEL MANAGEMENT : Media & Entertainment industry in the World & India, its future, growing professionalism as an industry, Television management, Human Resource Management, Marketing & Brand Management, Advertising and Sponsors management, Content creation, collaboration, TRP and television audience research. Event management and financial management.

FM RADIO MANAGEMENT : FM Radio revolution in India, Radio management & future of FM Radio industry, Human Resource Management for Radio, Event management, Advertising Management, Brand management, Sponsorships, collaboration, training & research & collaboration, cross media collaboration, financial management .

NEW MEDIA MANAGEMENT : New Media Industry present & future, e-newspaper, podcasting & vodcasting, convergence technologies and their impact on internet/online (New Media) Journalism, media websites, e-editions of newspapers, new media advertisements, content management, financial management, Mobile journalism, e-learning & e-education management.

DIGITAL PRINTING TECHNOLOGY : A brief introduction to various types of printing . Photo - Compositing and Offset printing. Advance printing technology- digital printing, integrated pre-printing process, computerized printing. The Role of Computer in Design-Desk Top Publishing, Facsimile Printing - Word Processors - Colour Printing Techniques, CTP Technique

COMMUNICATION TECHNOLOGY (CT) : concept and scope. CT and IT: Similarities and differences - telephony- electronic digital exchange, C-Dot- pagers, Cellular Telephone, video conferencing.

INTERNET : LAN, MAN, WAN, E-mail, web. ownership and administration of internet, ISPs, WAP, types of connections : Dial-up, ISDN, lease-line.

OPTICAL FIBRE : structure, advantage and application, protocols of Internet, LIP, CSLIP, TCP/IP, PPP. WEB PAGE, Websites, Homepages. Introduction to HTTP, HTML, ELP, DNS, JAVA; browsing and browsers, bookmarks, searching; through directory search engine, search resources, video conferencing and telephony, e-commerce; m-commerce, buying, selling, banking, advertising on Internet. Web page development, inserting, linking, editing, publishing, locating, promoting and maintaining a website.

CYBER JOURNALISM : On-line editions of newspapers-management and economics; cyber newspapers-creation, feed, marketing, revenue and expenditure, Online editing, e-publishing, security issues on internet; social, political, legal and ethical issues related IT and CT.

PAPER - XVII : INTER-CULTURAL COMMUNICATION

(Theory Exam 30 + Internal Assessment 20 marks through two written test & one seminar. Seminar compulsory Total - 50 Marks)

Culture - definition - process- culture as a social institution - value systems- primary- secondary - eastern and western perspectives.

Inter-cultural communication - definition - process- philosophical and functional dimensions- cultural symbols in verbal and non-verbal communication.

Perception of the world - Western and Greek (Christian) varied eastern concepts (Hindu, Islamic, Buddhist, Others) retention of information - comparison between eastern and western concepts.

Communication as a concept in western and eastern culture (Dvaita- Advaita- Vishishtadvaita- Chinese (Dao Tsu and Confucius- Shinto Buddhism) and also Sufism

Language and grammar as a medium of cultural communication - Panini/ Patanjali- Prabhakara- Mandanamisra- Chomsky- Thoreau and others- linguistic aspects of inter-cultural communication.

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 - mass media a cultural institution; mass culture typologies- criticism and justification.

Culture, communication and folk media- character, content and functions - dance and music as instruments of inter-cultural communication; UNESCO's efforts in the promotion of inter-cultural communication - other organizations- code of ethics.

PAPER - XVIII : COMMUNICATION RESEARCH

(Theory Exam 30 + Internal Assessment 20 marks through two written test & one seminar. Seminar compulsory Total - 50 Marks)

Definition - elements of research - scientific approach - and communication theories - role - function - scope and importance of communication research - basic and applied research.

Research design components - experimental, quasi - experimental, descriptive, exploratory, bench mark, longitudinal studies - simulation - panel studies - correlational designs.

Methods of communication research - census method, survey method, observation method- clinical studies- case studies- content analysis.

Tools of data collection : sources, media source book, questionnaire and schedules, people's meter, diary method, filed studies, logistic groups, focus groups, telephone, surveys, online polls, Random sampling methods and representativeness of the sample, sampling errors and distributions in the findings.

Media research - evaluation, feedback - feed forward- media habits- public opinion surveys- pre-election studies and exit polls, market research in media field.

Report writing - data analysis techniques - coding and tabulation- non-statistical methods- descriptive historical - statistical analysis - parametric and non- parametric - uni- variate - bi- variate- multi- variate-tests of significance - level of measurement- central tendency- tests of reliability and validity - SPSS and other statistical packages.

Media research as a tool of reporting. Readership and / audience surveys, preparation of research reports / project reports/ dissertations / theses.

Ethical perspectives of mass media research.

DISSERTATION :

-200 marks

Every student will have to write a dissertation and submit 4 copies of bind volumes in A/4 size paper and one C. D. in any area of mass communication detailed in the curriculum under the guidance of regular faculty. The objective of the dissertation is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research-based effort and should endeavour to create new knowledge in any area of mass communication.

ATTACHMENT AND STUDY VISIT TO MEDIA CENTRES & ATTENDANCE TO COURSE

-100 marks

Each student will have to undergo a four week or more attachment in any of the media such as newspapers, magazines, radio, television, agencies of advertising and public relations/ corporate communication or any other identified by the students and faculty jointly/ individually facilities for which are easily available locally or regionally.

Every student has to participate in study/ field visit to media centres and he/she shall submit their reports based on observations. Thus, study visits are compulsory to all students. *Attachment carries 40 marks, study visit 40 marks & attendance 20 marks.*

PRACTICALS

150 Marks

- 1.a. Practical examination of searching & downloading information. **50**
- b. Establishing E-mail address.
- c. Accessing, receiving, sending and replying E-mail
- d. Sending & forwarding E-mail to multiple recipients.
- e. Internet chatting.
- f. Networking with special internet groups
2. a. Creating electronic newspaper practical examination. **50**
- b. Creating internet advertisement
- c. Podcasting & vodcasting or media website downloads
3. Report on study of brand management or **25**
Public Relations of Government / Corporate house.
4. Submission of C. D. based on Video / radio medium **25**
public service advertising messages of 30 seconds or 1 minute.