

# Programme Project Report (PPR) for Master of Arts in Journalism and Mass. Comm.

## **Programme's Mission & Objectives :**

1. To provide educational opportunities for higher education through distance mode for a large segment of the population, including those in employment, women (including housewives) and adults who wish to upgrade their education or acquire knowledge in various fields of study.
2. To spread the light of education till the smallest & darkest corner.
3. To provide access to higher education to all segments of the society;
4. To offer high-quality, innovative and need-based programmes at different levels, to all those who require them;
5. To reach out to the disadvantaged by offering programmes in all parts of the country at affordable costs with our motto “देश हित में शिक्षा का प्रसार, देश के कौने कौने में”
6. To promote, coordinate and regulate the standards of education offered through open and distance learning in the country.
7. To spread more literacy in the society.

## **Relevance of the program with HEI's Mission and Goals :**

The University understands the need of literacy in India & firmly believes that education has to be spread to the general masses. The University has acquired a commendable record of service in the field of education, health care, and social welfare. To reach with the above motive of service to the remotest corner of India, the Distance Education Programme of Swami Vivekanand Subharti University was conceived in 2009.

## **Nature of prospective target group of learners :**

A large segment of the population living in villages, weaker sections of the society including those who are already in employment, girls belonging to the remote areas, women with social commitments (including home-makers) and anyone who wishes to upgrade their education or acquire knowledge in various fields of study.

## **Appropriateness of programme to be conducted in Open and Distance Learning mode to acquire specific skills and competence :**

Through various programmes, distance education can be able to spread more literacy in the society and encourage the large segment of population to upgrade their education skill/s.

## **Course Structure :**

### **1. Instructional Design :**

The Instructional System of the University comprises six components, viz, Self Learning Material, Continuous Internal Assessment (IA) & Assignment work (AW), Theory Training Classes, Practical Exposure Classes, Professional Project Work, Internship & Industry Integrated Learning.

### **1. Self Learning Material (SLM) –**

The success and effectiveness of distance education systems largely depends on the study materials. Self-learning materials depend on exploiting the various means and ways of communication to suit it to the needs of learners. These have been so designed as to substitute effectively the absence of

interaction with teachers in class room teaching mode. Their style is ideal for easy and better understanding in self-study mode.

## 2. **Continuous Internal Assessment (CIA)**

The progress of a learner is continuously monitored through Personal Contact Programmes, Viva & Group Discussions, Personality Development Programmes and Assignment Work. All these are compulsory and marks shall be awarded for attendance and performance of a learner in all these activities, as may be prescribed in the syllabus.

- a. **Personality Contact Programme (PCP)** – PCP sessions guide the learners as the programme proceeds. The date and venue for the PCP will be communicated to the learners through our website. During PCP, the learner gets guidance for better understanding of the subject. The learners can get their doubts cleared with the help of subject experts so as to improve their self-learning capability. The total duration of PCP sessions for a subject of four credits shall be 12-16 hours. Learners are required to attend PCP sessions for all their respective subjects.
  - b. **Viva & Group Discussion (VGD)** – VGDs are designed to help the learners improve their professional communication and presentation abilities. Special emphasis is laid on learners speaking extempore, an ability necessary for building leadership skill as well as for enhancing the capability of understanding and exchanging views. The total duration of VGD sessions for a subject of four credits shall be 3-4 hrs.
  - c. **Personal Development Programme (PDP)** – The PDPs are designed to improve the overall personality of the learner, and aim, especially, at the improvement of body language and strengthening of the power of expression. The purpose is to inculcate leadership, communication and presentation skills and brush up the knowledge of the learner by organizing a mix of management games, debates, quizzes and role play. The duration of PDP sessions for a subject of four credits shall be 3-4 hrs.
  - d. **Assignment Work (AW)** – Distance Education learners have to depend much on self study. In order to ascertain the writing skill and level of comprehension of the learner, assignment work is compulsory for all learners. Each assignment shall consist of a number of questions, case studies and practical related tasks. The Assignment Question Papers will be uploaded to the website within a scheduled time and the learners shall be required to respond them within a specified period of time. The response of the learner is examined by a faculty member.
3. **Practical Exposure Class (PEC)** – Not Applicable.
  4. **Professional Project/Dissertation Work (PPW)** – The PPW enables a learner to experience the rigours of an environment with the real life situations. The learners shall also be required to prepare a project report, which shall be evaluated by the University. Learners shall be subjected to a comprehensive viva for proper evaluation of the Project Report. For project work, wherever mentioned in the syllabus, DDE shall provide complete guidance to the learners. Normally, one credit of PPW shall require 30 hrs or input by the learner.
  5. **Internship & Industry Integrated Learning (IIIL)** – Not Applicable
  6. **Examinations** –
    - (a) The examination shall be held semester wise in June & December for the Calendar Batch and in December & June for Academic batch respectively.
    - (b) Admit Cards/Roll No. Slips and date sheet for appearing in the examination shall be provisional subject to fulfilling the eligibility, etc. Admit Cards/Roll Nos. and date-sheet will be issued to the candidates concerned, by e-mail or by hand, 10-12 days before the commencement of examination concerned, if the students have fulfilled all the requirements and paid their all kinds of fees/dues and submitted the requisite documents. If any candidate does not receive his/her Admit Card/Roll No. slip in time, he/she should contact the Directorate of Distance Education.

(c) An Examination Centre for theory & practical will be decided by the DDE and will be located in a government college or a school, where all the requisite facilities can be made available.

## 2. Curriculum design

**Table 2 CUMULATIVE CREDITS: Course wise & Semester wise for Master in Journalism and Mass Communication**

Semester	Course	Nature of Course	Credits	Cumulative Credits
I	Principles of Mass Communication	CC – 1	3	Core Course 23 AECC 02 <b>Total 25</b>
	Development of Media	CC – 2	3	
	Print Media	CC – 3	4	
	Electronic Media Production	CC – 4	4	
	Advertising and Public Relations	CC – 5	4	
	Environmental Communication	AECC – 1	3	
II	Development Communication and Case Study	CC – 6	3	Core Course 23 AECC 02 <b>Total 25</b>
	Media Law & Ethics and Case Study	CC – 7	4	
	International Communication and Case Study	CC – 8	3	
	Communication Research & Lab	CC – 9	4	
	Media Management and Practices	CC – 10	4	
	Indian culture and Human Values	AECC – 2	4	
III	New Media	CC -11	4	Core Course 20 SEC 02 DSE 03 <b>Total 25</b>
	Public Relation and Corporate Communication	CC-12	4	
	DSE Course Any three of the following	DSE	3	
	Skill Enhancement Course (Electives)	SEC	3	
IV	Inter Cultural Communication and Case Study	CC-14	3	Core Course 19 SEC 02 DSE 04 <b>Total 25</b>
	DSE Course Any Four of the following	DSE	3	
	Skill Enhancement Course (Electives)	SEC	3	
	Dissertation ( Report Submission / Presentation / Viva Voce )	CC – 15	6	
	Total Paper	26	72	<b>25+25+25+25= 100</b>

**TABLE 3 List of Course with Credits Distribution (L+T+P)**

Sem	Course	Nature of Course	Credits	L	T	P
I	Principles of Mass Communication	CC – 1	3	2	1	..
	Development of Media	CC – 2	3	2	1	..
	Print Media	CC – 3	4	2	1	1
	Electronic Media Production	CC – 4	4	2	1	1
	Advertising and Public Relations	CC – 5	4	2	1	1
	Environmental Communication	AECC – 1	3	1	..	1
II	Development Communication and Case Study	CC – 6	3	2	1	..
	International Communication and Case Study	CC – 7	4	3	1	..
	Media Law & Ethics and Case Study	CC – 8	3	1	1	1
	Communication Research & Lab	CC – 9	4	2	1	1
	Media Management and Practices	CC – 10	4	2	1	1
	Indian culture and Human Values	AECC – 2	4	1	..	1
III	New Media	CC -11	4	2	1	1
	Public Relation and Corporate Communication	CC-12	4	2	1	1
	DSE Course Any three of the following	DSE	3	1	..	1
	Skill Enhancement Course (Electives)	SEC	3	1	..	1
IV	Inter Cultural Communication and Case Study	CC-14	3	1	1	1
	DSE Course Any Four of the following	DSE	3	1	1	1
	Skill Enhancement Course (Electives)	SEC	3	2	..	1
	Dissertation ( Report Submission / Presentation / Viva Voce )	CC – 15	6		..	6
			72	32	14	26

**TABLE 4 CODE DISTRIBUTIONS FOR THE SUBJECT OF BACHELOR IN JOURNALISM AND MASS COMMUNICATION**

<b>Discipline Specific Core Course (DSCC)</b>		
<b>SEMESTER</b>	<b>COURSE</b>	<b>COURSE CODE</b>
I	Principles of Mass Communication	<b>MJ – 101 CC</b>
	Development of Media	<b>MJ – 102 CC</b>
	Print Media	<b>MJ – 103 CC</b>
	Electronic Media Production	<b>MJ – 104 CC</b>
	Advertising and Public Relations	<b>MJ – 105 CC</b>
II	Development Communication and Case Study	<b>MJ – 201 CC</b>
	International Communication and Case Study	<b>MJ – 202 CC</b>
	Media Law & Ethics and Case Study	<b>MJ – 203 CC</b>
	Communication Research & Lab	<b>MJ – 204 CC</b>
	Media Management and Practices	<b>MJ – 205 CC</b>
III	New Media	<b>MJ – 301 CC</b>
	Public Relation and Corporate Communication	<b>MJ – 302 CC</b>
IV	Inter Cultural Communication and Case Study	<b>MJ – 401 CC</b>

<b>DISCIPLINE SPECIFIC ELECTIVE COURSES (DSEC)</b>		
<b>SEMESTER</b>	<b>COURSE</b>	<b>COURSE CODE</b>
III	<b>DSE Course Any three of the following</b>	
	DSE 1. Photo Journalism	<b>MJ – 303 DSE</b>
	DSE 2. Media Writing	<b>MJ – 304 DSE</b>
	DSE 3. Media Translation	<b>MJ – 305 DSE</b>
	DSE 4. Camera Light and Sound	<b>MJ – 306 DSE</b>
	DSE 5. Editing (Audio/Video )	<b>MJ – 307 DSE</b>
	DSE 6. Product Branding	<b>MJ – 308 DSE</b>
	DSE 7. Event Management	<b>MJ – 309 DSE</b>

IV	<b>DSE Course Any Four of the following</b>		
	DSE 8.	Research Tools & Techniques	<b>MJ – 402 DSE</b>
	DSE 9.	Court & Crime Journalism	<b>MJ – 403 DSE</b>
	DSE 10.	Women and child Related Issues	<b>MJ – 404 DSE</b>
	DSE 11.	Rural Communication	<b>MJ – 405 DSE</b>
	DSE 12.	Health Communication	<b>MJ – 406 DSE</b>
	DSE 13.	Science & Technology Journalism	<b>MJ – 407 DSE</b>
	DSE 14.	Human Rights	<b>MJ – 408 DSE</b>

<b>ABILITY ENHANCEMENT COMPULSORY COURSE (AECC)</b>		
<b>SEMESTER</b>	<b>COURSE</b>	<b>COURSE CODE</b>
I	AECC – 1 - Environmental Communication	<b>MJ – 106 AECC</b>
II	AECC – 2 Indian culture and Human Values	<b>MJ – 206 AECC</b>

<b>SKILL ENHANCEMENT COURSE (SEC)</b>			
<b>SEMESTER</b>	<b>COURSE</b>	<b>COURSE CODE</b>	
III	<b>SEC: (Any one of the following )</b>		
	SEC 1.	Theater and Folk Communication	<b>MJ – 310 SEC</b>
	SEC 2.	Film Studies	<b>MJ – 311 SEC</b>
	SEC 3.	Design and Graphic	<b>MJ – 312 SEC</b>
IV	<b>SEC: (Any one of the following )</b>		
	SEC 4.	Business Communication and Interview	<b>MJ – 409 SEC</b>
	SEC 5.	Media Agencies	<b>MJ – 410 SEC</b>
	SEC 6.	Web Journalism	<b>MJ – 411 SEC</b>

<b>INTERNSHIP PROJECT REPORT WORK (PRACTICAL)</b>		
<b>SEMESTER</b>	<b>COURSE NAME</b>	<b>COURSE CODE</b>
III	<b>Internship Project</b>	<b>MJ – 351 CC</b>
IV	<b>Dissertation</b>	<b>MJ – 451 CC</b>

## COURSE EVALUATION

All Courses (Core and Elective) offered by Department of JOURNALISM AND MASS COMMUNICATION will have an evaluation system that comprises of the following two components:

1. Continuous Comprehensive Assessment (CCA) accounting for 30% (30 Marks) of the final grade that a student gets in a course, and
2. End-Semester Examination (ESE) accounting for the remaining 70% (70 Marks) of the final grade that the student gets in a course.

**A student will have to pass both the components i.e. CCA and ESE separately to become eligible to be declared successful in a course. The pass percentage is 20 (Twenty percent) in CCA and 40 (Forty Percent) in ESE. i.e. 6 marks out of 30 in CCA and 28 marks out of 70 in ESE.**

1. **CONTINUOUS COMPREHENSIVE ASSESSMENT (CCA)** Continuous Comprehensive Assessment (CCA) will have following components:

Sr. No.	Component	When	Marks
I	Class Room Attendance	During the Semester	10
II	Mid Term Test(one or more)	After 40 – 45 teaching days, ideally covering at least 1/2 syllabus	15
III	Practical including Seminar/ Assignment /Term Paper /other activities	During the Semester	05
<b>TOTAL (I+II+III)</b>			<b>30</b>

### **3. Detailed Syllabus**

#### **FIRST SEMESTER**

#### **Paper I**

#### **PRINCIPLES OF MASS COMMUNICATION**

**Objectives of the Subject:** On completion of the subject the student should be able to:

1. Define communication and describe the various types of communication.
3. Describe the nature and process of mass communication.
4. List different tools and techniques of Mass Communication.
5. Describe the theories and models of communication

#### **Unit-I:**

Nature and process of human communication  
Functions of communication  
Verbal and nonverbal communication  
Intra-personal, inter-personal, small group, public and mass communication.

#### **Unit-II:**

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.

#### **Unit-III:**

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 content, market – driven media content – effects, skyvision, cultural integration and cultural pollution.

#### **Unit-IV:**

Issues of media monopoly – cross-media ownership; Ownership patterns of mass media, Ethical aspects of mass media, freedom of speech and expression, right to information, media and social responsibility, media accountability, infotainment and ICE.



## Instructions for Paper Setter/Moderator

Maximum Marks	70
Time Total	3 hours
Total Questions	There will be two sections. Section A will be comprised of 10 Multiple Choice Questions of 2 Marks each. This Section is Compulsory.  Section B will be comprised of 7 questions of 10 marks each, out of which 5 Question will be compulsory.
Setting of questions	Equal coverage should be given to each unit; one question is compulsory from each unit
Availability of choice to students	Within a unit, the paper setter must ensure two choice in the Question Paper. The distribution of marks should be as suggested above.

### Suggested Readings:

1. Dan Laughey Key Themes in Media Theories, Rawat Publication.
2. Taylor, Rosegrant, Meyers Communicating, Prentice Hall
3. Allan and Barbara Pease The Definitive Book of Body Language, Munjal Publishing House
4. D.M. Silviera Personal Growth Companion, Classic Publishing
5. Edward De Bono How to Have a Beautiful Mind, Vermillion
6. De Fleur, M Theories of Mass Communication, 2nd Edition, New York; David Mc Kay
7. Siebert, Fred S. Peterson Four Theories of Press, Urbana University of IllionoisTheodire B. and Sehramm W. Press.
8. Berlo, D.K. The Process of Communication, New York: Halt Renhart and Winston
9. Klapper, J.T. The effects of Mass Communications
10. Singh Dharmendra Mass Communication and Social Development Adhyayan Publications, New Delhi

## Paper II Development

### of Media

**Objectives of the Subject:** On completion of the subject the student should be able to:

1. Explain Indian Journalism in a pluralistic society
2. Enumerate the historical moments of print and broadcasting in India
3. Recognize the contribution of press and broadcast in social communication

#### Unit-I: Print

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.

Newspapers and magazines in the nineteenth century – first war 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 Mohun Roy; birth of the Indian news agencies.

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; important personalities of Indian journalism.

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

#### Unit-II: Radio

Development of radio as a medium of mass communication – technology innovations; history of radio in India – radio as an instrument of propaganda during the World War II.

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

#### Unit-III: Television

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

#### Unit-IV: Films

Early efforts – film as a mass medium; historical development of Indian films – silent era – talkies – Indian cinema after Independence; parallel cinema – commercial cinema; documentaries – issues and problems of Indian cinema.

### Unit-V: Folk media

Traditional media in India – regional diversity – content – form – character – utility – evaluation– future.

### Unit-VI: New Media

Development of new media; convergence – internet – on line.

### Instructions for Paper Setter/Moderator

Maximum Marks	70
Time Total	3 hours
Total Questions	There will be two sections. Section A will be comprised of 10 Multiple Choice Questions of 2 Marks each. This Section is Compulsory.  Section B will be comprised of 7 questions of 10 marks each, out of which 5 Question will be compulsory.
Setting of questions	Equal coverage should be given to each unit; one question is compulsory from each unit
Availability of choice to students	Within a unit, the paper setter must ensure two choice in the Question Paper. The distribution of marks should be as suggested above.

### Suggested Readings:

1. Paul Chantler& Peter Stewart  
Basic Radio Journalism, Focal Press
2. Uma Joshi  
Text Book of Mass Communication & Media Anmol Publication, Delhi
3. R.Parthsarathy  
Journalism in India, Sterling Publishers
4. H.R.Luthra  
Indian Broadcasting
5. J Natrajan  
History of Indian Journalism, Publications Divisions, Ministry of Information of Broadcasting Government of India
6. S C Bhatt  
Indian Press since 1955, Publication Division, Ministry of Information of Broadcasting Government of India, New Delhi
7. P.K Ravindran  
Indian Regional Journalism, Author Press, New Delhi
8. ParthasarthyRangaswami  
Journalism in India, Sterling Publishers Private Limited, New Delhi

**Paper III**  
**Print Media (Reporting and Editing)**

**Objectives of the Subject:** On completion of the subject the student should be able to:

1. Explain the concept of News and its types.
2. File news stories on different subjects as a journalist.
3. Describe the functions and responsibilities of editor and sub-editor.
4. Rewrite news stories.

**Unit-I:**

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

Interviewing – kinds, purposes, technique.

**Unit-II:**

Interpretative reporting – purposes, techniques.

Investigative reporting – purposes, sources, styles, techniques.

Columns – development, criticism, reviews, feature writing, news analysis, backgrounding.

**Unit-III:**

Political reporting.

Legislative reporting.

Diplomatic reporting.

Scoops and exclusives and specialized reporting – science, sports, economic, development, commerce, gender, and allied areas reporting for magazines

**Unit-IV:**

Editing: Meaning, purposes, symbols, tools, lead, body, paragraphing.

- proof reading, meaning, symbols, purposes.
- News desk, editorial department set-up, news flow, copy management and organization
- Headlines – techniques, styles, purposes, kinds of headlines. Dummy page-make-up,

Layout, principles of photo editing

- Magazine editing, layout, graphics.

## Instructions for Paper Setter/Moderator

Maximum Marks	70
Time Total	3 hours
Total Questions	There will be two sections. Section A will be comprised of 10 Multiple Choice Questions of 2 Marks each. This Section is Compulsory.  Section B will be comprised of 7 questions of 10 marks each, out of which 5 Question will be compulsory.
Setting of questions	Equal coverage should be given to each unit; one question is compulsory from each unit
Availability of choice to students	Within a unit, the paper setter must ensure two choice in the Question Paper. The distribution of marks should be as suggested above.

### Suggested Readings:

1. M V Kamath                      Modern Journalism, Vikas Publishing House, New Delhi
2. M L Stein and                      The News Writers' Handbook, Surjeet  
    Susan F. Peterno                      Publication, New Delhi
3. George A Hough                      News Writing, Kanishka Publication, New Delhi
4. Jan R. Hakemulder and              News Reporting and Editing, Anmol  
    Ray Ac De                              Publications Pvt. Ltd. New Delhi
5. M K Joseph                          Basic Source Material for News Writing,  
    Anmol Publications Pvt. Ltd. New Delhi
6. Wainwright David                      Journalism made Simple, Rupa& Company New Delhi
7. Hohnberg John                      The Professional Journalist, Oxford  
    Publishing Co. Pvt. Ltd., New Delhi

## Paper IV

### Electronic Media (Radio and Television)

**Objectives of the Subject:** On completion of the subject student should be able to:

- 1 Evolution and growth of electronic media
2. Describe different modes of broadcasting
3. Describe principles and techniques of audio-visual communication
4. Distinguish & describe different types of microphones used in radio production

#### Unit-I:

Evolution and growth of electronic media: radio, television and internet.

Characteristics of radio, television and Internet as medium of communication – spoken, visual and multiple versions of information through links.

#### Unit-II:

Principles and techniques of audio-visual communication– thinking audio and pictures, grammar of sound, visuals and web production.

Technology and skills of linear and non-linear systems of audio-visual communication – sound construction and picture formation through a wide range of microphones, sound recorders, camcorders, video recorders, computer-graphics and studio equipment (exposure through field visits).

Transmission of sound, images and data through microwave, satellite, cable and television technologies.

#### Unit-III:

Infrastructure, content and flows on internet, with specific reference to India

Reach and access to personal computers and internet connectivity.

#### Instructions for Paper Setter/Moderator

Maximum Marks	70
Time Total	3 hours
Total Questions	There will be two sections. Section A will be comprised of 10 Multiple Choice Questions of 2 Marks each. This Section is Compulsory.  Section B will be comprised of 7 questions of 10 marks each, out of which 5 Question will be compulsory.

Setting of questions	Equal coverage should be given to each unit; one question is compulsory from each unit
Availability of choice to students	Within a unit, the paper setter must ensure two choice in the Question Paper. The distribution of marks should be as suggested above.

**Suggested Readings:**

- |                      |  |
|----------------------|--|
| 1. H.R. Luthra       | Indian Broadcasting, Publications Division, New Delhi. |
| 2. Robert McLeish    | Radio Production, Focal Press                          |
| 3. James R. Alburger | The Art of Voice Acting, Focal Press                   |
| 4. U L Baruah        | This is All India Radio                                |
| 5. P C Chatterjee    | Broadcasting in India, Sage Publication                |

**Paper V**

**Advertising**

**Objectives of the Subject:** On completion of the subject students should be able to:

1. Define Advertising, explain its role and functions.
2. Identify various types of advertising.
3. Explain the working of an ad agency

**Unit-I:**

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.

**Unit-II:**

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

Advertising tools and practice; consumer behaviour: analysis, definitions and factors; defining consumer behaviour and its various factors; 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

**Unit-III:**

Brand management: definition, concepts 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.

**Unit-IV:**

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.

**Unit-V:**

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 (psychographic/life style research, psycho-physiological research)

**Instructions for Paper Setter/Moderator**

Maximum Marks	70
Time Total	3 hours
Total Questions	There will be two sections. Section A will be comprised of 10 Multiple Choice Questions of 2 Marks each. This Section is Compulsory.  Section B will be comprised of 7 questions of 10 marks each, out of which 5 Question will be compulsory.



Setting of questions	Equal coverage should be given to each unit; one question is compulsory from each unit
Availability of choice to students	Within a unit, the paper setter must ensure two choice in the Question Paper. The distribution of marks should be as suggested above.

**Suggested Readings:**

- |  |  |
|--|--|
| 1. Mohan Mahender                      | Advertising Management: Concepts & Cases; Tata McGraw Hill Publishers                      |
| 2. Ogilvy David Ogilvy on Advertising; | Prion Books Ltd.   |
| 3. Lewis HerschellGordion              | The Complete Advertising and Marketing Handbook: East West Books(Madras) Pvt.Ltd., Chennai |
| 4. White Roderick                      | Advertising: What it is and How to do it: McGrawHill Book Company, London                  |
| 5. Bulmore Jeremy                      | Behind the scenes in Advertising; NTCPublishers, Henley                                    |

**REPORTING AND EDITING LAB**

**Objectives of the Subject:** On completion of the subjectthe student should be able to:

1. Recognize headlines and leads
2. Rewrite photo captions
3. Rewrite news stories
4. Use editing symbols to edit news stories

**Exercises/Assignments**

1. Reading of newspapers in the class
2. Identifying various headlines and to rewrite them
3. Write various leads
4. Rewrite photo captions and cut lines
5. Identify and rewrite soft and hard news
6. Rewrite news stories from newspapers converting them for magazine.
7. Filing report on the basis of mock press conferences.
8. Preparation of copy using editing symbols
9. Summarize news stories

**Internal Assessment:**The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 30.

## ADVERTISING AND PR LAB

**Objective of the Subject:** On completion of the subject the student should be able to analyze, plan, design and develop advertisements for print, audio and audio-visual medium.

**Exercises/Assignments:** Student should undertake the following assignments as part of her/his practical training in advertising

1. Analysis of 3 different types of print advertisements on the basis of Idea/Concept, Copy, Design & Layout
2. Design display advertisement, classified & display classified (One each)
3. Design an advertisement for hoarding.
4. Writing and recording of a radio spot with jingle
5. Prepare a TV commercial (writes script and develops story board)
6. Design a banner ad for website.

**Internal Assessment:** The student should maintain a file & soft copy of her/his assignments/jobs duly checked and signed by the faculty. The marks assigned for internal evaluation are 30.

## SECOND SEMESTER

### Paper I

#### Development Communication

**Objectives of the Subject:** On completion of the subject students should be able to:

1. Develop understanding of development issues
2. Contribute positively towards the development process of country as responsible mass communicators.

#### Unit-I:

Development: 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.

**Unit-II:**

Development communication: meaning – 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.

**Unit-III:**

Agricultural communication and rural development: The genesis of agricultural extension, extension approach system – approach in agricultural communication – diffusion of innovation – model of agricultural extension – case studies of communication support to agriculture.

**Unit-IV:**

Development support communication: population and family welfare – health – education and society – environment and development - problems faced in development support communication.

**Unit-V:**

Developmental and rural extension agencies : governmental, semi-government, nongovernmental organizations problems faced in effective communication, micro – macro – economic frame work available for actual developmental activities – case studies on development communication programmes.

**Unit-V:**

Writing development messages for rural audience: specific requirements of media writing with special reference to radio and television.

**Instructions for Paper Setter/Moderator**

Maximum Marks	70
Time Total	3 hours
Total Questions	There will be two sections. Section A will be comprised of 10 Multiple Choice Questions of 2 Marks each. This Section is Compulsory.  Section B will be comprised of 7 questions of 10 marks each, out of which 5 Question will be compulsory.

Setting of questions	Equal coverage should be given to each unit; one question is compulsory from each unit
Availability of choice to students	Within a unit, the paper setter must ensure two choice in the Question Paper. The distribution of marks should be as suggested above.

**Suggested Readings:**

- |                                   |   |
|-----------------------------------|---|
| 1. Narula Uma                     | Development Communication – Theory and Practice, HarAnand Publication                       |
| 2. Gupta V.S.                     | Communication and Development, Concept Publishing Company, New Delhi                        |
| 3. Tewari, I P                    | Communication Technology and Development, Publication Division, Govt. of India              |
| 4. Srinivas R. Melkote            | Communication for Development in the Third World, Sage Publications, New Delhi              |
| 5. SinghDharmendra                | Communication Meta Strategies, Gaurav Book Centre Pvt. Ltd., Delhi                          |
| 6. SinghDharmendra                | New Media and Development, Neha Publications, New Delhi                                     |
| 7. Lerner Daniel & Schramm Wilbur | Communication and Changes in Developing Countries, East West Communication Centre, Honolulu |
| 8. Rogers Everett M               | Communication and Development: Critical Perspective, Sage Publications, New Delhi           |
| 9. Todaro, Michael P              | Economic Development in the Third World, Longman, New York                                  |

## Paper II Communication

### Research

**Objectives of the Subject:** On completion of the subject the student should be able to:

1. Define and explain the process of communication research.
2. Describe communication research by making use of any of the research methods.
3. Interpret data and write report after analysis

#### Unit-I:

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

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

#### Unit-II:

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

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

#### Unit-III:

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

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 – levels of measurement – central tendency– tests of reliability and validity – SPSS and other statistical packages.

#### Unit-IV:

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.

### Instructions for Paper Setter/Moderator

Maximum Marks	70
Time Total	3 hours
Total Questions	There will be two sections. Section A will be comprised of 10 Multiple Choice Questions of 2 Marks each. This Section is Compulsory.  Section B will be comprised of 7 questions of 10 marks each, out of which 5 Question will be compulsory.
Setting of questions	Equal coverage should be given to each unit; one question is compulsory from each unit
Availability of choice to students	Within a unit, the paper setter must ensure two choice in the Question Paper. The distribution of marks should be as suggested above.

#### Suggested Readings:

1. C.R. Kothari  
Research Methodology: Methods and Techniques, WishwaParkashan, New Delhi
2. S.R. Sharma & Anil Chaturvedi  
Research in Mass Media, Radha Publications, New Delhi
3. G.R. Basotia & K.K. Sharma  
Research Methodology, Mangal Deep Publications
4. Sadhu Singh  
Research Methodology in Social Science, Himalaya Publishing House, Mumbai
5. Dr. S. Munjal  
Jaipur  
Research Methodology, Raj Publishing House,
6. Kenneth D. Baily  
Methods of Social Research, M.C. Millan Publishing, New York

## Paper III

### Media Law and Ethics

**Objectives of the Subject:** On completion of this subject student should be able to:

1. Define freedom of the press article 19(1) (a) of the constitution
2. List the reasonable restrictions for freedom of the press
3. Describe the salient features of the Press Council of India, its powers and functions
4. Identify and apply the necessary provisions of laws and acts applicable to publication and broadcast of news and programmes of a sensitive nature

#### Unit-I: 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 on media – provisions for amending the constitution;

Provisions for legislature reporting; parliamentary privileges and media; theory of basic structure; union and states; and election commission and its machinery.

#### Unit-II: 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 to sedition, crime against women and children; laws dealing with obscenity; Official Secrets Act, 1923, vis-à-vis right to information

Press and Registration of Books Act, 1867. Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; – Cinematograph Act, 1953; Prasar Bharati Act; WTO agreement and intellectual property right legislations, including Copyright Act, Trade Marks Act and Patent Act – information technology, convergence legislations including cyber laws and Cable Television Act; and media and public interest litigation.

#### Unit-III: 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.

### Instructions for Paper Setter/Moderator

Maximum Marks	70
Time Total	3 hours
Total Questions	There will be two sections. Section A will be comprised of 10 Multiple Choice Questions of 2 Marks each. This Section is Compulsory.  Section B will be comprised of 7 questions of 10 marks each, out of which 5 Question will be compulsory.
Setting of questions	Equal coverage should be given to each unit; one question is compulsory from each unit
Availability of choice to students	Within a unit, the paper setter must ensure two choice in the Question Paper. The distribution of marks should be as suggested above.

#### Suggested Readings:

1. Relevant Sections of IPC from Criminal Law Manual, Universal
2. Constitution of India (Article 19 (1) and 19 (2) 105, 194) The Law Dictionary, Universal
3. VidishaBarua Press & Media Law Manual, Universal Law Publishing Co. Pvt. Ltd. New Delhi
4. P.K. Ravindranath Press Laws and Ethics of Journalism, Author Press, New Delhi
5. R.K.Ravindrana Press in the Indian Constitution
6. K.S. Venkateshwaran Mass Media Laws and Regulations in India, Published by Asian Mass Communication Research and Information Centre, Distributed by N M Tripathi Pvt. Ltd. Bombay
7. Dr. AmbrishSaxena Freedom of Press and Right to Information in India, Kanishka Publication, New Delhi



## Paper IV International

### Communication

**Objectives of the Subject:** On completion of the subject the student should be able to:

1. Describe the Political, economic and cultural dimensions of international communication.
2. Explain the reasons for Communication as a human right.
3. Understand the importance and influence of new communication technology on news flow.

#### Unit-I:

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.

#### Unit-II:

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

#### Unit-III:

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 of 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.

#### Unit-IV:

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.

#### Instructions for Paper Setter/Moderator

Maximum Marks	70
Time Total	3 hours
Total Questions	There will be two sections. Section A will be comprised of 10 Multiple Choice Questions of 2 Marks each. This Section is Compulsory. Section B will be comprised of 7 questions of 10 marks each, out of which

	5 Question will be compulsory.
Setting of Questions	Equal coverage should be given to each unit; one question is compulsory from each unit
Availability of choice to students	Within a unit, the paper setter must ensure two choice in the Question Paper. The distribution of marks should be as suggested above.

**Suggested Readings:**

- |                             |   |
|-----------------------------|---|
| 1. AhyarKamplipur           | Global Communication ,Wadsworth Publication               |
| 2. Dr. K. Chandrakanan&     | Advances in Communication Technology,                     |
| 3. Dr. S. Palaiswamy        | Indian Publisher Distributor, New Delhi                   |
| 4. Ramesh Babu              | Glocalization, SAP Publication House, New Delhi           |
| 5. Jan R. Hakemulder,       | Broadcast Journalism-                                     |
|                             | i. Ray AC DE Jough, P.P.SinghAnmol Publication, New Delhi |
| 6. TapanBiswal              | Human Rights Gender and Environment,                      |
|                             | i. Vina Books   |
| 7. Pt. ShriramsharmaAcharya | SanskritikeAadharbhootTatva,                              |
| 8. Tony Silva               | Global News, Surjeet Publications                         |

**Paper V**

**Media Management**

**Objectives of the Subject:** On completion of the subject students should be able to:

1. Explain the principles and functions of management
2. Describe different leadership styles and behavioural patterns
3. Describe the structure and functions of media organizations
4. Explain the importance of revenue generation for print, radio, TV & web.

**Unit-I:**

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, trusts, co-operatives, religious institutions (societies) and franchisees (chains). Policy formulation – planning and control; problems, process and prospects of launching media ventures. Organisation theory, delegation, decentralization, motivation, control and co-ordination.

**Unit-II:**

Hierarchy, functions and organisational structure of different departments – general management, finance, circulation (sales promotion – including pricing and price – war aspect);

Advertising (marketing), personnel management, production and reference sections; apex bodies: DAVP, INS and ABC.

Changing roles of editorial staff and other media persons.

**Unit-III:**

Economics of print and electronic media – management, business, legal and financial aspects of media management. Budgeting and finance, capital costs, production costs, commercial policy, 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.

**Unit IV:**

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.

**Instructions for Paper Setter/Moderator**

Maximum Marks	70
Time Total	3 hours
Total Questions	There will be two sections. Section A will be comprised of 10 Multiple Choice Questions of 2 Marks each. This Section is Compulsory.  Section B will be comprised of 7 questions of 10 marks each, out of which 5 Question will be compulsory.
Setting of questions	Equal coverage should be given to each unit; one question is compulsory from each unit
Availability of choice to students	Within a unit, the paper setter must ensure two choice in the Question Paper. The distribution of marks should be as suggested above.

**Suggested Readings:**

1. Hargie O, Dickson D, Communication Skills for Effective  
Tourish Denis Management, Palgrave Macmillan, India
2. Dr. SakthivelMurughan M Management Principles & Practices,  
New Age International Publishers, New Delhi
3. Redmond, J, Trager R Media Organisation Management, Biztantra, New Delhi
4. Albarran, Alan B Media Economics, Surjeet Publication, New Delhi
5. K Aswathappa Human Resource & Personnel Management,  
Tata McGraw-Hill Publishing Company Limited, New Delhi
6. Gulab Kothari New paper Management in India,  
Intercultural Open University, Netherland

**COMMUNICATION RESEARCH LAB**

**Objectives of the Subject:** On completion of the subject student should be able to:

1. Apply research techniques in communication studies
2. Conduct communication research
3. Write research project

**Exercises/Assignments**

- Prepare questionnaire on 3 different topics
- Prepare questions for an interview

Using any of the research technique the student will conduct communication research culminating into hard and soft copies of the report. Following study will have to be conducted by the student who will prepare the report based on the following steps:

- Selection of a research topic
- Introduction to the topic
- Formulate the research problem
- Significance of the study
- Set the objectives and hypothesis of the research
- Review of literature
- Application of methods and tools for data collection
- Data tabulation and analysis
- Write a research report and draw a conclusion on the research conducted.
- Write bibliography & references

**Internal Assessment:** Students should be evaluated on the basis of research report prepared by them after conducting the assigned project as mentioned above. An internal faculty will be assigned as research guide by the Director of the institute for each student. The marks prescribed for internal evaluation are 30.

## MEDIA MANAGEMENT LAB

**Objectives of the Subject:** On the completion of the subject students should be able to:

1. Prepare an event brief
2. Plan and organize an event
3. Develop relevant display material
4. Develop crisis management plan

**Exercises/Assignments:**

1. Generate an Idea
2. Undertake a survey of target audience for pre event planning process
3. Design a project plan and program schedule.
4. Write a proposal for potential sponsors for the event
5. Design publicity material: poster, brochure, invitation & advertising
6. Develop crisis management plan
7. Filing a final report about the event

**Note:** The faculty In-Charge can ask the students to organize an event as per the guidelines given

**Internal Assessment:** Students should be evaluated on the basis of the event organized and the jobs performed by him/her. Students should maintain a file & soft copy of their assignments/jobs done duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 30.

## THIRD SEMESTER

### Paper I Radio

**Objectives of the Subject:** On completion of the subject student should be able to:

1. Describe the production process and techniques of radio programmes
2. Describe different formats of radio programmes
3. Present unscripted and scripted radio programmes
4. Describe elements and process of radio production
5. Describe the process of radio news broadcast

#### Unit-I: Radio Journalism and Production

Radio programme production process and techniques, thinking audio. Aspects of soundrecording – types of microphones and their uses – field recording skills; radio featureproduction; radio documentary production; studio chain; live studio broadcast with multiplesources – news production.

Using sound bytes and actualities; spacebridge with field sources of news; studio productionof radio newsreel and current affairs programmes - formats of radio programmes – studiointerviews – studio discussions – phone-in programmes – O.B. production of sporting andmega events.

#### Unit-II: Writing for Radio

Spoken language writing – writing for programmes – writing for radiocommercials – illustrating copy with sound effects; news writing – structuring radio-copy;editing agency copy, reporter’s copy – compiling radio news programmes; writing intro tobytes – writing headlines, teasers and promos.

#### Unit-III: Radio Reporting

Field reporting, reporting specialized areas, investigative reporting; voicedispatches; interview techniques; presentation; structuring a radio report – news capsulingand radio commentary.

#### Unit-IV: Voice Training

Effective use of voice – enunciation, flow, pronunciation, modulation; on-lineinterview techniques; moderating skills for radio discussion programmes; handling interactive live transmission.

### Instructions for Paper Setter/Moderator

Maximum Marks	70
Time Total	3 hours
Total Questions	There will be two sections. Section A will be comprised of 10 Multiple Choice Questions of 2 Marks each. This Section is Compulsory.  Section B will be comprised of 7 questions of 10 marks each, out of which 5 Question will be compulsory.
Setting of questions	Equal coverage should be given to each unit; one question is compulsory from each unit
Availability of choice to students	Within a unit, the paper setter must ensure two choice in the Question Paper. The distribution of marks should be as suggested above.

#### Suggested Readings:

1. H.R. Luthra Indian Broadcasting, Publications Division, New Delhi.
2. Robert McLeish Radio Production, Focal Press
3. James R. Alburger The Art of Voice Acting, Focal Press
4. U L Baruah This is All India Radio
5. P C Chatterjee Broadcasting in India, Sage Publication

### Paper II

#### Television

**Objectives of the Subject:** On completion of the subject student should be able to:

1. Describe the Basic of TV Production
2. Describe different properties of lightning
3. Describe different formats of television programmes
4. Present unscripted and scripted TVprogrammes.
5. Describe elements and process of TVproduction.
6. Describe the process of TV news broadcast.

## **Unit-I: 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.

## **Unit-II: 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.

## **Unit-III: Video Editing**

Techniques – cut , mix and dissolve use of cutaway – AB roll editing; digitaleffects and post production – planning location shoots – story board – single camerashooting – multi camera shooting – shooting and editing schedules – studio production –role of functionaries - planning studio programmes – cue’s and commands  
Formats ofTV programmes – studio interview – studio discussion - studio chat shows with audienceparticipation – studio quiz program with audience participation – TV documentary production– corporate video production

## **Unit-IV: Reporting&Writing for television**

Writing to still, writing for video, reference visuals to words. TV news writing; marking copy in production language.

Writing for television programmes – research, visualization and production script.

Visualising news/ENG – research, investigation – interview techniques; piece to camera and voice over; sequencing and editing news packages; investigativereporting – economic reporting – sports reporting - human interest stories

## **Unit-V: Television news editing**

Planning, production and compilation of news programmes – writinglead-in/intro to news packages – headlines writing, teasers and promos.

## **Unit-VI: Television anchoring**

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



### Instructions for Paper Setter/Moderator

Maximum Marks	70
Time Total	3 hours
Total Questions	There will be two sections. Section A will be comprised of 10 Multiple Choice Questions of 2 Marks each. This Section is Compulsory.  Section B will be comprised of 7 questions of 10 marks each, out of which 5 Question will be compulsory.
Setting of questions	Equal coverage should be given to each unit; one question is compulsory from each unit
Availability of choice to students	Within a unit, the paper setter must ensure two choice in the Question Paper. The distribution of marks should be as suggested above.

#### Suggested Readings:

1. Millerson                      Video Production Hand Book, Focal Press
2. Mike Wolverton And Now the News, Gulf Publishing Co.
3. Dr. Hari Mohan              Radio and Doordarshan Patrakarita, TaxilaPrakashan
4. Broadcasting In India, Publication Division

## Paper III

### Public Relations/Corporate Communication (CC)

**Objectives of the Subject:** On completion of the subject students should be able to:

1. Define PR, explain its role and functions.
2. Identify history of public relations.
3. Explain the working of an pr agency
4. Differentiate between PR & Corporate Communication
5. Apply tools and techniques for handling public and corporate relations.

#### Unit-I: Public Relations and Corporate Communication

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

Symmetrical and asymmetrical theories of PR - law and ethics of PR (defamation, copyright,invasion of privacy; 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 selectivemedia) – PR in industry (public sector, private sector and multinational) – PR in central andstate governments and the functioning of various media units of the state and Uniongovernments.

#### Unit-II: Writing for PR

Internal publics (house journals, bulletin boards, open houses, suggestionboxes, video magazines, etc.).

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

#### Unit-III: Strategic public relations/CC and management

Defining strategy and its relevance in publicrelations and corporate communication; campaign planning, management and execution – roleof PR/CC in crisis communication and disaster management.

Defining stakeholders and media selection – study of symmetrical and asymmetrical modelsin handling crises.

Building a distinct corporate identity:Concepts, variables and process – making of housestyles (logo, lettering and process)

#### Unit-IV: Media Relations

Organizing press conferences, facility visits, press briefs – proactive andreactive media relations – ethical aspects in media relations – role of technology in PR/CC.

## Instructions for Paper Setter/Moderator

Maximum Marks	70
Time Total	3 hours
Total Questions	There will be two sections. Section A will be comprised of 10 Multiple Choice Questions of 2 Marks each. This Section is Compulsory.  Section B will be comprised of 7 questions of 10 marks each, out of which 5 Question will be compulsory.
Setting of questions	Equal coverage should be given to each unit; one question is compulsory from each unit
Availability of choice to students	Within a unit, the paper setter must ensure two choice in the Question Paper. The distribution of marks should be as suggested above.

### Suggested Readings:

1. Black Sam & Melvin L. Sharpe  
Practical Public Relations, Universal Book Stall, New Delhi
2. JR Henry and A. Rene  
Marketing Public Relations, Surjeet Publications, New Delhi
3. Jefkins Frank  
Public Relations Techniques, Butterworth-Heinmann Ltd., Oxford
4. Cutlip S.M and Center A.H.  
Effective Public Relations, Prentice Hall
5. Kaul J.M.  
Public Relation in India, NoyaPrakash, Calcutta Pvt. Ltd.

## RADIO AND TELEVISION LAB

**Objectives of the Subject:** On completion of the subject the student should be able to:

1. Prepare an audio brief.
2. Use different types of microphones for radio/audio production.
3. Apply various elements of radio production for producing different radio formats
4. Write for radio / audio script.
5. Record and edit radio programs
6. Produce radio interview/discussion/feature/documentary.
7. Cover events outside the studio and location.
8. Undertake presentation of programmes

### **Practical Exercises/Assignment**

1. Exercise - listening and discussion of various radio programmes
2. Exercise - Identifying and working with various recording and editing equipments
3. Exercise - OB recording (vox-pop/interview/ PTC/ phono/ walk through/chit-chat)
4. Preparation of production book
  - a. Audio brief
  - b. Program objective
  - c. Synopsis
  - d. Treatment
  - e. Script
  - f. Crew list
  - g. Technical requirement
  - h. Budget
5. Production of 30 sec. public service message and radio commercial (individual production)
6. Production of five minute radio documentary/feature/drama/interview (group production)

**Internal Assessment:** The student should maintain a file & soft copy of her/his assignments/jobs duly checked and signed by the faculty. The marks assigned for internal evaluation are 30.

## PR LAB

**Objective of the Subject:** On completion of the subject the student should be able to analyze, plan, design and implement PR tools, prepare presentations, write press release, prepare PR campaign and press kit.

### **Exercises/Assignments:**

1. Collect five press clippings of any company for its launch of product/service/corporate communication.
2. Write speech, minutes of the meeting, memo and notice (one each)
3. Write press release (Two)
4. PR campaign planning
5. Make opportunity grid
6. Plan a trip

**Internal Assessment:** The student should maintain a file & soft copy of her/his assignments/jobs duly checked and signed by the faculty. The marks assigned for internal evaluation are 30.

## FOURTH SEMESTER

### **Paper I**

### **New Media Applications**

**Objectives of the Subject:** On completion of the subject students should be able to:

1. Explain new media technology for journalist purpose
2. Describe cyber law and ethics.

#### **Unit-I:**

Communication Technology (CT): concept and scope

CT and IT: similarities and differences – telephony – electronic digital exchange, C-Dot - Pagers, Cellular Telephone.

#### **Unit-II:**

Internet: LAN, MAN, WAN, E-mail, Web

Ownership and administration of Internet, ISPs, WAP, types of Internet connections: Dial-up, ISDN, lease-line.

Optical fibre: structure, advantage and application; protocols of Internet: SLIP, 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, ecommerce:m-commerce, buying, selling, banking, advertising on Internet. Web page development, inserting, linking; editing, publishing, localing, promoting andmaintaining a website

**Unit-III:**

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

**Instructions for Paper Setter/Moderator**

Maximum Marks	70
Time Total	3 hours
Total Questions	There will be two sections. Section A will be comprised of 10 Multiple Choice Questions of 2 Marks each. This Section is Compulsory.  Section B will be comprised of 7 questions of 10 marks each, out of which 5 Question will be compulsory.
Setting of questions	Equal coverage should be given to each unit; one question is compulsory from each unit
Availability of choice to students	Within a unit, the paper setter must ensure two choice in the Question Paper. The distribution of marks should be as suggested above.

**Suggested Readings:**

1. John Vernon Pavlik                      New Media Technology Allyn& Bacon  
ISBN 020527093X
2. Michael M. Mirabito,                      New Communication Technologies: Application,  
Policy & Impact Focal Press, 4th Edition, ISBN  
0240804295 Barbara.Mogrenstorn.
3. Mike Ward                                      Journalism Online, Focal Press
4. Tapas Ray                                        Online Journalism, Foundation Books Pvt. Ltd., Daryaganj.

## Paper II

### Inter-Cultural Communication

**Objectives of the Subject:** On completion of the subject the student should be able to:

1. Describe the process of culture and as a social institution.
2. Analyse and compare the eastern and western concepts of communication.
3. Understand the importance and influence of media on intercultural communication.

#### Unit-I:

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.

#### Unit-II:

Communication as a concept in western and eastern cultures (Dwaitha – Adwaita – Vishishtadwaita – Chinese (DaoTsu 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.

#### Unit-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 – mass media as 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 intercultural communication – other organizations – code of ethics.

### **Paper III**

#### **Specialization – Any one of the following:**

1. Environmental communication
2. Women, children and media
3. Human rights and media
4. Rural communication
5. FM radio
6. Health Communication

**Note:** Minimum five students should be in any one specialization.

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#### **Dissertation**

Every student will have to do a dissertation/project report in any area of masscommunication detailed in the curriculum under the guidance of regular/guest 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 endeavor to create new knowledge in any area of mass communication.

#### **Attachment**

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 for which are easily available locally or regionally.



#### **4. Course Duration :**

**Minimum Duration: 2 Years**

**Maximum Duration: 5 Years**

**5. Faculty and support staff requirement : 02\_ full time Faculty of Professor/Assoc./Asst. Professor level**

#### **Procedure for admission, curriculum transaction and evaluation :**

##### **A. Admission Procedure:**

##### **1. Procedure for Obtaining Admission Form and Prospectus**

- a. The prospectus containing Admission Form can be obtained in person from :  
The Directorate of Distance education, Swami Vivekanand Subharti University, Subhartipuram, NH-58, Delhi-Haridwar Bypass Road, Meerut or its city office located at Lokpriya Hospital Complex, Samrat Palace, Garh Road, Meerut on payment of Rs. 125/- in cash or by demand draft.
- b. The Prospectus can also be obtained by post by sending a demand draft of Rs. 175/- drawn in favour of "SVSU, Distance Education", payable at Meerut along with a filled requisite proforma (available at DDE website i.e. [www.subhartidde.com](http://www.subhartidde.com)) for "Obtaining the Prospectus and Admission Form" to the Directorate of Distance Education.

##### **2. Submission of Admission Form:**

- a. An applicant should submit the admission form duly filled with all enclosures completed, personally or by post, to the Directorate of Distance education, Swami Vivekanand Subharti University, Subhartipuram, NH-58, Delhi-Haridwar Bypass Road, Meerut-250005.
- b. The application for admission should be submitted along with the following :
  - i. A demand draft for the course fee (as per fee structure table) drawn in favour of "SVSU, Distance Education" payable at Meerut.
  - ii. Duly attested photocopy of Aadhar Card, statement of marks and other relevant documents/certificated pertaining to the qualifying examination, by a gazetted officer or Principal of the college from where these were obtained, should be submitted at the time of admission.
  - iii. Self attestation of document/s is permissible, if the originals are produced before the Registrar of Swami Vivekanand Subharti University or Asst. Director/Deputy Director/Director of Directorate of Distance Education.
  - iv. 4 recent passport size color photographs should be provided in which 2 photographs should be pasted on the admission form & Enrollment form accordingly and another two photographs should be attached/stapled with the form.
- c. The learners are advised to check up the eligibility criteria of a course they wish to apply for, from our website [www.subhartidde.com](http://www.subhartidde.com) or DDE Prospectus.

##### **3. Admission Procedure -**

- a. Applications can be sent to the Directorate of Distance Education directly or through its city office. The applicant's eligibility will be checked and accordingly he/she shall be

granted admission and an acknowledgement of the receipt of the fee and the application form shall be issued.

- b. An Identity Card, mentioning the enrollment number of the learner, shall be issued by University as soon as the admission is confirmed. Learners are advised to keep their Identity Card safely, as it will be required for attending counseling sessions/PCPs and also for the receipt of study material, mark sheets, Degree etc in person. In case of loss of Identity Card, a duplicate can be issued on receiving a written request along with a fee of Rs. 100/-. The Identity Card shall be valid for the entire duration of the Programme.
- c. The University conduct entrance examination twice in a year for admission in MBA and MCA or any other programme, as may be decided by the University. Learners can obtain information relating to the entrance examination from the Directorate of Distance Education or its website [www.subhartidde.com](http://www.subhartidde.com). The University may, as an alternative, consider granting admission on the basis of the score obtained by an applicant in any central or state level entrance examination for a similar course.

#### 4. Minimum Eligibility and Fee Structure –

##### 1. Minimum Eligibility and Fee Structure for ODL –

Sr. No.	Title of Programme		Course Duration		Annual Fees Per
			Eligibility	Minimum	Maximum *
1	Master of Arts in Journalism & Mass Communications (M.A.- JMC)	Graduation or eq.	2 Years	5 Years	20000/-

##### 2. Minimum Minimum Eligibility and Fee Structure for OL –

Sr. No.	Title of Programme		Course Duration		Annual Fees Per
			Eligibility	Minimum	Maximum *
1	Master of Arts in Journalism & Mass Communications (M.A.- JMC)	Graduation or eq.	2 Years	5 Years	30000/-

## **B. Curriculum transaction and evaluation :**

The University follows the following evaluation system:

- a. Continuous evaluation through personal contact programmes, assignment work, viva, group discussion and personality development programmes.
- b. Semester wise Examination
- c. Evaluation of practicals, wherever prescribed
- d. Evaluation of professional project report, wherever prescribed
- e. A learner shall be declared 'pass' at the end of the academic/calendar year, if he/she secures minimum 40% marks in each subject (including project report, internship, industry integrated learning and practicals, wherever prescribed) separately in the Semester wise Examination and the internal assessment. If a learner fails to secure 40% marks in any subject or in internal assessment, he/she will still be promoted to the next academic/calendar year, but he/she will have to appear in back paper for the subject in which he/she has not been able to obtain the requisite passing marks. The examination for learners giving back paper in any subject shall be held along with the subsequent examination for the relevant subject. In case, the learner fails to secure minimum 40% marks in internal assessment, he/she will have to resubmit the assignments for evaluation.

## **Requirement of the laboratory support and Library Resources :**

Resources are available of Library for the learners during PCPs. The University has a rich Central Library with more than 3.80 lac books, 181 journals (Foreign & Indian), Internet Section of 200 nodes, Computer Centres, Museum, Instrumentation (USIC) workshop, Student's Guest House, etc.

The resources for laboratory also available as per the need of the programme.

## **Cost estimate of the programme and the provisions :**

a. Cost estimate:      Approx. Rs. 13,80,772.20/-

(The cost estimate may vary depending upon the no. of students enrolled)

b. Provisions:              Swami Vivekanand Subharti University

## **Quality assurance mechanism and expected programme outcomes :**

In accordance to the UGC Guidelines, the University has established an Internal Quality Assurance Cell, as per ordinance no. VI (1), dated 11.02.2009, to instill a momentum of quality consciousness amongst its all Institutions including Directorate of Distance Education, aiming for continuous improvement.

1. The cell holds various events regularly and maintain the documentation of the various programmes/activities leading to quality improvement.

2. The cell is responsible for incorporating various new changes/developments regarding up-gradation of learning material and spreading awareness of Quality Culture in the various institutions of the University.
3. The cell also prepares 'Annual Quality Assurance Report (AQAR)' as per the laid guidelines and parameters.