

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT.

(Post Graduate Diploma in Mass Communication)

(2007-08)

SEMESTER - 1

Paper 1

Principles of Mass Communication Theory and Journalism

Unit 1

Definition and nature of human communication, kinds of communication, nature, characteristics and process of mass communication, media of mass communication, media systems and theories; authoritarian, libertarian, socialistic, social-responsibility, development, participatory.

Unit 2

Communication models: SMCR Model, Shannon and Weaver, Lasswell, Osgood, Dance, Schramm, Gerbener, Lazarsfeld, Newcomb, effects of communication on society/individual, behavioral effect, agenda setting, knowledge gap, socialization, opinion formation.

Unit 3

Principles of Journalism, journalism and society, concept, role, functions and types of journalism, journalistic responsibility, role and qualities of a journalist, organizational structure of a newspaper, functions of different departments, procedure to launch a publication.

Unit 4

Mass media, public opinion and democracy, media culture and its production, market-driven media content, ownership patterns of media, issues of media monopoly, media accountability and social responsibility.

Recommended Reading List

1. Basic Journalism: R. Parthasarathy
2. Mass Communication & Journalism in India: D.S. Mehta
3. Mass Communication in India: Keval Kumar
4. Journalism in India from the earliest times to the present day: R. Parthasarathy
5. Mass Communication Theory - Denis McQuail
6. Understanding Mass Communication - Defleur
7. Mass Communication - An Introduction - John R. Bitner
8. Mass Communication - Wilbur Shramm.

Paper 2

Computer Application for Mass Media

This paper is a practical oriented paper in which the following topics will be covered by an introduction to the theory aspects and also through practical exercises:

Introduction to MS Office (Word, Excel, Power Point, Page Maker, Photoshop) and Internet.

There will be a continual evaluation throughout the year in the form of (a maximum of) 10 assignments. This evaluation will be by the internal faculty. There will be no External examination in this paper.

Paper 3 A:

Reporting and Feature Writing (English Journalism)

Reporting

Unit 1

Concept of news and news values, reporting unit in a newspaper, its hierarchy, chief reporter, reporters, stringers, special correspondents, freelancers, commissioned writers, reporter's duties, qualities, responsibilities, news sources, news report, qualities of a news report, structure of news

report, lead writing, types of lead and its importance, news interview, art of interviewing, types of interviews.

Unit 2

Different types of reporting - beat, investigative, depth, interpretative, specialised reporting: science, sports, crime, international affairs, business etc, different types of stories; curtain raiser, news analysis, news features, developing stories, breaking news, exclusive stories and scoops, practical exercises in reporting, analysis of different kinds of news reports.

Unit 3

Feature Writing

Concept of feature, different types of features; photo features, travelogues, lifestyle interviews, personality sketch, reviews, timeless features, process of feature writing; idea generation, data collection, data processing and writing of feature, structure of a feature story, lead and its types, use of pictures and graphics, analysis of content of magazines and newspaper supplements, practical exercises in feature writing, analysis of different features.

Unit 4

Editorial Writing

Concept of editorial, different types of editorials, content of edit page, objectives of editorial, and language of editorial, practical exercises in editorial writing, analysis of editorials.

OR

Paper 3B:

Reporting and Feature Writing (Gujarati Journalism)

The syllabus is the same as for Paper 3A but in the context of Gujarati Journalism.

Recommended Reading List:

1. Freelance & Staff Writer – William Rivers
2. The Writing Process – Gray
3. Article & Feature Writing – Helson
4. News Editing – Bruce H. Westley
5. Art of Editing – Baskette & Scissors
6. Editing – T.J.S. George
7. News Reporting & Editing – K.M. Srivastava

Paper 4 A.

Editing (English Journalism)

Unit 1

Concept and importance of editing, editorial department – hierarchy, duties of editorial staff, News editor, chief sub-editor, sub-editor, desks and distribution of work, types and sources of news copy,

Unit 2

Elements of subediting, news flow and coordination of copy, headlines – techniques, styles, purpose and kinds, rewriting, integrating copy, proof reading, editing and proof reading symbols, editing of special pages.

Unit 3

Concept of design and layout, elements of design, types of layout of various pages, editing techniques to add variety, use of graphics, charts, pictures, and so on, practical exercises in editing and layout, analysis of layout of newspaper and magazine pages.

OR

Paper 4 B: Editing and Translation (Gujarati Journalism)

The syllabus is the same as for Paper 4A in the three units but in the context of Gujarati Journalism. In addition the following topics are included.

અનુવાદ:

અનુવાદની વિભાગના, સમાચાર પત્રમાં અનુવાદનું મહત્વ, સમાચાર સંસ્થાઓની કોપીનું અનુવાદ, ફીચર અને તંત્રી લેખોનો અનુવાદ.

Recommended Reading List:

1. News Editing - Bruce H. Westley
2. Art of Editing - Baskette & Scissors
3. Editing - T.J.S. George
4. News Reporting & Editing - K.M. Srivastava
5. Professional Journalism - M.V. Kamath
6. Journalism handbook - M.V. Kamath
7. News reporting and Editing - K.M. Srivastava

Paper 5.

Development of Media

Unit 1

Early communication system in India – development of printing – early efforts to publish newspapers in different parts of India, newspapers and magazines in the nineteenth century

Unit 2

First war of Indian Independence and the press – issues of freedom, both political freedom and press freedom, birth of the India language press – contribution of Raja Ram Mohan Roy; birth of the Indian news agencies.

Unit 3

Evolution and growth and characteristics of electronic media: radio, television and internet. Characteristics of radio, television and internet as medium of communication – spoken, visual and multiversion of information through links.

Unit 4

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

Recommended Reading List:

1. Basic Journalism -- R. Parthasarathy
2. Mass Communication & Journalism in India -- D.S. Mehta
3. Mass Communication in India -- Keval Kumar
4. Journalism in India from the earliest times to the present day -- R. Parthasarathy
5. Basic Journalism – R. Parthasarathy
6. Mass Communication & Journalism in India – D. S. Mehta
7. Mass Communication in India – Keval Kumar
8. Journalism in India from the earliest times to the present day -- R. Parthasarathy

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SEMESTER - 2

Paper 6.

Introduction to Corporate Communications and Advertising

Unit 1

Evolution and history of public relations, philosophy and definitions of PR, PR and allied disciplines; PR as a management function, functions, qualities of a Public Relations Officer/Corporate Communicator, Objectives of PR, Public Relations Department; setup and structure

Unit 2

Different 'publics' and their characteristics, internal and external public, tools of PR; press conference, press release, events, news reports, house journal, corporate films, advertisements, relations with the mass media.

Unit 3

Concept of marketing and marketing communications, advertising, sales promotion, publicity, and personal selling, definitions of advertising, role, effects, criticism and benefits of advertising, classification of advertising, advertising agency structure and function of various departments, account, creative, media, planning,

Unit 4

Psychology of advertising, how advertising works, parts of an advertisement, creativity in advertising, defining creativity, stages in the creative process, creative brief, advertising appeals, copy writing and different kinds of copy, practical exercises in copy writing, different creative strategies, USP, brand image, brand segmentation, brand personality.

Recommended Reading List:

1. Advertising Management – B R Rathod
2. Foundations of Advertising – Chunnawalla and Sethia
3. Advertising – Wright, Warner and Zeigler
4. Introduction to Marketing – Philip Kotler
5. Brand Personality – Subroto Sengupta
6. Handbook of Public Relations – D.S. Mehta
7. Effective Public Relations – Cutlip and Centre
8. Public Relations -- Anil Basu

Paper 7.

General Knowledge and Current Affairs

In this paper the students are expected to have knowledge of current events, issues and trends at the local, regional, national and international level in the field of politics, economy, education, agriculture, arts, science, sports and culture. The recommended readings for this paper are year books, newspapers, magazines, and viewership of television news channels and radio. The learning method will include quiz, seminar paper presentation, debates and group discussion. In the examination they will be tested about their comprehension and analysis of the latest topical events.

Recommended Reading List

1. Manorama Year Book
2. Competition Success Review
3. Newspapers and Newsmagazines

Paper 8.

Broadcast Media: Television

Unit 1

Nature of television, evaluation of television in India, concept of visual communication, grammar and vocabulary of television, visual image, sound, editing, and writing, shooting with TV camera, frame, colour, balance, basics of camera movements, shot compositions, lighting techniques, different kinds of lights and their usage.

Unit 2

Different genres of television programmes, interviews, discussions, chat shows, news reports, documentary, video spot, pre-production work, idea to script, research, visualization, scriptwriting, story board, planning the shooting and editing schedules.

Unit 3

Process of post-production, picture and sound editing, principles of editing, editing devices, cut, mix, dissolve, fade, special effects, basics of sounds, techniques of sound recording, use and types of microphones, sound effects.

Unit 4

Studio layout and equipment, studio production, production team and role, single and multiple camera set up.

Recommended Reading List:

1. Fundamentals of Television Production – Donald Shook
2. Television Production Handbook – Zetl
3. Audio-Visual Journalism – B. N. Ahuja

Paper 9.

Broadcast Media: Radio

Unit 1

Radio as a means of communication, grammar, language and vocabulary of radio, thinking audio, spoken language writing, sound effects and music, script writing for radio.

Unit 2

Genres of radio programmes, features, documentary, news broadcast, discussions, phone-in, production of special programmes and coverage of events.

Unit 3

Programme production, recording equipment, radio studio set up, process of radio programme production, production team, production process, aspects of sound recording, types of microphones and their uses, field recording skills.

Unit 4

Voice training, effective use of voice, enunciation, flow, pronunciation, modulation, on-line interview techniques, skills for radio discussion programmes, handling interactive live transmission.

Recommended Reading List:

1. Radio and Television Journalism – K. M. Srivastava
2. Broadcasting in India – P. Chatterjee

Paper 10 A Print Journalism (English Journalism)

OR

Paper 10 B Print Journalism (Gujarati Journalism)

Reporting: This segment will consist of practical work in reporting, feature and editorial writing as enumerated in the first semester. At least five assignments will be given to the students. These assignments which include feature writing, interviewing, editorial writing, reviewing and other allied areas of reporting, will be evaluated by internal faculty. There will be no external written exam for this paper but a continuous evaluation during the semester. Each assignment will be valued out of 10 marks taking to a total of 50 marks.

Editing: Similarly, not less than five assignments in each area of editing will have to be completed by the students as enumerated in the first semester. These assignments will include news selection, subbing, headline writing, rewriting, and page make-up and layout exercises and assessed by internal faculty. There will be no external written exam for this paper but a continuous evaluation during the semester. Each assignment will be valued out of 10 marks taking to a total of 50 marks. Thus the total marks of this paper will be 100.

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SEMESTER – 3

Paper 11.

Media Laws and Ethics

Media Laws

Unit 1

Constitution of India: fundamental rights – freedom of speech and expression and their limits, provisions of declaring emergency and their effects on media, provisions for legislature reporting; parliamentary privileges and media;

Unit 2

Brief history of press law 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;

Unit 3

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; Copyright Act.

Ethics

Unit 4

Media's ethical problems and accountability, Press Council of India and Press Commissions, codes for radio, television, advertising and public relations.

Recommended Reading List:

Press Laws – Durgadas Basu

Paper 12.

Broadcast Media (Production Skills 1)

This segment will consist of practical work in an audio and an audio-visual production. Under guidance from the faculty the students will prepare an assignment (from idea generation to production). Their assignment will be evaluated by internal faculty. There will not be any external written exam but a continuous evaluation out of 100 marks throughout the semester. The audio and audio-visual assignment will be valued out of 50 marks each.

Paper 13.

Development Communication

Unit 1

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 2

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 3

Agricultural communication and rural development, diffusion of innovation – case studies of communication support to agriculture.

Development support communication: population and family welfare – health – education and society – environment.

Unit 4

Development and rural extension agencies: problems faced in effective communication, micro-macro economic frame work available for actual development activities – case studies on development communication programmes.

Paper 14.

New Media Technology

This paper is a practical oriented paper in which the following topics will be covered by a introduction to the theory and practical exercises in the same:

1. Searching and downloading of information; 2. Establishing e-mail address; 3. Accessing, (receiving) sending and replying e-mail; 4. Sending and forwarding e-mail to multiple recipients; 5. Chatting over Internet; 6. Networking with special interest groups; 7. Designing home pages.

Paper 15.

Communication Research

Unit 1

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, co relational designs.

Unit 2

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

Unit 3

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 representative ness of the samples, errors and distributions in the findings.

Unit 4

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 5

Application of media research, evaluation, feedback, media habits, public opinion surveys, pre-election studies and exit polls, ethical perspectives of mass media research.

Recommended Reading List:

1. Mass Media Research – Wimmer and Dominick
2. Research Methodology in social Science – Devendra Thakur
3. Methodology in Social Sciences – G.C. Pande

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SEMESTER-- 4

Paper 16.

Development of Print and Electronic Media

Unit 1

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 2

Brief history of Gujarati journalism, contribution of the Parsis, Gujarati press in Bombay, journalism in Saurashtra, contribution of Narmad and ‘Dandiyo’ to journalism, profile of prominent newspapers and personalities of Gujarat journalism, analysis of present day Gujarati journalism.

Unit 3

Radio

Genesis and development of radio as a mass medium, Brief history of radio in India, early attempts at broadcasting, All India Radio, Radio Rural Forums.

Unit 4

Television

Genesis and development of television as a mass medium, historical perspective of television in India, SITE, satellite and cable television in India.

Recommended Reading List:

1. Radio and TV journalism – K.M. Srivastava
2. Broadcasting in India – P.C. Chatterjee
3. Radio and TV journalism – Hakemulder
4. Digital Broadcasting Journalism – Jitendra K. Sharma
5. Basic Journalism—R. Parthasarathy
6. Mass Communication & Journalism in India – D.S. Mehta
7. Mass Communication in India – Keval Kumar
8. Journalism in India from the earliest times to the present day -- R. Parthasarathy

Paper 17.

Corporate Communication

Unit 1

Financial public relations, marketing public relations and community relations, specific tools for each; annual general meetings, annual reports, relations with share holders and financial institutions, events, shows, exhibitions, community welfare events, open house, personal contact.

Unit 2

Defining strategy and its relevance in public relations, campaign planning, management and execution, stages in PR campaign; research, planning implementation and evaluation. Media relations, organisation of press conference, press release, features, interviews and special stories, facility visits, press briefs – proactive and reactive media relations – relations with media during crisis, media centers during mega events, keeping track of media coverage, ethical aspects in media relations.

Unit 3

PR in public sector, private sector and multinationals, PR in central and state governments and functioning of various media units, PRSI code of ethics, role of PR/CC in crisis communication and disaster management, building a distinct corporate identity, role of technology in PR.

Recommended Reading List:

1. Handbook of Public Relations – D.S. Mehta
2. Public Relations – Cutlip and Centre
3. Public Relations – Sam Black
4. Public Relations Today – Subir Ghose
5. Dynamics of Public Relations – Ashok Arya

Paper 18.

Advertising

Unit 1

Consumer behavior, models of consumer behavior, concept of market segmentation, advertising campaign planning; brief, pre-research, consumer profile, product analysis, market analysis, creative strategy, media strategy, planning the budget, coordinating with marketing communications, post-research.

Unit 2

Visualization and visual, use of photographs, graphics, design principles, use of colour in design, types and fonts, stages in building of visual, story board and script for audio-visual advertisements, radio jingles, use of sound, words and music.

Unit 3

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 buying.

Unit 4

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.

Recommended Reading List:

1. Advertising -- Wright, Warner, Zeigler
2. Marketing Management -- Philip Kotler

Paper 19

Broadcast Media (Production Skills 2)

This segment will consist of practical work in an audio and an audio-visual production. Under guidance from the faculty the students will prepare an assignment (from idea generation to production). Their assignment will be evaluated by internal faculty. There will not be any external written exam but a continuous evaluation out of 100 marks throughout the semester. The audio and audio-visual assignment will be valued out of 50 marks each.

Paper 20.

Dissertation

Every student will have to do a dissertation/ project report in any area of mass communication 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 endeavour to create new knowledge in any area of mass communication. The oral presentation of the project will have 50 marks and the written presentation will have 50 marks.

Paper 21.

Attachment

Each student will have to undergo an eight-week attachment in any media organisation such as newspaper, 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. This attachment is not evaluated for examination.