

**Revision of Master of Arts in Mass Communication
Programme from year 2010-11**

**Veer Narmad South Gujarat University
Surat 395007**

Introduction

Veer Narmad South Gujarat University, Surat offers a Masters Programme in Mass Communication from the year 2007-08 and presently the third batch is studying.

Proposal:

- The present syllabus was in force since the inception of the programme in 2007-08. Keeping in mind the fast changing world of mass media in India it is proposed that the syllabus be revised with effect from the academic year 2010-11. The changes have been made in accordance with the UGC Model Curriculum in Mass Communication and adapted as per the regional and local requirements. Further certain changes are proposed in the exam rules, selection procedure and inclusion of summer training (in addition to the internship).

Criteria for Applicants with a Post Graduate Diploma in Mass Communication or in Journalism

The eligibility criterion for students with a Post Graduate Diploma or a Bachelor's Degree in Journalism /Mass Communication / Media studies/ Media Management/ Mass Communication and Journalism/Journalism and Mass Communication will be the same as above. He/she has to meet the eligibility criteria of admission as mentioned above and will be admitted to the first semester of the programme. The student will have to appear for the Entrance Exam and Personal Interview and will have to qualify the selection procedure like any other eligible candidate who has a graduate degree. If they qualify they will be admitted into the first semester of the programme.

Entrance Exam:

There will be a common entrance exam and interview for this programme along with the P G Diploma in Journalism and M A (Journalism). However the candidates will have to apply separately to the programmes. The Entrance exam will be of 90 minutes and a total of 100 marks. It will consist of multiple choice questions of a total of 50 marks, and essay type questions of a total of 50 marks. The Personal Interview will be of 50 marks. The marks in the personal interview of the candidate will be the average given by each interviewer. The merit list is of a total of 150 marks. The candidate will have to secure at least 40% marks (60 marks) to be eligible for admission in the programme.

No-Objection Certificate

All candidates who are employed have to produce a no-objection certificate from their employer at the time of admission otherwise his/her admission will be cancelled.

Examination Rules:

Internal Examination rules:

Papers no 2, 10, 12, 14 and 19 are totally internal papers. The format of the internal assessment will be any one or more of the following: Assignments, Field Work, Practical Exercises, Quiz, Group Discussion, Class Room Presentation, Seminar Presentations and any other academic method as will be decided by the Co-coordinator/HOD/Faculty. This evaluation is continuous and throughout the semester.

In the papers where there are 30 marks for the internal assessment, the division is as follows: 15 for the class test, 10 for the assignments and five marks for the attendance. One class test will be held per paper per semester. The maximum marks for the class test will be decided by the Coordinator/ HOD/ Faculty. The assignment will consist of any one or more of the following: Assignments, Field Work, Practical Exercises, Quiz, Group Discussion, Class Room Presentation, Seminar Presentations and any other academic method as will be decided by the Coordinator/HOD/Faculty. The attendance marks will be given as per the following rules of attendance:

- Attendance of 95 % and more --- 5 marks
- Attendance of 90% and more and less than 95% --- 4 marks
- Attendance of 85% and more but less than 90% --- 3 marks
- Attendance of 80% and more but less than 85% ---- 2 marks
- Attendance of 75% and more but less than 80% --- 1 mark
- Attendance of Below 75% --- 0 marks (and term not granted)

External Examination rules:

1. In order to pass each semester examination, the candidate will have to secure at least 40% marks in each subject and 40% in aggregate.
2. A candidate failing in internal evaluation in one or more subjects may complete the requirements of passing by appearing in the internal test and assignments along with the students of the same semester of the subsequent years as an ex-student.
3. A candidate can continue in the second year irrespective of the results in Semester 1 and Semester 2 of the first year. It will be mandatory to pass the Semester 1 and Semester 2 of the first year before the candidate is declared to have passed M. A. Mass Communication.
4. A candidate who secures less than 40% marks in up to four subjects including first and second semester (semester end examination and internal assessment) will be allowed to keep terms for the next year. The candidate will be given exemption in the subject if he/she has passed the subject with at least 50 % marks.
5. The class will be awarded on the following basis:
 - 40% and more but less than 50% in aggregate will be placed in pass class

- 50% and more but less than 60% in aggregate will be placed in second class
 - 60% and more but less than 70% in aggregate will be placed in first class
 - 70% and above will be placed in first class with distinction.
6. In order to obtain a class in MA Mass Communication examination, a candidate will have to clear all the papers at a time in each semester and examination as a regular or an ex-student. A candidate who passes any semester examination by compartment will be placed in pass class only.
 7. A student can take up to a maximum of five attempts to pass a semester examination.

Summer Training and Internship:

There will be a summer training of 6 weeks at the end of the second semester and internship of 8 weeks duration after the fourth semester. This training/internship will be on the basis of performance of the students in the previous semesters. A student who goes on a summer training/internship communicates an impression of the university. Hence sincerity, enthusiasm, hard work and aptitude of the student will be considered for selection for the attachment. Students who are lethargic and disinterested in the various activities of the course will not be selected despite their good academic performance in the exam. Attachment will be in a media unit or the communication cell of an organization. The student is expected to be regular, punctual and perform the entire professional work allotted by the concerned person in the organisation. He/she is expected to keep the department informed about his/her progress and activities.

Semester-wise Marks Distribution

Name of Paper	Marks		
	Internal	External	
Semester 1			
Credits Credits			
1. Principles of Mass Communication Theory and Journalism.	30	70	04
2. Computer Application for Mass Media (Practical)	100	---	06
3. A. Reporting and Feature Writing (English Journalism)	30	70	04
or			
3. B. Reporting and Feature Writing (Gujarati Journalism)	30	70	04
4. .A Editing (English Journalism)			
or			
4. B Editing and Translation (Gujarati Journalism)	30	70	04
5. Development of Media	30	70	04
TOTAL	250	350	26
	Internal	External	Credits
Semester 2			
6. Introduction to Corporate Communication and Advertising.	30	70	04
7. General Knowledge and Current Affairs		30 70	04
8. Broadcast Media: Television		30 70	04
9. Broadcast Media: Radio		30 70	04
10. A. Print Journalism (English) (Practical)		100 ---	06
or			
10. B. Print Journalism (Gujarati) (Practical)		100 ---	06
TOTAL	320	280	28
	Internal	External	Credits
Semester 3			
11. Media Laws and Ethics	30	70	04
12. Broadcast Media: (Production Skills – 1) (Practical)	30	70	04
13. Development Communication	30	70	04
14. New Media Technology	100	---	06(field work)
15. Communication Research Methodology	30	70	04
TOTAL	220	280	22

		Internal	External	Credits
Semester 4				
16.	International Communication	30	70	04
17.	Corporate Communication	30	70	04
18.	Advertising	30	70	04
19	Broadcast Media: (Production Skills – 2) (Practical)	100	---	04
20	Dissertation	100	---	08
	TOTAL	290	210	24

M A (Mass Communication)

Course Outline

The programme consists of 22 papers including optional papers and a dissertation.

Semester 1

1. Principles of Mass Communication Theory and Journalism.
2. Computer Application for Mass Media. (Practical)
- 3 A. Reporting and Feature Writing (English Journalism)
or
- 3 B. Reporting and Feature Writing (Gujarati Journalism)
4. A Editing (English Journalism)
or
- 4 B Editing and Translation (Gujarati Journalism)
5. Development of Media

Semester 2

6. Introduction to Corporate Communication and Advertising
7. General Knowledge and Current Affairs
8. Broadcast Media: Television
9. Broadcast Media: Radio
10. A. Print Journalism (English Journalism) (Practical)
or
- 10 B. Print Journalism (Gujarati Journalism) (Practical)

Semester 3

- 11 Media Laws and Ethics
12. Broadcast Media (Production Skills – 1) (Practical)
13. Development Communication
14. New Media Technology (Practical)
15. Communication Research Methodology

Semester 4

- 16 International Communication
17. Corporate Communication
18. Advertising
19. Broadcast Media (Production Skills – 2) (Practical)
20. Dissertation

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Syllabus

M A (Mass Communication)

Semester - 1

Paper 1 Principles of Mass Communication Theory and Journalism

Unit 1

Definition and nature of human communication, kinds of communication, nature, characteristics, objectives and process of mass communication, elements of successful communication, barriers to 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 and culture, cognitive, affective and conative effects, agenda setting, knowledge gap, socialization, opinion formation and so on.

Unit 3

Journalism: concept, role, functions, and principles, as fourth estate, types of journalism (investigative, rural, film, women's, children, business, sports, science, and health), journalism in different media: newspapers, magazines, television, radio and internet. Role and qualities of a journalist, journalistic responsibility, impact of journalism on society: journalistic responsibility, role and qualities of a journalist,

Unit 4

Principles of media management and significance, media as an industry and profession, ownership patterns of mass media in India, procedure to launch a publication, hierarchy, functions and organization structure of different departments: circulation, advertisement, editorial. Apex bodies, DAVP, INS and ABC, changing roles of editorial staff and other media persons, editorial response system, issues of media monopoly, media accountability and social responsibility, foreign equity in India media (including print media) and Press Commissions in India.

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 (Practical)

This paper is a practical paper in which the following topics are covered: Introduction to MS Office (Word, Excel, Power Point) Page Maker, Photoshop, Coral Draw, Quark Express and Internet. There is a continual evaluation throughout the semester by internal faculty in the form of 10 assignments of 10 marks each. There is 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, interviews: kinds, purposes, techniques.

Unit 2

Different types of reporting - beat, investigative, depth, interpretative, specialized 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 difference 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)

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, interviews: kinds, purposes, techniques.

Unit 2

Different types of reporting - beat, investigative, depth, interpretative, specialized 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

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

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.

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, meaning, purposes, symbols, Elements of subediting, 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

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.

Unit 4

Practical exercises in editing and layout, analysis of layout of newspaper and magazine pages.

OR

Paper 4 B Editing and Translation (Gujarati Journalism)

Unit 1

Concept and importance of editing, meaning, purposes, symbols, Elements of subediting, 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. 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 2

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.

Unit 3

Translation of news agency copy and news reports.

Unit 4

Translation of features, articles and editorials.

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 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 2

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. Gujarati Journalism; contribution of the Parsis, Gujarati press in Mumbai, Journalism in Saurashtra, contribution of Narmad and Dandiyo, profile of prominent personalities of Gujarati journalism.

Unit 3

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

Unit 4

Film as a mass medium, historical development of India films, silent era, talkies, Indian cinema after independence, art cinema, parallel cinema, commercial cinema, documentaries, issues and problems of Indian cinema. Folk media: traditional media in India, regional diversity, content, form, character, utility, evaluation, future. New Media: Development, convergence, internet, online media.

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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Syllabus

M A (Mass Communication)

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, publicity, advertising, propaganda and public opinion; 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, employee relations, community relations, shareholder relations, consumer relations, mass media relations, tools of PR; press conference, press release, events, news reports, house journal, corporate films, corporate advertisements.

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, consumer analysis, product analysis and market analysis.

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

Unit 1

Perspectives in political system and economy: Constitution, preamble and fundamental rights, government making, federalism, issues in governance at state and central levels, state autonomy, panchayati raj, elections and governance party system, study of national parties and important regional parties, electoral system, process, centre-state relations, Indian Administrative Service. Perspectives in Indian economy: economic development, characteristics of underdevelopment, India as a developing economy, five year plans, concepts like national income, GDP and per capita income, budgetary allocation, issues in the industry, agricultural and service sector, human development and its aspects: education, poverty, inequality, gender issue, concept and perspective.

Unit 2

Perspectives in History: Mughul period in India, 1857 first war of independence, first and second world wars, Indian national movement, issues problems of post independence India, issues in Nehruvian era, political developments, emergency and its impact on Indian polity.

Unit 3

Gujarat: history, geography, polity, political development, economic development, agriculture and industrial development, human development in Gujarat, gender development, tourism, literature, arts, sports and other current issues. Perspectives in international issues: India's foreign policy with Europe, USA, Russia, Middle east nations and neighbours, UN agencies and their functions, organizations like WTO, IMF , ASEAN, SAARC, NAM, European Union, OPEC, G20 and so on. Global issues: problems and prospects: globalization, economic recession, global terrorism, issues of development of third world countries.

Unit 4

Current issues at the national level pertaining to science and technology, media, sports, arts, culture, literature, films and popular culture, politics and the economy, health, education, defense. Current issues at the state and city level: pertaining to politics, economy, development, ecology, sports, lifestyle, culture, arts, crafts, tourism, and gender issues and so on.

Recommended Reading List

1. Manorama Year Book
2. Competition Success Review and Civil Services Chronicle (Magazines)
3. Newspapers and Newsmagazines

Paper 8 Broadcast Media: Television

Unit 1

Nature of television, 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
4. Television and Social change- J.P.Yadav
5. Radio & TV Journalism- Meena Devi

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

Unit 2

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 3

Radio feature production, radio documentary production, script writing for radio, Spoken language writing, writing for programmes, writing for commercials, illustrating copy with sound effects.

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
3. Radio & TV Journalism- Meena Devi
4. Growth of electronic Media- Subrato Ghosh

Paper 10 A Print Journalism (English Journalism) (Practical)**OR****Paper 10 B Print Journalism (Gujarati Journalism) (Practical)**

This segment consists of practical work in reporting, feature and editorial writing, news selection, subbing, headline writing, rewriting, and page make-up and layout exercises as enumerated in the first semester. Ten assignments of 10 marks each are given to the students for a total of 100 marks. There is no external exam in this paper.

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Syllabus

M A (Mass Communication)

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, codes for radio, television, advertising and public relations.

Recommended Reading List:

1. Press Laws – Durgadas Basu
2. Media Laws and Indian Constitution – kundra, S
3. Freedom of Press
4. Facets of Media Law

Paper 12 Broadcast Media (Production Skills 1) (Practical)

This segment consists of practical work in audio and audio-visual production. Students are given 10 assignments of 10 marks each for a continuous evaluation out of 100 marks. There is no external exam in this paper.

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, 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.

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

Unit 4

Development and rural extension agencies, governmental, semi-government, non-government organizations, problems faced in effective communication, macro-micro economic framework available for actual developmental activities, case studies, development communication programmes.

Recommended Reading List

1. Development communication & Journalism- Dr.Subhesh Chand Sharma, Sweta Bakshi.
2. Communication, Development & Civil Society-V.S.Gupta.

Paper 14 New Media Technology (Practical)

This paper is a practical oriented paper in which the following topics are 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. 8. Creating and writing blogs. 9. Internet advertisements. There is a continuous evaluation of 10 assignments of 10 marks for a 100 marks. There is no external exam in this paper.

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

Unit 2

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 3

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 4

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
4. Theory & Research in Mass communication- David K. Perry
5. Research Methodology

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Syllabus

M A (Mass Communication)

SEMESTER-- 4

Paper 16. International Communication

Unit 1

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 2

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

Unit 3

Impact of new communication technology on news flow, satellite communication, its historical background, status, progress, effects, information super highways, international telecommunication and regulatory organizations, UNESCO's efforts in removal imbalance in news flow, debate on new international information and economic order, MacBride Commission's report, non-aligned news pool, its working, success, failure.

Unit 4

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.

Recommended Reading List:

1. International Media Studies- Divya C. McMillix

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

Media relations, organization 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

Defining strategy and its relevance in public relations, campaign planning, management and execution, stages in PR campaign; research, planning implementation and evaluation

Unit 4

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, laws relating to advertising in India , AAAI, ASCI and others.

Recommended Reading List:

1. Advertising -- Wright, Warner, Zeigler
2. Marketing Management -- Philip Kotler
3. Advertising communication promotion management- Rositer & Perry
4. Foundation of Advertising theories & practice- S.A. Chunawala

Paper 19 Broadcast Media (Production Skills 2) (Practical)

This segment consists of practical work in audio and audio-visual production. Students are given 10 assignments of 10 marks each by the faculty for a continuous evaluation of 100 marks. There is no external exam in this paper.

Paper 20 Dissertation

Every student works on a dissertation 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 endeavor to create new knowledge in any area of mass communication. The oral presentation will have 50 marks and the written presentation will have 50 marks. There is no external exam for this paper.