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**VEER NARMAD SOUTH GUJARAT UNIVERSITY**

University Campus, Udhna-Magdalla Road, SURAT - 395 007, Gujarat, India.

**વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી**

યુનિવર્સિટી કેમ્પસ, ઉદ્ધના-મગદલા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

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ક્રમાંક : એકે./પરિપત્ર/૧૨૦/૨૦૨૧

તા. ૦૨/૦૧/૨૦૨૧

પ્રતિ,  
વડાશ્રી,  
ડિપાર્ટમેન્ટ ઓફ જર્નાલીઝમ એન્ડ માસ કોમ્યુનિકેશન,  
વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી,  
સુરત.

વિષય:- એમ.એ. માસ કોમ્યુનિકેશનનાં રીવાઈઝ અભ્યાસક્રમ અંગે .

સુજાશ્રી,

સવિનય જણાવવાનું કે, શૈક્ષણિક વર્ષ-૨૦૨૧-૨૨ની અમલમાં આવનાર એમ.એ. માસ કોમ્યુનિકેશનનાં રીવાઈઝ અભ્યાસક્રમ અંગે ચર્ચા વિચારણા કરતા જર્નાલીઝમ એન્ડ માસ કોમ્યુનિકેશન વિષયની એડહોક (નિયુક્ત) સમિતિની તા.૨૩-૧૦-૨૦૨૦ ની સભાનાં ઠરાવ ક્રમાંક: ૪ અન્વયે નીચે મુજબ કરેલ ભલામણ વિનયન વિદ્યાશાખાનાં અધ્યક્ષશ્રીએ વિનયન વિદ્યાશાખાની મંજૂરીની અપેક્ષાએ વિનયન વિદ્યાશાખાવતી મંજૂર કરી એકેડેમિક કાઉન્સિલને કરેલ ભલામણ એકેડેમિક કાઉન્સિલે તેની તા.૧૮/૧૨/૨૦૨૦ની સભાનાં ઠરાવ ક્રમાંક:૩૬ અન્વયે સ્વીકારી મંજૂર કરેલ છે. તેની જાણ સંબંધકર્તા શિક્ષકો અને વિદ્યાર્થીઓને કરવી, તદ્દઉપરાંત તેનો અમલ કરવો.

**જર્નાલીઝમ એન્ડ માસ કોમ્યુનિકેશન વિષયની એડહોક (નિયુક્ત) સમિતિની તા.**

**૨૩-૧૦-૨૦૨૦ ની સભાનાં ભલામણ ક્રમાંક: ૪**

:: આથી ઠરાવવામાં આવે છે કે, શૈક્ષણિક વર્ષ-૨૦૨૧-૨૨થી અમલમાં આવનાર એમ.એ. માસ કોમ્યુનિકેશનનાં રીવાઈઝ અભ્યાસક્રમ જરૂરી સુધારા વધારા સાથે મંજૂર કરી વિનયન વિદ્યાશાખાને ભલામણ કરવામાં આવે છે.

**એકેડેમિક કાઉન્સિલની તા.૧૮/૧૨/૨૦૨૦ ની સભાનાં ઠરાવ ક્રમાંક:૩૬**

:: આથી ઠરાવવામાં આવે છે કે, જર્નાલીઝમ એન્ડ માસ કોમ્યુનિકેશન વિષયની એડહોક (નિયુક્ત) સમિતિની તા. ૨૩-૧૦-૨૦૨૦ ની સભાની ભલામણ ક્રમાંક:૪ થી શૈક્ષણિક વર્ષ-૨૦૨૧-૨૨થી અમલમાં આવનાર એમ.એ. માસ કોમ્યુનિકેશનના રીવાઈઝ અભ્યાસક્રમ જરૂરી સુધારા વધારા સાથે મંજૂર કરવા કરેલ ભલામણ સ્વીકારી મંજૂર કરવામાં આવે છે.

બિડાણ : ઉપર મુજબ

ઈ.ચા. કુલસચિવ

પ્રતિ,

- ૧) અધ્યક્ષશ્રી, વિનયન વિદ્યાશાખા.
  - ૨) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.
- ...તરફ જાણ તેમજ અમલ સારું.

Department of Journalism and Mass Communication

Revised Syllabus for M A (Mass Communication)

with effect from the Academic Year 2021-22

SYLLABUS

Semester 1

એકેડેમિક કોર્સના અધિકારી તા. ૧૬-૧૨-૨૦૨૦  
બાબત ૩૬

Sr no	Paper No.	Paper	Name of Paper	Credits	Internal Marks	External Marks	Total Marks
1	P 1	Multi Disciplinary	Introduction to Societal Issues	4	20	50	70
2	P 2	Core	Fundamentals of Mass Communication and Print Media	4	20	50	70
3	P 3	Core	Principles of Journalism and News Writing	4	20	50	70
4	P 4	Core	Computers Skills and Verbal Communication Skills (Practical)	4	20	50	70
5	P 5 A Or P 5 B	Elective	Cinema Studies OR Development Communication	4	20	50	70
6	Term Paper		Term Paper	2	20	50	70
<b>TOTAL</b>				<b>22</b>	<b>120</b>	<b>300</b>	<b>420</b>

Kalpana Rao

Semester 2

Sr	Paper No.	Paper	Name of Paper	Credits	Internal Marks	External Marks	Total Marks
7	P 6	Multi Disciplinary	Constitution of India, Media Law and Ethics	4	20	50	70
8	P 7	Core	<b>Print Media Skills (Practical)</b>	4	20	50	70
9	P 8	Core	<b>Reporting and Translation Skills (Practical)</b>	4	20	50	70
10	P 9	Core	Fundamentals of Advertising and Public Relations	4	20	50	70
11	P 10 A Or P 10 B	Elective	<b>Women and Media OR International Communication</b>	4	20	50	70
12	<b>Term Paper</b>		Term Paper	2	20	50	70
<b>TOTAL</b>				<b>22</b>	<b>120</b>	<b>300</b>	<b>420</b>

**Semester 3**

<b>Sr No</b>	<b>Paper Number</b>	<b>Paper</b>	<b>Name of Paper</b>	<b>Credits</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Total Marks</b>
13	P 11	<b>Multi Disciplinary</b>	Communication Research	4	20	50	70
14	P 12	<b>Core</b>	Fundamentals of Radio Medium	4	20	50	70
15	P 13	<b>Core</b>	Fundamentals of Television Medium	4	20	50	70
16	P 14	<b>Core</b>	Radio Writing and Production Skills (Practical)	4	20	50	70
7	P 15 A or P 15 B	<b>Elective</b>	Art of Anchoring and Dubbing (Practical) OR Skills in Public Relations (Practical)	4	20	50	70
18	<b>Internship Project</b>		Internship Project	2	20	50	70
<b>TOTAL</b>				<b>22</b>	<b>120</b>	<b>300</b>	<b>420</b>

Semester 4

Sr no	Paper Number	Paper	Name of Paper	Credits	Internal Marks	External Marks	Total Marks
19	P 16	Multi Disciplinary	<b>Fundamentals of New Media</b>	4	20	50	70
20	P 17	Core	<b>Skills in New Media (Practical)</b>	4	20	50	70
21	P 18	Core	Television Writing and Production Skills (Practical)	4	20	50	70
22	P 19	Core	Short Film Production (Practical)	4	20	50	70
23	P 20 A or P 20 B	Elective	Photography and Photojournalism (Practical) <b>OR</b> Skills in Advertising (Practical)	4	20	50	70
24		Dissertation	Dissertation	2	20	50	70
<b>TOTAL</b>				<b>22</b>	<b>120</b>	<b>300</b>	<b>420</b>
<b>GRAND TOTAL</b>				<b>88</b>	<b>480</b>	<b>1200</b>	<b>1680</b>

## Syllabus

### Semester - 1

#### Paper - 1

#### Introduction to Societal Issues

##### Unit 1

Concept of nation and state, theories of the state: liberal, neoliberal, marxist, pluralist, post-colonial and feminist; concepts: justice, equality, freedom, affirmative action, power, hegemony, legitimacy, rights, human rights, democracy: types, ideologies: liberalism, socialism, marxism, fascism, gandhism, indian and western political thought, india's freedom struggle: satyagraha, non-cooperation, civil disobedience, political system in india: salient features: democracy, election system, party system, legislature, executive, judiciary.

##### Unit 2

Union government administration: structure, functions, work processes, cabinet secretariat, PMO, central secretariat, ministries, departments, civil services, statutory institutions/commissions: niti ayog, EC, CAG, FC, UPSC, NCSC, NCST, NCW, NHRC, NCM, NBCC, CVC, CBI, NPC, Lokpal; PSU; state government administration, district administration; collector, local self-government: panchayati raj, municipal government.

##### Unit 3

Indian society: characteristics, salient features, impact of colonial rule, social background of Indian nationalism, protests and movements during the colonial period, concepts: social stratification, equality, feudalism, hierarchy, exclusion, poverty, deprivation, social movements, collective action: revolution, protest, religion, science, secularism, revivalism, fundamentalism, kinship: family, household, marriage, patriarchy; social change: agents of social change, social reforms, land reforms, caste system: features, problems, untouchability, dalits, tribals, class india; agrarian, middle class, working class.

##### Unit 4

Impact of British rule, Indian economy; features, economic development, green revolution, land reforms, agrarian relations, planning; models nehruvian, gandhian, public sector; finance ministry, reserve bank, union budget, subsidies, revenue, taxes, GST, RBI, treasury, concepts like poverty, growth, development, national income, GDP, per capita income, inflation, stagnation, price rise, unemployment, FDI, fiscal deficit, demonetisation, decentralized planning: 73rd and 74th constitutional amendments, structural reforms in 1990s: impact on indian economy, poverty alleviation schemes, NREGS.

#### **Reference Books:**

1. Indian Polity, Governance and National Movement --- N D Arora
2. Indian Polity --- M Laxmikant
3. Magbook Indian Polity and Governance by Arihant Publication
4. Sociology of Indian Society -- Rao C. N. Shankar

5. Sociology: Basic Concepts---- H. K. Rawat
6. Indian EconomyBook--- Ramesh Singh
7. The Indian Economy Book ---Sanjiv Verma

## **Paper - 2**

## **Fundamentals of Mass Communication and Print Media**

### **Unit 1**

Communication: concept, objectives, characteristics, process, types, barriers, 7 Cs sadharanikaran concept; mass communication: concept, characteristics, functions, impact; types of mass media: press, radio, television, cinema, traditional, new and social media, communication models: advantages, disadvantages, **Berlo** Smcr, Aristotle, Schramm, Lasswell, Osgood & Schramm, Shannon & Weaver, Gerbener, Westley & Maclean, Lazarsfeld, Newcomb, Defleur, Riley & Riley, Barnlund.

### **Unit 2**

News flow models: Mcnelly, theories of communication: hypodermic needle, limited effects, dependency, cultivation, agenda setting, uses and gratification, spiral of silence, interactive, psychological, individual differences and normative theories, media impact studies: impact on women, children, etc.

### **Unit 3**

Ministry of I&B, media units at centre and states, (DAVP, PIB, RNI, etc), media policy pertaining to press, press commissions, wage boards 1956 and 1963, committees: Palekar, Bachawat, Manisana, Majithia, Maisuma, media ownership, management, control (corporate and political interests), media monopoly, changing role of editorial department, FDI in media, professional bodies; EGI, INS, ABC, AINEC, IJU, NUJ.

### **Unit 4**

Development of newspapers and printing in India, phases in development of print media, 1780-1857, 1857-1900, 1900-1947, print media role in social reform and freedom movement, print media post 1947, press during emergency, profile of important journalists, brief history of gujarati journalism: different phases, contribution of important journalists and newspapers.

### **Reference Books:**

1. Mass communication theory - Denis McQuail
2. Mass communication in India – Keval J.kumar
3. Communication and media : studies in ideas, initiatives and institution - Angela Wadia
4. Introduction to journalism and mass communication - J.C.Chaudhary
5. Mass communication - Jitendra Singh
6. Fundamentals of mass media and communication - Meena Devi
7. Mass communication - theory and practices in the 21<sup>st</sup> century - Diwakar Sharma
8. Communication theories and models - Dr. N. Andale

**Unit 1**

Journalism: concept, principles, role, democracy and fourth estate, journalist: qualities, responsibility, types of journalism: yellow, citizen, alternative, development, tabloid, investigative, interpretive, etc., types based on beats, sports, life style, travel, fashion, etc, newspaper office: departments, hierarchy, duties, coordination between departments, news: concept, news values, sources, types: hard, soft, predictable, unpredictable, page 3.

**Unit 2**

Reporting and interviewing for news, structure and styles of news writing; inverted pyramid, sand clock, feature, diamond, lead writing, types of lead, organising news story: selection of information, attribution, quote, background, context, kinds of reporting: crime, politics, civic, court, police, types of news stories: beat stories, feature stories, curtain raiser, hidden story, spot news, follow ups, sources: characteristics, importance, developing, press releases, conference, briefing; news agencies in India, reporting in news agency.

**Unit 3**

Features; concept, types: news, photo, travelogues, lifestyle, interviews, personality sketch, review, agony aunt, vox populi, timely, timeless, etc., process of feature writing: idea, data collection, processing, writing, structure of feature: headlines, lead and its types, use of pictures and graphics. ditorials: concept, objective, language, types, edit and op-ed page: content, layout, letters to the editor.

**Unit 4**

Editing: concept, importance, objective, elements, editorial department: hierarchy, duties of editorial staff, news editor, chief subeditor, sub editor, proof reader, translator, desk, distribution of work, editing jargon, news copy: types, sources, news flow, news coordination, rewriting, integrating copy, proof reading: concept, symbols, newspaper design, layout: concept, elements, types, use of graphics, charts, pictures, editing of special pages, headlines: purpose, types, techniques, style.

**Reference Books:**

1. Key concepts in Journalism Studies - Bob Franklin, Martin Hamer
2. Modern Journalism: Report and Writing - Diwakar Sharma
3. Modern student journalism – Barun Roy
4. News writing – B.S. Goyal
5. Media management and development – Dr. Samir Kumar Singh
6. Reporting and Editing in Journalism- K. C. Sharma, Anupama Sharma Pathak

**Paper - 4                      Computers Skills and Verbal Communication Skills (Practical)**

**Unit 1**

**Gujarati and English typing Skills, MS Office, Word, Excel, Power Point**

**Unit 2**

**Photoshop, coral draw, page maker/indesign/quark express.**

**Unit 3**

**Presentation skills, extempore speech, debating, elocution skills**

**Unit 4**

**How to appear at interviews, anecdote and story telling skills, RJ talk, anchoring skills**

**Paper – 5 (A)                      Cinema Studies**

**Unit 1**

Cinema; language, development from Lumiere to present day, how to read films, major film movements; Italian neo-realism, French New Wave, German Expressionism, Dogme 95, Japanese cinema, Third world cinema, Hollywood, film theories: marxist, feminist, structuralist, psychoanalyst, post colonial, realist, auteur, ideological, film criticism, appreciation, review, film genres.

**Unit 2**

Indian cinema: silent era, classic era, golden era, new wave, mainstream, art, parallel, milestones, important films and their directors: Phalke, Satyajit Ray, Raj Kapoor, Gurudutt, Shyam Benegal, Mrinal Sen etc regional cinema: Bengali, Tamil, Telugu, Malayalam, Marathi, and Gujarati.

**Unit 3**

Pre production: idea to script, story board, screenplay, shooting and editing schedules, Production: production team: structure and function, set design, shooting, frame, colour, balance, basics of camera movements, shot compositions, lighting techniques, different kinds of lights and their usage, reflectors, sound, technical terms, post-production: editing principles, devices, video and audio editing, cut, mix, dissolve, fade, special and digital effects, sound mixing, off line and online editing.

**Unit 4**

Government policy pertaining to cinema, committees: Khosla, Patil, Cinematograph Act, CBFC, NFAI, FD, FTII, CFS, IFFI, film clubs, film festivals, short movies, documentaries, certification, marketing, distribution, branding, merchandising, rights and promotion, film society, film awards.

## **Reference Books:**

1. Beginning Film Studies - Andrew Dix
2. Film studies : The Basics - Amy Villarejo
3. Film Studies : The Essential Introduction - Sarah Casey Benyahia, Freddie Gaffney
4. Film Art and Introduction - David Bordwell, Kristin Thompson
5. What is Cinema? - Andre Barin, Hugh Gray, Jean Renoir
6. Key Concept in Cinema Studies - Susan Huyward

## **Paper – 5 (B) Development Communication**

### **Unit-1:**

**Development: concept, definitions, approaches, problems, issues, indicators and paradigms, development and related concepts; growth, HDI, GDI, GEM, reason for underdevelopment, UN millennium goal, characteristics of developing countries.**

### **Unit 2:**

**Development communication: concept, definition, process, models of Lerner, Schramm, Rogers and Shoemaker, Nair and White; barriers; social, cultural and economic, different media in development: small media, folk media, new media, development communication policy in India, action plan, democratic decentralisation democratic rights.**

### **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: case studies in agriculture, health, environment, education communication.**

### **Unit 4:**

**Development and rural extension agencies, Panchayati Raj, planning at national, state, regional, district, block and village levels, government and nongovernment organizations, macro-micro economic framework available for actual developmental activities, case studies on development communication programs (UNICEF, WHO, CRY, SEWA)**

**Term Paper:** Student will submit a term paper on a relevant topic

## Semester 2

### Paper - 6                      Constitution of India, Media Law and Ethics

#### Unit 1

Constituent assembly, Indian constitution: salient features, preamble, fundamental rights and duties, directive principles, Art 19 (1) (a) freedom of speech reasonable restrictions, vis a vis concept of privacy, Art 32 including PIL, emergency and media, theory of separation of power under constitution.

#### Unit 2

Concept of justice, law, punishment and fine, principles of natural justice, crime and civil wrong: concept, types, trends, criminal procedure (FIR, panchnama, chargesheet, bail, summons, arrest, warrant, cognizable and non-cognizable offences), types of punishment, current trends in crime and civil wrong, crimes against humanity, state, individual, women and children, offences like obstructing public officials, public tranquillity, sedition etc.

#### Unit 3

Brief history of press laws in India, contempt of court, contempt of legislature, parliamentary privileges, civil and criminal defamation, official secret act vis-a-vis RTI, copyright act, obscenity, PRB act, working journalist act, cinematograph act, prasar bharati act.

#### Unit 4

Media responsibility, accountability, code of conduct for journalists, media trial, fair trial, subjudice, privacy, sting operation, protection of sources, reporting of sexual crimes and communal violence, codes for radio, television, advertising and public relations, regulatory bodies: PCI, BCCC, NBA, IBF, ASCI.

#### Reference Books:

1. Constitutional System in India: Continuity and Changes - Prof. H. G. Pant
2. Media laws and Indian constitution – Kundra S.
3. Indian Constitutional Documents. - Kanaiyalal Maneklal Munshi
4. Fundamental rights and constitutional Amendment - Dr. L. M. Singhvi
5. Mass media and Democracy - Nayyar Shamsi
6. Media Ethics and Laws - Naval Prabhakar, Narendra Basu

### Paper - 7

### Print Media Skills (Practical)

#### Unit 1

Exercises in feature writing

#### Unit 2

Exercises in editorial writing

### **Unit 3**

Practical work in production of newspaper pages.

### **Unit 4**

Practical work in production of magazine pages.

## **Paper – 8 Reporting and Translation Skills (Practical)**

### **Unit 1**

Field reporting and interviewing skills

### **Unit 2**

Exercises in writing news reports

### **Unit 3**

Exercises in translation of news reports and news agency copy.

### **Unit 4**

Exercises in translation of features and editorials

## **Paper - 9 Fundamentals of Advertising and Public Relations**

### **Unit 1**

Advertising: concept, objectives, types, role, function, criticism, benefits, advertising vis a vis communication, persuasion, marketing, marketing mix, propaganda, publicity, personal selling, sales promotion, public relations and advertising models: AIDA, DAGMAR, DRIP, Ehrenberg, VIPS checklist, DMP model, PLC, Maslow hierarchy of needs.

### **Unit 2**

Making of an ad; from creative brief to media scheduling, creative strategies; appeal, USP, brand image, positioning, personality, approaches/execution styles, advertising copy: types, headlines, text, and slogans, trademark, visualization: illustrations, colour, graphics and layout, advertising agency: structure, functions of departments, advertising campaign planning; market research, consumer behaviour, product analysis, media strategy, case studies in advertising, advertising awards.

### **Unit 3**

Public Relations: philosophy, concept, functions, misconceptions, PR vs. communication, public opinion, persuasion, propaganda, publicity, liaison, lobbying, spin, corporate communication, PRO: qualities, responsibilities, PR tools: news letter, house journal,

brochure, posters, annual reports, corporate films, advertisements, press conference, grapevine, special events, speaking engagements, event etc, PR: types: media relations, employee relations, marketing PR; financial PR;; community PR; tools and strategies.

#### **Unit 4**

PR campaign planning; process and steps (case studies) PR during crisis/disaster management, PR in central, state government, writing for PR: press release, features, speech, background material, citizen charter, digital PR: need, methods, tools: social networks, online videos, content sharing, blogs, special-interest communities, RSS feeds, digital bazaar- Aegis Media, Publicis Groupe, measurement and monitoring methods, Integrating traditional PR with social media-web 2.0.

#### **Reference Books:**

1. Journalism, advertisement and public relations - Shailendra Sengar
2. Introduction to advertising and public relations - Shipra Kundra
3. Advertising and public relations research - Jugenheimer
4. The practice of public relations - Wilfred Howard
5. Fundamentals of advertising public relations - Dhruv Sabarwal

### **Paper – 10 (A)**

### **Women and Media**

#### **Unit 1**

Women's studies: theoretical approaches; radical, marxist, socialist, liberal, concepts: feminism, patriarchy, gender equality, equity, parity, discrimination, empowerment, different waves: status of women in India: from ancient to modern, contribution of personalities: Raja Rammohan Roy, Phule, Ranade, Vidyasagar, Swami Dayanand Saraswati, Periyar, Vivekananda etc,

#### **Unit 2**

Women's movements in India, ministry of women and child welfare, organizations, NCW, boards, legal perspective: regarding dowry, sexual assault, harassment, representation of women, sati, domestic violence, socioeconomic indicators of women's development, women's rights as human rights, efforts by UN in women's issues.

#### **Unit 3**

Terms: marginalization, exclusion, trivialization, legitimization, internalisation, objectification, globalisation and representation of women in advertisements; content analysis, discourse analysis, semiotics, structuralism, marxian, foucaultian approaches, sex role stereotype, femininity, male gaze, body image, impact on women and teenagers, representation in women's magazines and men's lifestyle magazines.

#### **Unit 4**

Representation of women all media: television, news, serials, advertisements, cinema; women oriented films. Depiction of women in advertisements.

**Reference Books:**

1. Gender Challenge - Bina Agarwal
2. Gender Inequality And Women's Empowerment - D. Pulla Rao
3. Gender Concern in South Asia.- Manjat Bhatia, Deepli Bhanot, Nirmalaya Samanta.

**OR**

**Paper – 10 (B) International Communications**

**Unit 1:**

**International communication: concept, definition, political, economic and cultural dimensions; communication and information as a tool of equality and exploitation, international news flow, imbalance, media growth, disparities: international, national and regional.**

**Unit 2:**

**Communication as a human right, UNO's Universal Declaration of Human Rights, international news agencies and syndicates, their organisational structures and functions, critic of western news values, international media institutions and professional organisations.**

**Unit-3:**

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

**Unit 4:**

**Democratisation of information flow and media systems, professional standards, telecommunication tariffs, information prompted cultural imperialism, criticism, violence against media persons, effects of globalisation on media systems and their functions, media imperialism, transnational media ownership and issues of sovereignty and security, international intellectual property rights.**

**Term Paper: The student will submit a term paper on a relevant topic**

## Semester 3

### Paper - 11 Communication Research

#### Unit 1

Research: social science and mass communication research; concept, objectives, types, characteristics, method and methodology, reasoning: deductive and inductive, approaches (quantitative and qualitative), steps in research: topic selection, research questions and hypothesis, literature review, objectives, variables, research design, sampling, data collection, analysis and interpretation, concepts; reliability, validity.

#### Unit 2

Qualitative research method – field observations, focus groups, in-depth interviews, case studies; quantitative method: survey, descriptive survey, analytical survey, content analysis – definitions, steps, sampling: types probability and non probability, sample size, sampling error.

#### Unit 3

Introduction to statistics – basic statistical procedure; descriptive statistics: central tendencies, mean, median, mode, frequency distribution, inferential statistics: co-efficient of correlation, standard deviation, tests of significance (T-test, Anova).

#### Unit 4

Application of media research: print media (circulation studies, etc) electronic media (TRPs,) advertising (pre testing, post testing) public relations, internet, writing of research proposal/research report/thesis, ethics in research.

#### Reference Books:

1. Communication research - John and Sandy Hutcheson
2. Research methodology – Dr. A.K. Phophalia
3. Mass media research – Roger D. Wimmer, Joseph R. Dominick
4. Communication research – a half century appraisal - Danial Lerner

### Paper - 12 Fundamentals of Radio Medium

#### Unit 1

Development of radio in India and world, introduction and growth of akashwani, vividh bharati, community radio, private (FM) radio channels; guidelines, role, functions, objectives, government policy regarding broadcasting, committees: Chanda, Verghese, Joshi, SenGupta, formation of Prasár Bharati, code of broadcasting, introduction of satellite radio, web radio, radio from across borders: Radio Ceylon, BBC, VOA.

#### Unit 2

Radio as a medium of mass communication, elements, characteristics, radio programme genres, format, radio rural forum, news, news feature, announcement, radio interviews, talk show, drama, phone-in, news reel, documentary, radio magazine, advertisement, music

programme, link, narration, jingal, promo, jock talk, sparkler, signature tune etc, language, vocabulary and grammar of radio, radio programme: concept, idea, research, script, practical exercises of in basic writing skill of radio.

### **Unit 3**

Sound and voice : All India Radio hierarchy, radio production team, structure and function, introduction to sound, types of sound: natural, ambient, recorded, sound effects, radio terminology, voice modulation, moderating skills for radio discussion programmes, handling interactive live transmission, practical exercises in voice over and voice modulation.

### **Unit 4**

Production and post production: audio studio, recording equipment, microphones: types, uses, process of radio programme production: basic of audio recording, dubbing and mixing technique, field recording skills, non liner editing, practical exercises in basic audio recording.

### **Reference Books:**

1. Radio in New Avatar AM To FM - Dr. Amrish Swana
2. Key Concept in Radio Studies.- Hugh Chignell
3. Radio Broadcasting Journalism in India - J. David
4. Radio, TV & Broadcast Journalism - R,K, Ravidran
5. Writing and Reporting for Radio - Henry Tenenbaum
6. Radio and Television Journalism – K. M. Srivastava

## **Paper - 13**

## **Fundamentals of Television Medium**

### **Unit-1**

Development of television in the world and India, Doordarshan; genesis, growth, guidelines, role, functions and objectives, introduction of satellite communication, cable tv, video boom, private television channel in India, web television, national broadcast trust, Joshi committee. SITE, STEP, Kheda, Pij.

### **Unit-2**

Television; mass medium, visual communication, grammar, vocabulary, elements, characteristics, programme genres, format, news, news gathering, breaking news, news reports, documentary, interviews, discussions, chat shows, video spot, tele films; pre production: idea to script, research, visualization, story board, shooting and editing schedules, practical exercises of story board, basic writing skills.

### **Unit-3**

Production: production team: structure and function, studio: layout and equipment, set design, shooting, frame, colour, balance, basics of camera movements, shot compositions, single and multi-camera set-up, lighting techniques, different kinds of lights and their usage, reflectors, sound, use of tele prompter, cue cards, technical terms, facing camera.

#### **Unit-4**

Post-production: editing principles, devices, video and audio editing, cut, mix, dissolve, fade, special and digital effects, sound mixing, off line and online editing.

#### **Reference Books:**

1. Television field products and reposting - Frederick Shook
2. Radio and television journalism - Meena Devi
3. TV news: building a career in broadcast journalism - Ray White
4. Television drama: theories and identities - Sue Thronham and Tony Purvis
5. टेलीविज़न पत्रकारिता सिद्धांत एवं तकनीक लेखक :- डॉ. इंद्रजीत एवं मधुलिका शर्मा

#### **Paper - 14**

#### **Radio: Writing and Production Skills (Practical)**

##### **Unit 1**

Writing for radio programmes: basic principles of radio writing, spoken language, usage of sound and sound effects, illustrating copy with sound effects, usage of radio grammar.

##### **Unit 2**

News, Samachar prabhaag, announcement, interview, link, feature, documentary writing, skit, entertainment programme script writing, commercials, jock talk, sparklers, subject specialized programme writing, voice training and modulation.

##### **Unit 3**

Radio programme production: basics of audio recording, microphone usage, dubbing and mixing technique. Usage of software, usage various sound and sound effects in editing, field recording skills, non liner editing.

##### **Unit 4**

Exercises in production

#### **Paper -15 (A)**

#### **Art of Anchoring and Dubbing (Practical)**

##### **Unit 1**

Know your voice, detailed study of method of voicing, voice modulation, basic skill of news presentation (television and radio), RJ mention.

##### **Unit 2**

Announcement, anchoring for FM and Vividh Bharati, anchoring (radio and television), studio and outdoor interview skill, panel discussion skill, commercial, voice over,

storytelling, pitch play, conduct different types of programme like agricultural, science, sports, women and children. Exercises in anchoring

### **Unit 3**

Dubbing: Scope for voicing, time scheduling, using subtitle, and recording.

### **Unit 4**

Exercises in dubbing

**Or**

## **Paper - 15 (B) Skills in Public Relations (Practical)**

### **Unit 1**

Writing skills: newsletter, house journal, brochures etc.

### **Unit 2**

Writing skills: backgrounder, press note, features, etc.

### **Unit 3**

Production skills: newsletter, house journal, brochure, notice board,

### **Unit 4**

Practical exercises: speaking skills and organising skills for press briefing/ press conference/ events.

**Internship Project: The student will do an internship for a minimum of four weeks and will submit a report of the work done during the internship.**

## Semester 4

### Paper - 16

### Fundamentals of New Media

#### Unit 1

Internet: concept, history, development and growth, new media: concept, definition, characteristics, advantages, new media and mass media, knowledge society, public sphere, community media, participatory communication and media, keywords, SEO, permalink (URL), meta tags, analytics.

Social Media: social sharing and social networking, social media: concept, definition, history, growth, development, characteristics, impact, advantages, drawbacks, optimization, types, facebook, twitter, youtube, google plus, linkedin, pinterest, quora, whats app, instagram, fake news and photos on social media: impact and precautions.

#### Unit 2

Blogging: web 2.0, definition, concept, origins, modernisation, types, community and cataloging, blog search engines, blogging communities, blog content strategy, blog audience, blogging in India, video blogging, social blogging, micro blogging, defamation, liability, employment, content writing for blogging.

Social networking: features, types, emerging trends, future, power and value, mobile social networking, URL shortners, measuring, social media performance, e-mail marketing, livestreaming, content writing for social networking.

#### Unit 3

Online Journalism: definition, characteristics, changing landscape: newspapers and broadcast outlets on the web, online tools to manage text : links, photos, maps, audio, video, viral content, online journalism in india, e-Governance

Citizen journalism: definition, concept, history, citizen journalists, citizen media, criticism, immediacy, interactivity, universality feature of online journalism, political dangers, personal safety.

#### Unit 4

Online Reporting: news blog, blogsphere, website, hypertext, multimedia, language and style, pod cast and web cast, tools for news gathering, wiki news, fake news; usage and impact in politics, economic and social forum (case studies), e-journalist; challenges, e-books, e-publishing, content writing for online reporting.

Ethics in online journalism: obscenity, piracy, copyright, libel, cyber crimes and cyber law, national ICT policy act 2000, MLM online scam, email scam. copyleft and open source, fake news, privacy, plagiarism, porn, cyber bully, net war, cyber terrorism, cyber conflicts, frauds hacking.

#### Reference Books:

1. Cyber media journalism – Jagadish Chakravarthy

2. Social media marketing – Paul Martin , Thomas Ericson
3. New media – Anna Everett
4. Social media: - a critical introduction - Christian Fuchs.
5. Digital media and weblog journalism - Arvind Kumar
6. Online journalism:a basic text - Tapas Roy
7. Digital broadcasting journalism author:- Jitendra Kumar Sharma
8. Digital media – T.K. Ganesh

**Paper 17                      Skills in New Media (Practical)**

**Unit 1**

Practical exercises in preparing a news blog and an audio blog.

**Unit 2**

Practical exercises in preparing a YouTube channel.

**Unit 3**

Practical exercises in preparing a video blog.

**Unit 4**

Practical exercises in preparing online magazine and content writing for social networking sites.

**Paper 18                      Television Writing and Production Skills (Practical)**

**Unit 1**

Writing for television programmes: basic principles of television writing, visual language, dope sheet writing, story formation, script writing, screenplay, story board.

**Unit 2**

Writing news, interview, link, feature writing, documentary writing, skit, entertainment programme script writing, commercials, sitcom, subject specialized programme writing.

**Unit 3**

Production for television: shooting, frame, basics of camera movements, shot compositions, lighting techniques, different kinds of lights and their usage, using reflectors, facing camera.

Exercises in production

**Unit 4**

Video editing, audio video editing, principles of editing, cut, mix, dissolve, fade, special and digital effects, sound mixing, off line and online editing. Exercises in editing

## **Paper 19**

### **Short Film Production (Practical)**

#### **Unit 1**

Pre production: basics of story, structure, concept development, storytelling elements, theme, plot, characters, character development, dialogue, synopsis, script, story board and subtitle.

#### **Unit 2**

Production: cameras; parts, classification and comparison, mechanism of aperture, shutter shot composition, shot angle, camera angle, lighting arrangement, usage of outdoor and indoor lighting, white balance, images transport, lenses and camera operation, set design, prop and basic skills of direction.

#### **Unit 3**

Post production: principles of editing, audio video editing, editing devices, basics of photo editing, software, basic movie editing, movie editing software, dubbing, mixing and different types of editing. Marketing of film on social media and film festivals.

#### **Unit 4**

Exercises in making of short film

#### **Reference Books:**

- 1 Making Short Films: The Complete Guide from Script to Screen - Clifford Jhurlow
- 2 How Not to Make a Short Film - Robert Marie Munroe
- 3 The Short Screenplay: Your Short Film from Concept to Production - Dan Gurskis
- 4- Writing Short Film Scripts - Paul Kooperman

## **Paper 20 (A)**

### **Photography and Photojournalism (Practical)**

#### **Unit 1**

Cameras; classification, comparison of different types, mechanism of aperture, shutter, camera body, view finder, shots composition, angle, camera angle, lighting arrangement and usage of outdoor and indoor lighting, white balance, images transport, lenses and camera operation, practical exercises in photography and photo editing software

#### **Unit 2**

Exercises in photography

#### **Unit 3**

Significance of photos in journalism, writing captions, learn, recognize, verbalize and employ the qualities of storytelling images, producing a photo story, preparation/research, legwork,

photography technique, editing technique, crafting of images through exposure, lens, composition, moment and light, Learn how to take quality photos, edit photos in latest software.

**Unit 4**

Exercises in photojournalism

**Paper 20 (B)**

**Skills in Advertising (Practical)**

**Unit 1**

Practical exercises: copy writing, creative strategy, design of advertisement.

**Unit 2**

Practical exercises: preparing of advertisements for print medium.

**Unit 3**

Practical exercises: preparing of advertisements for radio.

**Unit 4**

Practical exercises: preparing of advertisements for television.

**Dissertation: The student will submit a dissertation on a relevant topic.**