

**SYLLABUS OF
M.A. MASS COMMUNICATION
(THROUGH OPEN DISTANCE LEARNING)**

TWO YEARS (FOUR SEMESTERS) PROGRAMME
Choice Based Credit System on Outcome Based Education
(Effective from Session 2024-25)



CENTRE FOR DISTANCE AND ONLINE EDUCATION
GURU JAMBHESHWAR UNIVERSITY OF SCIENCE &
TECHNOLOGY
HISAR, HARYANA-125001

(YEAR-2024-25)

M.A. MASS COMMUNICATION

SEMESTER-I

Sr. No.	Course Code	Nomenclature	Evaluation Marks				Credit
			Theory	Assignments	P/V	Total	
1	MSM 501	Introduction to Mass Communication	70	30		100	4
2	MSM 502	Communication & Information Technology	70	30		100	4
3	MSM 503	Graphics and media production	70	30		100	4
4	MSM 504	Media writing-1	70	30		100	4
5	MSM 505	Media writing -2		30	70	100	4
6	MSM 506	General Current Awareness –I	70	30		100	4

Total Credits- 24

SEMESTER II

Sr. No.	Course Code	Nomenclature	Evaluation Marks				Credit
			Theory	Assignments	P/V	Total	
1	MSM 511	Communication Research	70	30		100	4
2	MSM 512	Management and Marketing Principles	70	30		100	4
3	MSM 513	Media Law	70	30		100	4
4	MSM 514	Media writing-3	70	30		100	4
5	MSM 515	Media Writing-4		30	70	100	4
6	MSM 516	General Current Awareness-II	70	30		100	4

Total Credits- 24

SEMESTER-III

Sr. No.	Course Code	Nomenclature	Evaluation Marks				Credit
			Theory	Assignments	P/V	Total	
1	MSM 521	Mass Media Structure and Management	70	30		100	4
2	MSM 522	Dissertation		30	70	100	6
3	MSM 523	Special Paper-I	70	30		100	4
4	MSM 524	Special Paper-II	70	30		100	4
5	MSM 525	Special Paper-III		30	70	100	4
6	MSM 526	General Current Awareness –III	70	30		100	4
The Department is offering to open elective course 03 credit each for the students of other departments. Students can opt only one of the subject.							
1	MSM-537	Open Elective-I Creative Writing	70	30		100	3
2	MSM-538	Open Elective-II Science Communication	70	30		100	3

Total Credits-29

In this semester students can avail any one of the five specializations offered. They are

- Print Media MSM-523A, MSM-524A, MSM-525 A.
- Electronic Media MSM-523B, MSM-524B, MSM-525B.
- Advertising Management MSM 523C, MSM 524C MSM 525C.
- Corporate Communication and Public Relations- MSM 523D, MSM524D, MSM-525D.
- Social Marketing and Development Communication- MSM523E, MSM524E, MSM 525E

SEMESTER-IV

Sr. No.	Course Code	Nomenclature	Evaluation Marks				Credit
			Theory	Assignments	P/V	Total	
1	MSM 531	Special Paper-IV	70	30		100	4
2	MSM 532	Special Paper-V		30	70	100	4
3	MSM 533	Special paper VI		30	70	100	4
4	MSM 534	Presentation and communication Skills	70	30		100	4
5	MSM 535	Comprehensive Viva			100	100	4
6	MSM 536	Internship Viva		30	70	100	4

Total credits-24

Total Credit- 101

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (External)	70 Marks
Total	100 Marks

Major Test—

For the end semester examination Nine questions are to be set by the examiner. Question no 1 will be compulsory and based on the entire syllabus(all four Units). It will contain seven short Answer type questions, each of two marks. Rest of the eight questions are to be given by setting two questions from each of the four units of the syllabus. A candidate is required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks.

Objective of this paper—Communication is at the heart of all social Intercourse. A student of Communication should have an understanding of basics of communication, Communication process, Different theories of communication, Different models of communication. Irrespective of the field a student chooses if he/she is well versed with the chemistry of communication involved he/she can plan/design communication better.

UNIT----- 1

Definition & Concept of Communication

- Elements of Communication
- Functions of Communication
- Communication and Socialization

Forms of Communication

- i) Intrapersonal Communication
 - ii) Interpersonal Communication
 - iii) Small Group Communication
 - iv) Public Communication
 - v) Mass Communication
- i) Non verbal Communication
 - ii) Verbal Communication

Communication: Group, Public, Audience, Mass

- Definitions of Mass Communication
- Nature & Scope of Mass Communication
- Features of Mass Communication
- Characteristic features of the audience of Mass Media

UNIT-- 2

Models of Communication

SMR Model, SMCR Model, Shanon & Weaver Model, Laswell's Model, Osgood's Model, Dance's Model

Schramm's Model, Newcomb's Model, Convergent Model, Gatekeeping Model, Westley and Mclean's conceptual Model
Backer's Mosaic Model, Bornlund's Transactional Model,

UNIT--- 3

Theories of Mass Communication

Media Effects Theories

Magic bullet, Minimal effect, Agenda setting, Cultivation theory, Two step flow theory

Multistep flow theory, Dependency theory, Diffusion of innovations theory

User and gratification theory, Spiral of silence, Cognitive dissonance

Limitations of Mass Communication

Demassification, Demystification, Decentralization, Future trends in Mass Communication

UNIT ----- 4

Development: Concept, Paradigm

Role of Mass Communication in Development, Development & Social Marketing, Developing Societies

Indian Experiences of Development Communication & Social Marketing

Media Systems

Authoritarian, Libertarian, Socialistic, Social responsibility, Development Media Theory, Participatory Media System

Suggested readings:-

Communication Theories: perspectives, processes and contexts- Katherine Miller

Mass communication theory- Denis Mcquail

Introduction to communication studies: John Fiske

Mass communication Theory- Foundations, Ferment and Future by Baran and Davis

New Media: a critical introduction- Martin Lister

Pragmatics of Human Communication- Paul Watzlawick and Bavelas

Mass Communication in India – Keval J Kumar, 2012 Jaico Publishing, Mumbai

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Scheme of examination

Assignments (Internal) 30 Marks

Major Test (External) 70 Marks

Total 100 Marks**Major Test—**

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Objective of the paper-It is the Technology that gives shape to the profession. Computers have changed the news room scene. This paper aims at making the students aware of the basics of Information technology involved in the profession.

UNIT ---- 1

Definition, types, components
Information Literacy, Digital Literacy
Meta Literacy, Media Literacy

UNIT ---- 2

Information Producer, Consumer, Prosumer
Information disorder-Disinformation, misinformation, malinformation
Fake news, History of fake news, types, disadvantages

UNIT --- 3

Various generations of computers
Internet, E-mail, Role of Computer in various mas media
Old technologies - Facsimile, videotext, Teletext, Morse code
Multimedia elements - text, sound, images, animation, video
Basic of HTML, domain name system, Domain registration

UNIT ---- 4

Social media, Facebook, Whatsapp, Twitter, Instagram, Telegram, Singal
Effective internet Browsing & Searching
E-Commerce, Cyber security & Advertising
Web page development, forming, installing, linking, editing.

Suggested Reading

Information and Communication Technologies: Visions and Realities- William H. Dutton, Malcolm Peltu: Oxford University Press
The Social Shaping of Information Superhighways: European and American Roads to the Information Society- Herbert Kubicek, William H. Dutton, Robin Williams
World Wide Research: Reshaping the Sciences and Humanities- William H. Dutton, Paul W. Jeffreys: MIT Press
Information and Communication Technology- Abdul Mannan
Society and the Internet: How Networks of Information and Communication are Changing Our Lives-Mark Graham, William H. Dutton: OUP Oxford
Web Journalism: Practice and Promise of a New Medium- James G. Stovall
New Media Technology- John Vernon Pavlik: Allyn & Bacon
Reshaping Communication- Paschal Preston : Sage Publication
Introduction to Information Technology - Chetan Shrivastava
Digital Computer Fundamentals - T.C. Bartee: Mc Graw Hill Publication

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Assignments (Internal) 30 Marks

Major Test (External) 70 Marks

Total 100 Marks**Major Test—**

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Objective of the paper-Graphics and Design are integral part of Mass Communication. A journalist provides content whereas to the viewers/readers/listeners it is presented in such a way that it becomes easily comprehensible. So in this paper students will be exposed to the basics of graphics and design. Photography is inseparable in the profession. Besides the basic technologies involved in the profession like recording etc have also been included in the paper.

UNIT ---- 1**Concept and Philosophy of Graphics and Production**

Elements of Design

Principles of design (design syntax)

Choosing font in design layout, Layout Composing methods

Desktop publishing

Visual copy of reproduction, Color and production aspects, Printing paper Costing and estimating

UNIT ---- 2**Introduction to various type of print publication**

Leaflets, Booklets, Brochures, Newspaper, Posters, Books, Folders, Packages

UNIT ---- 3**Still Photography: Origin and History**

Digital Camera parts and type of Cameras

Digital Photographic techniques

Different digital image formats : Bitmap, JPEG, PNG, GIF, TIFF

Display resolution & aspect ratio

UNIT ----4**Introduction to Audio Visual Production**

Basics of Audio Recording, Sound & Slide Productions

Recording various audio programmes, Handling video camera

Suggested Reading

Graphics and Packaging Production (The Manufacturing Guides) by Rob Thompson

Production For Graphic Designers by Alan Pipes

Television Production by Jim Owens ,Gerald Millerson

Video production Handbook by by Jim Owens , Gerald Millerson

Video Basics 7 by Herbert Zettl

Television Production Handbook (Wadsworth Series) by Herbert Zettl

Production Management For Film And Video by Gates Richard

Directing the Story by Francis Glebas

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (External)	70 Marks
Total	100 Marks

Major Test—

For the end semester examination Nine questions are to be set by the examiner. Question no 1 will be compulsory and based on the entire syllabus(all four Units). It will contain seven short Answer type questions, each of two marks. Rest of the eight questions are to be given by setting two questions from each of the four units of the syllabus. A candidate is required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks.

Objective of the paper- **Writing skill is the foundation on which the mansion of media world is built. In this paper students will be exposed to different types of writing. They will also be made aware of the fundamentals of writing. In this paper students will also be made aware of writing for Public Relations, Development reporting etc.**

Media writing has been divided into two parts. In MSM-504 they are exposed to the theory part and in MSM -505 they will be exposed to the production aspect

UNIT--1

Fundamentals of writing
Introduction to writing
Importance of structure in writing
Importance of style in writing
Importance of clarity & credibility in writing

UNIT ----2

Writing for Print Media
Basics of reporting, Basics of editing, News story writing, Feature writing, Article writing, Editorial writing, News analysis, Writing Back grounder, Writing Human interest stories

UNIT ----3

Writing for PR, Basics of PR writing
Press release writing & difference between news, story & press release,
Writing minutes & Memos, Report writing, Letter writing

UNIT ----4

Writing for Development
Development Reporting
Writing development related articles
Writing development related features

Suggested Readings:-

Basic Media Writing by Melvin Mencher

Writing for the Mass Media (8th Edition) by James Glen Stovall

Writing for Digital Media by Brian Carroll: Taylor & Francis

Journalism: Principles and Practice by Tony Harcup

Scholastic Journalism, 12th Edition by C. Dow Tate, Sherri A. Taylor

Writing for Visual Media by Anthony Friedmann: Taylor & Francis

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (practical)	70 Marks (Portfolio-40 Marks, Viva-30 marks)
Total	100 Marks

Each student will prepare a portfolio containing the productions carried out during the course. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio is for 40 marks. An external examiner will take a test giving three practical questions and students need to answer any two .That will be of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

Objective of the paper- Journalism Education is nothing but Journalism Training. A student in reality is taking training. In fact what he learns in this process would help him in two papers- MSM-504 and MSM-505.

1. News Report of the events around-07
2. Article -05
3. Feature -05
4. News analysis -05
5. Press Release —05
6. Development story-03
7. Development article -02
8. Backgrounder -02
9. Caption writing for photographs ---05
10. Newspaper Page make up-1
11. Magazine Page design-1

As assigned by the teacher.

Suggested reading

Basic Media Writing by Melvin Mencher
Writing for the Mass Media (8th Edition) by James Glen Stovall
Writing for Digital Media by Brian Carroll: Taylor & Francis
Writing for Visual Media by Anthony Friedmann:Taylor & Francis
Scholastic Journalism, 12th Edition by C. Dow Tate, Sherri A. Taylor
Journalism: Principles and Practice by Tony Harcup

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (External)	70 Marks
Total	100 Marks

Major Test—

For the end semester examination Nine questions are to be set by the examiner. Question no 1 will be compulsory and based on the entire syllabus (all four Units). It will contain seven short Answer type questions, each of two marks. Rest of the eight questions are to be given by setting two questions from each of the four units of the syllabus. A candidate is required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks.

Objective of the paper- A journalist is otherwise called a social scientist. Unless he has the basic knowledge of all the aspects of a society, its cultural foundation, its history, Its mythology, Its religion, Its issues and the evils it is fighting with, it won't make it a good media person. Hence this effort. This has been divided into three parts. General Current awareness -1, 2 and 3 spread in three semesters.

UNIT ----1

Emergence of Caste System, Indian family concept, Modernization of Indian Society.
History & Culture of India, Ramayana & Mahabharata. The Vedas & Upanishads,
Religious Scriptures The Bhagwat Geeta, The Bible, The Holy Quran, The Guru Granth Sahib, Tripitaka

UNIT ----2

Ancient History, Medieval History, Mughal Period, British Period, Freedom Struggle
Concept of Culture, Important Performing Arts of India

UNIT ----3

Indian Economy, Urban migration, Rural agriculture economy, Gandhian Philosophy Five year plans, Mixed Economy
Liberalization & After, Union Budget & State Budgets, Entry of MNCs, Trade blocks & India
Swadeshi vs. MNCs,

UNIT ----4

Indian Industrial Institutions
Indian- SEBI, RBI, FICI, CII
International- IMF, World Bank, EEC
Green Revolution, White Revolution, Blue Revolution

Suggested reading:

Introduction to the constitution of India by Dr Durga Das Basu

India after Gandhi: The History of the World's Largest Democracy by Ramachandra Guha

India : A History by John Keay

The story of my experiments with truth by Mahatma Gandhi

India's struggle for Independence by Bipin Chandra

India unbound: The Social and Economic Revolution from Independence to the Global Information Age by Gurucharan Das

Makers of Modern India by Ramachandra Guha

The Argumentative Indian : writings on Indian History, Culture and Identity by Amartya Sen

SEMESTER II

MSM- 511 COMMUNICATION RESEARCH

Total Marks – 70

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (External)	70 Marks
Total	100 Marks

Major Test—

For the end semester examination Nine questions are to be set by the examiner. Question no 1 will be compulsory and based on the entire syllabus(all four Units). It will contain seven short Answer type questions, each of two marks. Rest of the eight questions are to be given by setting two questions from each of the four units of the syllabus. A candidate is required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks.

Objective of the Paper- Of late Communication Research in general and Media Research in particular has emerged as a major thrust area in Mass

Communication education .Research has become a life line in any field of media . Let it be Launching a new newspaper, new channel, an advertising Campaign, A social Marketing campaign, a Public Relations Campaign, Designing a development project. Research does not end here .To study the TRP, to plan the expansion of circulation, research is must. Besides studying the public opinion on every occasion has become a way of life. Hence Communication Research has emerged as a major field where students can make their career. This is planned in two papers. In the second semester students will study the theory and in the third semester students will do a dissertation in the field of his specialization opted.

UNIT ----1

Introduction to research

Definition, role, function, scope & importance of communication research . Social science Research and communication Research, Communication research and Media Research
Basics and applied research

UNIT ----2

Research Design , Experimental, semi-experimental, bench mark, Longitudinal studies, simulation, panel studies, empirical studies

Methods of Communication Research

Census method, Random sample survey method, Observation method. Case studies, Clinical studies, Content analysis

UNIT ----3

Sampling techniques questionnaire Purpose, preparation, and administration, Types of questions, pre-coded questionnaire, interview guide

Primary, secondary and tertiary sources

Preparation of code book & coding

Tabulation, analysis & interpreting

Variables, independent & dependents Hypothesis

UNIT ----4

Statistical analysis in communication research

Mean, Median, Mode, Standard deviation, chi square test

Evaluation feedback, Feed forward, Media habits, Public surveys,

Pre election studies and exit polls.

Report writing

Research as tools of reporting

Suggested reading

A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies by Klaus Bruhn Jensen:
Routledge

Mass Media Research: An Introduction by Roger D. Wimmer , Joseph R. Dominick

Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches by Arthur Asa Berger:
SAGE

Doing Media Research by Susanna Hornig Priest: SAGE

Dictionary of Mass Communication & Media Research: A Guide for Students, Scholars and Professionals By David Demers

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (External)	70 Marks
Total	100 Marks

Major Test—

For the end semester examination Nine questions are to be set by the examiner. Question no 1 will be compulsory and based on the entire syllabus(all four Units). It will contain seven short Answer type questions, each of two marks. Rest of the eight questions are to be given by setting two questions from each of the four units of the syllabus. A candidate is required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks.

Objective of the Paper- The broad objective of the syllabus is to make the students fine media persons. It includes entrepreneurs in media. Management skill is a must to master the art of understanding the dynamics of communication besides developing leadership skills in the profession. Besides giving the basic knowledge of management students are given another paper Mass Media structure and Management in the third semester. Students will opt specialization in third semester. In specialization paper students will be trained how to launch their own media organization.

UNIT ----1

Management

- Concept and definition of Management
- Role of Managers, Decision Making – by Individuals & Groups
- Human Resource Development, Leadership, Entrepreneurship
- Future Trends in Management

UNIT ----2

Marketing

- The Concept & Philosophy of Marketing
- Changing Indian Marketing Scenario
- Marketing mix- Product, Price, Place & Promotion, Media mix
- Managing mass Communication and personal communication in marketing

UNIT---- 3

Designing and managing integrated marketing communication, C S R, Social marketing and Cause related marketing
Media and Marketing strategy, Differentiating and positioning the market offer,

UNIT ----4

Market leaders, challenges, followers and niche market information system, market intelligence, organizing, implementing, evaluating and controlling the market programme Design of media house, Major marketing weaknesses

Suggested reading

1. Marketing Management - A South Asian Perspective :: Philip Kotler, Keller, Koshy and Jha, Published by Pearson Education
2. Management :: Robbins, Coulter and Niharika Vohra, published by Pearson
3. The Practice of Management : Peter Drucker, published by Elsevier Ltd.
4. Media Management: A Casebook Approach (Routledge Communication Series) by George Sylvie , Jan Wicks LeBlanc , C. Ann Hollifield , Stephen Lacy
5. Handbook of Media Management and Economics by Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth
6. Strategic Management in the Media: Theory to Practice by Lucy Keung , SAGE

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (External)	70 Marks
Total	100 Marks

Major Test—

For the end semester examination Nine questions are to be set by the examiner. Question no 1 will be compulsory and based on the entire syllabus(all four Units). It will contain seven short Answer type questions, each of two marks. Rest of the eight questions are to be given by setting two questions from each of the four units of the syllabus. A candidate is required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks.

Objective of the paper—Knowledge in media law is a must to become a media person. Hence in this paper only selected aspects of media law has been included so that a student when grows into a media person does not end up in legal battle while performing duties sincerely.

UNIT---- 1

Freedom of speech & expression, Article 19 1 (a) & (2) Reasonable Restrictions

- Right To Information
- Laws of Defamation
- Contempt of Court
- Contempt of Legislature

UNIT----- 2

- Official Secrets act
- Press and Books Registration act
- Copy Right act
- First Press commission and second Press Commission, Press council of India.

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UNIT----- 3

- Broadcasting code for News for Air & DD
- Broadcasting for advertising for air & DD
- Cable TV regulations Act
- Cinematograph Act
- Prasar Bharati Act
- Film Censorship
- Report of various Committees and Commissions dealing with electronic media in India
 - i. Verghese committee, ii. Chanda Committee iii. Joshi committee

UNIT ----4

- Code of Conduct for journalist, Self Regulation & censorship

Code of Ethics for advertising in India by Advertising Council of India
DAVP's Code of advertising

Regulations for Public Relations (IPRA Code of Ethics)

Suggested reading

Media Law by Sallie Spilsbury :Taylor & Francis

Digital Media Law by Ashley Packard :John Wiley & Son

Mass Media Law by Don Pember, Clay Calvert

Press Laws and Ethics of Journalism by Ravindranath, PK

Barua, Vidisha	:	Press & Media Law Manual, Universal Law Publishing Co. Pvt. Ltd., New Delhi, 2002
Jean Claude Bertrand	:	Media Ethics and Accountability System, Transaction Publishers, 2000
Faizan Mustafa	:	Constitutional Issues in Freedom of Information, Kanishka Publication, New Delhi,2003
. Angela Wadia	:	Global Resource Book on Right to Information, Kanishka Publication, New Delhi,2006

Total Marks – 70

Time – 3 Hrs

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (External)	70 Marks
Total	100 Marks

Major Test—

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Objective of the paper: Like two papers in first semester Media writing -1 and media writing -2 two papers have been incorporated here in the second semester to make them well versed with media writing. In the first semester it was print media writing, Public Relations writing and development writing. In this semester it will be writing for electronic media, writing, Radio and Television, writing for Advertising and writing for web, of late which has registered big presence in media education.

UNIT ----1

Writing for Radio

Basics of Radio writing
Characteristics of Radio as a medium
Programme composition of AIR, Private FM channels & Community Radio
Radio genres: News, News reel, Documentaries, Drama, Feature, Talk, Interview
Writing for an audience specific program (for child, women, farmer etc.)
Introduction to Recording and editing sound

UNIT ----2

Writing for Television

Characteristics of Television as a medium
Television genres: News, News features, Documentaries, Interviews, Discussions & Debates, Talk shows, Content development for audience specific program
Visual Grammar – Camera Movement, Types of Shots, Focusing
Basics of a Camera

UNIT ----3

Writing for Advertising

Introduction to advertising
Concept of copy writing

Idea generation and transforming ideas into copy

Copy platform

Copy parts: Headline, Sub/Pre-head, Body Copy, Tagline/Punch line, Logo, Legal & Mandatories

Appeals in advertising

Writing for screen ads vs. writing for print ads

Audience/Viewers/Target Group analysis

UNIT ----4

Writing for Web

Basics of writing for web, developing web pages, developing static & dynamic websites, Interface between visuals & copy, elements of Web page

Writing for Social media

Basics of Writing for Social Networking Sites (SNSs): Facebook, Twitter, Wordpress, Blogger Use of SNSs: YouTube, Docs, Drive, Hangouts, Skype, Instagram, Pinterest, LinkedIn, Citizen Journalism through SNSs

Suggested Reading:

Basic Media Writing by Melvin Mencher

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Writing for Visual Media by Anthony Friedmann: Taylor & Francis

Scholastic Journalism, 12th Edition by C. Dow Tate, Sherri A. Taylor

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (practical)	70 Marks (Portfolio-40 Marks, Viva-30 marks)
Total	100 Marks

Major Test Examination: Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of production mentioned against each item must be the part of the portfolio. **Portfolio is for 40 marks.** An external examiner will take a test giving three practical questions and students need to answer any two .That will be for 30 marks. **A student who does not have the portfolio will not be allowed to appear for the examination.**

Objective of the paper: Journalism Education is nothing but Journalism Training. A student in reality is taking training. In fact what he learns in this process would help him in two papers- MSM-514 and MSM-515.

A. Writing for Radio

Radio News Bulletin- 1
Documentaries-2
Radio Drama-1
Radio Feature-2
Radio talk-2
Radio Interview-1
News reel-1/Audience specific program (for child, women, farmer etc.)-1

B. Writing for TV

TV News Program-1
News feature-1
Documentaries-1
Interviews-1
Discussions and Debates-1/ Talk shows-1/Content development for audience specific program-1

C. Writing for Advertising

Copy writing and designing:
Print ads-2
Radio ads-2
Television ads-2
Hoardings/Billboards-2
Transit Ads-2
Leaflets-2
Brochure-1
Logos-2

Writing and designing for publicity material: Brochures, Posters, Leaflets, Wall Writing, POP (Point of Purchase)/POS Display (1 each)

D. Writing for Web

Writing for news portals

Writing for Social Media: Use of social media to engage public (prepare a social media campaign for an issue of concern in your surroundings)

Writing for Web Advertising: Click-through Ad Impressions Run-of-Group, Run-of-Site

Writing and Designing: Banner ad, Button ad, Pop-up ad, Skyscraper ad

Each student is required to learn image editing, audio editing and video editing software to design the production portfolio.

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Writing for the Mass Media (8th Edition) by James Glen Stovall

Writing for Visual Media by Anthony Friedmann: Taylor & Francis

Scholastic Journalism, 12th Edition by C. Dow Tate, Sherri A. Taylor

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UNIT ----1**Indian Political System**

Indian Constitution
 Indian political and administration system
 Election process
 Indian Judiciary system
 Indian political thoughts
 India's relation with other countries:
 Pakistan, Sri Lanka, Bangladesh, Nepal, China, United Kingdom,
 United States

UNIT ----2**.Human Rights**

Fundamental Rights, Concept of Human Rights,
 NHRC, IHRO, Amnesty International, Human Rights Violations and Remedies
 Women, children, Minorities and Human Rights
 Human Rights, Terrorism and Security Forces

UNIT ----3**International Political and Economic scene:**

Cold war and after

Disintegration of the USSR
Fail of communism in East European countries
West Asia Peace
Indian and the African continent
India and the Latin America
India and the Gulf
Unified Europe

UNIT ----4

Major current national & international developments during the semester

Suggested Reading:-

Introduction to the constitution of India by Dr Durga Das Basu
India after Gandhi: The History of the World's Largest Democracy by Ramachandra Guha
India : A History by John Keay
The Argumentative Indian : writings on Indian History, Culture and Identity by Amartya Sen
India's struggle for Independence by Bipin Chandra
India unbound: The Social and Economic Revolution from Independence to the Global Information Age by Gurucharan Das
Makers of Modern India by Ramachandra Guha
The story of my experiments with truth by Mahatma Gandh

SEMESTER-III

MSM-521 MASS MEDIA: STRUCTURE AND MANAGEMENT

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (External)	70 Marks
Total	100 Marks

Major Test—

For the end semester examination Nine questions are to be set by the examiner. Question no 1 will be compulsory and based on the entire syllabus (all four Units). It will contain seven short Answer type questions, each of two marks. Rest of the eight questions are to be given by setting two questions from each of the four units of the syllabus. A candidate is required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks.

UNIT ----1

Print Media

- Organizational structure of newspaper and management
- Ownership and control of newspaper
- Economics of Production of newspaper and magazines
- Managing internet edition of a newspaper
- Newsprint policy

UNIT---- 2

Electronic media

- Administrative structure of Prasar Bharti & Private Channels
- Ownership and control of Radio and TV
- Economics of Producing programmes for Radio and TV
- Cinema Industry in India: structure, organization and economics

UNIT ---- 3

Advertising Agency

- Structure and functions of Ad Agencies
- Ad Agency Commission system
- Budgeting Ad Campaign

- Empanelling of Ad Agency
- Interface of various departments of an Ad Agency

UNIT---- 4

PR Department Agencies

- Structure and functions of PR Departments
- Consulting Agencies
- PR Campaign and Budgeting
- Empanelling of PR consultancies
- Functioning of PR Departments in Corporate Sectors

Suggested reading

1. Media Planning and Buying :: Arpita Menon, published by Tata McGraw Hill
2. The Indian Media Business :: Vanita Kohli Khandekar, published by Sage
3. Newspaper Management in India :: Gulab Kothari, published by Intercultural Open University (Netherlands)
4. Communication Managemnt :: C.S. Raydu, published by Himalaya Publishing House
5. Media Management: A Casebook Approach (Routledge Communication Series) by George Sylvie , Jan Wicks LeBlanc , C. Ann Hollifield , Stephen Lacy
6. Handbook of Media Management and Economics by Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth
7. Strategic Management in the Media: Theory to Practice by Lucy Keung , SAGE

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (External)	70 Marks
Total	100 Marks

Major Test-The dissertation thesis submitted by the students should be sent for evaluation to some external examiner. Same examiner should come to conduct the Viva. Students need to give a power point presentation of his research work.

Objective of the paper- This paper is an extension of the research paper(MSM511 communication Research) . In communication Research students will learn research and in this paper they will do a dissertation project.

Each student will select in consultation with the faculty a topic for research. The topic should be related to the specialization of the student. Every student should make a presentation of his research proposal before the panel of three teachers constituted by the Director. Once the topic is finalized the student should conduct independent study under the supervision of a guide assigned by the Director. It is essential in this study that the student employ appropriate research methodology and generate some new information.

Each student will have to submit three typed copies of the dissertation before the commencement of the theory examination, failing which the penalty as per the University Rules will be levied.

Suggested Reading:

A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies, Klaus Bruhn Jensen, Routledge

Mass Media Research: An Introduction by Roger D. Wimmer , Joseph R. Dominick

Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches , Arthur Asa Berger, SAGE

Doing Media Research, Second Edition, Susanna Hornig Priest, sage

Dictionary of Mass Communication & Media Research: A Guide for Students, Scholars and ProfessionalsBy David Demers

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (External)	70 Marks
Total	100 Marks

Major Test—

For the end semester examination Nine questions are to be set by the examiner. Question no 1 will be compulsory and based on the entire syllabus (all four Units). It will contain seven short Answer type questions, each of two marks. Rest of the eight questions are to be given by setting two questions from each of the four units of the syllabus. A candidate is required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks.

Objective of the paper-In the III Semester students opt for a specialization. In this paper students are taught how to report an event, News values etc.

UNIT----- 1

Concept and Definition of News

- Source of News
- Types of News
- News and Views
- Methods and techniques of News gathering
- Structure of a News Report
- Techniques of News Writing: straight, quoting, paraphrasing, Interpretation, comment, analysis

□

UNIT----- 2

- Types of reporting: Political, Economic, Crime, Science, Sports, Culture, Legislature, Judicial Disaster, Accident, Travelogue, Obituary, Conference, Seminar, human Interest, Environmental Health, Investigative, Interpretative, Developing- Follow Up

UNIT----- 3

- News Agency Reporting
- Review & Criticism: Books, films ,T V Programmes, Theatre, Art exhibition
- Cartoons, caricatures, illustrations in newspapers/magazines

UNIT-4

- Participatory journalism - role of receivers, citizens' journalism
- Media activism – issues of privacy, social responsibility and ethics

- Trial by media – debate on benefits and dangers
- Investigative journalism – contemporary trends, sting operations
- Journalism and democracy
- Journalism and development
- Objectivity in Reporting Yellow Journalism & check book Journalism
- Changing Trends in Reporting
- Precision journalism

Suggested reading

.Natrajan J	:	History of Indian Journalism, Publications Division, Ministry of Information & Broadcasting, Govt. of India, 1997
Parthasarthy, Rangaswami	:	Journalism in India, Sterling Publishers Pvt. Ltd., New Delhi, 1997
. N N Sarkar	:	Art and Production, Sagar Publishers, New Delhi, 2001
J K Sharma	:	Print Media and Electronic Media, Authors Press, 2003
Paul De Maeseneer	:	Here is the News : A Radio News Manual, UNESCO
Shyamali Bhattacharjee	:	Media and Mass Communication, Kanishka Publication, New Delhi, 2005
. Ambrish Saxena	:	Fundamentals of Reporting and Editing, Kanishka Publication, New Delhi, 2007

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (External)	70 Marks
Total	100 Marks

Major Test—

For the end semester examination Nine questions are to be set by the examiner. Question no 1 will be compulsory and based on the entire syllabus(all four Units). It will contain seven short Answer type questions, each of two marks. Rest of the eight questions are to be given by setting two questions from each of the four units of the syllabus. A candidate is required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks.

Objective of the Paper- This Paper provides the basics of editing. Besides ,different editorial staff and their responsibilities,

EDITING

UNIT-1

- Basis of Editing
- Role of Sub editor
- Role of News Editor
- Editorial Policy
- Editing News Stories, News Agency Copy, Filed Stories

UNIT-2

- Editing Features& Articles
- Photo Editing: Choice of Picture, Cropping, and Caption writing
- Editorial writing
- News Analysis, Columns
- Difference between newspaper and magazine journalism

UNIT--3

- Types of headlines and headline writing
- Headlining – characteristics/features, types/ patterns
- Rules/principles of headline writing
- Changing trend of headline writing – influence of other media
- Making the page

UNIT-4

- Writing news contents for cyber media
- Writing non-news contents for cyber media
- Writing of blogs/opinion articles
- Writing news for mobile phones
- Writing non-news contents for mobile phones

Suggested Reading:

Scholastic journalism- Tom rolnicki, C. Tate, Sherri Taylor
The editor's toolbox- Buck ryan, Michael o Donnell

**Total Marks ----- 70
Practical, No Theory**

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (practical)	70 Marks (Portfolio-40 Marks, Viva-30 marks)
Total	100 Marks

Major Test (Practical)-Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio is for 40 marks. Examiner will give three questions to answer any two which should be of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

Objective of the Paper—Production is the life line in any professional course. This paper aims at imparting practical training to the students on print Media.

An external examiner will ask three practical questions and students need to answer any two. That will be of 30 marks.

News Stories	10
Backgrounders	05
Obituary	02
Editorial	05
Articles	05
Features	05
Human Interest Stories	03
Film, Book and TV reviews	02(each)
Travelogue	02
Caption Writing for photographs	10 with photographs

Suggested reading

Walt Harrington
Intimate Journalism : The Art and Craft of Reporting Everyday Life, New Delhi, 1999
J. C. Chaudhary
Introduction to Journalism and Mass Communication, Authors Press, Delhi, 2008
David Berry
Ethics and Media Culture, Focal Press, New Delhi, 2000
Tony Harcup
Journalism : Principles and Practice, New Delhi, 2004
Swati Chauhan and Navin Chandra
Modern Journalism : Issues and Challenges, Kanishka Publishers, New Delhi, 2005
J K Sharma
Print Media and Electronic Media, Authors Press
Ambrish Saxena
Fundamentals of Reporting and Editing, Kanishka Publication, New Delhi, 2007

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (External)	70 Marks
Total	100 Marks

Major Test—

For the end semester examination Nine questions are to be set by the examiner. Question no 1 will be compulsory and based on the entire syllabus(all four Units). It will contain seven short Answer type questions, each of two marks. Rest of the eight questions are to be given by setting two questions from each of the four units of the syllabus. A candidate is required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks.

Objective of the paper-In the III Semester students opt for a specialization. In this paper students are taught on different programme productions of Radio.

UNIT-1

- History & Development of Radio in India
- Reach and role of AIR
- Structure and functions of AIR and different type of Radio stations
- Privatization of Radio broadcasting

UNIT-2

- Basics of Radio Program production: equipment and process
- Basics of Radio Transmission: equipment and process
- Community Radio: Scope and Functioning
- Writing for Radio

UNIT-3

- Broadcasting voice, quality, pronunciation, flow, delivery
- Production of News Bulletins: Compilation, Presentation
- Production of Radio Newsreels, Spotlight, Talks

UNIT_4

- Radio Interview, Panel Discussion
- Radio Drama, Features and Documentaries
- Scripts for Radio Ads

Suggested reading

R K Ravindran :	Handbook of Radio, Television and Broadcast Journalism, Anmol Publication Delhi, 1999
Paul Chantler, Peter Stewart:	Basic Radio Journalism, Focal Press, 2003
Janet Trewin :	Presenting on TV and Radio, Focal press, 2003
Prince Shadwal :	Satellite Radio- Wroldspace in india, Adhyayan Publisher & Distributors, New Delhi, 2006
Andrew Boyd :	Broadcast Journalism, Heinermann Professional Publishing, Oxford, 1990
Nick Dimbleby &	A Guide to Production Techniques, Hodder and Stought Richard Dimbleby and Ken Whittington Bath, UK, 1994
Pete Wilby	The Radio Handbook, Routledge, London, 1996
Musburger	An Introduction to Writing for Electronic Media, Focal Press, 2007
J Chakravarthy :	Changing Trends in Public Broadcasting Journalism, Authors Press, 2004
Keith :	The Radio Station, Focal Press, 2007

Scheme of examination

Total Marks – 70

Assignments (Internal)	30 Marks
Major Test (External)	70 Marks
Total	100 Marks

Time – 3 Hrs

Major Test—

For the end semester examination Nine questions are to be set by the examiner. Question no 1 will be compulsory and based on the entire syllabus (all four Units). It will contain seven short Answer type questions, each of two marks. Rest of the eight questions are to be given by setting two questions from each of the four units of the syllabus. A candidate is required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks.

Objective of the paper-In the III Semester students opt for a specialization. In this paper students are taught on different programme productions of T V.

UNIT-1

- History & Development of TV in India
- Reach & Role of TV in India
- Organizations set up
- Technology of TV Program production

UNIT-2

- TV Program Production equipment
- Camera movements and angles, shots
- Lighting and Sound techniques
- Single camera and multicamera, Productions

UNIT-3

- Video Editing Techniques
- TV news, reporting, news sources, selection, presentation, difference, radio and print news
- News reading, Announcing on TV
- TV Interviews and Studio discussions

UNIT-4

- Basics of TV script writing
- Writing scripts for TV features, Special Programs and Serials
- Scripts for TV ads

Suggested reading

Television production- Jim Owens and Gerald Millerson
Television production handbook- Herbert Zettl
The public relations handbook- Alison theaker
Public relations- Edward Bernays
The editor's toolbox- Buck ryan, Michael o Donnell
Scholastic journalism- Tom rolnicki, C. Tate, Sherri Taylor

MSM 525-B Electronic Media (Production) Special Paper-III, Production

Total Marks – 70
Only Practical No Theory

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (practical)	70 Marks (Portfolio-40 Marks, Viva-30 marks)
Total	100 Marks

Major Test (Practical) - Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio is for 40 marks. Examiner will give three questions to answer any two which should be of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

Objective of the Paper—Production is the life line in any professional course. This paper aims at imparting practical training to the students on Electronic Media.

An external examiner will take a test giving three practical questions and students need to answer any two .That will be for 30 marks

A. Radio

Radio editing assignment-2
Radio feature ---- 1
Radio interview-2
Radio jingles/Advertisement --2
Radio news bulletin—2
Radio talk ----- 2
Radio discussion-2

A TV

TV editing assignments
T V news bulletin-1
Editing Assignment-2
TV interview-1
TV panel discussion-1

Suggested Reading:

Television production handbook- Herbert Zettl
Television production- Jim Owens and Gerald Millerson
Video production Handbook by by Jim Owens , Gerald Millerson
Video Basics 7 by Herbert Zettl
The Radio Station by Keith
The Radio Handbook by Pete Wilby

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (External)	70 Marks
Total	100 Marks

Major Test—

For the end semester examination Nine questions are to be set by the examiner. Question no 1 will be compulsory and based on the entire syllabus(all four Units). It will contain seven short Answer type questions, each of two marks. Rest of the eight questions are to be given by setting two questions from each of the four units of the syllabus. A candidate is required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks.

Objective of the paper-In the III Semester students opt for a specialization. In this paper students are taught on different aspects of creativity and consumer behavior etc.

UNIT-1

Introduction to Advertising

- Concept and genesis of advertising
- Advertising Theories and Models-AIDA model, DAGMAR Model, Maslow's Hierarchy Model.
- Economic, Cultural, Psychological and Social aspects of advertising
- Advertising as a tool of communication,
- Role of Advertising in Marketing mix
- Advertising and Popular Culture

UNIT-2

Creativity

- Creativity: Concept and definition
- Creativity in advertising
- Idea generation
- Copy platform
- Idea to copy and visual
- Copy writing
- Layout and design
- Appeals in advertising
- Development of radio jingles and TV commercials
- Packaging concepts and types

UNIT-3

Consumer Behaviour

- Psychology of consumers

- Demography of consumers
- Preparing the socio-psycho profile of target group
- Consumption patterns of durables and non-durables
- Life style: Comprehension and application in advertising
- Consumerism: pros and cons

UNIT-4

Advertising Agency

- Advertising agency: structure and functions
- Role of advertising agencies
- Interface of various departments of ad agency
- Agency-client relationship, Client brief
- Account planning
- Account handling
- Functions of an Ad department and in house agencies in corporate sector
- Selection and empanelling of an ad agency
- Apex advertising organizations- AAAI, ABC, ASCI

Suggested Readings:-

- 1- Frank Jefkins
Advertising, Tata Mcgraw Hill, New Delhi
- 2- Jaishri Jethwaney & Shruti Jain
Advertising Management, Oxford University Press
- 3- J.V. Vilanilam & A.K. Verghese
Advertising Basics, Response Books, New Delhi, 2004
- 4- Vilmshurst John & Mackay Adrian
The Fundamentals of Advertising Butterworth Henemann, Oxford

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (External)	70 Marks
Total	100 Marks

Major Test—

For the end semester examination Nine questions are to be set by the examiner. Question no 1 will be compulsory and based on the entire syllabus(all four Units). It will contain seven short Answer type questions, each of two marks. Rest of the eight questions are to be given by setting two questions from each of the four units of the syllabus. A candidate is required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks.

Objective of the paper-In the III Semester students opt for a specialization. In this paper students are taught on different aspects of Advertising like budgeting, Media planning etc.

UNIT_1

Advertising Budget

- Ad budget- an overview,
- Pre-budget thinking
- Methods of determining advertising appropriation
- Agency commission concept
- Presentation of financial information and decision making,
- Monitoring and control of budget,
- Production and cost analysis

UNIT_2

Media Planning

- Introduction to media planning
- Media characteristics-advantages and disadvantages of various media
- Media class, vehicle, options
- Media scene in India- changing profile of the Press, Radio and TV in India
- Emerging media- Cable and Satellite TV, Internet

UNIT_3

Audience Measurement

- Concept of audience measurement; Opportunity to See (OTS), Cost Per Thousand (CPT), Gross Impression, Gross Rating Point (GRP)
- Media measurement tools
- Reach and frequency
- Syndicate Studies- NRS and IRS, Media Selection, Media tariff, Media buying, Reach, Frequency, Continuity
- Role of Computers in Media Planning, Media innovations

UNIT_4

Integrated Marketing Communication

- Outdoor advertising and Transit advertising
 - Media Research and sources of media information
- Meaning and Concept of IMC
- Components of IMC
- Models of IMC
- Challenges of IMC

Suggested Reading.

1. Frank Jefkins Advertising, Tata Mcgraw Hill, New Delhi Jaishri Jethwaney & Shruti Jain
2. The Fundamentals of Advertising Butterworth Henemann, Oxford
- 3- J.V. Vilanilam & A.K. Verghese
Advertising Basics, Response Books, New Delhi, 2004
- 4- Vilmshurst John & Mackay Adrian
Advertising Management, Oxford University Press

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (practical)	70 Marks (Portfolio-40 Marks, Viva-30 marks)
Total	100 Marks

Major Test (Practical)-Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite/ reproduce and puts his signature on each and every work assigned with date. Portfolio is for 40 marks. Examiner would give three questions to answer which is of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination

Objective of the Paper—Production is the life line in any professional course. This paper aims at imparting practical training to the students on Advertising.

An external examiner will take a test giving on the spot three practical questions and students need to answer any two .That will be for 30 marks.

Only those students will be permitted to sit in the examination who is having the portfolio.

1. Students will develop at least one advertising campaign
2. Each student will maintain a portfolio of the following:

Classified Ads	3
Classified display Ads	5
Display Ads	5
TV Ads	3
Radio Jingles	5
Hoarding/Billboard Ads	5
Transit Ads	3
Pamphlets/Leaflets	5
Brochures	3
Folders	3
Wall writing	5
Banners	3
Posters	5
Dangler and Buntings	5
Packaging	5
Web Ads	3
Ad appreciation (any current)	3

Suggested Reading:

- 1- Frank Jefkins
Advertising, Tata Mcgraw Hill, New Delhi
- 2- Jaishri Jethwaney & Shruti Jain
The Fundamentals of Advertising Butterworth Henemann, Oxford
- 3- J.V. Vilanilam & A.K. Verghese
Advertising Basics, Response Books, New Delhi, 2004
- 4- Vilmshurst John & Mackay Adrian Advertising Management, Oxford University Press

**MSM-523 D CORPORATE COMMUNICATION & PUBLIC RELATIONS (SPECIAL PAPER-I)
PR PRINCIPLES AND TOOLS**

Total Marks – 70
Time – 3 Hrs

Scheme of examination	
Assignments (Internal)	30 Marks
Major Test (External)	70 Marks
Total	100 Marks

Major Test—

For the end semester examination Nine questions are to be set by the examiner. Question no 1 will be compulsory and based on the entire syllabus(all four Units). It will contain seven short Answer type questions, each of two marks. Rest of the eight questions are to be given by setting two questions from each of the four units of the syllabus. A candidate is required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks.

Objective of the paper-In the III Semester students opt for a specialization. In this paper students are taught on different aspects of public relations like brand mgmt, corporate image, service marketing etc,

UNIT_1

Concept of Public Relations, Development of PR, present status and future

- PR in India
- PR in relation to Marketing, Publicity and Advertising
- Tools of public relations, I C T

UNIT_2

- Corporate personality
- Corporate identity
- Integrating corporate identity into communication process
- Case studies in corporate identity
- Corporate Image
Corporate Brand Management

UNIT_3

Service marketing

- Introduction
- Consumer behavior in service marketing
- Key elements of service marketing
- Management of service delivery process

□

UNIT_4

PR and Service Marketing

PR in educational institutes

PR in hotels

PR in hospitals

PR in police

PR in Government

PR in Insurance sector

Suggested Reading:

1-Richard R Dolpinh

The Fundamentals of Corporate Communication, Butterworth Heinmann

2-Donald R GCorporate Reputation, London: Kogan page

3- Tom MeansBusiness communication, Thomson

4- Paul Argentli PaulThe Power of Corporate Communication, NY: McGraw Hill

5- Neeru Vashishth & Namita RajputBusiness Organisation and Management, Kitab Mahal, Allahabad, 2005

6-Jaishri N Jethwaney Public relations, ND: Sterling

7- Kutlip Centre & BroomEffective Public Relations, Prentice Hall, New Delhi

8- Sukul Lomash & P.K.Mishra,Business policy and strategic management, Vidya Vikash Publishing house, New Delhi

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (External)	70 Marks
Total	100 Marks

Major Test—

For the end semester examination Nine questions are to be set by the examiner. Question no 1 will be compulsory and based on the entire syllabus(all four Units). It will contain seven short Answer type questions, each of two marks. Rest of the eight questions are to be given by setting two questions from each of the four units of the syllabus. A candidate is required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks.

Objective of the paper-In the III Semester students opt for a specialization. In this paper students are taught on different aspects of Business Communication.

UNIT-1

Organisational Communication

Structure of an organisation

Different kinds of organisations

Management Structure in an organisation

Types of communication in an organization

Role and scope of Public Relations in an organisation .

Interface between Public Relations with departments of various management disciplines

UNIT-2

Business Communication

- Meetings, Introduction,
- Negotiations
- Press releases
- Handling information sources
- Annual reports
- Speech Writing
- Internal Communication
- External Communication

UNIT-3

Service marketing

- Introduction
- Consumer behavior in service marketing
- Key elements of service marketing
- Management of service delivery process

UNIT-4

Production of corporate identity materials

Corporate photography

Corporate video production

Suggested Reading:

1- Richard R Dolpinh

The Fundamentals of Corporate Communication, Butterworth Heinmann

2-Donald R G

Corporate Reputation, London: Kogan page

3-Tom Means

Business communication, Thomson

4-Paul Argentli Paul

The Power of Corporate Communication, NY: McGraw Hill

5- Neeru Vashishth & Namita Rajput

Business Organisation and Management, Kitab Mahal, Allahabad, 2005

6-Jaishri N Jethwaney

Public relations, ND: Sterling

7-Kutlip Centre & Broom

Effective Public Relations, Prentice Hall, New Delhi

8-Sukul Lomash & P.K.Mishra

Business policy and strategic management, Vidya Vikash Publishing house, New Delhi

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (practical)	70 Marks (Portfolio-40 Marks, Viva-30 marks)
Total	100 Marks

Major Test (Practical)-Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio is for 40 marks. Examiner would give three questions to answer two which is of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

Objective of the Paper—Production is the life line in any professional course. This paper aims at imparting practical training to the students on Public Relations.

An external examiner will take a test giving on the spot three practical questions and students need to answer any two. That will be for 30 marks.

Only those students will be permitted to sit in the examination who is having the portfolio.

- | | | |
|----|--|---|
| A. | Logo Designing | 2 |
| B. | Corporate stationary like visiting cards | 5 |
| C. | Letter heads | 5 |
| D. | Envelops | 5 |
| E. | Signage | 2 |
-
- Press releases 5
 - Minutes, Memos 5 each
 - Reports 5
 - Brochures 2
 - Pamphlets 2
 - Folders 2

Suggested Reading:

- 1-Richard R Dolpinh
The Fundamentals of Corporate Communication, Butterworth Heinmann
- 2-Donald R G
Corporate Reputation, London: Kogan page
- 3-Tom Means
Business communication, Thomson
- 4-Paul Argentli Paul
The Power of Corporate Communication, NY: McGraw Hill
- 5- Neeru Vashishth & Namita Rajput
Business Organisation and Management, Kitab Mahal, Allahabad, 2005
- 6-Jaishri N Jethwaney
Public relations, ND: Sterling
- 7-Kutlip Centre & Broom
Effective Public Relations, Prentice Hall, New Delhi
- 8-Sukul Lomash & P.K.Mishra
Business policy and strategic management, Vidya Vikash Publishing house, New Delhi

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (External)	70 Marks
Total	100 Marks

Major Test—

For the end semester examination Nine questions are to be set by the examiner. Question no 1 will be compulsory and based on the entire syllabus(all four Units). It will contain seven short Answer type questions, each of two marks. Rest of the eight questions are to be given by setting two questions from each of the four units of the syllabus. A candidate is required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks.

UNIT-1

Principles of Social Marketing

- Introduction to Social marketing
- Designing social products
- Distributing social packages
- Pricing consideration in Social marketing and managing the cost of adoption

UNIT-2

Major social issues in India:

- Family Welfare, Immunization, Health and Sanitation, Prohibition and De-addiction, AIDS, Literacy, environment and pollution, Human Rights, Children's issues, communal harmony, gender bias

UNIT-3

Strategies of Social marketing

- Role of Social marketing in changing public behavior
- Social marketing environment
- Identifying the target market

UNIT-4

- Organizing and implementing social programme
- Managing----- delivery
- Monitoring and evaluating social marketing programmes

Suggested Readings

Introduction to Development Communication by Ila Virginia C. Ongkiko, Alexander G. Flor
Involving the Community- A Guide to Participatory Development Communication by Guy Bessette
Communication for Development by Kiran Prasad
Development Communication Sourcebook by Paolo Mefalopulos : The World Bank
Communication for Development and Social Change by Jan Servaes
Communication for Development in the Third World by Srinivas R Melkote and H Steeves

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (External)	70 Marks
Total	100 Marks

Major Test—

For the end semester examination Nine questions are to be set by the examiner. Question no 1 will be compulsory and based on the entire syllabus(all four Units). It will contain seven short Answer type questions, each of two marks. Rest of the eight questions are to be given by setting two questions from each of the four units of the syllabus. A candidate is required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks.

UNIT-1

A. Development Communication

Development: Concept and meaning

Development: Social change and modernization

Westernization and Sanskritisation

Theories of Development: Social theory, Political theory, Economic theory

Models of Development, Western, Eastern, Gandhian and Schumacher's

UNIT-2

Sustainability in development

Religion and Development

Human Rights and Development

Characteristic features of developing societies

Incises of development

Human development reports(UNESCO)

UNIT-3

A. Role of Different Agencies in Development

Government, Public sector, Companies, NGO's,

National and International bodies in Development

Major current government development schemes

UNIT-4

Role of different media in the process of development

Indian experience of development communication

Etawah project, Nilokheri project, Chhatera experiment of Hindustan Times, IBVE of the Udaya Vani, SITE,

KHEDA TV experiment, Gramya vani

Suggested Reading:

Introduction to Development Communication by Ila Virginia C. Ongkiko, Alexander G. Flor

Involving the Community- A Guide to Participatory Development Communication by Guy Bessette

Communication for Development in the Third World by Srinivas R Melkote and H Steeves

Development Communication Sourcebook by Paolo Mefalopulos : The World Bank

Communication for Development and Social Change by Jan Servaes

Communication for Development by Kiran Prasad

**MSM 525-E SOCIAL MARKETING AND DEVELOPMENT COMMUNICATION (SPECIAL PAPER-III)
PRODUCTIONS**

Total Marks – 70
Only practicals, No theory.

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (practical)	70 Marks (Portfolio-40 Marks, Viva-30 marks)
Total	100 Marks

Major Test (Practical)-Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio is for 40 marks. Examiner would give three questions to answer two which is of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

Objective of the Paper—Production is the life line in any professional course. This paper aims at imparting practical training to the students on Social Marketing and development Communication

An external examiner will take a test giving on the spot questions and that will be for 30 marks.

Students need to design a Project Proposal for a particular scheme that should include:

1. Defining the problem
2. Profiling the target audience
3. Planning the execution
4. Budgeting the whole scheme
5. Agencies to approach

Students should Prepare a social marketing campaign in any one of the themes as mentioned in Paper 523-E -
An account of each step shall be documented and student should make a presentation.

Suggested Reading:

Introduction to Development Communication by Ila Virginia C. Ongkiko, Alexander G. Flor
Involving the Community- A Guide to Participatory Development Communication by Guy Bessette
Communication for Development in the Third World by Srinivas R Melkote and H Steeves
Development Communication Sourcebook by Paolo Mefalopulos : The World Bank
Communication for Development and Social Change by Jan Servaes
Communication for Development by Kiran Prasad

Scheme of examination

Total Marks – 70

Assignments (Internal)	30 Marks
Major Test (External)	70 Marks
Total	100 Marks

Time – 3 Hrs

Major Test—

For the end semester examination Nine questions are to be set by the examiner. Question no 1 will be compulsory and based on the entire syllabus (all four Units). It will contain seven short Answer type questions, each of two marks. Rest of the eight questions are to be given by setting two questions from each of the four units of the syllabus. A candidate is required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks.

Objective of the paper- A journalist is otherwise called a social scientist. Unless he has the basic knowledge of all the aspects of a society, its cultural foundation, its history, It's mythology, It's religion, It's issues and the evils it is fighting with it won't make it a good media person. Hence this effort. This has been divided into three parts. General Current awareness -1, 2 and 3 and spread in three semesters. Here students are asked to prepare a presentation on any subject assigned by the teacher.

UNIT-1**Science and Technology**

- Industrial revolution
- Laser technology
- Computers
- Satellites, INSAT series
- Optical fiber
- Internet
- Telecom technology- E-mail, Pagers, Cellular phones
- Multimedia

UNIT-2**Environment and Ecology**

- Ecosystem, Food chain
- Air, Water, Noise pollution
- Green House Effects, Acid Rain
- Green Peace Movement
- Rio Earth Summit
- Nuclear Waste
- Non-Conventional sources of energy

UNIT-3**World Bodies and Organizations**

UN, UNESCO, UNICEF, WHO, Security Council, International Court of Justice, ----, NPT, CTBT, EEC, OPEC

Regional Bodies

NATO, G-15, G-7, SAARC, ASEAN, NAM, Commonwealth

UNIT-4

Major current national and international developments during the semester.

Suggested Readings

Introduction to the constitution of India by Dr Durga Das Basu

India after Gandhi: The History of the World's Largest Democracy by Ramachandra Guha

India : A History by John Keay

The Argumentative Indian : writings on Indian History, Culture and Identity by Amartya Sen

India's struggle for Independence by Bipin Chandra

India unbound: The Social and Economic Revolution from Independence to the Global Information Age by Gurucharan Das

Makers of Modern India by Ramachandra Guha

The story of my experiments with truth by Mahatma Gandhi

SEMESTER-IV

PRINT MEDIA (SPECIAL PAPER-IV)

Print Media Special Paper MSM 531 A NEWSPAPER PRODUCTION AND MANAGEMENT

Total Marks – 70

Time – 3 Hrs

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (External)	70 Marks
Total	100 Marks

For the end semester examination Nine questions are to be set by the examiner. Question no 1 will be compulsory and based on the entire syllabus (all four Units). It will contain seven short Answer type questions, each of two marks. Rest of the eight questions are to be given by setting two questions from each of the four units of the syllabus. A candidate is required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks.

Objective of the paper—This paper attempts to make the students well verse with the management of newspaper, circulation management, editorial package etc.

UNIT-1

Print Media

- New formats of Newspapers and magazines including Internet
- Planning the launch of new newspaper
- Pre launch research and marketing
- Registration of the title

UNIT-2

- Newsprint sources and types
- Test Marketing
- Circulations, strategies and practices
- Space selling, concept and practice

UNIT-3

- Marketing of newspaper and magazines
- Concept of news as commodity and packages of news
- Devising editorial packages: Audience taste and product mix.
- Contingency planning for particular editions

UNIT-4

- Economics of newspaper and magazine production
- Editorial policies
- Problems of newspapers and futuristic trends
- Community Newspapers
- Freelancing and feature agencies

Suggested Reading:

Walt Harrington

Intimate Journalism : The Art and Craft of Reporting Everyday Life, New Delhi, 1999

J. C. Chaudhary

Introduction to Journalism and Mass Communication, Authors Press, Delhi, 2008

David Berry

Ethics and Media Culture, Focal Press, New Delhi, 2000

Tony Harcup

Journalism : Principles and Practice, New Delhi, 2004

Swati Chauhan and Navin Chandra

Modern Journalism : Issues and Challenges, Kanishka Publishers, New Delhi, 2005

J K Sharma

Print Media and Electronic Media, Authors Press

Ambrish Saxena

Fundamentals of Reporting and Editing, Kanishka Publication, New Delhi, 2007

Scholastic journalism- Tom rolnicki, C. Tate, Sherri Taylor

The editor's toolbox- Buck ryan, Michael o Donnell

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Scheme of examination

Assignments (Internal)	30 Marks
Major Test (practical)	70 Marks (Portfolio-40 Marks, Viva-30 marks)
Total	100 Marks

PRODUCTION

Major Test (Practical)-Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio is for 40 marks. Examiner would give three questions to answer two which is of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

Each student will conceive, plan, do pre launch research and marketing and actually launch at least one newspaper and one magazine. An account of each step will be maintained. Final product in the form of at least five issues of newspaper and magazines (of dummy) will be presented in the form of portfolio.

An account of each step will be maintained. Finally each student will make a presentation of the work he or she has done.

1. Contingency planning
2. Total expenditure.
3. Communication strategy for expanding the circulation.
4. Editorial package
5. Innovative columns
6. Efforts for readers participation
7. Overall economics of the newspaper.

Suggested Reading:

Natrajan J	:	History of Indian Journalism, Publications Division, Ministry of Information & Broadcasting, Govt. of India, 1997
Parthasarthy, Rangaswami	:	Journalism in India, Sterling Publishers Pvt. Ltd., New Delhi, 1997
N N Sarkar	:	Art and Production, Sagar Publishers, New Delhi, 2001
J K Sharma	:	Print Media and Electronic Media, Authors Press, 2003
Shyamali Bhattacharjee	:	Media and Mass Communication, Kanishka Publication, New Delhi, 2005
Ambrish Saxena	:	Fundamentals of Reporting and Editing, Kanishka

MSM 533A PRINT MEDIA SPECIAL PAPER VI PRODUCTION

Scheme of Examination

Total Marks – 70
Only Practical , No theory

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (practical)	70 Marks (Portfolio-40 Marks, Viva-30 marks)
Total	100 Marks

Major Test (Practical)-Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio is for 40 marks. Examiner would give three questions to answer two which is of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

Major Test-Each student will prepare a portfolio containing the productions carried out during the course. Minimum number of production mentioned against each item must be the part of the portfolio. Each production should be assigned checked and signed by the concerned teacher with date. Portfolio is for 40 marks.

An external examiner will take a test giving two questions to answer and that will be for 30 marks.

In this paper the student will be doing specialized reporting.

- I. Interviews-5 (Two Media persons)
- II. Profiles--- 5
- III. Development story-5
- IV. Investigative story—2
- V. Travelogue-2
- VI. Profile of a village-2
- VI Seminar reporting-1
- VII Soft stories-5
- VIII Cultural reporting-2
- IX. Photo feature—1

Suggested Reading:

Natrajan J	:	History of Indian Journalism, Publications Division, Ministry of Information & Broadcasting, Govt. of India, 1997
Parthasarthy, Rangaswami	:	Journalism in India, Sterling Publishers Pvt. Ltd., New Delhi, 1997
N N Sarkar	:	Art and Production, Sagar Publishers, New Delhi, 2001
J K Sharma	:	Print Media and Electronic Media, Authors Press, 2003
Shyamali Bhattacharjee	:	Media and Mass Communication, Kanishka Publication, New Delhi, 2005
Ambrish Saxena	:	Fundamentals of Reporting and Editing, Kanishka

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (External)	70 Marks
Total	100 Marks

Major Test—

For the end semester examination Nine questions are to be set by the examiner. Question no 1 will be compulsory and based on the entire syllabus(all four Units). It will contain seven short Answer type questions, each of two marks. Rest of the eight questions are to be given by setting two questions from each of the four units of the syllabus. A candidate is required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks.

UNIT_1

Radio in relation to TV and Print Media

- New broadcasting system and new formats in Radio and TV programmes
- DTH and cable TV comparison and contrast
- Managing cable networks
- Convergence of information and communication technology

UNIT_2

Conceiving, planning and launching of new radio and TV programme

- Pre launching research and marketing
- New test marketing and actual launch; case studies
- New equipments and techniques in radio and TV programme and transmission
- Capturing audience and programme marketing
- Different strategies for revenue generation through programming

UNIT_3

T V Production

- Introduction to a T V Production team
- Role of each member of the team and their functioning
- Creative Head, Production in Charge, Art Director, Fight Master, Cast Director, Location Hunter, Sound light, Script Writer, Screen Play Writer, Dialogue Writer etc.
- Graphics, After Effects, Animation and Sound Effects, Lights and Croma,

UNIT_4

- Structures and functions of a T V studio

Channel Structure

News and entertainment channels, National Geographic channel, Discovery Channel

Suggested Reading:

Television production handbook- Herbert Zettl
Television production- Jim Owens and Gerald Millerson
Video production Handbook by by Jim Owens , Gerald Millerson
Video Basics 7 by Herbert Zettl
The Radio Station by Keith
The Radio Handbook by Pete Wilby

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (practical)	70 Marks (Portfolio-40 Marks, Viva-30 marks)
Total	100 Marks

Major Test (Practical)-Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio is for 40 marks. Examiner would give three questions to answer two which is of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

Each student will conceive plan to ----launch marketing research and actually produce and launch at least one of the following:

1.	Radio Drama	1
2.	A radio documentary	1
3.	Radio commercial	3
4.	Radio panel discussions	2
5.	Radio interviews	2
6.	Radio news bulletin	5

An account of each step will be maintained. Finally each will make a presentation of the work he or she has done.

Suggested Reading:

Television production handbook- Herbert Zettl
 Television production- Jim Owens and Gerald Millerson
 Video production Handbook by by Jim Owens , Gerald Millerson
 Video Basics 7 by Herbert Zettl
 The Radio Station by Keith
 The Radio Handbook by Pete Wilby

Total Marks – 70
Only practical, No theory

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (practical)	70 Marks (Portfolio-40 Marks, Viva-30 marks)
Total	100 Marks

Major Test (Practical)-Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio is for 40 marks. Examiner would give three questions to answer two which is of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

Students shall prepare the followings as assigned by the teacher

One each of -----

- Script for a TV serial pilot episode With story board and shooting script
- Chat show
- Talk show
- Count down Show
- One Documentary

Suggested Reading:

Television production handbook- Herbert Zettl
Television production- Jim Owens and Gerald Millerson
Video production Handbook by by Jim Owens , Gerald Millerson
Video Basics 7 by Herbert Zettl
The Radio Station by Keith
The Radio Handbook by Pete Wilby

MSM 531-C ADVERTISING (SPECIAL PAPER-IV)

Total Marks – 70

Time – 3 Hrs

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (External)	70 Marks
Total	100 Marks

Major Test—

For the end semester examination Nine questions are to be set by the examiner. Question no 1 will be compulsory and based on the entire syllabus (all four Units). It will contain seven short Answer type questions, each of two marks. Rest of the eight questions are to be given by setting two questions from each of the four units of the syllabus. A candidate is required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks.

UNIT-1

Campaign Management

- Introduction to information campaign
- Campaign planning
- Appraisal and analysis for a campaign
- Setting Campaign objectives
- Target Group analysis

UNIT-2

- Creative strategy
- Copy writing and art work
- Media structure, media options and media selection
- Budgeting

UNIT-3

- Special campaign: political campaign analysis and management, Image/brand building through political campaigns
- Developing Marketing Strategy: SWOT analysis, Strategic Planning
- Evaluation, Feedback and Analysis of the campaign

UNIT-4

Conceiving, planning and doing pre launch research and marketing of a new product.

- Preparing Campaign for the launch of product
- Techniques of test marketing and the process of actual launch of the product
- Process of building brand equity and brand image
- Ad research

Suggested Reading:

Jaishri Jethwaney & Shruti Jain	Advertising Management, Oxford University Press
Batra Myers and Aaker	Advertising Management, Printice Hall, New Delhi
O'Guinn, Allen, Semenik	Advertising and Integrated Brand Promotion, Vikas Publication house, New Delhi
Frank Jefkins	Advertising, Tata Mcgraw Hill, New Delhi
J.V. Vilanilam & A.K. Verghese	Advertising Basics, Response Books, New Delhi, 2004
Vilmshurst John & Mackay Adrian	The Fundamentals of Advertising Butterworth Henemann, Oxford
Aaker David A & Mayers John G	Advertising Management, Prentice Hall of India, New Delhi

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (practical)	70 Marks (Portfolio-40 Marks, Viva-30 marks)
Total	100 Marks

Major Test (Practical)-Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio is for 40 marks. Examiner would give three questions to answer two which is of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

Each student will conceive, plan, do pre launch research, market research and prepare advertising campaigns for:

- One commercial product for any organization
- One product of any small or entrepreneurial organization

An account of each step of these advertising campaigns shall be maintained. Finally each student will make a presentation of the campaign he or she has made. Advertising campaign must contain following items for the chosen product:

• Classified display Ads	3
• Display Ads	5
• TV Ads	3
• Radio Ads	5
• Hoarding/Billboard	5
• Transit Ads	3
• Brochures	1
• Wall writing	3
• Banners	3

Suggested Reading:-

Jaishri Jethwaney & Shruti Jain	Advertising Management, Oxford University Press
Batra Myers and Aaker	Advertising Management, Printice Hall, New Delhi
O'Guinn, Allen, Semenik	Advertising and Integrated Brand Promotion, Vikas Publication house, New Delhi
Frank Jefkins	Advertising, Tata Mcgraw Hill, New Delhi
J.V. Vilanilam & A.K. Verghese	Advertising Basics, Response Books, New Delhi, 2004
Vilmshurst John & Mackay Adrian	The Fundamentals of Advertising Butterworth Henemann, Oxford
Aaker David A & Mayers John G	Advertising Management, Prentice Hall of India, New Delhi

Total Marks – 70
Only practical, No theory.

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (practical)	70 Marks (Portfolio-40 Marks, Viva-30 marks)
Total	100 Marks

Major Test (Practical)-Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio is for 40 marks. Examiner would give three questions to answer two which is of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

Each student will conceive plan, do pre launch research and prepare advertising campaigns for:

- One social issue campaign/ Public Service Advertisements campaign
- One product of large multi-national organization

An account of each step of these advertising campaigns shall be maintained. Finally each student will make a presentation of the campaign he or she has made. Advertising campaign must contain following items for the chosen product:

• Classified display Ads	3
• Display Ads	5
• TV Ads	3
• Radio Ads	5
• Hoarding/Billboard	5
• Transit Ads	3
• Brochures	1
• Digital/Web ads	3
• Banners	2

Suggested Reading:

Jaishri Jethwaney & Shruti Jain	Advertising Management, Oxford University Press
Batra Myers and Aaker	Advertising Management, Printice Hall, New Delhi
O'Guinn, Allen, Semenik	Advertising and Integrated Brand Promotion, Vikas Publication house, New Delhi
Frank Jefkins	Advertising, Tata Mcgraw Hill, New Delhi
J.V. Vilanilam & A.K. Verghese	Advertising Basics, Response Books, New Delhi, 2004
Vilmshurst John & Mackay Adrian	The Fundamentals of Advertising Butterworth Henemann, Oxford
Aaker David A & Mayers John G	Advertising Management, Prentice Hall of India, New Delhi

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (External)	70 Marks
Total	100 Marks

Major Test—

For the end semester examination Nine questions are to be set by the examiner. Question no 1 will be compulsory and based on the entire syllabus(all four Units). It will contain seven short Answer type questions, each of two marks. Rest of the eight questions are to be given by setting two questions from each of the four units of the syllabus. A candidate is required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks.

UNIT-1

PR Campaign Management

Management of Public Relations Campaigns
Public opinion, Propaganda, Publicity,
Rumors, Misinformation, Disinformation
Crisis communication and Management
Case studies Related to PR

UNIT-2

Consumer Behavior

Motivation, Needs, Involvement Experience, Learning,
Knowledge, Attitude Models, Consumer Satisfaction

UNIT_3

Social Marketing

Introduction to Social Marketing
Basic principles of Social marketing
Social marketing Strategies
Case Studies of Corporate Social marketing

UNIT_4

Corporate Social Responsibility

Introduction, need , Future

Case studies of C S R Efforts in India: Times of India, Indian oil corporation, TATA.

Suggested Reading:

- 1-Richard R Dolpinh
The Fundamentals of Corporate Communication, Butterworth Heinmann
- 2-Donald R G
Corporate Reputation, London: Kogan page
- 3-Tom Means
Business communication, Thomson
- 4-Paul Argentli Paul
The Power of Corporate Communication, NY: McGraw Hill
- 5- Neeru Vashishth & Namita Rajput
Business Organisation and Management, Kitab Mahal, Allahabad, 2005
- 6-Jaishri N Jethwaney
Public relations, ND: Sterling
- 7-Kutlip Centre & Broom
Effective Public Relations, Prentice Hall, New Delhi
- 8-Sukul Lomash & P.K.Mishra
Business policy and strategic management, Vidya Vikash Publishing house, New Delhi

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (practical)	70 Marks (Portfolio-40 Marks, Viva-30 marks)
Total	100 Marks

Major Test (Practical)-Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio is for 40 marks. Examiner would give three questions to answer two which is of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

Objective of the Paper—Production is the life line in any professional course. This paper aims at imparting practical training to the students on Public Relations.

An external examiner will take test asking two questions to answer. That will be for 30 marks.

Production of Corporate Photography,
Corporate Video production
Content Development and designing of corporate web portal.

Each Student will conceive plan, Do pre launch research, Market research and actually launch one campaign each for the following:

1. Issue management
2. Event Management
3. Image building campaign
4. Organise an exhibition

Suggested Reading:

- 1-Richard R Dolpinh
The Fundamentals of Corporate Communication, Butterworth Heinmann
- 2-Donald R G
Corporate Reputation, London: Kogan page
- 3-Tom Means
Business communication, Thomson
- 4-Paul Argentli Paul
The Power of Corporate Communication, NY: McGraw Hill
- 5- Neeru Vashishth & Namita Rajput
Business Organisation and Management, Kitab Mahal, Allahabad, 2005
- 6-Jaishri N Jethwaney
Public relations, ND: Sterling
- 7-Kutlip Centre & Broom
Effective Public Relations, Prentice Hall, New Delhi
- 8-Sukul Lomash & P.K.Mishra
Business policy and strategic management, Vidya Vikash Publishing house, New Delhi

**MSM 533-D CORPORATE COMMUNICATION & PUBLIC RELATIONS
(SPECIAL PAPER-VI) PRODUCTIONS**

Total Marks – 70
Only Practical, No Theory.

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (practical)	70 Marks (Portfolio-40 Marks, Viva-30 marks)
Total	100 Marks

Major Test (Practical)-Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio is for 40 marks. Examiner would give three questions to answer two which is of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

Objective of the Paper—Production is the life line in any professional course. This paper aims at imparting practical training to the students on Public Relations.

Only those students will be permitted to sit in the examination who is having the portfolio.

Each student must plan and launch

- i. A P R Campaign
- ii. A social marketing Campaign
- iii. Students in group must organize a press conference

Suggested Reading:

- 1-Richard R Dolpinh
The Fundamentals of Corporate Communication, Butterworth Heinmann
- 2-Donald R G
Corporate Reputation, London: Kogan page
- 3-Tom Means
Business communication, Thomson
- 4-Paul Argentli Paul
The Power of Corporate Communication, NY: McGraw Hill
- 5- Neeru Vashishth & Namita Rajput
Business Organisation and Management, Kitab Mahal, Allahabad, 2005
- 6-Jaishri N Jethwaney
Public relations, ND: Sterling
- 7-Kutlip Centre & Broom
Effective Public Relations, Prentice Hall, New Delhi
- 8-Sukul Lomash & P.K.Mishra
Business policy and strategic management, Vidya Vikash Publishing house, New Delhi

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (External)	70 Marks
Total	100 Marks

Major Test—

For the end semester examination Nine questions are to be set by the examiner. Question no 1 will be compulsory and based on the entire syllabus(all four Units). It will contain seven short Answer type questions, each of two marks. Rest of the eight questions are to be given by setting two questions from each of the four units of the syllabus. A candidate is required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks.

UNIT-1

Major social issues in development

- Family Planning
- Women and Child development
- Literacy
- Rural Problems
- Urban problems

UNIT-2

- Environment
- Population
- Poverty
- Unemployment
- Human Rights

UNIT-3

Planning and Documentation

Planning for development projects covering the basic steps involved in plan, project formulation, planning, survey, plan administration management, coordination & evaluation thereof

- Documentation & Official communication
- Setting up of an NGO
- To get funds from Foreign & Indian Funding agencies

UNIT-4

Media strategies of government & non- govt. organizations

- Panchayati Raj
- Health

- Agriculture
- Information & Public Relations
- Voluntary organization

Suggested Reading:-

Introduction to Development Communication by Ila Virginia C. Ongkiko, Alexander G. Flor
Involving the Community- A Guide to Participatory Development Communication by Guy Bessette
Communication for Development in the Third World by Srinivas R Melkote and H Steeves
Development Communication Sourcebook by Paolo Mefalopulos : The World Bank
Communication for Development and Social Change by Jan Servaes
Communication for Development by Kiran Prasad

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (practical)	70 Marks (Portfolio-40 Marks, Viva-30 marks)
Total	100 Marks

Major Test (Practical)-Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite/ reproduce and puts his signature on each and every work assigned with date. Portfolio is for 40 marks. Examiner would give three questions to answer two which is of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

Each student will conceive plan to prelaunch research and actually the following:

1. Social marketing campaign
2. Development project planning for a village/urban slum
3. A documentary on any social/development issue assigned by the teacher.

An account of each step will be maintained. Finally each student will make a presentation of the campaign he or she has made.

Suggested Reading:-

Introduction to Development Communication by Ila Virginia C. Ongkiko, Alexander G. Flor
Involving the Community- A Guide to Participatory Development Communication by Guy Bessette
Communication for Development in the Third World by Srinivas R Melkote and H Steeves
Development Communication Sourcebook by Paolo Mefalopulos : The World Bank
Communication for Development and Social Change by Jan Servaes
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Scheme of examination

Assignments (Internal)	30 Marks
Major Test (practical)	70 Marks (Portfolio-40 Marks, Viva-30 marks)
Total	100 Marks

Major Test (Practical)-Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio is for 40 marks. Examiner would give three questions to answer two which is of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

An external examiner will take a test giving on the spot questions and that will be for 30 marks.

- I. Development stories- 6(TV-2, Radio-2 Newspaper-2)
- II. Report from a village Any aspect of the village 6(TV -2, Radio-2, Newspaper-2)
- III. Voicing the voiceless(reporting the problems of an individual)- 2
- IV. Introduction of a city(Any one aspect of a town will be taken and reporting will be done)
Like --- Water supply .Education system, Medical facilities, Transport facility, Food plaza, Coaching, Weekend planning, Mandi Vegetables and Grains., Cultural heritage,

Each student will organize in group the following and prepare detailed reports.

- Seminars
- Exhibitions
- Group discussion
- Press Conference

Suggested Reading:

Introduction to Development Communication by Ila Virginia C. Ongkiko, Alexander G. Flor
Involving the Community- A Guide to Participatory Development Communication by Guy Bessette
Communication for Development in the Third World by Srinivas R Melkote and H Steeves
Development Communication Sourcebook by Paolo Mefalopulos : The World Bank
Communication for Development and Social Change by Jan Servaes
Communication for Development by Kiran Prasad

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (External)	70 Marks
Total	100 Marks

Major Test—

For the end semester examination Nine questions are to be set by the examiner. Question no 1 will be compulsory and based on the entire syllabus (all four Units). It will contain seven short Answer type questions, each of two marks. Rest of the eight questions is to be given by setting two questions from each of the four units of the syllabus. A candidate is required to attempt other four questions by selecting one from each of the four units. All the questions including Q No 1 shall carry equal marks.

I. Communication Skills

- Essentials of Communication Skills
- Small group communication techniques, group discussion etc.
- Public speaking techniques
- Body language- verbal & non verbal cues
- Interviews- kinds of interview as interviewee & interviewer
- Dress Codes
- Workshops
 - Mock interviews
 - Group Discussion
 - JAM Session

II. Study Skills

- How to improve your reading
- Making Notes

III. Written Communication

- Content
- Structure
- Drafting a letter, reports, minutes, memos & notices

IV. Presentation Communication

- Pre presentation preparation
- Presentation Skills
- Post presentation follow up
- Presentation aids
 - a) Audio aids
 - b) Visual aids
 - c) Audio-video aids
 - d) Printed aids
- Computer aided presentation & use of power point
- Meetings: Convening, presentation, managing- post meeting follow ups, Organizing Meeting manners, Presiding over a meeting- participating in a meeting

V. Written Presentation

Language of writing, Preparation of CV/Resume, Official correspondence & report Writing.

Suggested Reading:

The Presentation of Self in Everyday Life by Erving Goffman

Effective Communication: The Most Important Management Skill of All by John Adair, Pan Macmillan

Skill with People by Les Giblin

Bringing out the Best in People by Aubrey Daniels

The Definitive Book of Body Language by Barbara and Allan Pease

On Communicating by Mark H. McCormack. Instant Persuasion by Laurie Puhn Pragmatics of Human Communication - A Study of Interactional Patterns, Pathologies and Paradoxes by Paul Watzlawick, Janet Beavin Bavelas, Don D. Jackson, Bill O'hanlon

Scheme of examination

Assignments (Internal)	30 Marks
Major Test (practical)	70 Marks (Portfolio-50 Marks, Viva-20 marks)
Total	100 Marks

Objective of the paper is to make the student revise the whole syllabus and document his/her two years work. In the Portfolio which should be maintained from day one should contain whatever he/she has done of the syllabus and outside the syllabus. Based on his/her whole work/achievement as documented in the Portfolio he/she should be awarded, marks.

Student will appear before a panel consisting of preferably all the teachers of the department both regular teachers and teaching associates or at least three regular teachers appointed by the Director along with an external examiner to face the Viva.

A student who has not maintained the Portfolio must not be allowed to appear in the examination.

Portfolio is that which documents all the activities during two years and the Director of the Department must verify with his/her signature with date at least once in a week.

MSM 536- Internship VIVA

Total Marks – 100
No Theory , Only Viva

Scheme of Examination

Total 100 Marks (Only Viva)

Scheme of examination- The Media organization where the student has taken training need to send a confidential report of the conduct of the student during the training. Again students need to fill the proforma prescribed by the department to fill daily described the day's experience.

Preferably all the regular teachers or at least three regular teachers appointed by the director will evaluate based on the followings

1. Confidential report of the media organization
2. Daily report submitted by the students
3. Interviewed faced by the student before the panel.

The media training is to be undertaken soon after the end of 4th Semester Examination for a period of minimum **eight weeks**. Media training is complimentary to the class room training /education of the student. Hence the student must take training in the field of their specialization only. However for the students of Social Marketing and development Communication they can take internship sin any media organization both in electronic media and print media, in any Government organization or Non government organization where there is communication wing to facilitate development.

M.A. MASS COMMUNICATION in ODL/Online Mode

1ST SEMESTER		2ND SEMESTER	
Course Code	Nomenclature	Course Code	Nomenclature
MSM 501	Introduction to Mass Communication	MSM 511	Communication Research
MSM 502	Communication & Information Technology	MSM 512	Management and Marketing Principles
MSM 503	Graphics and media production	MSM 513	Media Law
MSM 504	Media writing-1	MSM 514	Media writing-3
MSM 505	Media writing -2	MSM 515	Media Writing-4
MSM 506	General Current Awareness –I	MSM 516	General Current Awareness-II
3RD SEMESTER		4TH SEMESTER	
MSM 521	Mass Media Structure and Management	MSM 534	Presentation and communication Skills
MSM 522	Dissertation	MSM 535	Comprehensive Viva
MSM 526	General Current Awareness –III	MSM 536	Internship Viva
MSM 537	Open Elective-1 Creative Writing		
In addition to above compulsory papers in 3 rd and 4 th semester, the students have to opt/ choose any one of the following four specialization in semester 3 rd which will continue in 4 th semester also.			
PRINT MEDIA		PRINT MEDIA	
MSM 523 A	Special Paper- I Reporting	MSM 531 A	Special Paper- IV Newspaper Production and Management
MSM 524 A	Special Paper- II Editing	MSM 532 A	Special Paper- V Productions
MSM 525 A	Special Paper- III Productions	MSM 533 A	Special Paper- VI Productions
ELECTRONIC MEDIA		ELECTRONIC MEDIA	
MSM 523 B	Special Paper-I Radio	MSM 531 B	Special Paper- IV Radio and Television
MSM 524 B	Special Paper-II Television	MSM 532 B	Special Paper- V Productions
MSM 525 B	Special Paper- III Productions	MSM 533 B	Special Paper- VI Productions
ADVERTISING		ADVERTISING	
MSM 523 C	Special Paper-I Advertising: Creativity & Consumer Behavior	MSM 531 C	Special Paper- IV Campaign Management
MSM 524 C	Special Paper-II Advertising Management & Media Planning	MSM 532 C	Special Paper- V Productions
MSM 525 C	Special Paper- III Productions	MSM 533 C	Special Paper- VI Productions
CORPORATE COMMUNICATION & PUBLIC RELATIONS		CORPORATE COMMUNICATION & PUBLIC RELATIONS	
MSM 523 D	Special Paper-I PR Principles and Tools	MSM 531 D	Special Paper- IV P R Campaign Planning
MSM 524 D	Special Paper-II Administrative Communication	MSM 532 D	Special Paper- V Productions
MSM 525 D	Special Paper- III Productions	MSM 533 D	Special Paper- VI Productions

