

# **C U R R I C U L U M**

## **M. A. (Mass Communication) DEGREE**

### **PROGRAMME**

### **2011-12 Onward**

There will be full time Master's Degree Programme named as M.A. in Mass Communication which will be written as M.A. (Mass Communication).

A. The duration of this course shall be of two years which is divided in four semester. (Two semester in one academic Year)

A. Normally, in each of the courses credits self assigned on the basis of the number of Lectures/ Tutorials/ Laboratory work and other forms of learning required to complete the course contents in a scheduled period as decided by the University.

B. 01 Credit = 01 Hour of Lecture / Instruction per week.

C. Core courses prescribed for every programme shall be mandatory for all students registered for the M.A. (Mass Communication) Programme.

D. The elective courses (Paper) shall be two in each third and fourth semester.

E. The Self Study Courses can be opted as per University norms.

#### **The Medium of Instruction :**

The medium of Instruction will be both Hindi and English.

#### **The Medium of Examination :**

The medium of examination will be either Hindi or English.

#### **Eligibility to apply for Admission :**

Candidates holding a Bachelor's Degree of three years or more duration such as degree of medicines, engineering, agriculture, nursing etc. or an equivalent degree from a foreign University will be eligible to apply for entrance admission test to the Master's Degree Course in Mass Communication.

**Admission Procedure :** As per University norms.

**Reservation :**

The reservation will be as per Government of India Rules as followed by the University.

**Intake :**

The basic intake to M.A. (Mass Communication) Course is 40 students. It may increase as per provisions of the University.

**Fee and Resource Generation :** As decided by the University.

**Attendance :** As per University norms.

**Examination and Evaluation :** As per University policies / provisions.

**Submission of Dissertation :** As per University norms.

**Promotion of Candidates from old to even semester :** As per University norms.

**Pass Marks and Division :** As per University provisions.

**Attachment and Institutional Visits :**

It will be obligatory for a student to go on Attachment (Apprenticeship training) of 30 days with a media establishments (Print/Electronic)/ allied Institutions. They are also expected to go on extensive field visits. The students shall have to bear expenses for the attachment and other visits related to the course.

**CURRICULUM**  
**M.A. (MASS COMMUNICATION) DEGREE PROGRAMME**  
**2011-12 Onward**

**COURSE STRUCTURE**

**First Semester :**

**Credits : 4 x 6 = 24**

Course No.	Course Code	Course / Paper	M.M
(CORE)			
1.	SOACL – C001	Principle of Mass Communication	Th. 60 + SM 40
2.	SOACL – C002	Development of Media	Th. 60 + SM 40
3.	SOACL – C003	Print Media – I (Reporting and Editing)	Th. 60 + SM 40
4.	SOACL – C004	Electronic Media ( Radio and Television)	Th. 60 + SM 40
5.	SOACL – C005	Advertising and Public Relations / Corporate Communication	Th. 60 + SM 40
6.	SOACL – C006	General Awareness and Current Affairs	Th. 60 + SM 40

**Second Semester :**

**Credits : 4 x 6 = 24**

Course No.	Course Code	Course / Paper	M.M
(CORE)			
7.	SOACL – C007	Development Communication	Th. 60 + SM 40
8.	SOACL – C008	Communication Research	Th. 60 + SM 40
9.	SOACL – C009	Media Law and Ethics	Th. 60 + SM 40
10.	SOACL – C010	Advanced Public Relations/ Corporate Communication	Th. 60 + SM 40
11.	SOACL – C011	Media Management	Th. 60 + SM 40
12.	SOACL – C012	Print Media Practical – II (Practical)	P. 60 + SM 40

**Third Semester :****Credits : 4 x 6 = 24**

Course No.	Course Code	Course / Paper	M.M
<b>(CORE)</b> 13.	SOACL – C013	Radio : Radio Journalism and Production– I	Th. 60 + SM 40
14.	SOACL – C014	Television : Television Journalism and Production – I	Th. 60 + SM 40
15.	SOACL – C 015	Advanced Advertising	Th. 60 + SM 40
16.	SOACL – C 016	Dissertation	100 Marks
<b>(ELECTIVE)</b> 17.	SOACL – E 017 SOACL – E 018	International Communication Or Society and Communication Media	Th. 60 + SM 40
18.	SOACL – E 019 SOACL – C 020	Human Rights and Mass Media Or Health Communication	Th. 60 + SM 40

**Fourth Semester :****Credits : 4 x 6 = 24**

Course No.	Course Code	Course / Paper	M.M
<b>(CORE)</b> 19.	SOACL – C021	New Media Technology	Th. 60 + SM 40
20.	SOACL – C022	Film Studies	Th. 60 + SM 40
21.	SOACL – C023	Radio Journalism and Production–II (Practical)	P. 60 + SM 40
22.	SOACL – C024	T.V. Journalism and Production – II (Practical)	P. 60 + SM 40
<b>(ELECTIVE)</b> 23.	SOACL – E025 SOACL – E026	Environmental Communication Or Science and Technology Communication	Th. 60 + SM 40
24.	SOACL – E027 SOACL – E028	Inter-Cultural Communication Or Sports Communication	Th. 60 + SM 40

**CURRICULUM**  
**M.A. (MASS COMMUNICATION)**

**COURSE STRUCTURE**

**First Semester**

1. Principles of Mass Communication	Th.60 + SM 40
2. Development of Media	Th.60 + SM 40
3. Print Media – 1 (Reporting and Editing)	Th.60 + SM 40
4. Electronic Media (Radio and Television)	Th.60 + SM 40
5. Advertising and Public Relations/Corporate	Th.60 + SM 40
6. General Awareness & Current Affairs	100

**Second Semester**

7. Development Communication	Th.60 + SM 40
8. Communication Research	Th.60 + SM 40
9. Media Law and Ethics	Th.60 + SM 40
10. Advanced Public Relations/ Corporate Communication	Th.60 + SM 40
11. Media Management	Th.60 + SM 40
12. Print Media – II (Practical)	100

**Third Semester**

13. Radio : Radio Journalism and Production	Th.60 + SM 40
14. Television : Television Journalism and Production	Th.60 + SM 40
15. Advanced Advertising	Th.60 + SM 40
16. Dissertation	100
17. International Communication <b>Or</b> Society & Communication	Th.60 + SM 40
18. Human Rights & Media <b>Or</b> Health Communication	Th.60 + SM 40

**Fourth Semester**

19. New Media Technology	Th.60 + SM 40
20. Film Studies	Th.60 + SM 40
21. Television : Television Journalism and Production –II	Th.60 + SM 40
22. Radio : Radio Journalism and Production –II	Th.60 + SM 40
23. Environmental Communication	Th.60 + SM 40
<b>Or</b>	
Science & Technology Communication	
24. Inter-Cultural Communication	Th.60 + SM 40
<b>Or</b>	
Sports Communication	

## **FIRST SEMESTER**

### **PAPER I : PRINCIPLES OF MASS COMMUNICATION - C001**

**Credits:04 (Th.60 + SM 40)**

Nature and progress of human communication, function of communication, verbal and non verbal communication, intra personal, inter personal, small group, public and mass communication.

Models: SMR, SMCR, Shannon and Weaver, Lasswell, Osgood, Dance, Schramm, Gerbner, Newcomb, convergent and gate keeping, communication and specialization.

Nature and process of mass communication, media of mass communication, characteristics and typology of audiences.

Media systems and theories : authoritarian, libertarian, socialistic, social responsibility, development, participatory, Mass Media : public opinion and democracy, Media culture and its production, Media organizations, media content, market-driven media content – effects, skyvasion, culture integration and culture pollution.

Issues of media monopoly – cross media ownership, Ownership patterns of mass media, ethical aspects of mass media

Freedom of speech and expression, right of information.

Media and social responsibility, media accountability, infotainment and ICE.

### **PAPER II: DEVELOPMENT OF MEDIA - C002**

**Credits:04 (Th.60 + SM 40)**

#### **Print**

Language and society – development of language as a vehicle of communication – invention of printing press and paper – pioneer publications in Europe and USA.

Early communication systems in India – development of printing – early efforts to publish newspapers in different parts of India

Newspapers and Magazines in the Nineteenth century – First war of Indian independence and the press – issues of freedom, both political and press freedom.

Birth of Indian language press – contribution of Raja Ram Mohan Roy: Birth of the Indian / News agencies.

The Indian Press and Freedom Movement – Mahatma Gandhi and his journalism, social, political and economic issues before independence and the Indian press; historical development of important newspapers and magazines in English; important personalities of Indian journalism.

Journalism in Indian languages (a brief historical perspective of important newspapers to be selected by the concerned university; history of the language journalism of the region (Uttaranchal)

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

### **Radio**

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

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

### **Television**

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

### **Films**

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

### **Folk Media**

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

### **New Media**

Development of new media; convergence – internet – online.

## **PAPER III: PRINT MEDIA- I (REPORTING AND EDITING) – C003**

**Credits:04 (Th.60 + SM 40)**

### **Reporting**

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

Interviewing – kinds, purposes, techniques.

Interpretative reporting – purposes, techniques.

Investigative reporting – purposes, sources, styles, techniques, columns – development, criticism, reviews, feature writing, news analysis, backgrounding.

- Political reporting
- Legislative reporting
- Diplomatic reporting
- Scoop and exclusive specialized reporting – science, sports, economic, development, commerce, gender and allied areas, reporting for magazines.
- Editing: meaning, purpose, symbols, tools, lead, body, paragraphing.
- Proof reading: meaning, symbols, purposes.
- News desk, editorial department set up, news flow, copy management and organization.
- Headlines – techniques, styles, purposes, kinds of headlines, dummy page make-up, Layout, principles of photo editing.
- Magazines editing, layout, graphics.

#### **PAPER IV: ELECTRONIC MEDIA (RADIO AND TELEVISION) – C004**

**Credits:04 (Th.60 + SM 40)**

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

Principles and techniques of audio-visual communication – thinking audio and pictures, grammar of sound, AM and FM Radio.

Technology and skill of linear and non-linear systems of audio-visual communication, various video standards, tape format.

Sound construction and picture formation through a wide range of microphones, sound recorders, camcorder, video recorders computer- graphics and studio equipment (exposure through field visits)

Evolution and growth of satellite communication, ground receiving and transmission systems, transmission of sound, images and data through microwave, cable and television technologies.

Infrastructure, content and flows of internet with specific references to India, reach and access to personal computers and internet connectivity. Newspaper, magazines, radio, television and internet.

#### **PAPER V: ADVERTISING AND PUBLIC RELATIONS - C005**

**Credits:04 (Th.60 + SM 40)**



Advertising : evolution and growth of advertising – definitions of advertising – relevance of advertising in marketing mix – classification of advertising – various media for advertising - national and global advertising scene – socio-economic effects of advertising.

Ad agency management, various specialist departments in an ad agency: (account, planning, account servicing, creative, media planning, HRD, etc.)

Client related issues and the process, business development, pitching for accounts – agency-client interface: the parameters – creative and media briefing process, agency-media interface, agency revenue earning and sources agency audit.

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

### **PUBLIC RELATION AND CORPORATE COMMUNICATION**

Evolution and history of public relation – definition of PR, PR and allied disciplines (publicity, propaganda, public affairs, lobbying, opinion building, etc)

Symmetrical and asymmetrical theories of PR – law and ethics of PR (defamation, copyright, invasion of privacy, PRSI code of ethics).

Interface of PR with various management disciplines (human resources and development, finance, marketing, management services, planning and development, etc.) – public in PR, PR tools (interpersonal, mass media and selective media) – PR in industry ( public sector, private sector and MNCs)- PR in Central and State Government and the functioning of various media units of the state and Union Governments.

Writing for PR: Internal and External Public (house journals – printed and electronic, bulletin, boards, open house, suggestion boxes, video magazines, speeches, articles, etc).

Writing for media (press releases/ backgrounder, press brief features, rejoinders etc).

### **PAPER VI : GENERAL AWARENESS & CURRENT AFFAIRS - C006**

**Credits:04 (Th.60 + SM 40)**

This paper would cover the issues and events of regional, national and international importance during the proceeding year effecting Indian, Social, Political, Economic, Environment and Security Concerns etc.

## **SECOND SEMESTER**

### **PAPER I: DEVELOPMENT COMMUNICATION – C007**

**Credits:04 (Th.60 + SM 40)**

Development : Meaning, concept , process and model of development theories - origin - approaches to development, Problems and issues in development , characteristics of developing societies, development dichotomies, gap between developed and developing societies.

Development communication, meaning –concept –definition – philosophy – process –theories-role of media in development communication - strategies in development communication – social cultural and economic barriers – case studies and experiences – development communication policy – strategies and action plans – democratic , Panchayati Raj – planning at national, state, regional, district, block and village levels.

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

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

Development and rural extension agencies : governmental and semi government , non-governmental organization problem faced in effective communication , micro-, macro-, economic fame work available fro actual development activities – case studies on development communication programmes.

Writing development messages for rural audience. Specific requirement of media writing with special reference to radio and television.

### **PAPER II: COMMUNICATION RESEARCH –C008**

**Credits:04 (Th.60 + SM 40)**

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

Research design component - experimental, quasi-experimental, bench mark, longitudinal studies – simulation – panel studies – co relational design.

Method of communication research – Sources, media source book, questionnaire and schedules, people’s meter, diary method, filed studies, logistic group, telephone, survey, on-line polls, Random sampling methods and representative ness of the samples, sampling errors and distribution in the finding.

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

Report Writing- data analysis techniques- coding and tabulation-non statistical methods-descriptive-historical-statistical analysis-parametric and non parametric-uni-variate-multi-variate-test of significance-level of measurement- central tendency-test of reliability and validity-SPSS and other statistical packages.

Media research as a tool of reporting, Readership and audience surveys, preparation of research reports/project reports/dissertations theses. Ethical perspectives of mass media research.

### **PAPAR III: MEDIA LAW AND ETHICS – C009**

**Credits:04 (Th.60 + SM 40)**

Media Law: Constitution of India: fundamental rights-freedom of speech and expression and their limits-directive principles of state policy, provisions of declaring emergency and their effects on media-provisions for amending the constitution; provision for legislature reporting; parliamentary privileges and media: theory of basic structure: union and states; and election commission and its machinery.

Specified press laws; history of press laws in India- contempt of court Act 1971- civil and criminal law of defamation- relevant provisions of Indian penal code with reference of sedition, crime against women and children; laws of dealing with obscenity; official Secrets Act.1923. Vis-à-vis right to information- Press and Registration of Books Act.1967. Working Journalists and other Newspaper Employees (conditions of service and Miscellaneous Provisions) Act.1955:-cinematograph Act.1953: Prasar Bharati Act; WTO agreement and intellectual property right legislations, including Copyright Act. Trade Marks Act and Patent Act- information technology, convergence legislations including cyber laws and Cable Television Act; and Media and public interest litigation.

Ethics: Media's ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; freebies, bias colored reports; ethical and press ombudsmen in the world- Press council of India and its broad guidelines for the press- codes suggested for the press by the Press council and Press commissions and other national and international organizations- and codes for radio, television, advertising and public relations.

Accountability and independence of media.

### **PAPER IV: ADVANCED PUBLIC RELATION / CORPORATE COMMUNICATION – C010**

**Credits:04 (Th.60 + SM 40)**

Strategic public relation /CC and management :defining strategy and its relevance in public relation and corporate communication; campaign planning, management and execution -role of PR/CC an crisis communication and disaster management.

Defining stakeholder and media selection - study of symmetrical and asymmetrical model in handling crises.

Building a distinct corporate identity: concepts, variables and process – making of house style (logo, lettering and process)

Media relation: organizing press conference, facility visit, press briefs -proactive and reactive media relation –ethical aspects in media relation – ethical aspects in media relation – role of technology in PR/C.

e-PR –concepts and definition, objectives of e-PR, online e-PR and action e-PR,e-PR for internal and external communication – objectives, methodology and evaluation.

## **PAPER V: MEDIA MANAGEMENT – C011**

**Credits:04 (Th.60 + SM 40)**

Principles of media managements their significance- media as an industry and profession Organization-principles and importance.

Ownership patterns of mass media in India- sole proprietorship, partnership, private limited companies, public limited companies, trusts, cooperatives, religious institutions (societies) and franchisees (chains).

Ownership pattern of electronic media

Functions and organizational structure of different departments of newspaper and magazines- editorial, general management,finance,circulation(sales promotion – including pricing and price – war aspect);advertising (marketing), personal management, production and reference sections ;apex bodies,DAVP,INS and ABC,changing roles of editorial staff and other media persons.

Functions and organizational structure of different departments of electronic media.

Editorial response system. Policy formulation-planning and control; problems,process and prospects of launching media ventures. Organization theory, delegation, decentralization, motivation, control and co-ordination.

Economics of print and electronic media –management ,business, legal and financial aspects of media management ,budgeting and finance, capital costs, production costs, commercial polity, advertising and sales strategy, completion and survival, evolving a strategy and plan of action, operations production schedule and process,evaluation,budget control ,costing, tax, labour laws and PR for building and sustaining business and audience.

Planning and execution of programme production- production terms, controls practices

And procedures, Administration and programme management in Media- scheduling, transmitting, record keeping, quality control and cost effective techniques. Employee/ Employer and customer relations services; marketing strategies – market survey techniques – human research development for media.

Foreign equity in Indian media (including print media) and Press Commissions on Indian newspaper management structure.

**PAPER VI : PRINT MEDIA –II (PRACTICAL) - C012**

**Credits:3 (100 MARKS)**

**Reporting:** This segment will mainly consist of practical in various areas of reporting enumerated in the first semester; at least five assignment mentioned in the semester will be given to the students on each topic. All topic including featuring writing, interviewing, assignments on investigative, sports, comers, reviewing, marketing court legislative and other allied areas of reporting will also be evaluated by the internal/ external faculty.

**Editing :** Similarly, not less then five assignment in each area of editing will Have to be completed by the student and assessed by internal / external faculty. They will also have to bring out the practice journals, mini/lab newspaper magazines and do pages make-up and lay-out exercise. Assignment will also be given and assessed in news selection, subbing, editorial and article writing.

**Note :** Not included in external theory examination. At the end of Semester practical examination will be held to evaluate the performance of the student. This will be evaluated by the external / internal examiner.

## **THIRD SEMESTER**

### **PAPER I : RADIO : RADIO JOURNALISM AND PRODUCTION –C013**

**Credits:04 (Th.60 + SM 40)**

Radio stations- Managements in public and private Sectors, accountability and code of Ethics (with special reference to AIR)

New trends in broadcasting and technology, Aspects of sound recording – types of microphones and their uses – field recording skills, Interactive programmes,

Formats of radio programmes- Talk, discussion, panel discussion, radio-play, feature, commentary and interview : techniques and presentation; various types of interviews and on-line interview techniques; moderating skill for radio discussion programmes; handling interactive live transmission,

Field reporting, reporting specialized areas, investigative reporting, reporting, news writing – structuring radio-copy; editing agency copy, reporter’s copy- compiling radio news programmes, structuring a radio report – news capsuling, writing for programmes – writing for radio commercials - illustrations copy with sound effects;; teasers and promos voice dispatches; voice training – effective use of voice – enumeration, flow, pronunciation, modulation

Radio programme production – elements, attributes, process and techniques, studio production of radio newsreel and current affairs programmes, radio feature production, radio documentary production; entertainment programmes production, live studio broadcast with multiple sources – news production. Studio interviews – studio discussions – phone-in-programmes – O.B. Production of sporting and mega events.

Radio programme rating, audience research, Marketing strategies for Radio,

**Note : practical work shall be carried out by the student pertaining to spoken language writing, compiling radio news and programmes.**

### **PAPER II : TELEVISION : TELEVISION JOURNALISM AND PRODUCTION – C014**

**Credits:04 (Th.60 + SM 40)**

Visual communication – communicating with still pictures and video shooting with TV camera – camera mounting, Color balance, basic shots and camera movement.

Basic of TV production : TV lighting in field, using reflectors, lighting grid luminaries.

Studio lighting – three-point lighting – high key and low key lighting; properties; studio sets and make-up.

Video editing techniques – cut, mix and dissolve use of cutaway – AB roll editing; digital effects and post production – planning location shoots – story board – single camera shooting – multi camera shooting – shooting and editing schedules – studio production – role of functionaries – planning studio programmes – cue’s and commands – formats of TV programmes – studio interview – studio discussion – studio chat commands – formats of TV programmes – studio interview – studio discussion – studio chat shows with audience participations – studio quit programme with audience participation – TV documentary production – corporate video production.

Writing for television; Writing to skill, writing for video, reference visual to words.

TV news writing: making copy in production language.

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

Television reporting : visualizing news, ENG – research, investigation, interviews techniques; piece to camera and voice over; sequencing and editing news packages; investigative reporting – economic reporting – sports reporting – human interest stories.

Television news editing : planning, production and compilation of news programmes – writing lead-in/ intro to news packages – headlines writing, teasers and promos.

Television Anchoring: voice broadcast skills – enunciation, flow, modulation- facing an camera – eye contact – use of teleprompter, live studio and field interviews – moderating TV studio discussions; anchoring chat shows and cross-fire.

### **PAPER III : ADVANCED ADVERTISING - C015**

**Credits:04 (Th.60 + SM 40)**

Advertising tools and practice; consumer behaviour; analysis, definitions and factors; definitions consumer behaviour and its various factors; external environment. Culture, sub-culture, social class, social group, family, internal states-perception, learning, motivation, personality, lifestyle and attitudes.

Consumer in economic theories, models of consumer behaviour.

Brand management definition, concepts and evolution of brands management components of a brand, strategy and structure –brand equality, image and personality –corporate brand.

Defining creativity, stages in the creative process, creative brief, advertising appeals, language copy –debriefing of campaigns.

Process of motivation and theories of Graphics, role and scope in advertising, design principal, use of colors in design, design in colors, type and type faces.

Media characteristics – defining media planning, media scene in India,  
Sources of media information, media strategies, budgeting and presentation  
To client, media scheduling, reach and frequency, media weight, theories,  
Media buying and analyzing media information on –line.

Advertising research; Scope and objectivity –research as a decision making tool  
.Market research and advertising research – types of research; target marketing research;  
Positioning research – pre-test research. Post test research, audience research, method of  
analyzing research (psycho graphic / life style research, psycho- physiological research)

#### **PAPER IV: DISSERTATION – C016**

**Credits:3 (100 MARKS)**

Every student will have to do a dissertation \project report in any area Of mass communication under the guidance of regular\ guest faculty of the study center. The objective of dissertation is to enable a student to have an in –depth knowledge of the subject of his/ her choice .It should be a research- based effort and should endeavor to create new knowledge in any area of mass communication.

**Note : It will be evaluated finally after viva by the external and internal Examiner.**

#### **PAPER V: INTERNATIONAL COMMUNICATION - E017**

**Credits:04 (Th.60 + SM 40)**

Political, economic and cultural dimensions of international communication- communication and information as a tool of equality and exploitation international news flow-imbalance-media growth-internal, regional and internal disparities.

Communication as a human right- UNO's Universal Declaration of Human Rights and communication- international news agencies and syndicates, their organizational structure and functions- a critique of western news values.  
Impact of news communication technology on news flow- satellite communication- its historical background –status-progress-effects-information super highways-international telecommunication and regulatory organizations.

UNESCO's efforts in removal imbalance of news flow-debate on news information and Economic Order-Mac Bride Communication's –report-non-aligned news pool its working, success, failure.

Issues in international communication- democratization of information flow<sup>3</sup> and media systems-professional standards; communication research telecommunication tariffs ;information-prompted cultural imperialism criticisms; violence against media persons;-effects of globalization on media systems and their functions; transnational media ownership and issues of sovereignty and security;



international intellectual property rights; international media institutions and professional organizations; code of conduct.

**OR**

**PAPER V: SOCIETY & COMMUNICATION MEDIA – E018**

**Credits:04 (Th.60 + SM 40)**

Society: Meaning and concept, Necessity and Utility of Society,  
Social Change: Concept, Factors and Process  
Cultural Change: Concept, Factors and Process  
Development: Meaning and Concept.  
Socio- Cultural and economic barriers in development of society.  
Religion, Society and Media  
Strategies for social Development and Communication Media.  
Role of Communication Media in Socio – Economic and Political Change.  
Development Communication and Agriculture: Indian Experience.  
Democratic Decentralization and Panchayati Raj  
Role of Government and Non Government organizations.  
Issues for Media related to Women and children, Health, Education and Problems of poverty.  
Samaj, Rama Krishna Mission.

**PAPER VI : HUMAN RIGHT AND MEDIA – E019**

**Credits:04 (Th.60 + SM 40)**

Introduction to human rights.  
Principles and theories of human rights.  
International Relations ,Democracy and Human Rights  
Systems of protection of human Right and media  
1993 Vienna Declaration on human Right  
State of human Right in India and global perspectives Human Right  
Activism  
Role of NGOS, Red cross ,National Human right commission and Media  
In implementing Human Rights  
Human Rights, police and media in India.  
Human Right and judiciary.  
Case study of Human Right violation and protection.  
Human Right, Terrorism and media.

**OR**

**PAPER VI : HEALTH COMMUNICATION - E020**

**Credits:04 (Th.60 + SM 40)**

Concept of Health, Health status of people, Needs of women, children and adolescents,  
Vulnerability of people ,Role of IEC [Information Education Communication] or Behavior

changes communication in public Health programs, Social marketing, theories of Behavior change, step in Behavior change Process Importance of PRA ,PLA Social Mobilization, Networking, Role of Inter personal communication [IPC] ,Barriers in communication planning process for public Health communication – situational analysis or communication Need assessment strategic design. Development pretesting and production of communication Material. Management, implementation and monitoring impact evaluation. Report writing

## **FOURTH SEMESTER**

### **PAPER I : NEW MEDIA TECHNOLOGY – C021**

**Credits:04 (Th.60 + SM 40)**

Communication Technology (CT): Concept and scope, technology, electronic Digital exchange; C-Dot; Pagers; Cellular Telephone; IP application; impact of IT on society.

Networks : Topology ; types – LAN , MAN , WAN ; TCP/IP; FTP; Ethernet; Domain and DNS.

Internet – concept, Ownership and administration of in internet, ISPs, connectivity – Dial Up, Leased line, V-SAT, E-mail, FDDI; X.25 ; Hub.Net meeting; web browsers; search engines;

Introduction to WWW; HTTP, Java, HTML; browsing and browsers, Bookmarks, searching : through directory, search engine, search resources ;video conferencing and telephony , e-commerce : buying, selling, banking, advertising on internet.

HTML – elements of HTML, inserting, linking; web editing tools , publishing a Site.

Cyber journalism – On line edition of newspapers-management and Economics; cyber newspaper – creation ; online editing, e-publishing; security issues on internet; social, political, legal and ethical issues related to IT and CT.

#### **Practicals : (to be evaluated under the internal examiner)**

1. Searching and downloading of information ; 2. Establishing e-mail address;
3. Accessing, (receiving) sending and replying e-mail; 4. sending and forwarding e-mail to multiple recipients; 5. Designing home pages;
6. Creating electronic newspaper.

### **PAPER II - FILM STUDIES – C022**

**Credits:04 (Th.60 + SM 40)**

Brief History of World Cinema: The pioneers- Lumiere Brothers, Melies, Griffith, Hollywood, Silent Era- Charlie Chaplin,

The European Science- Expressionism, Sergei Eisenstein; American Talkies and production House; Neo Realism, Luchino Visconti, Jean Renoir, Alfred Hitchcock, Post War period; Japanese Cinema.

New Wave Films, Jean Lue Godard, Contemporary Scene.

The position of Cinema in Developing Countries.

A Brief History of Indian Cinema: The Pioneers Phalke; The Talkies; The Studio Culture; Coming of the Superstars; Fifties and Sixties;

The Big Budget and Multi-starrers; The Angry Young Man, Rise of Multiplex and Crossover Cinema.

Profiles of Satyajit Ray, Guru Dutt, Bimal Roy, Raj Kapoor, Yash Chopra, B.R. Chopra, Ramanand Sagar

The Development of Cinema in Uttarakhand.

The parallel Cinema.

Genres in Indian Cinema Romance, Action, Thriller, Horror, Mythology.

### **Film Making:**

Budgeting, Scripting and Screenplay, Raw Stock, Film Formats

Functions of producer, Director, Choreographer, Lyricist, Music Director, Art Director,

Production Crew Casting, Location hunting.

Post production

Recent Technological Innovations in Cinema

Distribution and Exhibition of Films in India.

Film Appreciation, Film Criticism, Film Reviews.

### **PAPER III : RADIO JOURNALISM AND PRODUCTION –II - C023 ( PRACTICAL)**

**Credits:04 (Th.60 + SM 40)**

Practical work shall be carried out by the students pertaining to the following and are also required to maintain record of the assignments/ practical exercises i.e. News, Documentaries and other programmes for evaluation at the time of practical examination.

**Sound Recording :** Handling with different kinds of microphones.

Script Writing: Writing of different kinds of script.

**Editing :** Different kinds of Audio editing techniques.

**Programmes :** Field and studio interviews, phone in programme, studio discussions, Talk, Panel discussion, Radio Play, Commentary.

**Radio News:** News reporting/ writing, News editing, Planning production and compilation of news and other programs.

Radio News Reading: Radio News reading/ Presentation.

Radio Programme Production : Organizing and participating.

Studio Production of Radio News Reel and current affairs programme, Radio Documentary Production.

**Evaluation :** The Practical examination will be held preferable at the end of the semester. The practical performance of the students will be evaluated by the external and internal examiner together. It will also include the related practical work done during the proceeding academic year. The practical examination will be held preferable at the end of the semester.

**PAPER IV : TELEVISION JOURNALISM AND PRODUCTION –II - C024  
( PRACTICAL)**

**Credits:04 (Th.60 + SM 40)**

Practical work shall be carried out by the Students pertaining to the following and are also required to maintain record of the assignments/ practical exercises i.e. News, Documentaries and other programmes for evaluation at the time of practical examination.

**Video Camera :** Handling different kinds of Video camera, shooting with TV camera,

Studio Lights: Use of studio lights,

Script Writing: Writing of different kinds of script.

**Editing :** Different kinds of Video editing techniques- cut, mix and dissolve use of cutaway, AB roll editing.

**Interview:** Techniques, field and studio interviews, studio discussions.

Chat Show: Organizing and participating in Chat Show.

**Making Documentaries:** T.V. Documentary Production.

T.V. News: News reporting/ writing: News editing, planning production and compilation of news programs.

**T.V. News Reading and Anchoring.** : Television news reading/ presentation and anchoring.

**Note:** The Students are required to maintain record of the assignments/ practical exercises for evaluation at the time of practical examination.

**Evaluation** : The practical examination will be held preferable at the end of the semester. The practical performance of the students will be evaluated by the external and internal examiner together. It will also include the related Practical work done during the proceeding academic year. The practical examination will be held preferably at the end of the semester.

## **PAPER V : ENVIRONMENTAL COMMUNICATION - E025**

**Credits:04 (Th.60 + SM 40)**

Environmental communication: concept, objectives and scope.

Environmental ethics and media.

Mass communication channels available for communicating environmental issues.

1.Newspaper reporting and writing.

2.Magazine feature writing

3.Visual and electronic reporting.

Environmental issues (local, national and global):Global warming, Ozone layer depletion, deforestation, acid rains, natural disasters(earthquakes, cloud bursts, flash downs)

1.Indicators of environmental degradation.

2. Social indicators.

Natural resources (forest, water, wildlife)

Human population growth, factors responsible for population explosion, social and economic impacts of population explosion, on environment and media.

Sustainability principles and ecological integrity and mass communication.

Participatory communication and environmental management.

Sources of information and research techniques.

1.Risk perception.

2.Risk realities.

Environmental public relations and advertising campaigns.

Environmental Organization related with environment.

(UNEP, WWF, IUCN, WCED, EARTHSCAN, BNHS, NEERI, CEE, WII)

Speaking for the environment, environmental persuading, negotiating, lobbying, writing letter campaigns, etc.

**OR**

**PAPER V : SCIENCE AND TECHNOLOGY COMMUNICATION – E026**

**Credits:04 (Th.60 + SM 40)**

Science communication: Definition, scope and nature of science communication.

Popular science: media role in creating scientific temper and popularizing science, a study of science.

Science reporting: reporting in daily newspapers, including special supplements, a comparative and in-depth analysis of the contents of leading science periodicals, reporting scientific and technological developments for daily newspapers, popular magazines and science magazines.

Writing for science: writing special articles, comments and features on scientific developments for different kinds of publications, design and layout of scientific publications, and use of photographs, charts and other illustrations.

**Science and technology policy in India, scientific development in the country and availability of infrastructure for scientific research.**

**PAPER VI -INTER -CULTURAL COMMUNICATION – E027**

**Credits:04 (Th.60 + SM 40)**

Culture-definition-process-culture as a social institution - value systems: primary, secondary, eastern and western perspectives.

Inter cultural communication-definition, process, philosophical and functional dimensions - cultural symbols in verbal and non verbal communication.

Perception of the world-Western and Greek (Christian)-varied eastern concepts (hindu, Islamic Buddhists, others)-relation of information, comparison between eastern and western concepts.

Communication as a concept in western and eastern cultures.

Language and grammar as a medium of cultural communication-Panini, Patanjali, Prabhakara, Mandanamisra, Chomsky, Thoreasu and others, linguistic aspects of inter cultural communication.

Modern mass media as vehicles of inter cultural communication, barriers in inter cultural communication-religious political and economic pressures, inter cultural conflicts and communication, impact of new technology on culture, globalization effects on culture and communication, mass media as a culture manufacturing industry, mass media as a cultural institution, mass cultural typologies and justification.

Culture , communication and folk media-character, content and functions-dance and music as instruments of inter cultural communication; UNESCO's efforts in the promotion of inter cultural communication, other organizations, code of ethics.

**OR**

**PAPER VI - SPORTS COMMUNICATION – E028**

**Credits:04 (Th.60 + SM 40)**

Evolution of Sports, Sports during the Greek period, in mythology and start of Olympics.

Evolution of Sports Journalism, Eminent Sports writers and their specialties. Various sports publications and television channels in India and abroad.

Special Writing skills for sports writing, liberties- sports writers can take, common errors in sports reporting, failure to stick to 5Ws and 1 H.

Developing Sources

Various local, national and international tournaments

Covering Indian Games, Football, Lawn Tennis, Billiards, Snooker, Golf, Squash,

Shooting, Basketball, Volleyball, Cricket

Horsing Racing

Interpretative reporting on sports

Looking out for the human interest stories

Importance of records and statistics, Maintaining records and statistics Covering local sports

Interviewing

Importance of Photography, Sports Photography Designing the Sports page, is it different Planning the edition with time zones in mind,

International Sports Events.

**Note :** The common provisions in Ordinance of M.A. (Mass Communication) Degree Programme shall be subject to change of the policy of H.N.B. Garhwal University in common interest of Schools or of the University.