

**Institute of Mass Communication and Media Technology  
Kurukshetra University, Kurukshetra**

**M.A. Mass Communication(Final year)**

**Scheme of Examination and Syllabus  
w.e.f. session 2014-2015**

	T	IA	Total Marks
VI. Growth and Development of media	80	20	100
VII. New media	80	20	100
VIII. Communication Research	80	20	100
IX. Media laws and ethics	80	20	100
X. Development communication and social marketing	80	20	100

(T- Theory, IA- Internal Assessment)

# Paper-VI

## Growth and Development of media

**Time: 3 Hrs.**

**Theory=80**

**Internal Assessment=20**

**Total Marks = 100**

The question paper will be divided into five units. There would be two questions in each unit I to IV. Students are required to attempt one question each from units I to IV. Unit V containing short notes is compulsory for all and it may cover the entire syllabus. All questions carry equal marks.

### **UNIT-I      Print Media**

- Characteristics of print media
- Growth and development of journalism in India
- Role of press in Indian freedom movement
- Development of language press in India
- Role of press after independence
- Emerging trends in print media industry

### **UNIT-II      Radio**

- Characteristics of radio broadcasting
- Growth and development of radio in India
- Growth of F.M. radio and community radio in India
- Growth of private radio in India
- Emerging trends in radio industry

### **UNIT-III      Television**

- Characteristics of television broadcasting
- Growth and development of Doordarshan
- Growth and development of private TV channels
- Growth and development of cable TV
- Emerging trends in television industry

### **UNIT-IV      Web**

- Characteristics of Internet
- Growth and Development of websites
- Growth and Development of Internet
- Growth and Development of mobile telephony
- Emerging trends in Internet, mobile and converged technology

**Paper-VII**  
**New Media**

**Time: 3 Hrs.**

**Theory=80**

**Internal Assessment=20**

**Total Marks = 100**

The question paper will be divided into five units. There would be two questions in each unit I to IV. Students are required to attempt one question each from units I to IV. Unit V containing short notes is compulsory for all and it may cover the entire syllabus. All questions carry equal marks.

**UNIT-I Introduction to new media**

- Concept of new media
- Growth and development of new media
- Convergence: Concept, definitions and elements
- Social impact of new media
- Ethical issues in the use of new media
- Careers in New Media
- Regulations related to new media

**UNIT-II Computer**

- Structure and functioning of computers
- Applications of computers in:
  - Newspapers
  - Radio
  - Television
  - Advertising
  - Public Relations

**UNIT-III Web**

- Web as a medium of communication
- Web as a source of information
- Growth and development of internet
- Basics of web writing and editing
- E-mailing, chatting and blog writing
- Introduction to major Indian news portals

**UNIT- IV Telecommunication Technology**

- Telecommunication technology: Traditional, Modern, Futuristic
- Mobile as medium of communication, its impact
- Satellite communication

# **Paper-VIII**

## **Communication Research**

**Time: 3 Hrs.**

**Theory=80**

**Internal Assessment=20**

**Total Marks = 100**

The question paper will be divided into five units. There would be two questions in each unit I to IV. Students are required to attempt one question each from units I to IV. Unit V containing short notes is compulsory for all and it may cover the entire syllabus. All questions carry equal marks.

### **UNIT-I            Concept of research**

- Research: concept, definition, role and scope
- Fundamental research and applied research
- Social research, communication research, media research
- Basic elements of research.
- Feedback and feed-forward

### **UNIT-II            Research Design**

- Research design- definition and significance
- Experimental design and semi experimental design
- Exploratory, descriptive design, longitudinal studies

### **UNIT-III          Research Methods**

- Observation
- Case studies
- Census, random sample survey
- Content analysis
- Focus group studies
- Data collection tool- Questionnaire-preparation and pre-testing
- Art of conducting research interview

### **UNIT-IV          Statistical Analysis and Report Writing**

- Sources of data, data coding, tabulation, graphs and tables.
- Statistical methods: mean, median, mode, standard deviation, Chi-square test
- Interpretation of data, research report writing
- Problems in communication research
- Media research as a tool of reporting

# Paper-IX

## Media laws and ethics

**Time: 3 Hrs.**

**Theory=80**

**Internal Assessment=20**

**Total Marks = 100**

The question paper will be divided into five units. There would be two questions in each unit I to IV. Students are required to attempt one question each from units I to IV. Unit V containing short notes is compulsory for all and it may cover the entire syllabus. All questions carry equal marks.

### **UNIT-I      Constitution and Basic laws**

- Constitution of India: fundamental rights,
- Freedom of speech and expression
- Press and books registration act 1867
- Copy right act 1957
- Official secrets act 1923
- Law of defamation
- Contempt of court and legislature
- Right to information Act 2006

### **UNIT-II      Media laws**

- Prasar Bharti Act 1990
- Cable TV networks regulation act 1995
- Cinematograph act 1952
- Information technology Act 2000
- Convergence bill, cyber laws

### **UNIT-III      Ethics**

- Code of ethics by editor's guild of India,
- Code of conduct for Journalists by press council and media houses
- Yellow Journalism
- Sting operations: relevance in present contacts

### **UNIT-IV      Regulatory bodies**

- ASCI and its Code of ethics for advertising
- DAVP'S code of advertising
- IPRA code of ethics for PR practitioners
- PRSI code for PR practitioners

**Paper-X**  
**Development Communication and Social Marketing**

**Time: 3 Hrs.**

**Theory=80**  
**Internal Assessment=20**  
**Total Marks = 100**

The question paper will be divided into five units. There would be two questions in each unit I to IV. Students are required to attempt one question each from units I to IV. Unit V containing short notes is compulsory for all and it may cover the entire syllabus. All questions carry equal marks.

**UNIT-I            Concept of Development**

- Meaning and definition of development
- Social change modernization and development
- Characteristics of developed and developing society
- Theories of development : social, political and economic theory
- Models of development : western, eastern, gandhian,

**UNIT-II            Issues of development**

- Family Planning
- National integration
- Women and child development
- Uplift of weaker sections
- Literacy and Education
- Poverty alleviation programmes and unemployment
- Human rights
- Environment and ecology
- Health, hygiene and nutrition
- National and International bodies working for development
- Role of Government public and corporate sector

**UNIT-III            Development Communication**

- Concept meaning, definition and scope of development communication
- Media use for development communication
- Rural Journalism and rural development
- Community media

**UNIT-IV            Social Marketing**

- Concept meaning, definition and process of social marketing
- Basic principles of social marketing
- Preparation of social messages
- Communication strategies for NGOs
- Public service broadcasting: concept, needs and significance
- Campaign studies