

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

**Post Graduate Diploma in Journalism and Mass Communication/M.A. Mass
Communication(Previous)
Distance Education
Scheme of Examination and Syllabus
w.e.f. session 2013-2014**

	T	AI	Total Marks
I. Science of Human Communication	80	20	100
II. Print Journalism	80	20	100
III. Radio and TV Journalism	80	20	100
IV. Reporting and Editing	80	20	100
V. Advertising and Public Relations	80	20	100

(T- Theory, IA- Internal Assessment)

Paper-I

Science of Human Communication

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 communication

- Process of organic evolution and development of human communication
- Definitions of communication
- Elements of communication
- Process of communication
- Functions of communication
- Barriers of communication
- Socialization and role of communication

UNIT-II Forms of Communication

- Verbal & non-verbal
- Intrapersonal, Interpersonal,
- Group, Public & Mass Communication.
- Traditional forms and their significance

UNIT-III Models of Communication

- Development of models of communication
- Aristotle's model, SMR, SMCR, Lasswell Model, Berlo Model,
- Osgood model, Wilbur Schramm's Model, Dance model
- Gerbner Model, Newcomb Model, Westley and MacLean Model
- Gatekeeping model and Convergence model
- Significance and limitations of communication model

UNIT- IV Theories of Communication

- Development of communication theories
- Bullet theory, Two-step flow theory, Multi-step flow theory,
- Selective exposure, selective retention, selective perception,
- Cognitive dissonance, Agenda-setting, Uses and Gratification
- Significance of communication theories

Paper-II

Print Journalism

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 print Journalism

- Basics of Journalism, Importance of Journalism in democracy
- Types of Journalism, Characteristics of Print Journalism
- Various forms of Print media: Uses and Significance
- Growth and Development of Press in India
- Present status of newspapers and magazines industry in India
- Careers in Print Journalism

UNIT-II Printing process

- History of printing,
- Printing process-Letter Press, Offset, Gravure, Silk screen, DTP
- New trends in printing industries

UNIT-III Management and Ethics

- Principles of Print media management
- Newspaper ownership patterns-Sole, Proprietorship, Partnership, Private Limited Company, Public Limited Company, Trusts, Co-operatives, Religious institutions, Societies
- Organizational setup of Newspaper and Magazine
- News and features of agencies
- Recommendations of press council of India
- Laws related to Press

UNIT- IV Writing for print media

- Basics principles of writing
- News story-definition of news, structure and styles of news writing
- Writing- features, articles, news analysis, backgrounders, reviews
- Editorials, types and significance, editorials writing

Paper-III

Radio and TV Journalism

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 Radio and TV Journalism

- Characteristics of Radio and TV as media of Mass Communication
- Growth and development of radio and TV with special reference to India
- Careers in Radio and TV Journalism

UNIT-II Radio and TV Technology

- Process and Technology of Sound Broadcasting, Frequency modulation and amplitude modulation
- Radio Studio set-up
- Process and technology of telecasting, TV studio set up

UNIT-III Writings of Radio and Television

- Basics of script writing for radio and television
- Writing-radio news, news reel, radio features, radio talk and other radio programmes
- Writing for radio advertisements
- Writing-TV news, documentary, serials and other TV programmes
- Writing for TV advertisements

UNIT- IV Indian media scene

- Introduction to major radio and television networks in India
- Cables and satellites communication
- TRPs
- Development and present status of community radio in India
- A brief introduction to history of Indian cinema

Paper-IV

Reporting and Editing

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 reporting

- Concept and definitions of reporting
- News –definitions, news values, sources of news, cultivation of sources, news story structure and leads
- Ethics and laws related to reporting
- Careers in reporting

UNIT-II Types of reporting

- Types of news reports: Human interest, developmental, informative, Conferences, Seminars and workshops, Social events
- Accidents, disasters and crimes
- Courts, hospitals
- Parliament, legislative and elections
- Financial and political
- Educational, science, sports and business
- Investigative reporting
- Interviews-purposes, types and techniques

UNIT-III Introduction to editing

- Concept, definitions and purpose of editing
- Principles of editing
- Hierarchy of newsroom in: newspapers, radio, television, news portals
- Headlines-purposes and kind, style sheet
- Careers in editing

UNIT- IV Types of editing

- Textual editing
- Audio editing
- Video editing
- Editing for web

Paper-V

Advertising and Public Relations

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 Advertising

- Concept, definitions and process of advertising
- Need and scope of advertising
- Growth and development of advertising with special reference to India
- Advertising agency: Structure and functions
- ASCI and advertising code
- Careers in advertising

UNIT-II Process of advertisement making

- Process of preparing print advertisements
- Process of preparing radio jingles
- Process of preparing television commercials
- Process of preparing web advertisements
- Introduction to outdoor advertising
- Advertising campaign

UNIT-III Introduction to public relations

- Concept, definitions and process of public relations
- Need and scope of Public Relations
- Growth and development of PR with special reference to India
- Public Relation-Advertising-Propaganda-Publicity-Corporate Communication: similarities and differences
- Tools of Public Relations
- Careers in PR

UNIT- IV PR set-up

- PR set-up in central and State Government
- PR set-up in Private and public sectors
- PR agency-structure and functions
- PR in crisis management
- PRSI