M.Sc. (Mass Communication)

Syllabus

Duration: Two year
Eligibility: Bachelor Degree in any discipline

w.e.f. Academic Session: 2014-2015

Institute of Mass Communication and Media Technology

Kurukshetra University
M.Sc. (Mass Communication)
Scheme of Examination & Syllabus
w.e.f. academic session 2014-15

First Semester

<table>
<thead>
<tr>
<th>Paper Code</th>
<th>Subject Name</th>
<th>T</th>
<th>P</th>
<th>I</th>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td>P-101</td>
<td>Science of Communication</td>
<td>80</td>
<td>-</td>
<td>20</td>
<td>3 Hours</td>
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<tr>
<td>P-102</td>
<td>Indian Constitution, Media Law &amp; Ethics</td>
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<tr>
<td>P-103</td>
<td>Communication Skills &amp; Personality</td>
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<tr>
<td></td>
<td>Development</td>
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Second Semester

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<tr>
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<th>Time</th>
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<tbody>
<tr>
<td>P-201</td>
<td>Reporting and Editing</td>
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<tr>
<td>P-202</td>
<td>Communication Technology</td>
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<tr>
<td>P-203</td>
<td>Media Industry Management &amp; Marketing</td>
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<tr>
<td>P-204</td>
<td>Advertising &amp; Social Communication</td>
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<tr>
<td>P-205</td>
<td>Film and Entertainment Industry</td>
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Third Semester

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<td>P-301</td>
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<td>P-302</td>
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<td>P-303</td>
<td>PR &amp; Corporate Communications</td>
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<td>P-305</td>
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Fourth Semester

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<td>P-402</td>
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The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing short notes and covering the entire syllabus. All questions carry equal marks.

Unit-I

- Communication: Meaning, Definition, Concept, Process and Elements of communication
- Evolution of human beings and human communication
- Need of communication in society
- Socialization and communication
- Communication & Culture
- Indian concept of communication

Unit-II

- Functions and objectives of communication
- Barriers in communication
- Principles of communication
- Traditional and Folk Media
- Verbal and Non-verbal communication,
  Intra-personal, interpersonal, Group, public and mass communication.

Unit-III

- Aristotle
- Osgood
- Dance
- New Comb
- Schramm
- Lasswell
- Berlo's
- Gerbner
- Gate keeping model

Unit-IV

- Importance relevance of Theories of mass communication
- Magic Bullet theory
- Agenda setting theory
- Uses and gratification
- Cultivation theory
- Individual difference theory
- Cognitive dissonance theory
- Two Step and Multi Step theory
- Behavioural theories
- New trends in mass communication
Indian Constitution, Media Law & Ethics  
Paper- 102

The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing short notes and covering the entire syllabus. All questions carry equal marks.

Unit-I

- Indian constitution,
- Features of Indian constitution
- An overview of Constitution
- Present political scenario in India
- Current economic scenario in India
- Current social issues in India

Unit-II

- Regulation of media content
- Plurality, diversity and objectivity in media
- Accountability and credibility of media
- Status of media persons in India
- Code of ethics for working journalist
- Editor Guild of India

Unit-III

- Code of ethics & guidelines for press
- Press council of India: Organization and functioning.
- Freedom of press in India
- Press council power and responsibility
- Broadcasting Regulatory bodies
- Press commission of India

Unit-IV

- Defamation, contempt of court, copyright, Intellectual property right
- Official secrets act
- Indian Telegraph act
- Press & Registration act
- RTI Act-2005
- Working journalist act
- Internet & Cyber space in present age
- Evolution & History of cyber crime
- Cyber Laws & Information Technology act
- Social Networking and Issues of Regulation
The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing short notes and covering the entire syllabus. All questions carry equal marks.

Unit-I

Soft Skills
- Understanding self
- Interpersonal Skills and Face to face communication
- Telephonic communication
- Kinesics and paralanguage
- Etiquettes and manners
- Dress Code
- Time Management
- Organizational Communication

Writing, Reading & Spoken skills
- Elements of good writing
- 7 Cs of Communication
- Writing CV’s & Covering Letter
- Letters, Minutes
- Intensive & Extensive reading
- Blogging

Computer Awareness
- Origin and growth of computer
- Devices of computer system
- Computer memory and its types
- Operating system and its types

Visual presentation & ICT Skills
- Use of PPT
- Word, Excel, Power point,
- Social Networks Use : Face book, Twitter, You Tube, Whatsapp & other social platforms
Media Writing Skills
Paper- 104

Time: 3 Hrs.
Total Marks: 100
Theory: 50
Practical: 30
Internal Assessment: 20

The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing short notes and covering the entire syllabus. All questions carry equal marks.

Unit-I
- Principles of good writing
- Basics of print writing
- News Story structure
- News writing styles
- Writing features, articles, editorials, columns, middle letter to editor for newspapers
- News analysis: reviews, freelancing
- Writing features and articles for magazine.

Unit-II
- Basics of radio writing
- Elements of radio script
- Techniques and style of radio script writing
- Radio script writing: Radio talks, news, features, drama and other programmes

Unit-III
- Basic of television writing
- Different script format
- Elements of television script
- Television script writing: Television news, documentary, special & other programme

Unit-IV
- Copy writing for Print Advertisement
- Writing for radio advertisement
- Writing for television advertisement
- Writing for web
- Writing for PR-News release, press release, house journals, speeches, pamphlets, brochures etc.
Growth & Development of Media

Paper- 105

Time: 3 Hrs.
Total Marks: 100
Theory: 80
Internal Assessment: 20

The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing short notes and covering the entire syllabus. All questions carry equal marks.

Unit-I

• New trends in global press
• Growth of Hindi Journalism in India
• Growth of English Journalism
• Growth of Language Press in India
• Journalism in Haryana
• Press Before Independence and Press After Independence
• Import and Personalities of Indian Journalism
• Current Status of Newspaper Industries in the World

Unit-II

• Origin and development of Radio
• AIR, Private FM, Community Radio
• Characteristics of Radio and TV
• Public and commercial radio

Unit-III

• Origin and development of television
• Public and Commercial television
• Television and social change : A historical perspective
• Present Status of television industry in India
• Origin and development of Cinema

Unit-III

• Origin and growth of internet
• Importance of new media
• Important Indian news portals
• Characteristics of new media
• Present status of new media in India
• Future Challenges before new media
Reporting and Editing
Paper-201
Time: 3 Hrs.
Total Marks: 100
Theory: 50
Practical:30
Internal Assessment=20

Internal Assessment: 20
The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing short notes and covering the entire syllabus. All questions carry equal marks.

Unit-I

Understanding News
- Definition, Concept and meaning
- Purpose and importance of News
- News value and News Sense
- News sources Basic tools of information gathering, research and references, maintaining a diary use of computer, internet, mobile and other gadgets
- Cultivating the sources
- Verification and validation of news

Unit-II

Writing styles and news reporting
- Various formats of News Writing: inverted pyramids, chronological styles, Circle styles
- 5 W and 1H
- Changing trends in news writing
- Qualification and responsibilities of a reporter, organization of reporting staff in daily newspaper
- Interview reporting and writing
- Covering Press Conference
- Covering Seminars and Workshops
- Covering Social and Political issues
- Covering sensitive issues: Disaster, Riots, War and Conflict Zone, Crime against women.

Unit-III

Areas in reporting
- Crime and accident
- Court
- Weather
- Government, speeches, meeting, election
- Education
- Health
- Sports
- Business
- Developmental Issues
- Science & Technology
- Rural Reporting

Unit-III

Concept of Editing
- Editing meaning Definition and Concept
- Editing Principles
- Structure of editorial department, hierarchy and division of work
- Gate Keeping function
- Functions of News Room
- Basic Editing tools
- Style books
- Writing Headlines, types of Headlines, writing creative headlines
The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing short notes and covering the entire syllabus. All questions carry equal marks.

Unit-I

- Printing Process
- Letter press, offset printing and screen printing
- Digital Printing
- Desktop publishing
- e-publishing
- Other printing methods

Unit-II

- Concept, Scope and relevance of technology in the process of Mass Communication
- Analog and Digital Technology
- New Communication Technology and its impact on society
- Satellite, DTH, HDTV, CAS, Cable TV
- Development of Digital TV
- Digital High Definition TV

Unit-III

- Concepts of broadcasting technology
- Emerging broadcasting trends: TV Cameras, Editing Suits and Audio Equipments
- Electronic News Gathering, Satellite News Gathering
- Different frequencies for uplink and downlink, development in telecommunication
- Role of satellite in broadcasting
- TV and Radio Broadcast,
- Voice and Data Communication
- Impact of Digital Technologies on Societies
- Rise of Knowledge Societies and Digital Device

Unit-IV

- New Media History
- Fundamentals of Internet: WWW, IP, Web Page Domain, Name Address, Search Engine, Web Browsers etc.
- Social construction of technology
- New media power and limitations
- Issues of online identity
- Concepts of cyber space, Cyber culture and cyber media
- Concepts of convergence
- Feedback system, Narrative and multimedia
- Community Culture Facebook Twitter, Blogs, Orkut, Linkedin
- New media trends, video on demand
Media Industry Management and Marketing

Paper-203

Time: 3 Hrs.
Total Marks=100
Theory Marks: 80
Internal Assessment=20

The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing short notes and covering the entire syllabus. All questions carry equal marks.

Unit-I

- Media Management : concept, need and scope
- Ownership and structure of electronic media companies
- Media business and new technology
- New trends in media business
- Legal issues in media business
- Structure of typical programme production set up
- Changing audience, media and content

Unit-II

- Role of the Managers
- Creativity and management of creativity
- Planning and scheduling
- Financial aspects
- Inventory management
- Making use of the Research and Feedback

Unit-III

- Overview of the Media Market
- Media marketing : concept, need and Scope
- Penetration, reach, access and exposure to media
- Revenue-expenditure in media
- Selling and buying space and time on media
- TRP and audience profiles

Unit-IV

- New trends in marketing
- Readership surveys, Circulation Audits
- GRP, TRP, Consumer surveys and audience profiles
- FICCI-KPMG Reports
- TAM, NRS, NMR
- Social Media measurement tools: Back Tweets, Bottlenose, Pinpuff, Social Alert
Advertising & Social Communication

Paper- 204

Time: 3 Hrs.
Total Marks: 100
Theory: 50
Practical: 30
Internal Assessment=20

Internal Assessment: 20

The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing short notes and covering the entire syllabus. All questions carry equal marks.

Unit-I

• Origin & Development of Advertising,
• History of Indian Advertising
• Advertising: Meaning, Goals
• Elements of Advertising
• Role of Advertising- Social benefits, impact of ad on norms, attitude, behavior, perception and life styles
• Ad in Indian economy
• Impact on culture on ad, impact on ad on culture

Unit-II

• Advertising Types
• Guerrilla Ad, Glass Ad, Social Ad, Viral Ad etc.
• What is branding, brand image, brand ambassador, product vs corporate branding
• Ad copy and layout, Ad writing for TV, Radio, Cinema, SMS, Internet, Out of home.

Unit-III

• Advertising media- Print, Electronic, Cinema, Outdoor, Internet
• Criteria for selecting media vehicles
• Media buying
• Ad campaign for consumer goods and industrial goods

Unit-IV

• Selection of an Ad agency
• Case studies in advertising
• Advertising research- pre-testing, post-testing
• Ad laws and ethics
• Regulatory system control in India- ASCI
• Online expression, social networking, identity management, community building
• Blogs, Tags, Wikis, Social networks, Twitter and Flickr, RSS feeds, Media sharing, Tagging
Films and Entertainment Industry

Paper- 205

Time: 3 Hrs.
Total Marks: 100
Theory: 50
Practical: 30
Internal Assessment: 20

Internal Assessment: 20

The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing short notes and covering the entire syllabus. All questions carry equal marks.

Unit-I
- Entertainment: concept, definitions and role
- Functions of entertainment in human society
- Basic elements of entertainment- music (vocal, instrumental and dance), characters, action, spectacle, idea
- Infotainment and its formats

Unit-III
- Introduction to major fictional programmes formats- soap opera, sitcom and series etc.
- Development storyline and writing script for Soap operas/serials
- Preparing a production plan for any one of the following reality shows:
  - games show, quiz show
  - talent show
  - Laughter show/variety show
  - Case studies of any one popular fictional programme

Unit-III
- Definition of cinema
- Introduction to Indian cinema
- Development of films in Europe & US (Introduction to word cinema)
- Vocabulary of films: shot, scene, sequence, frame, composition of depth, point of view, transition, Mise-en-scene etc.
- Important directors and their contribution to world cinema, film companies and films
- Film Institution, NFDC, NFAI, FTII, Children film society,
- Growth of regional cinema in India

Unit-IV
- Film appreciation, Film analysis, criticism,
- Reviewing films for various media
- Censorship and certification: need, relevance
- Censor Board
- Influence of cinema on society
- Film as Industry
- Inter relationship of film industry with other media