



M.A. Mass Communication

Syllabus

Duration: two year

Eligibility: Bachelor degree in any discipline

Session: 2008-09

Institute of Mass Communication and Media
Technology

Kurukshetra University

Kurukshetra

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

**M.A. Mass Communication
Scheme of Examination and Syllabus
w.e.f. session 2008-09**

First Semester

| | | T | P | IA | T | |
|--------------------------------------|----|----|---|----|---|-----|
| I. Science of Communication | 80 | - | | 20 | = | 100 |
| II. Current Affairs and Media Issues | 80 | - | | 20 | = | 100 |
| III. Basic Writing Skills | 80 | - | | 20 | = | 100 |
| IV. Communication Technology | 80 | - | | 20 | = | 100 |
| V. Computer Application-I | 50 | 30 | | 20 | = | 100 |

Second Semester

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|---|----|----|--|----|---|-----|
| VI. Science and Technology of Mass Communication | 80 | - | | 20 | = | 100 |
| VII. Media: Theory, Types, Growth and Development | 80 | - | | 20 | = | 100 |
| VIII. Media Writing Skills | 50 | 30 | | 20 | = | 100 |
| IX. Public Relations and Corporate Communication | 80 | - | | 20 | = | 100 |
| X. Computer Application-II | 50 | 30 | | 20 | = | 100 |

Third Semester

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|---------------------------------------|----|----|--|----|---|-----|
| XI. Reporting Skills and Practice | 80 | - | | 20 | = | 100 |
| XII. Media Production | 50 | 30 | | 20 | = | 100 |
| XIII. Development Communication | 80 | - | | 20 | = | 100 |
| XIV. Advertising and Social Marketing | 80 | - | | 20 | = | 100 |
| XV. Communication Research | 80 | - | | 20 | = | 100 |

Forth Semester

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|---|----|---|--|----|---|-----|
| XVI. Media Laws and Ethics | 80 | - | | 20 | = | 100 |
| XVII. Editing Skills and Practice | 80 | - | | 20 | = | 100 |
| XVIII. Media Management and Marketing | 80 | - | | 20 | = | 100 |
| XIX. Cross Cultural Communication | 80 | - | | 20 | = | 100 |
| XX. Assignment | | | | | | 100 |
| (i) Reporting for Newspaper-5 | | | | | | |
| (ii) Reporting for News Magazines-5 | | | | | | |
| (iii) Reporting for Radio-5 | | | | | | |
| (iv) Reporting for Television-5 | | | | | | |
| (v) Reporting for Web-5 | | | | | | |
| (vi) Press Release-5 | | | | | | |
| (vii) Print Media Ads.-5 | | | | | | |
| (viii) Script for Radio Commercials-5 | | | | | | |
| (ix) Script for Television Commercials -5 | | | | | | |
| (x) Articles/Features-5 | | | | | | |

1. Each assignment carries 2 Marks
2. Each assignment has to be an innovative work of the student and not copied from anywhere
3. All assignments have to be submitted in the form of a portfolio in A4 Size without spiral binding before the beginning of the theory examination of the 4th semester
4. Assignments will be evaluated out of 100 marks by a panel of 3 examiners to be nominated by the Director, IMC&MT.

Paper-I (First Semester)
Science of Communication

Time: 3 Hrs.

Marks: 80

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

- Definition, concept, process and elements of communication
- Evolution of human beings and human communication
- Role, scope and need of communication in society
- Functions and objectives of communication
- Barriers in communication

Unit-II

- Principles of communication
- Socialization and communication
- Traditional communication forms
- Verbal communication
- Non-verbal communication

Unit-III

- Communication in ancient civilizations
- Indian concept's of communication
- Levels of communication and interaction: intra-personal, interpersonal, group, public and mass communication. machine to man, man to machine, machine to machine and mediated communication
- Spiritual communication

Unit-IV

Models and theories of human communication

- Aristotle
- Osgood
- Dance
- New comb
- Schramm
- Meaning theory
- Relational theory
- Transactional theory

Paper-II (First Semester)
Current Affairs & Media Issues

Time: 3 Hrs.

Total Marks: 80

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 social system
- Indian political system
- Indian economic system
- Indian election system

Unit-II

- Indian educational system
- Indian judicial system
- Indian culture-diversity & unity
- Landmarks of ancient, medieval and modern history of India

Unit-III

- Landmarks of social economic development in India
- Freedom of press & Media
- Press commission of India
- Press council of India

Unit-IV

- Regulation of media content
- Accountability and credibility of Media
- Status of media persons in India
- Terrorism and media

Paper-III (First Semester)
Basic Writing Skills

Time: 3 Hrs.

Total Marks: 80

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 of writing
- Role and scope of writing
- Language, dialects and script
- Essentials of good writing

Unit-II

- Writing for self-expression
- Writing for individuals and small groups
- Writing for formal communication
- Writing for mass consumption

Unit-III

- Descriptive writing
- Analytical writing
- Writing fiction
- Writing poetry

Unit-IV

- Readability : concept and importance
- Writing for spoken word
- Writing for visuals
- Writing for web & mobile telephones

Paper-IV (First Semester)
Communication Technology

Time: 3 Hrs.

Total Marks: 80

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

Broadcasting Technology

- Signal generation & transmission
- Microwave links, terrestrial transmission
- Optic fiber, wireless & advanced telephony
- AM & FM transmission
- Radio and television broadcasting
- Satellite: history, types & functions
- Cable TV transmission, DTH, digital transmission

Unit-II

Computer Technologies

- Computers, LAN, WAN
- Internet, e-mail
- Role of computer in various mass media
- Facsimile, videotext, teletext, multimedia

Unit-III

Printing Technologies

- Printing Process
- Letter press, offset printing and screen printing
- Other printing methods

Unit-IV

Telecommunication Technology

- Land telephone
- Mobile telephone
- Internet
- Fax
- Convergence
- Application of convergence

Paper-V (First Semester)
Computer Application –I

Time : 3 Hrs.
Theory Marks: 50

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

Basics of Computer:

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

Unit II

Computer Languages:

- Natural language
- Machine language
- Assembly language
- High level languages

Unit III

Problem Solving With Computers

- Problem analysis with example
- Algorithms, pseudo codes
- Decision tables and flow charts
- Structured programming concepts
- Modular programming concept

Unit IV

MS Word, MS PowerPoint

- MS. word
Title bar, menu bar, status bar, tool bar,
English and Hindi typing
All options of file menu, edit menu, view menu, insert menu,
Format menu, tools menu, table menu, window menu and help menu.
- MS. PowerPoint
Title bar, menu bar, status bar, tool bar,
How to make a PowerPoint presentation
All options of file menu, edit menu, view menu, insert menu,
Format menu, tools menu, slide show menu, window menu and help menu.

Paper-VI (Second Semester)
Science and Technology of Mass Communication

Time: 3 Hrs.

Total Marks: 80

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

- Definition, concept and process of mass communication
- Characteristics and functions of mass communication
- Technologies of mass communication
- Sociology of mass communication
- Concept of global communication and cultural diversity

Unit-II

- Various media and their characteristics & technologies
- Diversity and plurality in media
- Role of media in society
- Importance of objectivity in media
- Market driven content of media

Unit-III

- Lasswell
- Westley and Maclean
- Gerbner
- Convergence
- Gatekeeping
- Flow chart of mass communication
- Dominant paradigm

Unit-IV

- Social Theories: Bullet theory, agenda setting theory, uses and gratification, cultivation theory
- Psychological Theories: individual difference theory, cognitive dissonance theory, two step and multi step theory
- Theories of the role and importance of mass communication (impact theories)
- Trends in mass communication: journalism, entertainment, infotainment, education, public relations and advertising, technologies, convergence

Paper-VII (Second Semester)
Media: Theory, Types, Growth and Development

Time: 3 Hrs.

Total Marks: 80

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

- Mediated communication
 - Characteristics of technologies of media
- Media Theories (System):
 - Libertarian
 - Authoritarian
 - Socialistic
 - Social responsibility
 - Developmental
 - Participatory
 - Business models of media
 - Non-Business models of media

Unit-II

- 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-III

- 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-IV

- 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

Paper-VIII (Second Semester)
Media Writing Skills

Time : 3 Hrs.

Marks: 50

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

- Difference between creative writing and journalistic writing
- News Story structure, News writing style
- Writing features, articles, editorials, columns, middle letter to editor, news analysis reviews, backgrounds, freelancing
- Writing features and articles for magazines

Unit-II

- Basics of radio writing
- Elements of radio script
- Techniques and style of radio script writing
- Writing for different formats of radio programmes
 - Radio talks
 - Radio news
 - Radio features
 - Musical programme

Unit-III

- Basic of television writing
- Different script format
- Writing for various television programme
 - Television news
 - Television documentary
 - Television special programme

Unit-IV

- Basics of writing skills for commercial advertisements
- Writing for radio advertisement
- Writing for television advertisement
- Basics of web writing
- Writing for PR- News releases, press releases, letters, publications, house journals, annual report, speeches, pamphlets, brochures etc.

Paper-IX (Second Semester)
Public Relations and Corporate Communication

Time : 3 Hrs.

Marks: 80

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

- Public Relations – concept and definition :
- Evolution and growth of public relations
- Functions of public relations
- PR in relation to marketing, advertising, publicity, propaganda and rumours

Unit-II

- PR tools & methods
- Public relations writing
- PR campaign

Unit-III

- Principles of PR
 - Laws and ethics in PR, PRSI code
 - PR organizations- PRSI, IPRA etc.
- PR Setup in central and state government
- PR in public and private sector
- Functions and responsibilities of PRO

Unit-IV

- Corporate communication- concept and scope
 - Corporate identity for image building
 - PR and corporate advertising
 - PR in crisis management
- Case studies : corporate communication
- Event management
- Special Applications of PR
 - Welfare agencies
 - Business and professional association
 - Armed forces
 - International public relations
 - Educational institutes

Paper-X (Second Semester)
Computer Application –II

Time : 3 Hrs.
Marks: 50

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

- Process of data transmission
- Basics elements of computer network
- Types of network
- Network topologies

Unit-II

- Introduction to internet
- Growth & development of internet
- Main facilities in internet
- Use of search engines
- E-mailing, blogs, chatting, bulletin boards

Unit-III

- Switching, routing and congestion control
- X.25, internet protocol(IP)
- Transport layer functions and protocols:
Addressing flow control, connection management, multiplexing.
- Transmission control protocol and user data gram protocol
- Socket and TLI interface.
- Application layer services and protocols:
- Domain name services, network management protocol, file transfer protocols.

Unit-IV

- Use of internet explorer, WWW, How to navigate web pages, surfing net
- How to create , send , forward, delete, save an email
- Use of search engines
- PageMaker in detail.

Paper-XI (Third Semester)
Reporting skills and practice

Time : 3 Hrs.

Marks: 80

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

- Concept and definition of news
- News values
- News sources
- Structure of news- 5W and 1H
- Importance of Intro and types of intro
- Inverted pyramid pattern need and usefulness
- Alternate problem of news writing
- Organization of reporting staff in a daily newspaper
- Ethics and fairness in reporting

Unit-II

- Interview
- Types of interview
- Conducting interview
- Reporting press conference
- Types of reporting
- Reporting : crime, court, weather, legislature and parliament, human interest, life style

Unit –III

- Different formats of TV news packaging
- Peace to camera- meaning, importance and use
- Vox Pop- meaning and use
- Techniques of television interview
- Bite selection, live and phono reporting

Unit-IV

- Difference between television, radio and newspaper reporting
- Preparation for radio reporting
- Voice dispatch
- Interview technique
- Reporting from the field
- Structure a radio report – News capsuling and radio commentary
- Reporting for the web

Paper-XII (Third Semester)
Media Production

Time : 3 Hrs.
Marks: 50

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

- Newspaper production- principles of design, newspaper makeup, design elements, front page, editorial page, colour page, graphics and illustration production, special pullouts and supplements
- Magazine production- layout and design

Unit-II

- Press release and press handout, backgrounders and rejoinders
- Exhibitions, house journals, brochure, annual reports, bulletin boards, pamphlets/handbills, posters
- Classified, display and display classified advertisement
- Outdoor and other forms advertisement

Unit-III

- Radio recording and editing
- Planning and production of radio programme
- Still photography- shot composition and photo editing
- Television studio set up
- Process of television production- pre production, production, post production
- Production equipment: camera, mixer, lights, recorders
- Various shots and camera movement
- Editing process

Unit-IV

- Structure and function of web portal
- Web team members
- Basic structure of HTML
- Creation of web page
- Hyperlinks

Paper-XIII (Third Semester)
Development Communication

Time : 3 Hrs.
Theory Marks: 80

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

Development : Concept and meaning

- 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,
- Schumacher's development communication-concept and meaning
- Spiritual vs. materialistic development

Unit-II

- Family Planning
- National integration
- Women and child development
- Uplift of weaker sections
- Education literacy
- Poverty alleviation programmes and unemployment
- Human rights
- Environment and ecology
- Health, hygiene and nutrition
- The concept of social marketing and media
- Development Indices

Unit-III

- Government sector
- Public Sector
- Corporate Sector
- Non governmental organizations (NGOs) and social service organizations
- National and international bodies
- Media for development communication

Unit-IV

- Panchayati Raj
- Rural journalism
- Media and agricultural development programmes
- Role of community radio and local media in development

Paper-XIV (Third Semester)
Advertising and Social Marketing

Time : 3 Hrs.
Theory Marks: 80

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

- Definition, concept and process of advertising
- Growth and development of advertising
- Economic and social aspects of advertising
- Media of advertising, characteristics of each medium

Unit-II

- Types of advertisements and their elements
- Advertising industry: advertising agencies and the media of advertising
- Market mix and market segmentation
- Creative strategy and creative process

Unit-III

- Media planning and budgeting
- Organizing advertising campaigns
- Case studies of advertising campaign
- Social advertising

Unit-IV

- Social marketing and development
- Communication strategies for NGOs
- Advertising standards council of India and other organisation in advertising
- Ethics in advertising
- Advertising research

Paper-XV (Third Semester)
Communication Research

Time : 3 Hrs.
Marks: 80

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

- Research: concept, definition, role and scope
- Social research, communication research, media research
- Basic elements of research.
- SITE, NRS, IRS, TRPs

Unit-II

- Need and scope of media research
- Fundamental research and applied research
- Experimental design and semi experimental design
- Exploratory, descriptive design, benchmark studies, panel studies

Unit-III

- Methods of communication research: observation, case studies, census, random sample survey, content analysis
- Data collection tools
- Questionnaire-preparation and pre-testing
- Art of conducting research interview
- Feedforward and feedback

Unit-IV

- 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.

Paper – XVI (Fourth Semester)
Media Laws and Ethics

Time : 3 Hrs.
Marks: 80

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

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

Unit-II

- Press commissions
- Press council – structure and functions
- Prasar Bharti Act 1990
- Cable TV networks regulation act 1995
- Cinematograph act 1952
- Information technology Act 2000
- Convergence bill, cyber laws

Unit-III

- Code of ethics by editor's guild of India,
- Code of conduct for Journalists by press council and media houses
- Reports of various committees & commissions dealing with media in India – Chanda Committee, Varghese Committee, Joshi Committee, Vardhan Committee, Sengupta Committee,
- Mac Bride Commission

Unit-IV

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

Paper-XVII (Forth Semester)
Editing skill and practice

Time : 3 Hrs.

Marks: 80

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

- Need and purpose for editing
- Principle of editing
- Organization and operation of the newsroom of a daily newspaper, duties of Sub editor, News editor, chief sub editor and editor in chief in a news organization

Unit-II

- Intro: purpose and kinds
- Headline and its types
- Headline significance and function
- Do's and don'ts of headline writing
- Introduction to typography
- Style sheet
- Translation
- Proof reading
- Traditional symbol of proof reading
- Editing and designing on computer
- Selection and editing photos
- Cropping and caption writing

Unit-III

- Structure and function of news channel
- Role of copy writer and copy editor
- Writing Headline, teasers and slugs for television
- Importance of rundown and assignment board

Unit-IV

- Structure and functions of radio channel
- News service division and its functions
- Dubbing, mixing, cross fade, analogue editing, digital editing
- Editing for web media

Paper-XVIII (Fourth Semester)
Media Management and Marketing

Time : 3 Hrs.

Marks: 80

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

- Management : concept and scope
- Principles of management
- Theories of management
- Human resource of management
- Finance management
- New trends in management

Unit-II

- Media Management : concept, need and scope
- Operations and structure of news media companies
- Media business and new technology
- New trends in media business
- Legal issues in media business

Unit-III

- Marketing: concept, need and scope
- Principles of marketing
- Theories of marketing
- Marketing and new technology
- New trends in marketing

Unit-IV

- 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

Paper-XIX (Forth Semester)
Cross-Cultural Communication

Time: 3 Hrs.

Total Marks: 80

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

- Culture: concept, definition
- Diversity of culture: concept, genesis and importance
- Plurality in culture: concept, genesis and importance
- Unity in diversity and diversity in unity: concept, genesis and importance

Unit-II

- Cross cultural communication: concept, genesis and process
- Methods of cross cultural communication
- Barriers in cross cultural communication
- Imperialism and colonisation

Unit-III

- Glassnost & Prestraika
- Globalisation of communication
- Information imbalances
- Digital divide

Unit-IV

- International newsflow of newspapers
- International television
- Web and cross cultural communication
- Nitizens and universal fraternity

Paper-XX (Forth Semester)

Assignments

- (i) Reporting for newspaper-5
- (ii) Reporting for news magazines-5
- (iii) Reporting for radio-5
- (iv) Reporting for television-5
- (v) Reporting for web-5
- (vi) Press release-5
- (vii) Print media ads.-5
- (viii) Script for radio commercials-5
- (ix) Script for television commercials-5
- (x) Articles/features-5

1. Each assignment carries 2 marks
2. Each assignments has to be an innovative work of the student and not copied from anywhere
3. All assignments have to be submitted in the form of a portfolio in A4 size without spiral binding before the beginning of the theory examination of the 4th semester
4. Assignments will be evaluated out of 100 marks by a panel of 3 examiners to be nominated by the Director, IMC&MT.