

M.Sc. (Mass Communication)
Scheme of Examination & Syllabus
w.e.f. academic session 2017-18

First Semester

Paper Code	Subject Name	T	P	I	Time	Credits
P-101	Science of Communication	75	-	25	4 Hours	4
P-102	Indian constitution, Media Law & Ethics	75	-	25	4 Hours	4
P-103	Communication Skills & Personality Development	50	25	25	4 Hours	4
P-104	Media Writing Skills	50	25	25	4 Hours	4
P-105	Growth & Development of Media	75	-	25	4 Hours	4
Total Marks=500						20

Second Semester

Paper Code	Subject Name	T	P	I	Time	Credits
P-201	Reporting and Editing	50	25	25	4 Hours	4
P-202	Communication Technology	50	25	25	4 Hours	4
P-203	Media Industry Management & Marketing	75	-	25	4 Hours	4
P-204	Advertising & Social Communication	50	25	25	4 Hours	4
P-205	Film and Entertainment Industry	50	25	25	4 Hours	4
Open Elective Paper (for any student of university)	Photography	-	50	-	2 Hours	2
Total Marks=500						20

Third Semester

Paper Code	Subject Name	T	P	I	Time	Credits
P-301	Communication Research	75	-	25	4 Hours	4
P-302	Online Journalism & Social Media	75	-	25	4 Hours	4
P-303	PR & Corporate Communications	50	25	25	4 Hours	4
P-304	Photography & Videography	50	25	25	4 Hours	4
P-305	Television & Radio Production	50	25	25	4 Hours	4
Open Elective Paper (for any student of university)	Videography	-	50	-	2 Hours	2
Total Marks=500						20

Fourth Semester

Paper Code	Subject Name	T	P	I	Time	Credits
P-401	Media Entrepreneurship	75	-	25	4 Hours	4
P-402	Event Management	50	25	25	4 Hours	4
Elective Paper	P-403 (i) Media Production(Print)	50	25	25	4 Hours	4
	P-403 (ii) Media Production (TV)	50	25	25	4 Hours	4
	P-403 (iii) Media Production (Radio)	50	25	25	4 Hours	4
	P-403 (iv) Advertising (Production)	50	25	25	4 Hours	4
	P-403 (v) Public Relations (Production)	50	25	25	4 Hours	4
	P-403 (vi) Media Research	50	25	25	4 Hours	4
P-404	Internship	Report=50 Viva-voce=50				2 2
P-405	Dissertation/Project	Report=50 Viva-voce=50				2 2
Total Marks=500						20

**Science of Communication
Paper-101**

Time: 3 Hrs.

Total Marks: 100

Theory: 75

Internal Assessment:25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. 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

Time: 3 Hrs.

Total Marks: 100

Theory: 75

Internal Assessment:25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. 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

**Communication Skills and Personality Development
Paper- 103**

Time: 3 Hrs.

Total Marks: 100

Theory: 50

Practical: 25

Internal Assessment:25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. 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

Unit-II

Writing, Reading & Spoken skills

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

Unit-III

Computer Awareness

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

Unit-IV

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: 25

Internal Assessment:25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. 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: 75

Internal Assessment:25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. 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-IV

- 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: 25

Internal Assessment:25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. 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-IV

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

Communication Technology
Paper- 202

Time: 3 Hrs.

Total Marks: 100

Theory: 50

Practical: 25

Internal Assessment:25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. 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: 75

Internal Assessment:25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. 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: 25

Internal Assessment:25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. 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 : 25

Internal Assessment:25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. 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 world 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

Open Elective Paper- (2nd Semester)
Photography

Time: 3 Hrs.

Total Marks: 50

There will be two assignments and two class tests for the subject. The student have to submit at least 02 assignments and they should also have appear in each class tests. The entire syllabus will be practical based.

Unit-I

- Concept and definition of Photography
- Digital and analog photography
- Types of lenses and working
- Types of still camera

Unit-II

- Indoor and outdoor photography
- Working with still camera
- Compositions of photograph, frame, modes of photography
- Feature photography

Unit-III

- Editing of photographs
- Introduction to editing softwares
- Genre of photography, candid, wildlife, sports, fashion and glamour
- Importance of lighting and reflector in photography

Unit-IV

- Placement and selection of photographs in journalism
- Caption and outline writing in photography
- Camera basics:- aperture, shutter speed, film speed, exposure, color temperature
- Creative and aesthetic approaches of a photographer

**Communication Research
Paper-301**

Time: 3 Hrs.

Total Marks: 100

Theory: 75

Internal Assessment:25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. All questions carry equal marks.

Unit-I

- Research: Concept, Definition, Nature and scope
- Type of Research and importance of research
- Elements of research
- Areas of media research
- Development and growth of communication research

Unit-II

- Research Designs: Experimental design and semi experimental design, exploratory, descriptive design
- Longitudinal research: Trend analysis, cohort analysis, panel studies
- Research Methods: Qualitative and quantitative
- Observation, case study, interview
- Content Analysis, Survey method

Unit-III

- Feed forward and feedback, NRS, TRP, opinion polls
- Sampling methods: probability and non-probability
- Hypotheses: Meaning, Characteristics
- Data Collection tools
- Sources of data: Data coding, tabulation

Unit-IV

- Introduction to Statistics
- Introduction to Statistical software
- Research report writing
- Research synopsis
- Research ethics

**Online Journalism and Social Media
Paper- 302**

Time: 3 Hrs.

Total Marks: 100

Theory: 75

Internal Assessment:25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. All questions carry equal marks.

Unit-I

Spread of Internet:

- Internet
- Salient features and advantage over traditional media:
- History and penetration of internet in India,
- Reach and problem of access
- Internet and Knowledge Society
- Convergence and Multi Media: Print, radio, TV, internet and mobile
- IT law, Digital divide, Cyber space & virtual reality

Unit-II

Online Journalism

- Earlier websites of newspapers
- E-books and E-publishing, E-papers and E-magazines
- Basic Knowledge of HTML and use of a content management system
- Hyper-textuality
- Multi-mediality and interactivity and UGC-User Generated Content
- Use of various online tools to manage text, photos, maps, audio, video, etc.
- Status of online Journalism today

Unit-III

Digital storytelling

- Writing news story for websites: Teaser, headline, chunks, intro, fact box, data and graphs
- Live story writing, Feature Writing
- Trends & tracking
- Development and news update
- Podcast and webcast

Unit-IV

Citizen Journalism

- Responding to the audience
- Annotative reporting, Citizen Journalist
- Problem of verification, accuracy and fairness
- Use of blogs, tweets etc., for story generation and development
- Protecting Copyright, Gatekeeping
- Live blog, live chat and live update

Public Relations and Corporate Communication
Paper- 303

Time: 3 Hrs.

Total Marks: 100

Theory: 50

Practical: 25

Internal Assessment:25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. All questions carry equal marks.

Unit-I

- Public Relations – concept and definition
- Evolution and growth of public relations
- Functions of public relations
- Principles of PR
- Functions and responsibilities of PRO
- PR Ethics

Unit-II

- PR in relation to marketing, advertising
- Publicity, public opinion, propaganda and rumors
- Reputation, perception, relationship management
- Lobbying
- PR tools & methods
- New media in PR
- Social medium-Twitter, Facebook, Photo sharing sites- Youtube, Flickers

Unit-III

- PR writing
- PR campaign design
- PR Agency
- PR Setup in Public sector, Private sector, Central and State Governments
- PR Bodies

• Unit-IV

- Corporate communication- concept and scope
- Difference between corporate image and corporate identity
- CSR
- Media Management
- Crisis PR- Handling crisis, Preparing crisis plan, Dealing with the aftermath, Reputation, Crisis management team, Crisis planning, Handling bad publicity
- Case studies : corporate communication

Photography and Videography Paper-304

Time: 3 Hrs.

Total Marks: 100

Theory: 50

Practical: 25

Internal Assessment:25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. All questions carry equal marks.

Unit-I

Photography

- Development of Photography in India
- Still Camera, parts, types, lenses
- Genres of Photography- Candid, Glamour, Wildlife, Sports and War
- Analogue and Digital
- Aesthetics of Photography- Composition, light, frame, color and monochrome effects
- Study of Photographers and their work – Cartier Bresson and Raghu Rai

Unit-II

Chemistry of photography

- Image formation, view finder cameras, twin lens cameras, single lens cameras
- Types of lenses
- Aperture, exposure time, film speed, exposure meters
- Image formation in available light, Lighting, Image formation in artificial light
- Editing of photographs in the form of cropping, compressing, retouching and enlarging.

Unit-III

Photo journalism

- Concepts of Photojournalism,
- Power of visuals, attributes of a good photograph (Aesthetic and technical), photo size, resolution and correction:
- Photo as a News: Text vs. photo.
- Use of photos in a newspapers.
- selection and placement of photographs, cropping, use of cutouts, photo features
- Caption and outlines: writing about photo captions, selection and significance of cover page photograph in a magazines.

Unit-IV

Videography

- Camera basic concepts
- Lighting basic Concepts
- Sound basic Concepts
- Editing Basic Concepts
- Graphics Basic Concepts
- Key persons Technical Team, Production Team, Management Team
- Creative and Aesthetics approaches- conceptualization & visualization

Television & Radio Production

Paper-305

Time: 3 Hrs.

Total Marks: 100

Theory: 50

Practical: 25

Internal Assessment:25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. All questions carry equal marks.

Unit-I

- First stage of TV programme production (pre-production)
- Second stage of TV programme production (production)
- Third stage TV programme production (post-production)
- Team members of TV programme production
- Distribution, marketing, publicity

Unit-II

- Working principle of a video camera
- Single and multi-camera shooting
- A) Basic shots and camera angles
- Lighting, equipment, lighting techniques
- Television Studio, editing equipment, script writing for different programmes

Unit-III

- First stage of Radio programme production (pre-production)
- Second stage of Radio programme production (production)
- Third stage Radio programme production (post-production)
- Team members of Radio programme production
- Distribution, marketing, publicity

Unit-IV

- Script writing for different radio programme
- Radio programme production equipment: Mike, Console, Recorder, Speakers
- Radio programme production equipment
- Distribution, marketing, publicity for radio programme

Open Elective Paper- (3rd Semester)
Videography

Time: 3 Hrs.
Total Marks: 50

There will be two assignments and two class tests for the subject. The student have to submit at least 02 assignments and they should also have appear in each class tests. The entire syllabus will be practical based.

Unit-I

- TV and Video Production:- Meaning and Scope
- Importance of Concept, Idea and treatment in Production
- Production personnel's, their duties and responsibilities

Unit-II

- Introduction to Video Camera
- Types of Video Camera and their major components
- Basics shots and their composition
- Camera movement and angles

Unit-III

- Video Production Stage and importance
- Video Editing importance and scope
- Editing Problems and ethics
- Lighting techniques, equipments and control

Unit-IV

- Introduction to news anchoring
- Radio Jockey, an introduction
- Social Media emerges as new media
- Story Board and Scripting for T.V. Production

Paper-401
Media Entrepreneurship

Time: 3 Hrs.

Total Marks: 100

Theory: 75

Internal Assessment:25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. All questions carry equal marks.

Unit-I

- Meaning, definition and concept of Entrepreneurship
- Nature and scope of media entrepreneurship
- Duties and responsibilities of the entrepreneurs
- Challenges and risks in media Entrepreneurship

Unit-II

- Famous Media entrepreneur in World
- Famous Media entrepreneur in India
- Entrepreneurship in print media
- Entrepreneurship in Television and radio
- Entrepreneurship in new media
- Entrepreneurship in advertising and Public Relations-Press
- Entrepreneurship in entertainment Industry

Unit-III

- Grasp the basic principles of freelancing and self-employment
- Understand the professional, financial, legal and regulatory framework of self-employment.
- Develop and polish a freelance pitch.
- Strengthen your personal brand through social media and your online portfolio.
- Attitudes, behaviors, knowledge, and skills required for entrepreneurship

Unit-IV

- Modern management theory and practice for planning, organizing, leading, and deploying human capital to maximize organizational and personal success.
- Motivation, human capital planning, performance management, organizational culture, decision making and leadership of self and others.
- Technology behind multiple digital platforms.
- New innovation in their media-related company,
- How to manage communication technology.
- Managing budgets, vendors, workflow, hardware, software, and production.

Event Management

Paper-402

Time: 3 Hrs.

Total Marks: 100

Theory: 50

Practical: 25

Internal Assessment:25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. All questions carry equal marks.

Unit-I

- Event management: Meaning & definition
- Principles of event management
- Elements of event management
- How to become event planners
- Role of event planner and Qualities of good event planner
- Event production and logistics
- Event Laws & Licenses

Unit-II

- Event planning, coordination, development and client security
- Resource management
- Venue Management
- Risk Management
- Basic event accountability
- Marketing management for events, Sponsorship
- Event Entrepreneurship Management

Unit-III

- Event: Concepts, Dressing, print material, staffing, refreshments-invitations
- Media interest-press office speeches
- Role of media in events
- Ad, PR, Sponsorship Management
- Theme, fabrication, light & sound
- Handling vendors, catering services,

Unit-IV

- Types of Events: Conferences, Meetings, Launch Events
- Fashion Shows, Fundraisers,
- Weddings, Religious Events, Photocalls, Exhibitions,
- Sport Events, Concerts, Political Events, Anniverseries etc.
- Rallies, Sports events
- Expositions & trade events.

**Media Production (Print)
Elective Paper-403 (i)**

Time: 3 Hrs.
Total Marks=100
Theory=50
Practical=25
Internal Assessment=25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. All questions carry equal marks.

Unit-I

- Identification and cultivation of sources of news
- News gathering process and maintaining source
- Identifying, introducing and correcting the following in news:
Objectivity, truth, diversity, plurality, balance and bias

Unit-II

- Visit a village and prepare a development report
- Attend a public meeting and prepare a political report
- Attend a press conference and prepare a political report
- Attend any cultural event and write a feature
- Prepare an investigative report
- Writing feature, editorial, comment & article for newspaper

Unit-III

- Copy testing, sub-editing & rewriting of reporters copy
- Copy testing, sub-editing & rewriting of news agency copy
- Copy testing, sub- editing & rewriting of press release
- Writing headlines, sub-headings, boxes, windows
- Headline significance and functions
- Editing & cropping of picture, writing cut line, style book

Unit-IV

- Quark Express & In Design
- Principles of page-layout and designing: based on balance, symmetrical, asymmetrical and dissymmetrical layout, vertical, horizontal, diagonal and quadrant, frame, brace, circus, jazzy
- Newspaper production: principle of design, newspaper makeup, dummy, effect of television and new media of newspaper makeup, newspaper form, design elements, front page, editorial, color page, graphic & illustration production, special pullout and supplements
- Magazine production: layout and design
- E-newspaper, E-magazine, E-book publishing

**Media Production (TV)
Elective Paper-403 (ii)**

Time: 3 Hrs.
Total Marks=100
Theory=50
Practical=25
Internal Assessment=25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. All questions carry equal marks.

Unit-I

Production skills

- TV reporting ,Reporting skills, Planning and scheduling of a story
- Presentation skills for television
- Interview Skills
- Writing skills

Unit-II

Working of a news room

- Various functionaries in a news room: reporters
- Copy editor, Input editor, Output editor News producers, Cameramen, Video editor: research team, Reference library or archives people, Graphic artists.
- Instructing cameraman
- Significance of sound -bytes

Unit-III

Writing and Editing TV news

- TV script writing style: word vs. visuals,
- Writing in 'aural' style
- Content and format of news
- Anchor script
- Voice over script
- writing headlines
- Drafting of news scrolls
- News presentation
- Skills required of a news anchor: screen presence, Presence of mind, Interview and discussion skills.

Unit-IV

TV news reporting

- latest trends in TV news bulletin production
- Non linear editing software final cut pro, adobe premier
- Editing of different bulletins
- Special Programme production for television
- Production: Documentary films, short films, Current Affairs, Discussion & other programe

Media Production (Radio)
Elective Paper-403 (iii)

Time: 3 Hrs.
Total Marks=100
Theory=50
Practical=25
Internal Assessment=25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. All questions carry equal marks.

Unit-I

Radio news

- Skills of a radio news reporter
- Developing sources,
- Gathering news,
- Phonos
- Anchoring and news reading skills
- General awareness, presence of mind, clarity, diction and pronunciation

Unit-II

Radio new bulletin

- Types of bulletins: Local to international, news reel, news report
- Editing news for different bulletins,
- Using voice-dispatches and other elements in a bulletin,
- Radio interviews for news gathering, vox-pop, structured interview programmes, personality, informative, issue based.
- Skills for an interviewer, personality, language, knowledge, curiosity, communication skills, research for interview, from planning to production

Unit-III

FM: Radio

- FM Radio –Present & Future
- Economics – License fees, set up costs, operating cost
- Revenue Models,
- Present status of FM Radio Industry in India

Unit-IV

New developments in radio

- Community Radio: Concept and relevance
- Campus radio: Concept and relevance
- Digital Audio Broadcasting: Satellite Radio, HD Radio and Visual Radio
- Internet or Streaming Radio
- Podcasting

Advertising (Production)

Elective Paper-403 (iv)

Time: 3 Hrs.

Total Marks=100

Theory=50

Practical=25

Internal Assessment=25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. All questions carry equal marks.

Unit-one

Preparing communication strategy for

- Launch of a new organization in public sector
- Changing the image of an existing organization in public or private sector.
- Building the image of a person in public life.
- Managing a crisis situation
- Managing an event

Unit-two

Prepare the following: (one each for social issue, a product and service)

- 60 seconds ad for radio
- 30 seconds commercial for television
- 40 X 40 cm. print media ad

Unit-three

- Conceiving, planning and execution (dummy) of three ad campaigns.
- Scanning the media for various excellent good and bad advertisements.
- Research inputs for preparing communication strategies.

Unit-four

- Midterm evaluation feedback.
- Post execution research
- Role plays of account executive, creative director, visualiser, Copywriter
- Planning an ad agency
- Documentation for empanelment

**Public Relations (Production)
Elective Paper-403 (v)**

Time: 3 Hrs.
Total Marks=100
Theory=50
Practical=25
Internal Assessment=25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. All questions carry equal marks.

Unit-one

- Launch of a new organization in public sector.
- Changing the image of an existing organization in public or private sector.
- Building the image of a person in public life.
- Managing a crisis situation.
- Manage on event.

Unit-two

- Prepare press release on various event.
- Prepare audio release on various events.
- Prepare video release in various events.
- Prepare information release on various events for web

Unit-three

- Conceiving, planning and execution (dummy) of press conferences.
- Scanning the media with regard to an organization, issue, event and individual
- Research inputs for preparing communication strategies.
- Midterm evaluation of feedback
- Post execution research

Unit-four

- Client management by a PR personal
- Planning a PR Agency and In-house PR department
- Process of empanelment in PR agency
- Process of empanelment of service provider for a PR agency and department
- Planning and execution (dummy) for lobbying for a social, business and political cause

Media Research
Elective Paper-403 (vi)

Time: 3 Hrs.
Total Marks=100
Theory=50
Practical=25
Internal Assessment=25

Question No.1 shall be compulsory containing short notes from entire syllabus. Attempt any four questions from the remaining four units selecting one question from each unit. All questions carry equal marks.

Unit-I

Formulation of research topic
Review of literature
Formulation of hypothesis and testing hypothesis
Research designs

Unit-II

Research methods
Data collection tools
Type of data: Para metric and non para metric
Measurement scales

Unit-III

Media research writing
Synopsis writing
Plagiarism
Different formats of writing: Table titles, footnotes, references and bibliography

Unit-IV

Statistical applications in media research
Use of SPSS
Data Analysis and tabulation
Use of tables, graphs, bar & pie diagram

**Internship
Paper-404**

Report=50
Viva-voce=50

The internship is compulsory for the students. Students have to go for internship for 30 days with an organization related to the field of specialization they opted. Marks awarded will be based on the report submitted by the student and assessment report given by the employer. The report will be evaluated by a panel of three examiners to be appointed by the Director of the Institute.

**Dissertation/Project
Paper-405**

Total Marks	:	100
Report Writing	:	50 Marks
Viva-Voce	:	50 Marks

Students should submit a dissertation report/project according to specialization opted/selected by him. This report/project should be submitted to the Institute at the end of semester-IV. The last date of submission of the dissertation will be 31 July of the academic session.

Project/Report to be evaluated by a panel of three examiners to be appointed by the Director of the Institute.