



## **Department of Communication & Journalism** **Master of Mass Communication and Journalism** **(MMCJ)**

### **The Department**

Department of Communication and Journalism was established in 1987-88. The Department played a vital role in providing media professionals and communication experts to various fields. In the 2010-11 academic year Department of Communication and Journalism offered two year integrated Post-Graduation level programme, Master of Mass Communication & Journalism (Degree Course).

### **The importance of the Course**

The Press has played a vital role in the development of an individual and society in the modern world. As mass media, the Television and the Radio have their own distinctive qualities and influence. An alert and fearless print media is indeed the keeper of the public conscience.

With the rapid growth of mass media in the country, education and training in the field have assumed a greater significance.

The course is designed to promote understanding and training in the field. The course covers a wide range of subjects, such as concept and history of the media, reporting, feature-writing and editing, translation, photography, television-radio production, documentary making, exposure of alternative media, public relations and advertising. As such, it gives exposure to the various aspects of communication. There are plenty of job opportunities after the completion of the course.

The Master of Mass Communication & Journalism programme aims at developing socially committed and professionally skillful media professionals.

Interactive sessions with professionals from the industry, a well-equipped associated library and other facilities are some of the special features of this programme.

### **Scheme of the Syllabus**

#### **Course of structure**

#### **Master of Mass Communication and Journalism, Department of mass communication.**

Semester		Name of the Paper	Total hours per week			Credits
			Teaching	Other	Total	
1	MCJ 401	General Studies	3	1	-	4
	MCJ 402	Introduction to Communication and Media	3	1	-	4
	MCJ 403	Development of Media & Media Law	3	1	-	4
	MCJ 404	Print Media (Reporting & Editing)	3	1	-	4
	MCJ 405PR	Language of Communication and Media Writing	-	-	6	4
	MCJ 406PR	Printing Production and Field Visit.	-	-	6	4
2	MCJ 407	New Media Applications	3	1	-	4
	MCJ 408	Radio Journalism and Production	3	1	-	4
	MCJ 409	Television Journalism and Production	3	1	-	4
	MCJ 410	Alternative Media	3	1	-	4
	MCJ 411PR	Presentation and performance	-	-	6	4
	MCJ 412PR	Television and Radio Production	-	-	6	4
3	MCJ 501	Communication for Development	3	1	-	4
	MCJ 502	Media Research	3	1	-	4
	MCJ 503	Public Relations and Advertisement	3	1	-	4
	MCJ 504	Production and Study of Films & Documentaries	3	1	-	4
	MCJ 505PR	Documentary Film Making + Development Project Report	-	-	6	4
	MCJ 506PR	Practicals for Public Relation and Advertisements skill	-	-	6	4
4	MCJ 507	Media Planning & Media Management	3	1	-	4
	MCJ 508EA	Specialization in Rural Communication	3	1	-	4
	MCJ 508EB	Business Communication				
	MCJ 509	Issue Based Writing	3	1	-	4
	MCJ 510	Study on the Greats	3	1	-	4
	MCJ 511	Dissertation	-	-	6	4
	MCJ 512PT	Media Research Project / Study Paper	-	-	6	4

### **FIRST SEMESTER**

(Course 1 to 6)

MCJ 401 General Studies

MCJ 402 Introductions to Communication and Media

MCJ 403 Development of Media & Media Law

MCJ 404 Print Media (Reporting & Editing)

MCJ 405PR Language of Communication and Media Writing .(Practical)

MCJ 406PR Printing Production and Field Visit.(Practical)

## **SECOND SEMESTER**

(Course 1 to 6)

MCJ 407 New Media Applications  
MCJ 408 Radio Journalism and Production  
MCJ 409 Television Journalism and Production  
MCJ 410 Alternative Media  
MCJ 411PR Presentation and Performance (Practical)  
MCJ 412PR Practical – Television and Radio Production (Practical)

## **THIRD SEMESTER**

(Course 1 to 6)

MCJ 501 Communication for Development  
MCJ 502 Media Research  
MCJ 503 Public Relations and Advertisement  
MCJ 504 Productions and Study of Films & Documentaries  
MCJ 505PR Documentary film making + Development Project Report(Practical)  
MCJ 506PR Practicals for Public Relation and Advertisement Skill (Practical)

## **FOURTH SEMESTER**

(Course 1 to 6)

MCJ 507 Media Planning & Media Management  
MCJ 508EA Specialization in Rural Communication **OR**  
EB Business Communication  
MCJ 509 Issue Based Writing  
MCJ 510 Studies on the Greats  
MCJ 511 Dissertations (Viva included)  
MCJ 512PT Media Research Project / Study Paper (Practical)

- All Courses are compulsory. Each course for five credits. Total Credits 25.
- Five units in each paper. Teaching hours 10 (ten) per unit (interactive teaching hours + Practical Teaching hours)

### **Scheme of the Syllabus Course of structure**

### **Master of Mass Communication and Journalism**

#### **FIRST SEMESTER**

Course No.	Types	Name of the Paper	Total hours			Credits
			Teaching	Other	Total	
MCJ 401	Core	General Studies	3	1	-	4
MCJ 402	Core	Introduction to Communication and Media	3	1	-	4

MCJ 403	Core	Development of Media & Media Law	3	1	-	4
MCJ 404	Core	Print Media (Reporting & Editing)	3	1	-	4
MCJ 405PR	Practical	Language of Communication and Media Writing	-	-	6	4
MCJ 406PR	Practical	Printing Production and Field Visit.	-	-	6	4

Four (4) credits for each course Total credit 4 X 6 = 24 Credits

- MCJ 406 for practical work Production of Newspapers and Magazines + Practical Training Report.
- As a Part of Practical Work, student has to produce two newspapers two magazines and practical training report +field visit report.

**Note:** - In all semesters practical assignments will be suggested by Department head as per the requirement and available amenities at department level. Department will inform practical assignment details in the beginning of the semester. Media industry is the rapidly changing industry so that for media education we suppose to propose new practical training packages to students as per the requirements.

## **FIRST SEMESTER**

### **MCJ 401) General Studies**

#### **UNIT ONE: INDIAN CONSTITUTION: BASIC CHARACTERISTICS**

- 1.1 Objective and ideals of Indian constitution, parliamentary system.
- 1.2 Fundamental rights and directive principles of state.
- 1.3 Federal and unitary nature, center-state relationship, civil services.
- 1.4 Election, emergency powers, amendments to constitution.

#### **UNIT TWO: POLITICAL SYSTEM AND PARLIAMENTRY PROCEEDING**

- 2.1 Introduction to various political systems in the world.
- 2.2 Parliamentary and legislative procedure in India.
- 2.3 Role of parliament members and Indian bureaucratic system.
- 2.4 Indian judicial system and various democratic institutions in Indian constitution.

## UNIT THREE: INDIAN CULTURE AND SOCIETY

- 3.1 Basic elements of Indian culture.
- 3.2 Society and religion in India.
- 3.3 Dynamics of society and various social systems.
- 3.4 Various social issues and problems in India & Gujarat.

## UNIT FOUR: INTRODUCTION TO WORLD AND INDIAN ECONOMY

- 4.1 Nature of Indian economy.
- 4.2 Essential economic term and various economical issues in India.
- 4.3 Issues and problem of Indian agro-economy.
- 4.4 Economical profile of India & economic policy of India.

## UNIT FIVE: CURRUNT AFFAIRS

- 5.1 Current national and international events.
- 5.2 Indian foreign policy.
- 5.3 United nations and SAARC.
- 5.4 Introduction to international politics.

## **REFERENCE**

1. Class, Caste, Gender – by Manoranjan Mohanty, (Sage Publication)
2. Social Problems in India – by Ram Ahuja
3. Social Inequality in India (2<sup>nd</sup> ed.) KL Sharma
4. Central Problems of Economics (The): Economics Redefined/Amitava Mukherjee
5. Indian Economy: Vision Reality, Challenges- Uma Narula
6. The Political Economy of the State in India - Ashutoshkumar
7. Leading Issues in Indian Economy, Ed. Manoranjan Sharma
8. Administrative System in India: Vedic Age to 1947,1998, pp.250 – U.B.Singh (APH Publishing Corporation)
9. The Challenges of Governance in India Democracy, 2008, pp. 195 – G.R.Reddy (APH Publishing Corporation)
10. India after Gandhi-HB by Ramchandra Guha (Pan Macmillan)

## **FIRST SEMESTER**

### **MCJ 402) Introduction to Communication and Media**

#### OBJECTIVES

- To acquaint students with the concept and process of communication and to enable them to appreciate the potential and limitations of various communication process.
- To acquaint students with various types of media.

## UNIT ONE: NATURE AND CHARACTERISTICS OF COMMUNICATION

- 1.1 Definition of communication, nature scope and process.
- 1.2 Human needs of communication & functions of communication.
- 1.3 Types of communication – intrapersonal, inter personal, group and mass communication.

- 1.4 Process of mass communication. Concept of 'Mass'.
- 1.5 Concept of target audience, Types of audience.

## UNIT TWO: PROCESS OF COMMUNICATION

- 2.1 Elements in the process of communication.
- 2.2 Communication flows: step -one, step -two, multi – steps.
- 2.3 Barriers in communication.
- 2.4 Verbal and non-verbal communication.
- 2.5 Feedback and communication.

## UNIT THREE: INTRODUCTION TO MEDIA

- 3.1 Print Media: Introduction, types and characteristics.
- 3.2 Role of Radio: Their characteristics.
- 3.3 Role of television: Their characteristics.
- 3.4 New Media: Its characteristics.
- 3.5 Participatory media.

## UNIT FOUR: MEDIA ETHICS

- 4.1 Concepts of ethics.
- 4.2 Significance of professional ethics for different medium.
- 4.3 Ethics and media laws.
- 4.4 Ethics and various pressures.
- 4.5 Different guide lines for media ethics (suggested by different media organizations).

## UNIT FIVE: ADVERTISING AND PUBLIC RELATIONS

- 5.1 Concept and definition of advertising.
- 5.2 Types of advertng.
- 5.3 Public relation: Its concept, public relations organizations.
- 5.4 Tools and techniques of public relations.

## **REFERENCE**

1. Mass communication Theory- Mc Quail, Dennis (4th edition, sage.2000).
2. Essentials of mass communication- Berger, Asa Arthur ( Sage 2000)
3. Introduction to Mass Communication – by Emery E. Ault P.H., Agree W.K.(Dodd, Mead and Co., Inc. New York)
4. Mass Communication in India – Keval J. Kumar (Jaico publishing co. 2003)
5. Mass Media and National Development – by Wilber Schramm (University of lionis Press, Urbana)
6. International Encyclopedia of communication (Vol 1-4) Oxford
7. Human Communication Principles and contexts – by Tubbs/Moss ( ninth edition)
8. Norms of Journalistic Conduct- edition 2005(Press Council of India)
9. National Press Day (Press Council of India)

## **FIRST SEMESTER**

### **MCJ 403) Development of Media & Media Law**

#### **OBJECTIVES**

- To educate students about role of newspapers in Indian freedom struggle.
- To acquaint students with historical growth, development and trends of different media.
- This course aims to provide knowledge of media laws and cyber laws.

#### UNIT ONE: CHARACTERISTICS OF PRE-INDEPENDENCE PRESS

- 1.1 Origins of Newspapers in India: Bengal Gadget, Mumbai Samachar.
- 1.2 Role of the language press in the freedom movement.
- 1.3 Gandhian journalism: Gandhi as a journalist & Gandhi as a communicator.
- 1.4 Important Newspapers, eminent journalists during the freedom movement in India.

#### UNIT TWO: CHARACTERISTICS OF POST INDEPENDENCE INDIAN PRESS

- 2.1 Press after Independence: growth and development.
- 2.2 Origin of Indian newspaper agencies and their role.
- 2.3 Indian journalism during the emergency.
- 2.4 Features of highly circulated newspapers in English and Indian languages.

#### UNIT THREE: DEVELOPMENT OF RADIO AND TELEVISION IN INDIA

- 3.1 Brief history of Radio in India & Current scenario.
- 3.2 Brief history of television in India.
- 3.3 Television industry after liberalization in India.
- 3.4 Recommendations of various committees for radio and television.

#### UNIT FOUR: MEDIA LAWS

- 4.1 Meaning of freedom, Freedom of speech and expression, Freedom of Press.
- 4.2 Defamation and journalistic defense: working journalist act.
- 4.3 A brief history of press laws, legislation in India: Parliament privileges.
- 4.4 Official secret act and right to information act.

#### UNIT FIVE: DIMENSION AND ISSUES OF MEDIA LAW

- 5.1 Copyright act & intellectual property rights.
- 5.2 Press council of India: Press council regulation.
- 5.3 Media laws and new media technologies.
- 5.4 Study of some important judgments pertaining to Media.

#### **REFERENCE** (Course Work Suggested Reading)

1. History of Indian Press – Growth of News paper in India,- Ahuja B.N. Surjith (Publications, New Delhi 1988)
2. Role of Press in the Freedom Movement, -Motilal Bhargava (Reliance, New Delhi 1987)
3. The Press in India – Chalapati Rao M. ,( New Delhi .1974)
4. Press and Media Law Manuel – Vidisha Barua, (Universal Publication)
5. Freedom of Information – Faizan Mustafa, (Kanishka Publishers Distributers.2003)
6. Broadcasting in India – Chatterjee P.C., (Sage Publication)
7. Listening and Viewing – Chowla N.L.(Sage Publication)
8. Broadcasting and the People – (Mehra Massani National Book Trust)
9. Parliament Privileges and Freedom of Press (Press Council of India)

## **FIRST SEMESTER**

### **MCJ 404) Print Media (Reporting & Editing)**

#### OBJECTIVES

- To acquaint students with various types of news to develop skills for writing various types of news.
- To train students in the analysis and interpretation of news.
- To introduce students the process of selecting, editing and presenting news with the graphic for the news.

#### UNIT ONE: REPORTING OF NEWS

- 1.1 Reporting of news: Definition, concept, elements and values of news.
- 1.2 Responsibilities and qualities of news reporter.
- 1.3 Source of reporting & concept of news structure and writing of different types of intros.
- 1.4 Journalistic interview.
- 1.5 Terminology of journalism.

#### UNIT TWO: NEWS BEATS AND NEWS SOURCES

- 2.1 Types of beats (covering crime, disaster, education, cultural and social issues etc.)
- 2.2 Role of news agencies & study of national and international news agencies.
- 2.3 Press conferences & other information sources for news.
- 2.4 Reporting for court, legislature, and parliament.

#### UNIT THREE: EDITING TECHNIQUES

- 3.1 Meaning, nature and principles of editing.
- 3.2 Art and craft of editing.
- 3.3 Editing for newspapers & magazines.
- 3.4 Responsibilities of copy editors and editors.

#### UNIT FOUR: TREATMENT OF THE NEWS

- 4.1 Meaning, concept & skill for investigative reporting, (ethical issues pertaining to investigative reporting).
- 4.2 Concept of soft stories and hard stories.
- 4.3 News for social justice and human rights.
- 4.4 Writing in-depth news.

#### UNIT FIVE: NEWSPAPER PRODUCTION

- 5.1 Principles of layout, contemporary Indian newspaper designs & layout.
- 5.2 Caption writing guidelines.



5.3 Photo editing.

5.4 Types of graphics & designs (computer software in process and page making).

## **REFERENCE**

1. Practical Newspaper Reporting – Tom Welsh ( Oxford University Press London)
2. The Journalists Interview – by Sherwood Hugh C. ( Harper and Row, New York)
3. Practical Newspaper Reporting – Tom Welsh ( Oxford University press, London)
4. A First Course in Practical Journalism- Ved Prakash Gandhi (Kanishka Publishers Distributors 2001)
5. Understanding Journalism- Lynette Sheridan Burns (Vistaar Publication)
6. Copy- editing – Judith Butcher ( Cambridge University Press)
7. News Reporting and Editing- M.K. Verma (APH Publication Corporation 2009)

## **FIRST SEMESTER**

### **MCJ 405PR) Language of Communication and Media Writing (Practical)**

#### **OBJECTIVES**

- To make students understand basic Gujarati-English grammar and sentence structure so that they are able to translate text from English to Gujarati and the other way round in correct and effective manner.
- To make students learn the proper language of proper expression for effective communication.

#### **UNIT ONE: MEANING, IMPORTANCE AND ELEMENTS OF LANGUAGE OF COMMUNICATION**

- 1.1 Meaning and importance of communication language.
- 1.2 General rules of grammar: Gujarati and English.
- 1.3 Essentials of good writing: Essentials of mass media writing.
- 1.4 Concept of creative language.
- 1.5 Use of creative writing in the field of media.

#### **UNIT TWO: TECHNIQUES OF EFFECTIVE WRITING**

- 2.1 Types of sentences, their structure and use.
- 2.2 Words and their redundancies. Words and phrases; use of adjectives and adverbs.
- 2.3 Negatives and double negatives transitional devices.
- 2.4 Methods of paraphrases, attribution, and quoting.
- 2.5 Writing for different media.

#### **UNIT THREE: TRANSLATING SIMPLE JOURNALISTIC CONTENT**

- 3.1 Translating at least 5 different news items.
- 3.2 Translating at least two articles.
- 3.3 Translating at least one creative writing of about 500 words.
- 3.4 Preparing a list of at least 20 phrases in Gujarati and English used for the same Expression.

## UNIT FOUR: LANGUAGE COMMUNICATION AND TRANSLATION FOR VARIOUS MEDIA

- 4.1 Nature, scope and characteristics of book translation.
- 4.2 Translation for different media.
- 4.3 Translation & Gujarati literature.
- 4.4 Study of the good translator.

## UNIT FIVE: MEDIA WRITING

- 5.1 The nature and characteristics of media writing.
- 5.2 What is script? Explain with practical examples.
- 5.3 Actual writing: the craft of re-writing.
- 5.4 Dialogue writing.
- 5.5 Use of research in writing script.

- NOTE:** 1) In this practical paper we are teaching the skill-based application of these topics.  
2) To justify this subject we are conducting workshops on each unit during workshop performance and evolution are considered.  
3) Each unit carries 14 marks. (14 marks x 5 units = Total 70 marks)

## **FIRST SEMESTER**

### **MCJ 406PR) Practical – Printing Production and Field Visit.**

#### OBJECTIVES

- To prepare students for the media skill for news paper production.
- To impart the practical training to the student.

- 1.1 Individual production of one news paper. (Minimum of tabloid size)
- 1.2 Individual production of a magazine.
- 1.3 Practical training report (with media industry) oral / written.
- 1.4 General field visit report five places.
- 1.5 Interview skill

(Submission of two journalistic, in-depth, written interviews of any two eminent personalities)

## **Scheme of the Syllabus Course of structure**

## **SECOND SEMESTER**

Course No.	Types	Name of the Paper	Total hours			Credits
			Teaching	Other	Total	
MCJ 407	Core	New Media Applications	3	1	-	4
MCJ 408	Core	Radio Journalism and Production	3	1	-	4
MCJ 409	Core	Television Journalism and Production	3	1	-	4
MCJ 410	Core	Alternative Media	3	1	-	4
MCJ 411PR	Practical	Presentation and performance	-	-	6	4
MCJ 412PR	Practical	Television and Radio Production	-	-	6	4

Four (4) credits for each course Total credit  $4 \times 6 = 24$  Credits

MCJ 412 for practical work- Production of Documentaries in group + Production of Television & Radio programme/News (Oral and Written presentation pertaining to production process)

## **SECOND SEMESTER**

### **MCJ 407) New Media Applications**

#### **OBJECTIVES**

- The objective of the course is to acquaint students with the computer operating system.

- After completion of the course students are supposed to acquire basic computer skills according to the requirement of the media profession.

## UNIT ONE: BASIC OF COMPUTER

- 1.1 Development of computer (History & origin).
- 1.2 Role of computer in communication revolution.
- 1.3 Introduction to input and output devices, files and folders & using functions of charts and graphs.
- 1.4 Operating systems and package use.
- 1.5 Computer software packages for media.

## UNIT TWO: INTRODUCTION TO INTERNET

- 2.1 Facilities of internet in communication; video conferencing.
- 2.2 Internet protocols and different websites & portals and search engines.
- 2.3 Potential threats to internet communications.
- 2.4 Major News sites of channels e.magazines & online newspapers.
- 2.5 Case-Study for web journalism.

## UNIT THREE: MULTI MEDIA AND CYBER COMMUNICATION

- 3.1 Definition and elements of multi-media: Multimedia in mass communication.
- 3.2 Use of multimedia gadgets like scanner, digital camera etc.
- 3.3 Laws and ethics of cyber communication.
- 3.4 Web as a medium of communication for different media.
- 3.5 Blog journalism.

## UNIT FOUR: SATELLITE COMMUNICATION

- 4.1 Historical background of satellite, up link and downlink frequencies transponders.
- 4.2 KU band and digital transmission via satellite advantage, increased number of channels, polarization.
- 4.3 Co- location of multiple satellites, narrow band- wide band-broadband.
- 4.4 Allocation of increased channel capacity for moving events.
- 4.5 Dish antennas, spot beam techniques.
- 4.6 INSAT and Intelsat-role of ITU. DBS (Direct Broadcast Satellite)

## UNIT FIVE: TELECOMMUNICATIONS

- 5.1 Development in telecommunications: Role of communication satellites and computers.
- 5.2 PSTN-ISDN (Integrated Services Digital Network), telephony- message handling Services- fax-telex- LANs (Local Area Network).
- 5.3 Mobile radio communications, satellite services, satellite for communication, intelligence and remote sensing.
- 5.4 Optical fiber communication.
- 5.5 Historical background, basic principals of mobile technology.

## **REFERENCE**

1. Using Information Technology: A Practical Introduction to computer and Communication – Hutchisan, Sawyer (Tata McGraw-Hill 1999)
2. News Writing and Reporting for Today's Media- Ituli, B. and Anderson D. (McGraw-Hill 1997)
3. Online Journalism: A Basic Text- Rays, Tapas (Foundation books, Delhi, 2006)
4. Understanding News Media- Arul Aram and Nirmaldasan (VijayNickol, Chennai 2006)
5. Mobile Satellite Communication; Principles and Trends- Manu Richaria (Addison Wesley Pub Co. 2001)
6. Mass Media and Information Revolution – Gopal Bhargava (Isha Books Delhi)
7. Net, Media and the Mass Communication– Jagdish Chakravarthy (Authorspress 2004)
8. Information Technology in Journalism- Om Gupta, Ajay S. Jasra (Kanishka Publishers, Distributers New Delhi 2002)
9. New Media Techniques and Trends – Ashwin Razdan (Vitasta Publishing Pvt.Ltd.)

## **SECOND SEMESTER**

### **MCJ 408) Radio Journalism and Production**

#### **OBJECTIVES**

- To present the holistic character of radio as a medium of communication.
- To make students understand the process of radio programme production.
- To develop script writing skills for various types of radio programme.

#### **UNIT ONE: RADIO PROFILE**

- 1.1 Radio as a verbal medium: strength and weakness; radio and public service broadcasting.
- 1.2 Radio for social change and development.
- 1.3 Alternative radios: community radio, participatory radio.
- 1.4 Radio broadcasting as entertainment, fm radio and commercial radio, web radio.

#### **UNIT TWO: TYPES OF RADIO PROGRAMMES**

- 2.1 Brief introduction to main categories of radio programmes: music- light, classical, folk and tribal music; spoken word talks, talk show, discussion, interviews, quiz, story and poetry recitation; drama; documentaries and radio magazine programmes. Radio serials.
- 2.2 Audience specific programmes : programmes for youth, programmes for women, : programmes for children, programmes for senior citizens.
- 2.3 Subject specific programmes: rural broadcast, educational broadcast, sports broadcast, science broadcast, health and family welfare broadcast.
- 2.4 Interactive broadcast: phone-in-programme; voice mail morning information programme field based programme; radio bridge; people's forum programmes.

#### **UNIT THREE: RADIO PROGRAMMES PLANNING AND PRODUCTION**

- 3.1 Programme planning; roles of listener's responses in programme planning; audience research and feedback in programme planning; fixed- point-chart schedule of programme and its importance.

- 3.2 Equipments for production; studio set-up, transmission and related technical person.
- 3.3 Microphones; importance, types; sound recording machines; sound mixers; sound transmission over lines; telephone; live phone programmes; radio news/ gathering vehicles.
- 3.4 Composition of programmes; news, music, and spoken words.
- 3.5 Study and experiments, issues of community radio in India/campus radio.

#### UNIT FOUR: RADIO NEWS

- 4.1 Basic principles of radio news in India and abroad. Qualities and requirements of radio news reader.
- 4.2 Role of radio news during disaster situations. Radio news for rural people.
- 4.3 Studio production of radio news reels and current affairs programme.
- 4.4 News capsule and radio commentary.
- 4.5 News writing and field base reporting for radio presentation and structuring a radio report and handling live transmission.

#### UNIT FIVE: RADIO BROADCASTING AS ENTERTAINMENT

- 5.1 Commercial radio and entertainment radio/ FM Radio Stations.
- 5.2 Presentation of entertainment programme - job of the presenter towards more lively presentation; broadcast speech; delivery modulation and projection of the voice.
- 5.3 Role of RJ in entertainment programmes for radio.
- 5.4 Qualities and requirements for RJ in radio.
- 5.5 Study of successful radio stations and radio programmes specially for entertainment.

### **REFERENCE**

1. Essentials and Practice of Radio Management- Anil Kak (JPC Ltd.,Area, Mohali)
2. The Radio Handbook – Carole Fleming (2<sup>nd</sup> Edition Routledge 2002)
3. Radio Production – Mcleish ( Vishvidhyalaya Publication, Wranasi)
4. Basic Radio Journalism- Paul Chanteler & Peter Stewart( Vishvidhyalaya Publication, Wranasi)
5. Radio ,TV and Broadcast Journalism- R.k.Ravindran(Anmol Publications Pvt Ltd.2000)
6. Digital Audio Technology- Jan Maes and March Vereammen( 4<sup>th</sup> Edition Focal Press 2001)
7. Radio Vision-Multimedia through Digital Radio – Dr.R.Sreedher (UNESCO publications,2002)
8. Role of Radio in Growth & Development( Report of a Seminar)- K.E.Eapen,(Mass Media Education research and Information Center,Bangalor,2001)

### **SECOND SEMESTER**

#### **MCJ 409) Television Journalism and Production**

#### **OBJECTIVES**

- To impart to students the essentials of television production techniques.
- To prepare students to undertake TV production.
- To familiarize students with the organizational set- up production process and news gathering

## UNIT ONE: BASIC OF TV PRODUCTION

- 1.1 Studio lighting – three point lighting – high key and low key lighting: properties, studio sets and make-up.
- 1.2 Video editing techniques and digital effects, planning location shoots- single camera shooting – multi camera shooting.
- 1.3 Role of functionaries – planning studio programmes.
- 1.4 Formats of TV programmes studio interview – studio discussion, studio chat shows, studio quiz programmes with audience participation.
- 1.5 TV documentary production corporate video production.

## UNIT TWO: TELEVISION REPORTING

- 2.1 Visualizing news.
- 2.2 Investigation – interview techniques, piece to camera voice over.
- 2.3 Sequencing and editing news packages.
- 2.4 Investigative reporting-economic reporting- sports reporting.
- 2.5 Human interest story.

## UNIT THREE: TELEVISION NEWS EDITING

- 3.1 Planning production and complication of news programmes.
- 3.2 Writing lead –in/ intro to news packages.
- 3.3 Headline writing, teasers and promos.
- 3.4 How to operate editing software.
- 3.5 Live coverage in television news and role of the editor.

## UNIT FOUR: TELEVISION ANCHORING

- 4.1 Voice broadcast skills, enunciation, flow modulation.
- 4.2 Facing a camera, eye contact, use of teleprompter.
- 4.3 Live studio and field interviews.
- 4.4 Moderating TV studio discussion, anchoring chat shows and cross-fire.

## UNIT FIVE: THE TV TEAM

- 5.1 Duties & responsibilities of director, producer and editor.
- 5.2 Duties & responsibilities of cameraperson, floor manager and production assistant.
- 5.3 Duties & responsibilities of sound recordist, technical director, set designer; makeup etc.
- 5.4 Script writer, graphic designer; TV personality: compeering, news reading.

## **REFERENCE**

1. Video Production – Vasuki Belavadi (Oxford University Press)
2. India On Television – Nalin Mehta (HarperCollins Publishers India, New Delhi)

3. Writing & Production for Television & Film- Esta De Fossard ( Vishvidhyalaya Publication, Wranasi)
4. Video Production Hand book – Gerald Millerson (3<sup>rd</sup> Edition, Focal Press,2002)
5. Making Television News in the Satellite Age- Brent MacGregor( St.Martin’s Press Inc.1997)
6. Presenting for T.V. and Video- Joanne Zorian Lymn (A&C Black London)
7. Making News – Uday Sahay (Oxford University Press)
8. Practicing Video journalism- Vivien Morgan(PB, Routledge 2008)
9. The Television Handbook – Jonathan Bignell & Jeremy Orebar(PB, Routledge 2009)

## **SECOND SEMESTER**

### **MCJ 410) Alternative Media**

#### **OBJECTIVES**

- A part from mainstream media life news paper and radio students should get the exposure of alternative media like poster making, slogan making, photography etc.
- Alternative media like poster making, slogan making, photography etc.
- Give skill based orientation of traditional media in India.
- Give knowledge on photography and photo journalism.

#### **UNIT ONE: FOLK MEDIA**

- 1.1 Origin and meaning of the concept of ‘folk media’ characteristics of folk media relevance of folk media in modern society.
- 1.2 Classifications of folk media forms, important folk media forms in India – Folk songs, Folk dances, Folk theatre, Folk tales, Folk games and Street plays.
- 1.3 Popular folk arts in India and their use in development communication.
- 1.4 Integrated application of folk media and mass media.
- 1.5 Role of government agencies like song and drama division, information and publicity department.

#### **UNIT TWO: PHOTOGRAPHY**

- 2.1 History of photography and photo journalism
- 2.2 Definition, nature, scope and functions of photo journalism- qualification and responsibilities of photo journalists, news photographers and news value, types and sources.
- 2.3 Selections, criteria for news photographs – channels of news pictures – viz., wire, satellite, agency, storage, picture library, freelancer, photo editing, caption writing,



- photo- presentation.
- 2.4 Legal and ethical aspects of photography – professional organizations – camera-components and types of camera, types of lens, types of films, types of filters- importance of light and equipments – camera accessories- picture appreciation.
  - 2.5 Digital camera – digital technology and its future- new media technology and photography, mobile phone and photography.

### UNIT THREE: POSTER MAKING

- 3.1 Poster as a medium of communication. Poster making for various purposes like commercial purpose, educational purpose etc.
- 3.2 Size, lay-out and production of poster making and use of new technology for poster Production.
- 3.3 Study of popular and effective posters prepared by communication experts.
- 3.4 Innovations in poster making and wall papers, hoardings as a medium of communication, hoardings at various public places.
- 3.5 Wall painting as a medium of communication (including slogans on the walls, sticker and Photographs) on the wall.

### UNIT FOUR: EXHIBITIONS AND COMMUNICATION

- 4.1 Exhibition and types of exhibitions.
- 4.2 Concept and theme of exhibition. Exhibition and public education. Exhibition for commercial purpose.
- 4.3 Display of exhibition at different places like historical places, display of museum etc.
- 4.4 Study of effective and creative exhibitions prepared by government, advt. agencies or any other agencies.
- 4.5 Communication for event management.

### UNIT FIVE: FOLK MEDIA OF GUJARAT

- 5.1 Bhavai – History and present scenario of Bhavai in Gujarat.
- 5.2 Bhavai as a medium of communication. Concept, performance and research on this folk art.
- 5.3 Popular folk media forms of Gujarat like Garba, Bhavai, Ras, Puppet show, Katha, Dayro, Folk art of Adivasis of Gujarat.
- 5.4 Different traditional dances of Gujarat. Characteristics of different dances of Gujarat. Regional and cultural values and folk types of Gujarat.
- 5.5 Puppet making process. Different types puppets and performances. Role of puppet shows for public awareness.

### **REFERANCE**

1. Folk media for development- Dr. N.Usha Rani
2. The Theatre in India – Mulk Raj Anand
3. Folk Theater in India – Gargi Balawant
4. Complete Book on Puppetry in India – Cure D.
5. The Photographer practical handbook – Paul Harcourt Davies
6. Kodak photography handbook – Wren
7. Basic Photography – Micheal Longford ( Focal press London 1992)
8. Celebration of life : Indian Folk Dances – Jiwan Pani ( Publication Division)
9. Folk Art and Social communication – Durga Das Mukhopadhyay (Rawat Publication)
10. Living Dolls: Story of Indian Puppets - Jiwan Pani ( Publication Division)

## **SECOND SEMESTER**

### **MCJ 411PR) Presentation and Performance (Practical)**

#### OBJECTIVES

- To develop communication skill for various media.

Unit One: Performance and participation in the street play workshop.

Unit Two: Performance and participation in the photograph workshop.

Unit Three: Individual poster production on different topics.

Unit Four: Performance and participation in the Bhavai workshop.

Unit Five: Performance and participation on puppet show workshop.

Note: For practical evolution work should assign during workshop.

## **SECOND SEMESTER**

### **MCJ 412PR) Television and Radio Production (Practical)**

#### OBJECTIVES

- To learn the basic skill for radio production and to study the practical issues of radio programme production.
- To equip students with basic understanding of the field of television production.
- To introduce students to the fundamentals of television technology as well as radio technology.

Unit One: 20 minutes entertainment programme production for radio.

Unit Two: 20 minutes radio news programme production.

Unit Three: 15 minutes news production programme for television production.

Unit Four: 20 minutes television interview of any eminent personality.

Unit Five: 15 minutes radio interview of any eminent personality.

Note: For this practical work student should hire the video camera from the market.  
The department can not provide video camera and sound recorder for this practical paper student has to bare all expenditure.

### Scheme of the Syllabus Course of structure

#### **THIRD SEMESTER**

Course No.	Types	Name of the Paper	Total hours			Credits
			Teaching	Other	Total	
MCJ 501	Core	Communication for Development	3	1	-	4
MCJ 502	Core	Media Research	3	1	-	4
MCJ 503	Core	Public Relations and Advertisement	3	1	-	4
MCJ 504	Core	Production and Study of Films & Documentaries	3	1	-	4
MCJ 505PR	Practical	Documentary Film Making + Development Project Report	-	-	6	4
MCJ 506PR	Practical	Practicals for Public Relation and Advertisement Skill	-	-	6	4

Four (4) credits for each course Total credit 4 X 6 = 24 Credits

MCJ 506 for practical work - Field based project on advertisement + Public relation related practical project (Oral and written presentation of project)

## **THIRD SEMESTER**

### **MCJ 501) Communication for Development**

#### Objectives

- To make students aware and sensitive about basic development issues such as poverty and employment disparity etc.
- To help students understand the different concepts of development and development communication.
- To prepare students to critically evaluate development approaches and programmes in the context of economic and development theories.
- This will give them ideas about using the media for development communication.

#### UNIT ONE: CONCEPT OF DEVELOPMENT

- 1.1 Definition and concept of development and indicators of development
- 1.2 Development and social change. Concept of human development.
- 1.3 Economic growth theories. Developing countries and their economic issues.
- 1.4 Approaches to development. Theories and models of development.
- 1.5 Dominant paradigms of development, Evolutionary model, psychological variable model, economic growth models. Mass media in modernization.

#### UNIT TWO: DEVELOPMENT COMMUNICATION

- 2.1 Defining development communication
- 2.2 Development communication policies and practices in India.
- 2.3 Indian media and development communication
- 2.4 Development support communication
- 2.5 Role of folk media and ICT in development

#### UNIT THREE: ALTERNATIVE THEORIES OF COMMUNICATION FOR DEVELOPMENT

- 3.1 Development of what and for whom? Strategies for participatory communication
- 3.2 Ethical perspectives need for alternative communication
- 3.3 Alternative paradigm and participatory communication models.
- 3.4 Traditional media and development – support communication
- 3.5 Integrated development, religious, gender and environment biases in the discourse of dominant paradigms.

#### UNIT FOUR: IT AND DEVELOPMENT COMMUNICATION

- 4.1 Information and communication technology in development.
- 4.2 Research in development communication
- 4.3 Application of information technology for grass root level development.
- 4.4 Empowering citizens through to access the information and knowledge.
- 4.5 Role of information management in development.

## UNIT FIVE: CASE STUDIES

- 5.1 Gandhian model of development and Gandhian model of communication.
- 5.2 Indian experience in communication development.
- 5.3 Concept and role of NGOS in development study of prominent NGO's.
- 5.4 Experiments and development role of radio.
- 5.5 Personalities in the field of communication such as Dr. Vikram Sarabhai, Nora Quabral, Rogers, Wilbul Scharamme.

### **REFERANCE**

1. Development Communication: Theory and Practice – Uma Narula
2. Communication for Development in the Third world (sage publication New Delhi)
3. Everybody loves a good drought by P.Sainath ( penghlin book)
4. Desiging message for development communication by Bella Mody (Sage publication)
5. Communication and development by S.R.Mehta ( Rawat Publication 1992)
6. Development journalism what next – DVR Murthy( Kanishka publishers, Distributors New delhi)
7. India's communication revolution – Arvind Singhal, Everett M. Rogers (Sage publication)
8. Communication technology and human development – Avik Ghosh (Sage publication)

## **THIRD SEMESTER**

### **MMCJ 502) Media Research**

#### **OBJECTIVES**

- To introduce some basic concepts in research and explain their association with development of scientific methods.
- To introduce various approaches, elements, and data analysis methods used in media research
- To help students prepare research design for various media topics and prepare a dissertation.

#### **UNIT ONE: SCIENCE AND RESEARCH METHOD**

- 1.1 Concept research, nature of scientific inquiry.
- 1.2 Philosophy of research and concept of media research.
- 1.3 Historical development of research methodology.
- 1.4 Basic of media research and concept of media research

#### **UNIT TWO: ELIMENTS OF RESEARCH**

- 2.1 Variables and constants, hypothesis
- 2.2 Questionnaire
- 2.3 Main issues of research- audience, content and effect
- 2.4 The qualitative and the quantitative method
- 2.5 Concept and constructs, measurements and scales, theories and facts.

#### **UNIT THREE: APPROCHES TO RESEARCH COMMUNICATION**

- 3.1 Reductionist and holistic.
- 3.2 Qualitative and quantitative.
- 3.3 Analytical and descriptive.
- 3.4 Fundamental and applied.
- 3.5 One time longitudinal.

#### **UNIT FOUR: THE RESEARCH PROCESS**

- 4.1 Concept of research design. Types of research design – exploratory, experimental, explanatory etc.
- 4.2 Stages of research (i) Aims and objectives (ii) Approaches to research (iii)Methods of data collection (iv) Analysis to conclusions.
- 4.3 Sampling: Basic concept, Representativeness, Probability and non probability sample- concepts, Types of probability and samples, Practical guide for sampling
- 4.4 Data collection methods: Quantitative surveys, Focus group discussion, personal interviews, fields observations, case study.
- 4.5 Content analysis concept. Uses and qualitative content analysis

#### **UNIT FIVE: INTRODUCTION TO STATISTICAL AND COMPUTER APPLICATION**

- 5.1 Important of statistics in media research, Descriptive statistics.
- 5.2 Statistical tools and technique.
- 5.3 Level of measurement and test of significance.
- 5.4 Role of computer in media research
- 5.5 Application of computer in media research (practical in computer lab)

## **REFERANCE**

1. Mass communication research methods – Ander Hansen, Simon Cottle, Ralph Negrine & Chris Newbold (Mcmillan press)
2. Researching audience – Kim Schorder, Kirsten Drotner, Stephen Kline, Catherine Murray (Oxford university press)
3. Social research methods-W.Lawrence Neuman(Allyn & Bacon a persan education company)
4. Writing research reports- Goran Runeson & Martin Skitmore(Anmol publication pvt.ltd)
5. Writing your thesis – Paul Oliver (vistaar publication, New delhi)
6. Quantitative research methods for communication – Jason S.Wrench, Candice Thomas-Maddox, Virginia peck Richmond, James C. McCroskey(Oxford university press)
7. Mass media research – Roger D. Wimmer, Joseph R. Dominick ( Thomson Asia pvt.ltd)

## **THIRD SEMESTER**

### **MCJ 503) – Public Relations and Advertisement**

#### **OBJECTIVES**

- To help students understand the growing importance of communication in various functions of a public relations.
- To introduce basic concept and their development in public relation
- Application of research and content development in corporate communication.

#### **UNIT ONE: INTRODUCTION TO PUBLIC RELATION**

- 1.1 Growth and history of public relation, role of public relation
- 1.2 Public relation and allied disciplines like publicity propaganda, lobbying public affairs etc.
- 1.3 Laws and ethics of public relation (defamation, copyright, invasion of provacy; PRSI code of ethics.)
- 1.4 Role of public relation in government (state and central government)
- 1.5 Functions of public relations in service sectors like banking, universities airlines etc.

#### **UNIT TWO: TOOLS FOR PUBLIC RELATIONS**

- 2.1 Press releases- format and pattern of press release.
- 2.2 Press brief and press conference
- 2.3 Growth of public relation agency, planning for public relation campaign.
- 2.4 Role of corporate social responsibility. Ensuring positive coverage for client.
- 2.5 Indian agencies v/s international agencies.

#### **UNIT THREE: ADVERTISING**

- 3.1 Advertising tools and practice
- 3.2 Consumer behavior; analysis; definition and factors
- 3.3 Defining consumer behavior and its various factors.
- 3.4 External environment, culture, sub-culture, social class, social group, family, internal states-perception
- 3.5 Learning motivation, personality, lifestyle and attitude.

## UNIT FOUR: BRAND MANAGEMENT

- 4.1 Definition, concept and evolution of brand management- component of a brand: strategy and structure.
- 4.2 Defining creativity, stages in the creative process, creative brief.
- 4.3 Advertising appeals, language copy- debriefing of campaigns.
- 4.4 Process of motivation and theories of motivation.
- 4.5 Graphics: role and scope in advertising, design principals, use of colour in design, designs in colours, type and type faces.

## UNIT FIVE: ADVERTISING RESEARCH

- 5.1 Scope and objectives- research as a decision making tool.
- 5.2 Market research and advertising research.
- 5.3 Types of research: target marketing research positioning research.
- 5.4 Pre-test research, post test research.
- 5.5 Audience, research, methods of analyzing research (psychographics /life style research, psycho- physiological research)

## **REFERANCE**

1. The art and science of publications(set of eight vols)- Michael Bland, Alison Theaker, David Wragg (The institute of public relation)
2. Public relations & communication – Philip Lesly (Jayco publishing house)
3. Advertising marketing and sales management – G.R.Basotia, N.K.Sharma (Mangal deep publications)
4. Advertising planning, implementation & control – Sandeep Sharma, Deepakkumar (Mangal deep publications)
5. Social dimensions of advertising – Dr.S.S.Kaptan ( Sarup & Sons)
6. The craft of copy writing – June A. Valladares ( Response books)
7. Public relations – H.Frazier Moor, Frank B. Kalupa (Surjeet Publications)
8. Planning for power advertising – Anand Bhaskar Halve ( Response books)
9. Effective Advertising – Gerard J. Tellis (Response books)

## **THIRD SEMESTER**

### **MCJ 504) Production and Study of films & Documentaries**

#### OBJECTIVES

- To introduce students to development of cinema.
- To prepare students to analyze and appreciate good cinema, to introduce students to the language and grammar of cinema.
- This paper will introduce the students to the concept of documentary filmmaking and the skills of making one by themselves.

#### UNIT ONE: FILM AS AN ART

- 1.1 Characteristics of the film medium. Brief history of Indian cinema
- 1.2 The art of film and relationship with other arts such as literacy fiction, theatre, music



and painting.

- 1.3 Technical process of film making. Scripting, Shooting, Editing, Re-Recording in film making process.
- 1.4 Hindi cinema and Indian society. Social issues and Indian cinema. “New wave” in Indian cinema
- 1.5 Regional languages and cinema industries in Indian languages. Study of gujarati film industry.

## UNIT TWO: FILM AND ENTERTAINMENT

- 2.1 History of entertainment in India. Film – entertainment industry in India.
- 2.2 Indian music and Indian cinema
- 2.3 Art philosophy and sociology of cinema.
- 2.4 Introduction to great Directors and Actors-Actresses in India and abroad.
- 2.5 Awards in Indian cinema. Censorship of film in India. Film society movement in India.

## UNIT THREE: DOCUMENTARY FILM

- 3.1 History of documentary film making, types of documentaries (social documentaries, Educational documentaries, corporate documentaries etc.)
- 3.2 Role of documentary film. Selection of topic for documentary film. Difference between fiction and documentaries.
- 3.3 Characteristics of animation. New trend in animation.
- 3.4 Research for documentaries, Interview technique for documentary film, planning and budgeting.
- 3.5 Pre-production, production and post production for documentary film.

## UNIT FOUR: VIDEO MAGAZINE

- 4.1 Role of video magazine. Video as an alternative media.
- 4.2 Video activism – talking back the documentary to the subject; participatory video for development.
- 4.3 Video activism and grass root communication
- 4.4 Study of video production unit for development and communication like ‘Drushti’ and ‘Seva Video’
- 4.5 Video production for public utilities like traffic information, blood donation, weather information etc.

## UNIT FIVE: FILM APPRECIATION

- 5.1 Review and analysis of film.
- 5.2 Criticism of film. Theories of film criticism.
- 5.3 New experiments in films in India and abroad.
- 5.4 Role of film clubs in film appreciation. Impact of cinema on society
- 5.5 Writing on film and role of media in film appreciation.

## **REFERENCE**

1. Sociology goes to the movie – Rajinderkumar Dudrah( Sage Publication)
2. Bollyworld – Raminder Kaur, Ajay J. Sinha (Sage Publication)
3. The art and science of cinema – Anwar Huda ( Atlantic publishers and distributors)
4. Participatory video – Shirley A. White (Sage Publication)
5. Talking about films - Dasgupta, Chidananda
6. Our films – Satyajit Ray
7. The oxford guide to film studies – Hill John and Gibson Pamela( Oxford university)

8. Directing the documentary – Michael Rabiger ( Focal press, New Delhi)
9. Documentary Films and Indian Awakening – Jag Mohan( Publication Division)

### **THIRD SEMESTER**

#### **MCJ 505PR) Documentary film making + Development Project Report(Practical)**

##### OBJECTIVES

- To develop skill for documentary production.
- Study and field research of project implemented by NGO's or GO's (Identify the various aspects of that developmental project and write a detailed report.
- Study and field research of project implemented by NGO's or GO's (Identify the various aspects of that developmental project and oral presentation of the report.

Unit One: Research for documentary topics on any developmental issue/oral presentation on that.

Unit Two: Participation in documentary production

Unit Three: Documentary production in group.

Unit Four: Study and field research of a project implemented by NGO's or Go's (Identify the various aspects of that developmental project and write a detailed report.

Unit Five: Study and field research of a project implemented by NGO's or Go's (Identify the various aspects of that developmental project and **oral presentation** of the report.

### **THIRD SEMESTER**

#### **MCJ 506PR) – Practical for public relation and advertisement skill**

##### OBJECTIVES

- To prepare the students for practical training for the advertising industry.
- To give exposure to the student for PR profession.

Unit One: Assignment on advertisement.

Unit Two: Assignment on PR.

Unit Three: Practical training report / Field visit report in the field of public relation.

Unit Four: Assignments on advertising skill.

Unit Five: Assignments on PR.

**Scheme of the Syllabus**  
**Course of structure**

**FOURTH SEMESTER**

Course No.	Types	Name of the Paper	Total hours			Credits
			Teaching	Other	Total	
MCJ 507	Core	Media Planning & Media Management	3	1	-	4
MCJ 508	EA	Specialization in Rural Communication OR	3	1	-	4
	EB	Business Communication				
MCJ 509	Core	Issue Based Writing	3	1	-	4
MCJ 510	Core	Study on the Greats	3	1	-	4
MCJ 511	Viva	Dissertation	-	-	6	4
MCJ 512PT	Practical	Media Research Project / Study Paper	-	-	6	4

Four (4) credits for each course Total credit 4 X 6 = 24 Credits

MCJ 511 for Dissertation- Each student is required to write a dissertation on any topic related to mass communication and will have to seek approval of Head of the Department.

MCJ 512 for practical work - Field based Research on media impact + Field based research on issue of development (oral and written individual presentation).

**FOURTH SEMESTER**

**MCJ 507) Media Planning and Media Management**

## OBJECTIVES

- To study the basic principle of management in media
- To study the ownership pattern of media industry
- To study the economy and marketing of media

## UNIT ONE: PRINCIPLES OF MANAGEMENT

- 1.1 Functions of management, Planning –its importance and coordinating.
- 1.2 Organizational behavior.
- 1.3 Structure, system, strategies.
- 1.4 Inter –personal relations, Human resource development.
- 1.5 Motivation incentives/rewards and punishment, management tools: for planning budgeting, scheduling.

## UNIT TWO: MANAGEMENT OF MEDIA ORGANIZATION

- 2.1 Principles of media management and role of the manager.
- 2.2 Creativity and management of creativity.
- 2.3 Characteristics of different media in India and management skill.
- 2.4 Policy formulation, planning and problems of media management.
- 2.5 Ownership pattern of mass media in India.

## UNIT THREE: MARKETING AND SALES PROMOTION

- 3.1 Marketing Mix, 5 P's of marketing.
- 3.2 Market positioning & campaign planning.
- 3.3 Consumer behavior, Strategies & tools of sales promotion.
- 3.4 Marketing as an exchange process, mass marketing.
- 3.5 Media as a marketing agent, marketing research.

## UNIT FOUR: CHALLENGE AND GROWTH

- 4.1 Challenge of media management.
- 4.2 Traits of an outstanding media management.
- 4.3 Growth of entertainment industry, infotainment.
- 4.4 Case study of any one media organization.

## UNIT FIVE: FINANCIAL ASPECTS OF MEDIA MANAGEMENT

- 5.1 Budgeting and finance, capital costs, production, costs, commercial policy.
- 5.2 News paper as a business – cost of running the organization.
- 5.3 Budgeting-problems of small newspapers-marketing of space/news.
- 5.4 Television and globalization- global market for television – its consequences.
- 5.5 Political economy of media- how television channels are marketed.

## **REFERANCE**

1. Newspaper Marketing in India-Dr.NVR Jyoti kumar (Anmol Publication Pvt Ltd.)
2. The Mass Marketing of Politics- Neman, Bruce I (Sage Publication, california,1999)
3. Marketing Management – Philip Kotler (Prentice Hall,2003)
4. Understanding Media Economics-Applying Economics New and Tradition Media-C.R.Colin Hoskins (Sage 2003)
5. Indian Media Business –Vanita Kohli (Response Books, Sage publication, New Delhi)
6. Making Sense of media – George Rodman(Person Education)

7. Media Management in India –(Ed.) P.K.Biswasroy
8. Marketing : A Complete Guide – McDonald (Palgrave Macmillan)

## **FOURTH SEMESTER**

### **MCJ 508EA) Specialization in Rural Communication**

#### **OBJECTIVES**

- To study the basic issue of rural India to orient them for the real socio economic issue of rural development.
- To give them the basic knowledge of rural communication.

#### **UNIT ONE: CONCEPT OF RURAL DEVELOPMENT**

- 1.1 Concept and parameters of rural development.
- 1.2 Issues of rural development
- 1.3 Rural society
- 1.4 Rural economy
- 1.5 Issues pertaining to grass root politics

#### **UNIT TWO: AGRICULTURAL COMMUNICATION**

- 2.1 Concept of sustainable agriculture (Issues & Implications).
- 2.2 The genesis of agricultural extension.
- 2.3 Agricultural extension approach system. Different scheme for rural development.
- 2.4 Issues and problems of small and marginalized farmer.
- 2.5 The impact of climate change on agriculture.

#### **UNIT THREE: ANIMAL HUSBANDRY AND RURAL DEVELOPMENT**

- 3.1 Animal husbandry in India
- 3.2 Role of animal husbandry in rural economy.
- 3.3 Relationship between agriculture and animal husbandry.
- 3.4 Role of 'Dairy' industry in rural development
- 3.5 Issues related to cattle breeding and NRM (Natural Resources Management) in India.

#### **UNIT FOUR: RURAL AUDIENCE**

- 4.1 Characteristics of rural audience. Issue and problems of rural communication.
- 4.2 Writing development messages for rural audience. Popular media culture and rural audience.
- 4.3 Radio and rural audience.
- 4.4 Role of participatory communication in rural area. Market forces in media and rural communication
- 4.5 Tools and techniques for rural communication with special reference to television.

#### **UNIT FIVE: ISSUES AND AREAS OF RURAL COMMUNICATION**

- 5.1 Role of mobile phone revolution in rural area. Study of the helpline of the farmers and

its impact.

5.2 Case studies on role of ICT in rural communication.

5.3 Study of e-villages in Gujarat and India.

5.4 Concept of green journalism. Study of rural news paper and rural coverage.

5.5 Study of the great rural journalist and rural communication experts.

## **REFERENCE**

1. Governance of Rural Information and Communication technology- Harekrishna Misra (Ed.)(Academic Foundation)
2. Integrating the Rural Poor in to Markets – Bibek Debroy & Amir Ullah Khan (Academic Foundation)
3. Energising Rural Development through ‘ Panchayats’- Bibek Debroy & P.D.Kaushik(eds.) (Academic Foundation)
4. Economic Reforms and Rural Development in India – G. Parthasarathy (Academic Foundation)
5. Performance of Integrated Milk Co- operatives- C.G.Ranade and D.P.Mathur (Concept Publishing Company)
6. NGOs and Rural Development :Theory and Practice- Joel SGR Bhowse (Concept Publishing Company)
7. Agriculture and Rural Development in India- M.LDewan (Concept Publishing Company)

## **FOURTH SEMESTER**

### **MCJ 508 EB) Business Communication**

#### **OBJECTIVES**

- To help students understand the growing importance of communication in various functions of corporations
- To introduce basic concepts and their development in corporate communication
- To help students understand the place and relationship of corporate communication department within the hierarchy of a company/institution.

#### **UNIT ONE: CORPORATE COMMUNICATION CONCEPT**

1.1 Changing nature of business today

1.2 Role in evolving strategies, identity.

1.3 Shift from PR to corporate communication.

- 1.4 Skills for corporate communication professional.
- 1.5 Relations with other units of organization.

## UNIT TWO: BUILDING A DISTINCT CORPORATE IDENTITY

- 2.1 Concept and process of distinct corporate identity
- 2.2 Brand establishment and brand image management in corporate communication
- 2.3 Tools and techniques for brand establishment (logo, lettering and process).
- 2.4 Image management and role of media.
- 2.5 Case studies of good branding.

## UNIT THREE: HUMAN RESOURCE DEVELOPMENT

- 3.1 Basic concepts of HRD.
- 3.2 HRD-corporate communication interface.
- 3.3 In- house communication skills, need and ways to know employees' perception.
- 3.4 Organizational communication
- 3.5 Role of communication in HRD issues.

## UNIT FOUR: CORPORATE PRESENTATION

- 4.1 House Journals-concept and design.
- 4.2 New occasion and special events.
- 4.3 Press releases and press conferences.
- 4.4 Production and documentation of corporate films.
- 4.5 New experiments and trends in corporate communication (case studies).

## UNIT FIVE: MASS MEDIA AND BUSINESS

- 5.1 An overview of business publication in India
- 5.2 A study of major business publication
- 5.3 Interpretation, investigation and in-depth reporting of commerce and economic trends;
- 5.4 Reports and proposals-routine letters and goodwill message.
- 5.5 Performance of public and private companies.

## **REFERANCE**

1. Brand Management – Saurabh Aggarwal (Global India Publications Pvt Ltd)
2. Business process Management – Naresh Verma (Global India Publications Pvt Ltd)
3. Communication Management – P.S. tripathi (Global India Publications Pvt Ltd)
4. Corporate Social Development – Rajnikant Sharma (MD Pubklications Pvt Ltd.)
5. Building Customer Loyalty – Linton (University Press)
6. International Human resources Management-Brewster (University Press)
7. Business and Professional Communication- Disanza (Pearson Education)
8. Presentation in Everyday Life- Engleberg (Pearson Education)
9. Communication for business – Taylor (Pearson Education)
10. Business communication Skill and Technique Y.P.Prasoon (Book enclave Publisher)

## **FOURTH SEMESTER**

### **MMCJ 509) Issue Based Writing**

#### **OBJECTIVES**

- To orient students towards different concept and ideas to develop integral understanding of the critical issues and inspire them to seek their own perspective.
- To enable students to understand the media responses on the issues in the light of different perspective.

#### **UNIT ONE: POLITICAL THOUGHT**

- 1.1 What is ideology; left, center and right in politics.
- 1.2 Ideology and political thought historical perspective from medieval to modernism and post modern.
- 1.3 Concept of power, fascism, feudalism, capitalism, communism, terrorism.
- 1.4 Humanism, Gandhism.
- 1.5 Human right, child right.

#### **UNIT TWO: ENVIRONMENTAL ISSUES**

- 2.1 Global/local issues of environment.
- 2.2 Inclusive growth and poverty & environmental issues
- 2.3 People's movement for environmental problems.
- 2.4 Environments of India.
- 2.5 Environmental communication.

#### **UNIT THREE: ECONOMIC ISSUES**

- 3.1 Economic growth, GNP, inflation, recession.
- 3.2 Issues related to poverty, unemployment.
- 3.3 Economic reforms: Liberalization and privatization.
- 3.4 Trends in globalization.

#### **UNIT FOUR: SOCIAL ISSUE**

- 4.1 Social stratification, positive and negative discrimination: trends in communalism.
- 4.2 Issues related to tribal population: community rights and common property rights and common property rights and resources.
- 4.3 Issues related to Dalit rights & social justice.
- 4.4 Displacement and migration.
- 4.5 Issues & problems of marginalize group in India

#### **UNIT FIVE: GENDER ISSUES**

- 5.1 Concept of gender; feminism.
- 5.2 Patriarchy-Male-domination and hegemony.
- 5.3 Sexual exploitation. Sexual harassment at work place.
- 5.4 Gender discrimination and adverse sex ratio.
- 5.5 Issue related to gender justice - women & media

## **REFERANCE**



1. Human Rights and Gender Justices- S.Gurusamy (APH Publishing Corporation)
2. Gender Discrimination in Modern India – Shekhar TV et al. (Rawat Publication)
3. Indian Tribes and the Mainstream Chaudhury SK (Ed.) (Rawat Publication)
4. Untouchable Castes in India – Shyamlal (Rawat Publication)
5. Essays on Contemporary India – Bipin Chandra ( Har – Anand Publications Pvt Ltd.)
6. Understanding Environment (Ed. Sage Publication 2006)
7. Secularism, Communalism and the Intellectuals – Zaheer Baber (Three Essays Collective)
8. India’s Market Society- Barbara Harriss-White(Three Essays Collective)

## **FOURTH SEMESTER**

### **MCJ 510) Study on the Greats**

#### **OBJECTIVES**

- To help the student understand significance and importance of the great achievers, social contributors, best writers, committed journalists and innovative scientist, artist.
- This is a unique paper for the future media professional. Through this paper we would like to make them more studious and sensible journalist.

#### **UNIT ONE: BOOKS**

- 1.1 Study of the any two best Autobiography/Biography in the world.
- 1.2 Study of the any two best books in the world.

#### **UNIT TWO: PERSONALITIES**

- 2.1 Study of any two thinkers in the world
- 2.2 Study of any two scientists in the world

#### **UNIT THREE: MEDIA ORGANIZATIONS**

- 3.1 Study of any two leading/reputed news paper organization in the world.
- 3.2 Study of any two major leading/reputed media groups/publishers in the world

#### **UNIT FOUR: WRITERS**

- 4.1 Study of any two great writers in the world
- 4.2 Study of any two reputed journalist in the world

#### **UNIT FIVE: LEADERS**

5.1 Study of any two best political reformers/leader in the world.

5.2 Study of any two best social scientist/social activist in the world

NOTE: Here we are not mentioning the name of the books and the eminent personalities because every year we would like to introduce new books and different personalities for study. With the suggestions of media professionals and academicians we will introduce new names. We are continuing with the same format.

## **FOURTH SEMESTER**

### **MCJ 511) Dissertation**

#### OBJECTIVES

- Every student will have to prepare a dissertation in any area of mass communication detailed in the curriculum under the guidance of regular/guest faculty.
- The objective of the dissertation is to enable a student to have an in-depth knowledge of the subject of his/her choice.
- It should be a research –based effort and should endeavor to create new knowledge in any area of mass communication.

Note: Before the beginning of the fourth semester's exam student must submit his/her synopsis to the department. Student has to submit the final dissertation within one month (30 days) of final exam (fourth semester). If dissertation is not submitted during time limit department will not consider this research work for forth semester.

## **FOURTH SEMESTER**

### **MCJ 512 PT) Study Paper/ Media research project/ Study paper**

#### OBJECTIVES

- Student should do independent work on any current or media related topic.
- Prepare the student for oral independent project presentation.

Unit One: Assignments on any current affairs related topic/Assignments on any media related topic.

Unit Two: Field work related assignment topic/Media related field work report writing.

Unit Three: Library work related assignment/Media related assignments.

Unit Four: Study tour related report writing.

Unit Five: Any research based writing.

**Note: MCJ 512 PT Study Paper/ Media research project.**

**For all practical papers assignment details will be given by the department in the beginning of the all semesters. This much of flexibility is desirable for any such kind of courses. In these papers unit detail is just a guide line. We are not bound to follow them.**

**Before the final exam of the fourth semester each student has to submit his/her work to the department otherwise he/she will not be entitles to appear for the exam.**