

M.A. JOURNALISM AND MASS COMMUNICATION

SYLLABUS

I Year - Paper I - INTRODUCTION TO COMMUNICATION – PJMC01 (S850)

Unit I: Communication – Definitions – Elements of Communication – Communication Act – Sender – Message – Channel – Receiver – Effects – Feedback – Communication Process – Communis – Human Relationship – Basic Models.

Unit II: Communication Basic Models – Harold. D. Lasswell, Braddock, Shannon and Weaver, Osgood and Wilbur Schramm, Wilbur Schramm and Hellical Dance Model.

Unit III: Various types of Communication – Intrapersonal – Interpersonal – Group – Mass Communication and Mass line Communication – Functions of Communication – Effects.

Unit IV: Human Communication – Characteristics – Contents – Language – Meanings – Talent – Manifest – Contextual Structural Meanings.

Unit V: Speech Communication – Psychology and Sociology Aspects – Cognition – Selective Perception – Selective Retention – Selective Expression – Socio – Cultural Norms and Cognition Attitudes.

Unit VI: Verbal and Non Verbal Communication – Signs – Codes – Proxemics – Kinesics.

Unit VII: Classification of Media – Various Types – Traditional Media – Classical and Folk Media – Modern Media.

Unit VIII: Marshall McLuhan's Theory of Media Classifications – Wilbur Schramm Classifications – General Classifications.

Unit IX: Mass Communication – Mass Concepts – Characteristics of Mass Audience – Typology of Audience – Bauer's Concept.

Unit X: Functions of Mass Communication – Mass Society – Socialisation Process – Mass Culture – McLuhan's Global Village Concept – Global Culture.

Reference Books:

1. Bever S.H., et.al., The Sociology of Mass Media Communications, The Social Review, The University of Keele, Staffordshire, 1969.
2. David K. Berlo, The Process of Communication, Holt Rhinehart and Winston, 1960.
3. Denis McQuail, Mass Communication Theory, Third Edition, Sage Publication, 1994.
4. Denis McQuail and Svin Windhal, Communication Models, Longman, London, 1981.
5. James Watson, Dictionary of Communication and Media Studies.
6. John Comer and et. al, Communication Studies, Longman, London, 1981.
7. Keval J.Kumar, Mass Communication in India, Vikas Publication,s New Delhi, 1994.
8. Little John.S.W., Theories of Human Communication, Longman, London.
9. Marshal McLuhan, Understanding Media.

10. Reed H. Blascé and Edwin Haroldsén, A Taxonomy of concepts of Communication, Hasting House, 1975.
11. Warren K. Agee, Introduction to Mass Communication, New York, 1960.
12. Wilbur Schramm, The Process and Effects of Mass Communication.

I Year - Paper II - COMMUNICATION THEORIES – PJMC02 (S851)

Unit 1: Sociological Dimensions – Scope and functions of communication in the society-social aspects in shaping communication behavior. Influence of socio-cultural institutions –Family

Unit 2: Dynamics of Primary and Secondary groups – personal influence theory- Marxism-Fragmentation Vs. Unification- Dynamics of social change-Dysfunction.

Unit 3: Psychological Dimensions – Communication behavior theories – Learning, Motivation and Achievement – Perception – Cognition –Attitude – Change of Attitudes - Individual Differences Theory.

Unit 4: Cultural Dimensions – Mass Media as Cultural Industry- Cultural Norms Theory – Effects Theory – Normative Theory – Narcotic –Hegemonic Theory.

Unit 5: Electronic Colonialism – IICO & NWICO recommendations - Significations & Effect of New Information Technology.

Unit 6: Information Seeking – Cultivation Theory, uses and gratification -Structuralism – Functionalism – Modernism – Heurmenitics.

Unit 7: Political Dimension – Ownership and Control – Monopoly Formation of Public opinion – Propaganda – Agenda Setting Theory – Gate Keeping – Spiral Keeping – Spiral of Silence.

Unit 8: Media Manipulation – Four Theories of Press – Political Communication – Political Socialization – Communication Politics.

Unit 9: Western and Eastern Perspectives – Differences – Western Theories in the Indian Context – Asian and Indian Models – Concept of Sadaranikaran – Sahridayas.

Unit 10: Evolution of Communication Theories in developing countries – Alternative Communications – A Comparison of Latin American and Indian Experiences – Participatory.

REFERENCE:

1. Blunder, J. and E. Katz, The Uses of Mass Communication. Thousand Oaks, CA: Sage, 1974.
2. David Holmer, Communication Theory-Media, Technology and Society, Sage Publication, London, 2005.
3. Denis McQuail, An Introduction to Communication Theories, Sage Publication, New Delhi, 1994.
4. Denis McQuail, Mass Communication Theory, Sage Publication, London, 4th Edition 2000.
5. Duai R.& Manonmani .T, Culture and Communication: New Perspectives, Galgotia Publication, New Delhi, 1997.

6. Joalee PC., Culture, Communication and Social Change, Vikas Publication, 1989.
7. Keval J. Kumar, Mass Communication in India, Jaico Publishing Housing, Bombay, 1991.
8. Melvin C. Defleur, Theories of Mass Communication, Longman, New York, 1992.
9. Peterson et.al (ed)., The Mass Media and Modern Society, Holt Rinehart & Watson Inc. 1965.
10. Richard Collins, Media, Culture and Society, Sage Publication, New Delhi 1986.
11. Robert Craig, Hedi L. Mullaer, Theorizing Communication-Reading Across Tradition, Sage Publication, 2007.
12. Jean T. Olson, Using Communication Theory- An Introduction to planned communication, Sage Publication, London, 1992.
13. Wimal Dissanoyake, Communication Theory – The Asian Perspective, Asian Mass Communication Research and information Centre (AMIC), Singapore, 1988.
14. Yadava JS, Communication Theories, IIMC, New Delhi.

I Year - Paper III - COMMUNICATION TECHNOLOGY – PJMC03 (S852)

Unit I: Communication – Technology – Genesis – Application of Scientific Advancements – Electronic Revolution – Elementary Idea and about Electronic Devices – Valves – Transmitters, Integrated Circuits etc., - Amplifiers – Oscillators – Modulators – Antenna etc.,

Unit II: Basic Block Diagram of Telecommunication Systems – Telegraphy – Telephony – Telephone Exchange – Fax etc., - Telecommunication Networks – Policies.

Unit III: Principles of Radio Communication – Working of Radio Transmitters and Receivers – Elements of Radio Transmitters – Receivers – FM / AM Radio Systems – Narrowcasting.

Unit IV: Visual Media – Still Photography – Video – Animation and Graphics.

Unit V: Functional aspects of TV – Transmitters – Receivers – TV sound and equipments – Camera – Monitors – VCRs – Mixers / Switches etc., - Portable Tape Recorders – Outdoor Mobile Recording Van – Cable Television.

Unit VI: Elementary Study of Micro Wave Communication Systems – Satellite Communication and Broadcasting – Satellite Distribution System – Ground Receivers and Transmit Station – Radio Networking and TV Broadcasting Satellites.

Unit VII: Computers – Digital – Computer Networks – E-Mail – Teleconferencing – Internet – Optical Fiber – Interactive Video – CD ROM – Transponder Data Flows – New Communication Technologies and Social Implications.

Unit VIII: Printing Technology – Type Faces – Fonts – Point System – Method of Composing – Machine, Photo, Computers – VDT – DTP – Printing Methods – Traditional and Modern Methods of Electronic Scanners – Laser Printers – Facsimile.

Unit IX: Film Technology – Basic Concept of Film Technology – Film Production – Cinematography – Cameras – Processing – Editing.

Unit X: Sound Engineering – Important of Sound Manipulation – Hardware and Software Details.

Reference Books:

1. Asok Mitra, Information Imbalance in Asia – AMIC, 1978.
2. Binod C. Agarwal, SITE INSAT.
3. Everett M. Rogers, Communication Technology, The New Media in Society.
4. Everett M. Rogers & Others, India's Information Revolution, Sage Publication, New Delhi, 1986.
5. Fredrick Howard, Global Communication and International Relations.
6. Fry, Tom, Computers, Grandda, London 1982.
7. Jacobson, Icen, Book of Video, Newness Technical Book, 1979.
8. Jacobson, Icen, Book of Audio, Newness Technical Book, 1979.
9. Jenifer Ruby, The Basic Information Technology.
10. John Bluck, Beyond Technology, WCC, Geneva, 1954.
11. Krishna Moorthy, V.S., Modern Trends in Printing Technology.
12. Michael Traber, Mythe of Information.
13. Tom Forrester (ed.), New Information Technology
14. Tony Gibson, Closed Circuits Television Single Harded.

I Year - Paper IV - MEDIA LAWS AND ETHICS – PJMC04 (S853)

- Unit 1:** Nature and Principles of Constitution of India (a) Fundamental Rights (b) Rights to Information (c) Freedom of Expression (d) and Freedom of Press in various political setup (i) in Capitalistic (ii) in socialistic Countries (iii) India before and after Independence.
- Unit 2:** Constitutional restrictions on Media – Privileges of Media Personnel – The Indian Penal Code, Indian Evidence Act – Libel – Slander – Defamation – Contempt of Court.
- Unit 3:** The Press Registration of Books Act 1867 – Copy Right Act – Periodical Changes – Post and Telegraphy Act – Official Secrets Act of 1923.
- Unit 4:** Press Council – Working Journalists Act – MRPTC (Monopolies and Restrictive Trade Practice Commission) – Industrial Dispute Act – Incident Representation of Women Act of 19896.
- Unit 5:** Rights and Abilities of the Editor, Printer and Publisher – Editorial autonomy and Independence – Government Information Services and their controls – PIB.
- Unit 6:** Code of Ethics in Different media – Morality of the Press and Cinema as Private Sectors - Radio and TV as States owned – Public utility undertakings.
- Unit 7:** Evolution of code of ethics for media – Historical Perspectives & details.

Unit 8: Freedom and Social Responsibility of Media - Tabloid Journalism – Investigative Journalism.

Unit 9: Advertising Standards – Advertising Councils – Film Censorship – Press Council– Broadcasting Policy – Prasar Bharathi.

Unit 10: Cable Media, its regulation and laws governing cable media – Internet as a media and the governing of rules of internet.

Reference Books:

1. Adhikari Gautam, Press Council, Press Institute of India, New Delhi.
2. Arun Bhattacharjee, The Indian Press, Profession to Industry, Vikas Publication, New Delhi, 1972.
3. Chatterjee P.C., Broadcasting in India, Sage Publication, New Delhi, 1988.
4. Christians K. Rozeth Media Ethics, Cases and Moral Reasoning, Longmans, New York/ London, 1987.
5. Clement J. Jones, Mass Media, Code of Ethics and Councils.
6. Durga Das Basu Laws of the Press in India, Joy Print Pack Pvt. Ltd, New Delhi, 1986.

I Year - Paper V - PRACTICAL 1 – WRITING SKILLS – PJMCTP1 (S854)

Unit 1: Reporting skills – Art of Interview – Communication skill – Speech Communication.

Unit 2: Developing Curiosity – Observations – Analyzing mind – Nose for News.

Unit 3: Reporting the News – Techniques of Reporting – Various Types of Reporting – Various Media.

Unit 4: Editing Practice – Language Usage – Style sheet – Translation Practice.

Unit 5: News writing – Practical – Picture Editing.

Unit 6: Writing Features -, Articles, Editorials, Reviews for Various Media – Practical.

Unit 7: Advertising Copy Writing – Script Writing - Preparation of Displays.

Unit 8: Preparation of Publicity materials – Posters, House Journals, News Letters, Brochures.

Unit 9: Folk media preparations – Street play – Folk Songs.

Unit 10: Preparations of Newspaper – Layout Design – Dummy Preparation – Page make up.

II Year - Paper VI - PRINT JOURNALISM – PJMC05 (S860)

- Unit 1 :** Journalism – Definition – New Concepts – Elements of News – News Values – Historical development of Press in UK, US and India – Before and after Independence – Emergency.
- Unit 2:** Various forms of print media – current trends of Indian Press – Professional associations – NRI, ILNA, Press Commissions – Press Council.
- Unit 3:** Newspaper organisations and Management – Various forms of organisation – Structure and functions of Newspaper Organisation – Editorial Department – News room – Reporting, Writing, Editing – Photography Sections – Business Department, Advertising – Marketing.
- Unit 4:** Art of Collecting News – Qualities of Reporters – Nose for news – Observations – Beats – News collecting from Executive, Administrative and Judicial Places – Art of Interviewing.
- Unit 5:** Various types of reporting – Crime – Human Interests – In depth and Interpretative reporting – Investigative reporting – New agencies – Free lancing.
- Unit 6:** Art of editing – Qualities of Sub-editors – Editor – Principles of Copy Editing – Structuring the news – Different styles – Editing for Space, Facts and Language – Style sheet.
- Unit 7:** Language proficiency – Fundamentals of writing Headlines – Creativity – Types of headlines – Intro or lead – Various types – writing body copy – Translation.
- Unit 8:** Views page – Editorial structuring – Analysis of facts – Various forms of editorials – Features form and contents – types of features - Articles – Form and Contents – Columns – Letters to the editor – Reviews – Film, Book and Art and Literature.
- Unit 9:** Introduction to Illustrations – News photos – Line Drawings – Cartoons and Caricatures – Comic Strips – Gags, Pannels and Serials – Importance of Illustrations – Printing – Colour Processing.
- Unit 10:** Graphic Communication – Art of Typography – Lay out Design – Page makeup – Principles – Various types of makeup – page makeup in Newspapers and magazines.

Suggested Readings:

1. Arthur Turnbull Graphic Communication.
2. Bruce Westley Newspaper Editing and Designing.
3. Harry Stencipher Editorial thinking and writing, Heastings House, 1979.
4. Herald Evans Newspaper and Design (Five volumes) Hinemann.
5. James P. Alexander Programmed Journalism Editing, Iowa State University Press, 1991.
6. Julius Harris The Complete Reporters, Macmillon, Newyork, 1981.
7. Kamath M.V., Professional Journalism, Vikas Publications, 1980.
8. Louis Alexnde, Beyond the Facts : A guide to the art of the Feature writing, Gulf Publishing Company, 1982.
9. Metz William News Writing: from Lead to, Prentice Hall Inc., New Jersy, 1979.
10. Nadig Krishnamoorthy Indian Journalism, Mysore University, 1978.
11. Rangasamy Journalism in India, Sterling Publishers,
Parthasarathy New Delhi, 1989.
12. Ramachandra Ayar Quest for New, Macmillon, 1980.
13. Srivastava Reporting and Editing, PII, New Delhi, 1989.

II Year - Paper VII - ELECTRONIC JOURNALISM – PJMC06 (S861)

Unit I: Origin and Development of Electronic Journalism – Broadcasting System UK, US and other developed and Third World Nations – Comparison.

Unit II: Indian Broadcasting Policy – Major recommendations of committees and working groups – Prasar Bharathi Bill – Question of autonomy.

Unit III: Radio – Growth and Development in India – Characteristics and nature of the medium role and its's social objectives – Various types or Radio, (AIR) services – National, Regional, and External services – FM Stations – Vividh Bharati – Local Radio – Mangement and Organization of AIR.

Unit IV: Planning and Production of TV, Radio Programmes – General and Special audience Programmes – Principles of writing for radio – Language – Different formats of radio programmes – Features, Debate, Talks, Drama, Interview etc., - Technique of radio news writing – Radio Commercials.

Unit V: Growth of Television in India – Nature of the medium – TV as a socio-cultural force – Various services of Doordarshan – National, Regional Network – Satellite Channel.

Unit VI: Economy of Doordarshan – Role of Government – Multinational – Management and Organization system of Doordarshan – Production – Relay Stations – Cable TV, Satellite TV – DTH and Up linking – Recommendations.

Unit VII: Planning and Production of TV Programmes – TV crews – Writing for TV – Visualization – Anatomy of News Cast & News Gathering – Various Programmes – General and Special Audience Programmes - Various formats of TV Programmes – ETV – News, Soaps, Epics, Sports, Talk Shows etc., - TV Commercials – Sponsors – TV News Agencies – Private Channels.

Unit VIII: Brief History of Films in India – Cinema and Society – Effects of Cinema – Film Theories – Film Criticism – Indian Film Culture – Film and Politics – Politics – Reports of Government Committees on Cinema Film Regulations – Censorship – Question of preserving Culture – Film Festivals - Film Awards – Economics of Indian Film – Management and Organization – Financing - Patterns of Distribution and Exhibition, Taxation etc.,

Unit IX: Film Production – Various Stages – Scripting – Casting – Rehearsing – Shooting – Sound Track – Editing – Various types of Editing – Production Publicity – Dubbing – Playback – Re-recording – Cinematography – National Film Policy – FFC, NFDC – Commercial Films – Documentaries – Films Division.

Unit X: Internet and Web Journalism – Planning & Production.

Reference Books:

1. Boyd Andrew, Broadcasting Journalism, Techniques of Radio and TV News, Heinemann, London, 1988.
2. Fletcher James, Handbook of Radio and TV Broadcasting, Van, Nestrand Reinhold Co., 1981.
3. Gearth Jowet, Movies and Mass Communcation, Sage Publications, London, 1986.
4. Gupta Das, Talking about Films, Orient Longman, USA, 1981.
5. Jag Mohan, Documentary Films and Indian awakening.
6. Mass Communication, Indian Cinema Today, Indian Institute.
7. Mass Communication, Cinema in Development Countries, Indian Institute.
8. Indiran, Cinema and ART (Tamil), Sivagangai.

9. Luthra.H.R., Indian Broadcasting Publication Division, Information and Broadcasting & Ministry of Government of India, 1986.
10. Mehra Masani, Broadcasting and People, National Book Trust India, 1976.
11. William Mayers, The Image Markers, Macmillian, 1984.
12. Keval.J.Kumar, Mass Communication in India, Jaico Publishing House, Madras, 1981.

II Year - Paper VIII - ADVERTISING AND PUBLIC RELATONS – PJMC07 (S862)

- Unit 1** Advertising - Working definitions - Distinguish Publicity, Propaganda and Public opinion.
- Unit 2** Functions of Advertising - Various types of Advertising - It's social and economical role Arguments far and against Advertising - Growth and development of Advertising in India.
- Unit 3** Advertising as Communication - Persuasive Communication - Buyer behaviour - Decision making process - Various models - Factors influencing buyer behaviour - Internal psychological - External - Family reference groups etc.
- Unit 4** Advertising campaign planning - market analysis - promotional mix - Advertising budgeting - measuring Advertising effectiveness.
- Unit 5** Advertisers - Advertising agencies - Structure and functions - Agency and media relations -Various media - Indoors and Outdoors - Characteristics of each medium - media selection - Principles – media mix.
- Unit 6** Copy writing - Creativity - Various appeals - Brand positioning - USP Copy formats - Style - Production - Code of ethics - Advertising councils Professional Associations.
- Unit 7** Copy Writing for various media, Internet, Print, Radio, TV, Film, Audio visual kits etc.,
- Unit 8** Public Relations - Definitions Elements of PR - Functions of PR - Need for PR - Two way communications - Public - Internal and External public Employee relations.
- Unit 9** PR and media relations - Press conference - Traits of good PRO - Growth and

Development of Public Relations in India - PR Councils - PRSI.

Unit 10 Structure and Functions of PR department in Government, Public and Private sectors - Planning for PR campaign - PR tools and Publicity materials - types of publicity - production - House Journals - motion pictures, Kits, organizing exhibitions, Trade Fairs, Open house etc, - Code of ethics.

Reference Books:

1. S.A. Chunawalla and F.C. Scthia, *Foundations of the Theory and Practice of Advertising*, Himalaya Publishers, Bombay, 1986.
2. Dyer Gillian, *Advertising as Communication*, Mathuen, Newyork, 1982.
3. Dunn S. Watson, *Advertising*, Hold Sandaras International Editing.
4. Keval J. Kumar, *Advertising: A critical Approach*, Niraali Prakasam, Pune, 1992.
5. Kleppner Otto, *Advertising Procedure*, Simon Schuster Inc., Anglewood, 1986.
6. Rathor B.S., *Advertising Management*, Himalaya Publishers, Bombay, 1986.
7. Willshurst John, *The Fundamentals of Advertising*, Heinemann, London, 1986.
8. Cutlip and Centre, *Effective public Relations*, Prentice, Hall, New Jersey, 1982.
9. Anil Basu, *Practical Public Relations*.
10. Balan K.R., *Chemistry of Public Relations*.
11. Narasimha Reddy, *How to be a good PR*.
12. Sam Black, *Practical Public Relations*, Universal Book House, New Delhi, 1976.

II Year - Paper IX - DEVELOPMENT COMMUNICATION – PJMC08 (S863)

Unit I: Concepts of Development – Role of Communication in Development – Development and Development Support Communication – Working definition Communication Approaches – Vertical – Top-down Model – Horizontal – Participatory Communication.

Unit II: Origins of Development Communication concept – Post II World War Periods – Rise of International Communication – Early Years of Development in India – Role of Everet M.Rogers, Wilbus Schramm in Indian Development Communication Developments.

Unit III: Development Communication concentrations in Agricultural and Health institutions – NIRD – Funding Agencies – USAID – Ford Foundation – World Bank – IMH etc., Development Communication Experiments – SITE, KHEDA Project, SEWA etc.,

Unit IV: Development Communication Theories – Earlier Dominant Paradigms – Economic Theories – Rostow, Daniel Lerner, E.M. Rogers, Wilbur Schramm – Modernization – Diffusion of Innovations – Models: Dependency Models (Marxist and Non-Marxist).

Unit V: Alternative Paradigms – Culturist Model, Self-Reliance, Gandhian Model – Revival of Modernization Model in 1990s – Focus on Tele-Communication and New Technologies – Relevance of Western Theories in India.

Unit VI: Communication Profile of India – Reach – Access – Various Media Systems – New Communication Technologies – Communication profiles in other countries – Appropriation of Traditions Fold Media – Advantages and Disadvantages – Interpersonal Communication needs.

Unit VII: Mass Media for Development – Radio and TV Development programmes – Agriculture, Health, Education, Environment, Cultural Preservation, etc., - National Integration – Role of Press.

Unit VIII: Development Communication Strategy – AIETA Model – Social Marketing Model etc., - Indian model by Agricultural Department – Media Selection – Small Media Appropriation – Media Mix.

Unit IX: Designing a Package – Various appeals: Persuasive, Emotional, Fear Rational etc., - Communications Effectiveness Study.

Unit X: Development Communication Research Methodology – Research Methods in Social Sciences – Qualitative and Research - Hypotheses - Concepts – Research Design – Methods of Data Collection – Survey Sampling – Questionnaire, Interview, Observations etc., - Content Analysis – Case Studies – Writing the Report.

PAPER X: PRACTICAL II – PHOTOGRAPHY AND VIDEO PRODUCTION – (S864)

Unit 1 : Fundamentals of Photo Journalism - Basic of Photography - Handling Still Camera.

Unit 2 : Types of Camera - Lenses - Photo films - Black and White - Colour - Compositions of films - Types - Practical.

Unit 3: Camera Angles - Still Photos - News Photos.

Unit 4 : Practical - Developing and Printing - Developing - Enlarger - Block making - Processing Colour Separation - Practical.

Unit 5 : Introduction to Video technology - Camera types - Colour Systems - Handling Video Camera - Practical.

Unit 6: Lighting - Equipments - Focusing Lenses - Multi Camera Techniques - Special effects.

Unit 7: Graphics – Practical - Softwares.

Unit 8: Planning for Production - Script Writing - Cinema, Short / Documentary Films.

Unit 9 : Editing - Cinema - Video - Types of Editing - Practical.

Unit 10: Audio recording and mixing - Film Production - Practical.