M.A. JOURNALISM AND MASS COMMUNICATION

SYLLABUS

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


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


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.


Reference Books:


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


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


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

REFERENCE:


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


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:
2. Binod C. Agarwal, SITE INSAT.
5. Fredrick Howard, Global Communication and International Relations.
12. Michael Traber, Mythe of Information.

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 socialist Countries (iii) India before and after Independence.


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

Reference Books:

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


Suggested Readings:

1. Arthur Turnbull Graphic Communication.
2. Bruce Westley Newspaper Editing and Designing.
4. Herald Evans Newspaper and Design (Five volumes) Hinemann.
11. Rangasamy Journalism in India, Sterling Publishers,
    Parthasarathy New Delhi, 1989.

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


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 – Management and Organization of AIR.


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 X: Internet and Web Journalism – Planning & Production.

Reference Books:

5. Jag Mohan, Documentary Films and Indian awakening.
8. Indiran, Cinema and ART (Tamil), Sivagangai.


II Year - Paper VIII - ADVERTISING AND PUBLIC RELATIONS – 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**

**Reference Books:**

11. Narasimha Reddy, *How to be a good PR*.

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


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


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 Angels - 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.