

# M.A.Mass Communication Syllabus

## Sem-III

### Paper –I

#### Communication Research

Unit -I: Definition – elements of research – scientific approach – research and communication theories– role – function – scope and importance of communication research – basic and applied research. Research design components – experimental, quasi-experimental, bench mark, longitudinal studies – simulation – panel studies – co relational designs. Unit II: Tools of data collection: sources, media source books, questionnaire and schedules, people's meter, diary method, field studies, logistic groups, focus groups, telephone, surveys, online polls. Random sampling methods and representativeness of the samples, sampling errors and distributions in the findings.

Unit -III: Methods of communication research – census method, survey method, observation method – clinical studies – case studies – content analysis.

Media research – evaluation, feedback – feed forward – media habits – public opinion survey – pre-election studies and exit polls.

Report writing – data analysis techniques – coding and tabulation – non-statistical methods – descriptive – historical – statistical analysis – parametric and non-parametric – uni-variate –bi-variate – multi-variate – tests of significance – levels of measurement – central tendency – tests of reliability and validity – SPSS and other statistical packages.

UnitI V:

Research applications in print and electronic media; Types of print media research- Readership Research. Methodology of Readership Research, Circulation Research. Research Applications in Electronic Media; Rating and non-Rating research, interpreting ratings.

Advertising research: scope and objectives – research as a decision making tool. Marketresearch and advertising research – types of research: target marketing research, positioning research – pre-test research, post test research, audience research, methods of analyzingresearch (psychographic/life style research, psycho-physiological research) Campaign Assessment Research

PR Research; Types of PR Research, PR Audit etc.

Unit V: Media research as a tool of reporting. Readership and / audience surveys, preparation of research reports / project reports / dissertations / theses. Ethical perspectives of mass media

## Paper II

### Film Studies

#### Unit – I

Origin and growth of film ( Cinema) as medium of communication. Emergence of the narrative cinema and American, German, French and Russian Cinema in the era of silent motion pictures. Film language and genres; Film Theories: Aesthetic, Soviet Formalist, Semiotic, Ideological; Psychoanalytic approach; Film & Society; Film movements; New wave Films. Elements for an Indian Film Theory.

#### Unit – II

The Cinemas of India: Prehistoric era; Silent era; Talkies; Hindi Cinema and Regional Cinema; Parallel Cinema; Eminent Film personalities of India. Hundred years of hindi cinema, Fifty years of Marathi cinema.

#### Unit -III

Cinema as an institution. The origin of cinema. Film review. Appreciation. Criticism.

Definitions. Qualities of film critic. Responsibilities of a film critic. Film and society. Film and politics. Shaping society. Film as an experience, Environment, Commodity and Communication Media. ,Analysis of commercial movie from the all aspects of cinema

#### Unit IV

Film audience. Audience positioning. Audience as the meaning makers. Hero worship. Fan clubs. Problematising the film audience .

Film censorship; Regulation and finance of film production; Film magazines;

Film festivals; Film awards; Review of selected Indian and Foreign Films.

## Unit V

Study of Great Indian and International filmmakers like Satyajit Ray, Adoor Gopalakrishnan, Akira Kurosawa, Ingmar Bergman and others.

## Paper III

### Development communication

Unit I: Development: meaning, concept, process and models of development – theories – origin – approaches to development, problems and issues in development, characteristics of developing societies, development dichotomies, gap between developed and developing societies.

Unit II : Development communication: meaning – concept – definition – philosophy – process - Theories : Modernization, Diffusion of Innovation and other western theories of Development. Latin American Theories of development, Indian Theories of development- Gandhian Theory etc. – role of media in development communication - strategies in development communication - social cultural and economic barriers - case studies and experience – development communication policy – strategies and action plans – democratic decentralization,

Unit III : Human Development, Sustainable Development, Economic development, liberalization, privatization and globalization

Environment and climate change, impact on agriculture and food security, energy security, environmental sustainability, mass displacements and migration. Urban and rural development, water and waste management, health, education, employment, housing, transport etc.

Unit IV: Panchayati Raj - planning at national, state, regional, district, block and village levels. Agricultural communication and rural development: The genesis of agricultural extension, extension approach system – approach in agricultural communication – diffusion of innovation – model of agricultural extension – case studies of communication support to agriculture. Development support communication: population and family welfare – health – education and society – environment and development - problems faced in development support communications.

Unit V : Developmental and rural extension agencies : governmental, semi-government, nongovernmental organizations problems faced in effective communication, micro – macro – economic frame work available for actual developmental activities – case studies on development communication programmes. SITE, Zabua, Kheda Projects. Radio for Development, Use of newspapers for development. Writing development messages for rural audience: specific requirements of media writing with special reference to newspapers, radio and television.

## Paper IV

### Print Media

Unit I : Organizational Chart of Editorial Department, Working and responsibilities of each Department. Editorial writing: Importance of edit page, place of opinion in a newspaper, concept of op-ed page; Form, purpose and style of editorial writing; Tools: Reading, library, clippings and research; Kinds of editorial writing: Leaders, opinion articles, analytical articles, current topics, importance of letters to editors; Comparative study of editorials and Op-Ed pages in various newspapers

Unit II: Role of Managing Editor, Editor, Assistant Editor, News Editor in newspapers. Writing editorial features: Structure of editorials; Types of editorials: Explain or Interpret, Criticize, Persuade, Praise; In-depth, interpretative, investigative articles; Planning of editorial page; Editing the opinion articles, do's and don'ts; Selecting and editing letters to the editor

Unit III: Writing columns: Planning and writing ,columns, Interests and specialization; Reviews: Books, dramas, films and art exhibitions; Special features, series of articles Writing the features: Kinds of features: Interview (QA or QPA format), utility, personal experiences, confessions, narrative, columns and columnists; types of features: Human interest story, news features, brights, sidebars, colour stories, personality profiles, professional profiles, seasonal stories, enterprise stories, saturation feature stories, Fact box, Chronology, Backgrounder, Fly on the wall/ Behind the scenes, Testimony, Vox Pop/ Expert views/ Opinion poll, Reviews, Analysis Gathering and organising information; Structure: Title, body, transitions, closing;

Unit IV: - Running a Feature agency: Editorial outsourcing, expectations of media houses, credibility, timeliness and objectivity; Market for feature agencies and content providers; Entrepreneurship, management and economics Use of new technology for news coverage,

Unit V: Printing and other departments in newspapers. Printing processes , Desktop publishing Newspaper production- principles of design, newspaper makeup, dummy, effect of television and new media on newspaper makeup, newspaper form, design elements, front page, editorial page, colour page, graphics and illustration ,production, special pullouts and supplements ,Magazine production- layout and design

## Paper V

### Radio Journalism and Production

Unit I: Radio programme production process and techniques, thinking audio. Aspects of sound recording – types of microphones and their uses – field recording skills; radio feature production; radio documentary production; studio chain; live studio broadcast with multiple sources – news production, audio recording, editing software; transmission: AM, FM, medium wave, short wave; internet radio, webcasting podcasting etc.

Unit II: Using sound bytes and actualities; spacebridge with field sources of news; studio production of radio newsreel and current affairs programmes - formats of radio programmes – Radio interview: types: interview for news gathering, vox-pop; structured interview programmes: personality, informative, issue based; skills of an interviewer: personality, language, knowledge, curiosity, communication skills; research – studio discussions – phone-in programmes – O.B. production from planning to production.

Unit III : Writing for radio: Spoken language writing – writing for programmes – writing for radio commercials – illustrating copy with sound effects; Compiling a bulletin: types of bulletins: local to international, editing news for different bulletins; using voice-dispatches and other elements in a bulletin; sequencing, updating etc., – structuring radio-copy; editing agency copy, reporter's copy – compiling radio news programmes; writing intro to bytes – writing headlines, teasers and promos.

Unit IV: Radio reporting : Field reporting, reporting specialized areas, investigative reporting; voice dispatches; interview techniques; presentation; structuring a radio report – news capsuling and radio commentary.

Voice training - effective use of voice – enunciation, flow, pronunciation, modulation; on-line interview techniques; moderating skills for radio discussion programmes; handling interactive live transmission.

Unit V: Entry of private radio stations, rules and regulations, major channels, their impact, types of channels, ownership and management of a private radio station Community Radio: need for it in India, success stories, rules and regulations, educational radio: Gyanwani, other university radio channels

## **FOURTH SEMESTER**

### **Paper I**

#### **Television Journalism & Production**

Unit I: Visual communication – communicating with still pictures and video – shooting with TV camera– camera mounting. Colour balance, basic shots and camera movement. Basic of TV Production: TV lighting in field, using reflectors. Lighting grid – luminaries. Studio lighting – three-point lighting – high key and low key lighting; properties, studio sets and make-up.

Unit II : Video editing techniques – cut , mix and dissolve use of cutaway – AB roll editing; digital effects and post production – planning location shoots – story board – single camera shooting – multi camera shooting – shooting and editing schedules – studio production –role of functionaries - planning studio programmes – cue’s and commands – formats of TV programmes – studio interview – studio discussion - studio chat shows with audience participation – studio quiz program with audience participation – TV documentary production Unit V: – corporate video production

Unit III: Writing for television: Writing to still, writing for video, reference visuals to words. TV news writing; marking copy in production language. Writing for television programmes – research, visualization and production script. Television reporting: visualising news/ENG – research, investigation – interview techniques; piece to camera and voice over; sequencing and editing news packages; investigative reporting – economic reporting – sports reporting - human interest stories

Unit IV : Television news editing: planning, production and compilation of news programmes – writing lead-in/intro to news packages – headlines writing, teasers and promos.

Unit V : Television anchoring: voice broadcast skills – enunciation , flow, modulation - facing a camera – eye contact - use of teleprompter; live studio and field interviews - moderating TV studio discussions; anchoring chat shows and cross-fire

### **Paper II**

#### **Advertising and Social Marketing**

Unit I: Advertising tools and practice; consumer behaviour: analysis, definitions and factors; defining consumer behaviour and its various factors; external environment, culture, sub-culture,

social class, social group, family, internal states-perception, learning, motivation, personality, lifestyle and attitudes, etc.). Consumer in economic theories, models of consumer behaviour

Unit II: Brand management: definition, concepts and evolution of brand management - component of a brand: strategy and structure - brand equity, image and personality - corporate brand. Defining creativity, stages in the creative process, creative brief, advertising appeals, language copy - debriefing of campaigns. Process of motivation and theories of motivation.

Unit III: Graphics: role and scope in advertising, design principles, use of colour in design, designs in colours; type and type faces. Media characteristics—defining media planning, media scene in India, sources of media information, media strategies, budgeting and presentation to client, media scheduling, reach and frequency, media weight theories, media buying and analyzing media information on-line.

Unit IV: . Social Marketing , Introduction, concept, definition, scope, structure, planning and programming, strategies theme. - Function of social Marketing. Social Marketing as a holistic view. Dissemination of ideas and services, audience segmentation. Market Research, product development, incentive etc.

Unit V : Five Ps in the social marketing – product, pricing, placement, package and promotion. Social marketing and development, Communication strategies for NGOs. Social Marketing of family planning, health and pro social innovations. Social marketing in health functions, fund raising and social marketing ethics.

## Paper III

### PR and Event Management

Unit I: Corporate communication- concept and scope –The Image Makers. Image Management Process, Corporate identity for image building - corporate Identity changes. PR and corporate advertising - PR in crisis management various kinds of crisis,

Unit II: PR Plan- PR Publics, situational analysis, Communication Plan and its implementation. Evaluation of impact of PR Plan. Corporate Social Responsibility and PR, Public Opinion- Opinion Leaders and their Role in formation of Public Opinion, PR and Lobbying, corporate advertising.

Unit III : Applications of Corporate Communication- Customer Relations, Dealer Relations, Vendor Relations, Employee Communications, Investor Relations, Media Relations, Government PR, PR for Education, Defence and other sectors.

Unit IV: PR Writing –writing for internal and external publics, web page designing, website updating, House Journal-Objectives, Planning, Production, Types of house journal. PR Agencies-

functions, structure, working of PR agencies. Ethics and PR-IPRA Code of Ethics. PR Organizations and their role in India.

Unit V: Event Management – Concept, definition and importance - Introduction to event planning - The Role of event planner - Functions of event manager - The qualities of good event planner. . Learning your clients need. - Getting to know your client. - Planning correctly for the right type of event. - Who, What, When, Where, and How Selecting Location- Entertainment and speaker ,Corporate event planning - Planning and organizing - Creating an event programme and event schedule - Multimedia campaign. - Marketing your event planning business

## Paper IV

### Online Journalism

#### Unit I: Internet Communication and Journalism

Internet as a medium of Journalism, powers and limitations of internet, evolution of internet language, mass communication since the rise of the internet, issues of new media , media convergence

#### Unit II Web technology

Making of web page,(HTML,FTP etc) role of Web master, application , programmer and network engineer, web team member,--- visualize, graphics designer, project manager, website manager, animator audio video expert. Types of internet connections, Constituents of new media- Web 2.0-3.0, Blogs, Micro Blogs, Wikis, Social Media Constituents- Facebook, Twitter, Wordpress, Blogger & What to use when

YouTube, Docs, Drive, Hangouts, social bookmarking, slideshare, Skype

ICT-scope and role

Regional language issues. (Example Marathi font problems etc), latest trends in content design.

#### Unit III

Journalism ethics and restraint in new media , Copyright & Legal issues in cyber space Using social media to engage public, Community Informatics ,Activism in Cyber space ICT's and Gender; ICT and Social Inclusion

#### Unit IV The Web Based Newspaper



Globalization & Emerging Cybercultures Editing and producing online news content, content team member, Structure of web news room, content collection and selection, web writing and copy editing, web updating and web reporting, online reader discussion, functioning of portal office.

#### Unit V: Web Industry

Introduction to major web portals, economics of news portals, web advertising, cyber crimes, cyber laws and regulations. Publishing an online newspaper and magazine. The future of online journalism.

## M.A. Mass communication

### Term Work and Practical

Sr.No	Title of subject	Theory	Practical	Total
1	Principles of Mass Communication	70	30	100
2	Development of Media	70	30	100
3	Reporting and Editing	70	30	100
4	Advertising and Public Relations	70	30	100
5	Writing and Communication Skills and Current Affairs	70	30	100
6	Practical Exam		100	100
7	Internship in Print Media for 15 Days ( Daily three HRs) and participation in production of lab journal			
	Total	350	275	625

#### ***Semester-I***

##### **Termwork:-**

**Paper 1.** A) Two monthly tests based on the syllabus of 05 marks each. **10 Marks**

B) A detailed report on various Models of Mass Communication and

It's applications in the various fields.

**10 Marks**

C) Translation of news and features ( 5 news, 5features) .

**10 Marks**

**Paper 2.** A) Two monthly tests based on the syllabus of 05 marks each. **10 Marks**

B) A detailed report on Radio, Television, Newspapers and Internet.

**10 Marks**

C) Media survey

**10 Marks**

**Paper 3.** A) Two monthly tests based on the syllabus of 05 marks each. **10 Marks**

B) Writing news items (5), News stories (5)

**10 Marks**

C) Articles (3), Writing Interviews (3)

**10 Marks**

**Paper 4.** A) Two monthly tests based on the syllabus of 05 marks each. **10 Marks**

B) Preparing advertisements (4 types), preparing press releases(2),

Folders (2),

**10 Marks**

C) Writing detailed report on one advertising agency and one Public Relations Unit/Office.

**10 Marks**

**Paper 5.** A) Two monthly tests based on the syllabus of 05 marks each. **10 Marks**

B) Submission of four reports based on current issues as assigned by the faculty. **10 Marks**

C) Speech on subject assigned by faculty. Submit audio CD. **10 Marks**

**Practical Examinations:**

1. Writing and editing news **20Marks**

2. Preparation of advertisements **10 Marks**

3. Preparation of Press releases and brochure **10 Marks**

4. Translation **10 Marks**

5. Submission of one investigative and one interpretative story. **10Marks**

6. Submission of specialized reports on

a. Sports, b. Environment, c. Economics, and d. Development **20Marks**

7. PowerPoint presentation on one current issue. **10Marks**

8. Group discussion **10Marks**

**Semester-II**

Sr.No	Title of subject	Theory	Practical	Total
1	Media Management	70	30	100
2	Media Law and Ethics	70	30	100
3	Electronic Media ( Radio & Television)	70	30	100
4	New Media Applications	70	30	100
5	International ?Communication	70	30	100
6	Practical Exam		100	100
7	Internship in Radio/Television Media for 15 Days ( Daily three HRs) and participation in production of lab journal			
	Total	350	275	625

**Termwork:-**

**Total Marks**

**Paper 1.** A) Two monthly tests based on the syllabus of 05 marks each. **10 Marks**

B) A detailed report on management of one newspaper office, one radio station and one television studio. **10 Marks**

C) A survey based on circulation of newspapers/ listenership of radio / viewership of TV channels. **10 Marks**

**Paper 2.** A) Two monthly tests based on the syllabus of 05 marks each. **10 Marks**

B) Presentation of research paper in seminar. **10 Marks**

C) Submission of report based on role of media, accountability and independence of media **10 Marks**

**Paper 3.** A) Two monthly tests based on the syllabus of 05 marks each. **10 Marks**

B) Two news reports for radio. Submit CD. **10 Marks**

C) One news story for TV. Submit CD. **10 Marks**

**Paper 4.** A) Two monthly tests based on the syllabus of 05 marks each. **10 Marks**

B) Downloading information and submission of file on the subject assigned by the faculty. **10 Marks**

C) Creation of e-mail Id and social networking profile. **10 Marks**

**Paper 5.** A) Two monthly tests based on the syllabus of 05 marks each. **10 Marks**

B) A detailed report on international communication as assigned by the faculty. **10 Marks**

C) Preparation of report on one international media House/ Agency such as Reuter, CNN etc as assigned by. **10 Marks**

**Practical Examinations:**

1. Submission study tour report **20Marks**

2. Preparation of radio news bulletin of 10 min. **10 Marks**

3. Preparation of video news bulletin of 10 min. **20 Marks**

4. Searching and downloading information on assigned subject, sending and forwarding e-mail to multiple recipients. **20 Marks**

5. Submission of video documentary on CD. **30Marks**

**Semester-III**

Sr.No	Title of subject	Theory	Practical	Total
1	Media Research	70	30	100
2	Film Studies	70	30	100
3	Development Communication	70	30	100
4	Print Media	70	30	100
5	Radio Journalism and Production	70	30	100
6	Practical Exam		100	100
7	Internship in Radio/Television for 15 Days ( Daily three HRs) and participation in production of lab journal			
	Total	350	275	625

**Termwork:-**

<b>Paper 1.</b> A) One test based on the syllabus and one research paper presentation in seminar of 05 marks each.	<b>10 Marks</b>
B) Content analysis on the assigned topic in print media/radio/tv media ..	<b>20 Marks</b>
<b>Paper 2.</b> A) One test based on the syllabus and one research paper presentation in seminar of 05 marks each.	<b>10 Marks</b>
B) Critical review of three films	<b>10 Marks</b>
C) Writing detail article on films of a director as assigned by faculty.	<b>10 Marks</b>
<b>Paper 3.</b> A) One test based on the syllabus and one research paper presentation in seminar of 05 marks each.	<b>10 Marks</b>
B) Writing a report on working of a NGO for development issues.	<b>10 Marks</b>
C) Writing a report on implementation of development scheme as assigned by faculty.	<b>10 Marks</b>
<b>Paper 4.</b> A) One test based on the syllabus and one research paper presentation in seminar of 05 marks each.	<b>10 Marks</b>
B) Write editorials ( 03), middle ( 02) and side articles ( 02)	<b>10 Marks</b>
C) Writing a comparative report on designing and lay-out of newspapers as assigned by faculty	<b>10 Marks</b>
<b>Paper 5.</b> A) One test based on the syllabus and one research paper presentation in seminar of 05 marks each.	<b>10 Marks</b>
B ) To conceive, plan and edit one radio documentary and one radio Feature/ Documentary..	<b>20 Marks</b>
<b>Practical Examinations:</b>	
1. Content analysis	<b>20Marks</b>
2. Layout and designing of front page/ supplement of a newspaper.	<b>10 Marks</b>
3, Scriptwriting for radio feature/Documentary	<b>20 Marks</b>
4. Writing review of a film	<b>20 Marks</b>
5. Writing editorial/side article.	<b>10Marks</b>
6. Preparation of two ads on computer	<b>10Marks</b>
7. Writing article on development issues.	<b>10Marks</b>

**Semester-IV**

Sr.No	Title of subject	Theory	Practical	Total
1	Television Journalism and Production.	70	30	100
2	Advertising and Social Marketing	70	30	100
3	Corporate communication and Event Management	70	30	100
4	Online Journalism	70	30	100
5	Dissertation		100	100
6	Practical Exam		100	100
7	Internship in Print Media for 15 Days ( Daily three HRs) and participation in production of lab journal			
	Total	280	345	625

### Termwork:-

### Total Marks

**Paper 1.** A) One test based on the syllabus and one research paper presentation in seminar of 05 marks each.

**10 Marks**

B) Writing script and production of TV news bulletin.

**20 Marks**

**Paper 2.** A) One test based on the syllabus and one research paper presentation in seminar of 05 marks each.

**10 Marks**

B) Report on study of brand management.

**10 Marks**

C) Scriptwriting and production of two TV ads.

**10 Marks**

**Paper 3.** A) One test based on the syllabus and one research paper presentation in seminar of 05 marks each.

**10 Marks**

B) Preparation of PR plan for a corporate.

**10 Marks**

C) Report on study of PR of a Govt/ Corporate office.

**10 Marks**

**Paper 4.** A) One test based on the syllabus and one research paper presentation in seminar of 05 marks each.

**10 Marks**

B) Writing and publishing four articles on own blog ( In Semester)

**10 Marks**

C) Critical report on blog of any one journalist as assigned by faculty.

**10 Marks**

### Practical Examinations:

1. Writing script and submission of one video documentary

**20Marks**

2. Production of two advertisements on computer

**20 Marks**

3. Power Point Presentation on PR of Govt/Corporate House

**10 Marks**

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|--|-----------------|
| 4. Writing and uploading article on own blog | <b>20 Marks</b> |
| 5. Writing comments on social media          | <b>10Marks</b>  |
| 6. Live anchoring /PTC for TV                | <b>20 Marks</b> |

### **Dissertation:**

Dissertation Report writing

**75 Marks**

Viva-Voce

**25 Marks**

Every student will have to do a dissertation/project report 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 endeavour to create new knowledge in any area of mass communication.

### **Attachment**

Each student will have to undergo a four-week or more attachment in any of the media such as newspapers, magazines, radio, television, agencies of advertising and public relations/ corporate communication, or any other identified by the students and faculty jointly/individually facilities for which are easily available locally or regionally.