

University Centre for Distance Learning



**Syllabi & Scheme of Examination
PGDMC/
MA Mass Communication-1st Year
2014-2015**

**Chaudhary Devi Lal University
Sirsa (Haryana)**

Website:-

www.cdlu.ac.in



SCHEME OF EXMINATION

MAMC First Year/PGDMC

(Distance Education Mode)

Paper Code	Course Nomenclature	Max. Marks.	Min. Marks.	Assignment	Time
JM12	Introduction to Communication	80	28	20	3 Hrs.
JM13	Print Journalism	80	28	20	3 Hrs.
JM14	Media Laws and Ethics	80	28	20	3 Hrs.
JM15	Advertising and Public Relations	80	28	20	3 Hrs.
JM16	Communication Skills	80	28	20	3 Hrs.

Paper - JM12

INTRODUCTION TO COMMUNICATION

Time -3 Hrs.

Max. Marks: 80

Note: There will be eight questions in the question paper.

Students are required to attempt any five questions. All the question carry equal marks.

Unit - I

Communication - Definitions- Elements of Communication - Communication act Sender - Message - Channel - Receiver - Effects - Feed Back - Communication process Communis - Human relationships - Basic models. Various types of communication - Intrapersonal - Inter Personal, Group, Mass Communication and Mass - Line communication - Functions of Communication - Effects, Verbal and non-verbal communication signs-codes-proximics-kinesis.

Unit - II

Communication basic models - Herold D.Losswell, Braddock, Shannon & Weaver Orgood & Wilbur Schramm. Wilbur Schramm, and Helical Dances Model, Marshal Maluhan's Theory of Media Classification wilbur Schramm's classification General Classification Cultural Dimensions Mass Media as Cultural Industry - Cultural norms theory - Effects Theory Normative Theory - Narcotic-Hegemonic Theory.

Unit - III

Human Communication - Characteristics - Contents, language - Meanings - talent manifest - contextual structural meanings. Speech communication - psychology and sociology aspects cognition - selective perception - selective retention - selective expression - socio- cultural norms and cognition - attitudes.

Unit - IV

Classification of Media - Various types - traditional media - classical and folk media Modern Media. Mass Communication - 'Mass' concept - Characteristics of mass audience - Typology of audience - Bauer's Concept. Functions of Mass Communication Mass Society Socialization process Mass culture- Meluhan's global village concept Global Culture.

Paper - JM13

PRINT JOURNALISM

Time -3 Hrs.

Max. Marks: 80

Note: There will be eight questions in the question paper.

Students are required to attempt any five questions. All the question carry equal marks.

Unit - I

Journalism Definition - New Concepts- Elements of News - News Values - Historical development of Press in UK, US and India - Before and after Independence - Emergency. Various forms of print media - Current trends of Indian Press - Professional associations - NRI, ILNA, Press Commissions - Press, Council.

Unit - II

Various types of reporting- Crime - Human interests- In depth and interpretative reporting - investigative - New agencies - Free Lancing - Language proficiency Fundamental of writing Headlines - Creativity Types of Headlines - intro or lead various types - writing body copy - Translation. Views page - Editorial structuring - Analysis of facts various forms of editorial - Features form and contents - types of features Articles Form and contents - columns - letters to the editor - Reviews - Film, Book and Art and Literature.

Unit - III

Newspaper organizations and Management various forms of organization structure and functions of Newspaper Organization Editorial Department - News room - Reporting, Writing, Editing - Photography Sections - Business Department, Advertising - Marketing, Art of collecting News - Qualities of Reports - Nose for news - observation - Beats News collecting from executive, Administrative and Judicial Places - Art of interviewing. Art of editing - Qualities of sub-editors - Editor - Principals of Copy Editing Strutting the news - Different Styles - Editing for Spaces, Facts and Language Style Sheet.

Unit - IV

Introduction to Illustrations - News photos - Line Drawings Cartoons and Caricatures - Comic rips - Gags, Panels and Serials Importance of Illustrations - Printing - Colour Processing. Graphic Communication - Art of Typography - Layout Design - Page Make up Principals - Various Types of make up page make up in Newspapers and magazines.

Paper - JM14

MEDIA LAWS AND ETHICS

Time -3 Hrs.

Max. Marks: 80

Note: There will be eight questions in the question paper.

Students are required to attempt any five questions. All the question carry equal marks.

Unit - I

Nature and Principles of Constitution of India; Fundamental Rights, Right to Information Freedom of Expression, Freedom of Press in various political setups i.e. Capitalistic. Socialistic, India before and after independence. Constitutional restrictions on Media - Privileges of Media Personnel - The Indian Penal Code, Indian Evidence Act - Libel - Slander - Defamation - Contempt of Court.

Unit - II

Freedom and Social Responsibility of Media - Tabloid Journalism - Investigative Journalism Cable Media, its regulation and laws governing cable media - internet as a media and the governing of rules of internet. Advertising Standards Advertising Councils-Film Censorship Press Council Broadcasting policy Prasar Bharati.

Unit - III

Rights and Liabilities of the Editor, Printer and Publisher - Editorial autonomy and independence - Govt. Information Services and their controls - PIB. Code of Ethics in different media - orality of the Press and Cinema as Private sectors Radio - and TC as State owned - Public utility undertaking Evolution of code of ethics for media. Historical Perspectives & details.

Unit - IV

The Press Registration of Books Act 1867 - Copy Right Act-Periodical Changes Post and Telegraphy Act - Official Secrets Act of 1923. Press Council - Working Journalists Act - MRTPC (Monopolies and Restrictive Trade Practice Commission) industrial Dispute Act - Indecent Representative of Women Act of 1986.

Paper – JM15

ADVERTISING AND PUBLIC RELATIONS

Time -3 Hrs.

Max. Marks: 80

Note: There will be eight questions in the question paper.

Students are required to attempt any five questions. All the question carry equal marks.

Unit - I

Advertising Working definitions - Distinguish Publicity, Propaganda and Public opinion. Functions of Advertising - Various types of Advertising - It's social and economical role Arguments for and against Advertising - Growth and development of Advertising in India. Advertising as Communication - Persuasive Communication Buyer behaviour Decision making process various models factors influencing buyer behaviour - internal psychological - External Family reference groups etc.

Unit - II

Advertising campaign planning market analysis promotional mix - Advertising budgeting measuring Advertising effectiveness. 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 - III

Copy writing - Creativity - Various appeals Brand positioning - USP - Copy Formats Style - Production - Code of ethics - Advertising councils - Professional Associations; Copy Writing for various media, Internet, Print, Radio, TV, Film, Audio visual kits etc.

Unit - IV

Public Relations - Definitions Elements of PR - Functions of PR - Need for PR - Two way communications - Public - Internal and External Public Employee relations. PR and media relations - Press conference - Traits of good PRO - Growth and Development of Public Relations in India - PR Councils - PRSI. Structure and Functions of PR department in Government, Public and Private sectors, - Planning for PR campaign - PR tolls and Publicity materials - types of publicity - House Journals

Paper – JM16

COMMUNICATION SKILLS

Time -3 Hrs.

Max. Marks: 80

Note: There will be eight questions in the question paper.

Students are required to attempt any five questions. All the question carry equal marks.

Unit - I

Essentials of Communication skills, Small Group Communication Techniques, Group Discussion etc., Public Speaking Techniques, Body language - verbal and non-verbal Cues, Interviews - Kinds of interviews as interviewee, as interviewee, workshops; Mock Interviews, Group discussions, JAM sessions.

Unit - II

Dress Codes, Study Skills, How to improve your reading, Making notes, Written Communication, Content, Structure, Drafting a letter, Reports, Minutes, Memos and Notices, Presentation Communication, Pre - Presentation skills, Post - Presentation Follow up.

Unit - III

Presentation aids; Audio aids, Visual aids, Audio - Visual aids, Printed aids, Computer aided presentation, Use of Power Point, Meetings; Convening - Presentation managing - post meeting, Follow up Organising, Meeting Manners, Presiding over meeting - participating in a meeting.

Unit - IV

Creative Writing, Fundamentals, Structure and Contents of writing, Writing news analysis & backgrounders, Book, Film, TV reviews, Photo features, photo editing and caption writing, Written presentation, Language of writing, Preparation of Resume, Official Correspondence, Report writing.