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## Department of Post Graduate Diploma in Mass Communication (PGDMC) Course

Annexure – A

First Semester

**PAPER 1: Communication Theory and Practice.**

**PAPER I I: Print Journalism**

**PAPER I I I: Electronic Journalism**

**PAPER 1: Communication Theory and Practice.**

**Time: 3 hours**

**Marks 100**

(There will be ten questions in all, two from each section. The candidates will be required to answer five, selecting one from each part. Each question will carry 20 marks.)

**Section 1 :** Communication : Definition, Characteristics, Stages, Growth and Development; Kinds of Communication : Intrapersonal, Interpersonal Group, Public and Mass Communication; Similarities and dissimilarities between various types of Communication.

**Section 2 :** Functions of Communication : Information, Instruction, Entertainment, Persuasion, Debate and Discussion, Cultural Promotion, Integration; Process and Elements of Communication : Communicator, Message, Medium, Receiver, Feedback, Noise.

**Section 3 :** Communication Barriers : Psychological, Mechanical, Physical, Allness, Status, Fear, Linguistic and Cultural, Lippman's barrier of communication; Social change : Spread of Innovations, Process of Adoption, Diffusion of information; George Gallup's Diffusion and Adoption Process.

**Section 4 :** Communication Theories : Bullet theory; Personal Influence Theory : Two Step Flow, Multi Step Flow, Role of Opinion Leaders and Gatekeepers, Theory of Cognitive Dissonance; Psychological or individual Difference Theory : Concept of Selective Exposure, Selective Perception and Selective Retention.

**Section 5 :** Effects of Media : Effects on Education, Family Relations, Children, Consumerism, Society (in particular the depiction of crime, sex and violence).



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1. DOMINICK :	The Dynamics of Mass Communication.
2. Bittner, John. R :	Mass Communication Theory.
3. McQuail- Denis :	Mass Communication Theory.
4. DeFleur and B. Rokeach :	Theories of Mass Communication.
5. McQuail, Denis :	Sociology of Mass Communication
6. Francois, William :	Introduction to Mass communication.
7. Agee, Emery :	Perspectives on Mass Communication.
8. Kumar, Kewal, J. :	Mass Communication in India.
9. Schramm, Wilbur :	Mass Communication.
10. Emery Smithe :	Readings in Mass Communication.
11. Dua, M.R.	Themes in Indian Communication.

**PAPER II : Print Journalism**

**Time: 3 hours Marks : 100**

(There will be ten questions in all, two from each section. The candidates will be required to answer five, selecting one from each part. Each question will carry 20 marks.).

**Section 1 : Reporting :** News, its Definitions and Concept, Elements of News, Sources of News, News Agencies, Press Briefings, Special Briefings, Press Conferences and handouts, News Release, Non-news Release, interviewing.

**Section 2 : Qualities and Functions :** Reporters, Sub-Editors, Chief Sub-Editors, News Editors, Assistant Editors, Feature Writers, Editors and Chief Editors.

**Section 3 : Feature Writing :** Definition, its Role, Characteristics; Types of Features : News Features, Personality, human Interest, Institutional, Narrative and Photo Feature; Feature and News Story; Feature and Article.

**Section 4 : Editing and Sub-Editing :** Principles of Editing; News Room : Organisation and Functioning : Sub-editing Marks and Methods; Proof-Reading Marks; Leads; Headlines : their importance, Functions and Types

**Section 5 :** Editorial Page : Review, Articles, Middles, Letters to the Editor; Definition, Importance, Types Planning and Writing, Front-page Editorials.

**Suggested Readings:**

- |                         |                      |
|-------------------------|----------------------|
| 1. Parthasarthy :       | Basic Journalism.    |
| 2. Westley, Bruce, C. : | News Editing.        |
| 3. Lewis, james :       | The Active Reporter. |
| 4. George, T.J.S. :     | Editing.             |



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7. Reddick, Dewell : Journalist's handbook.
  8. Spencer : Mass Communication and Journalism in India.
  9. Friedlander : Modern Feature Writing.
  10. K.M. Srivastava : Fundamentals of Journalism.
  11. Parthasathy : Feature Writing for Newspapers and Magazines.
- News Reporting and Editing.
- Here is the News Reporting for the Media.

### **PAPER III : Electronic Journalism**

**Time: 3 hours**

**Marks 100**

(There will be ten questions in all, two from each section. The candidates will be required to answer five, selecting one from each part. Each question will carry 20 marks.).

**Section 1 :** Origin and Development of Radio in India, AM broadcasting, FM broadcasting, All India Radio; Services : The Regional Service, the Vividh Bharati Service, External Services, Radio's Future.

**Section 2 :** Various Types of Programmes : News Bulletins, Newsreels, Documentary/Radio Features, Drama, Talks, Music Programmes, Movie Trailers, Quizzes.

**Section 3 :** Origin and Development of TV in India, Objectives of Television, Low Power Television (LPTV), High Definition Television (HDTV), Teleconferencing, Satellite : Geostationary, relay and Repeater Satellite.

**Section 4 :** Television Content : Commercial and other Interruptions : Commercial Public Service Announcements, Programme Promotion; entertainment Programmes; Dramas Variety Shows, Talk Shows, Personality and Game Shows, Soap Operas, Children's Programmes, Movies, Special Sports and Special Events; Other Programmes : News and Public Affairs, Religious Programmes, Cultural and Educational Programmes.

**Section 5 :** Principles of writing Script for Radio and Television, Television Production : From Script to Network, Cable TV : An Extension of Television ; The Potential of Cable and Fibre Optics.

#### **Suggested Readings :**

1. Chatterji, P.C. : Broadcasting in India.
2. Barauh, U.L. : This is All India Radio.
3. Bhatt, S.C. : Broadcast Journalism,



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6. Herbert : How to write for Television.
  7. Hilliard : Effective TV Production
  8. Luthra, H.R. : The Techniques of Radio Journalism
  9. Jain, S.P. : Writing for Television and Radio.
- Indian Broadcasting.  
the Art of Broadcasting.



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## Semester

**PAPER I V Press and Newspaper Management**

**PAPER V : Public Relations and Advertising**

**PAPER VI : Practical Journalism**

**PAPER I V Press and Newspaper Management Time : 3 hours**

**Marks : 100**

(There will be ten questions in all, two from each section. The candidates will be required to answer five, selecting one from each part. Each question will carry 20 marks.).

**Section 1 :** History of the Press : Press before and after Independence; Some Important Personalities : James Augustus Hickey, James Silk Buckingham, John Adam's Press regulations, Charles Metcalfe, Mahatma Gandhi and Raja Ram Mohan Roy.

**Section 2 :** Press codes and Ethics of Journalism : Concept, Objectives, Press Council of India, Press Council's Guide to journalistic Ethics, Role and Responsibility of the Press, Freedom of the Press, Internal and External Pressures on the Press, Yellow Journalism.

**Section 3 :** Press Laws: Definition, The Contempt of Courts Act, Contempt of Legislature, The Official Secrets Act, The Copyright Act, The Press and Registration Books Act, Press and Registration Books Act, Press Commissions.

**Section 4 :** Basic Operations in Newspaper Production; Suitability of various Printing Processes for Newspapers and Magazines; Line and Half-tone Blocks; Principles of Newspaper Design; Type Design; Page Make Up; Graphics and Photographs; Importance of White Space; Continuation of Copy; Optical Centre.

**Section 5 :** Management : Types of Newspaper Ownership; Principles and Functions of Newspaper Management; Economics of Newspaper Production and Pricing; Advertising and Circulation Departments in a Newspaper, ABC

### **Suggested Readings :**

- |                              |                                      |
|------------------------------|--------------------------------------|
| 1. Parthasarthy :            | The History of Journalism in India   |
| 2. Baasu, D.D. :             | The Law of Press.                    |
| 3. Natarajan, S :            | History of Press in India.           |
| 4. Noorani, A.G. :           | Freedom of the Press in India.       |
| 5. Sarkar, R.C. S. :         | The Press in India.                  |
| 6. Rau, Chalapati :          | The Press.                           |
| 7. Rayudu, C.S. :            | Mass Media : Laws and Regulations.   |
| 8. Registrar of Newspapers : | The Report of the Press Commissions. |



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11. Branam .

Newspaper Management in India.  
Newspaper Economics and management.  
The Graphic Arts Studio manual.

**PAPER V : Public Relations and Advertising Time : 3 hours**

**Marks : 100**

(There will be ten questions in all, two from each section. The candidates will be required to answer five, selecting one from each part. Each question will carry 20 marks).

**Section 1 :** Public Relations : Definition, Origin, Need, PR and the Press, Ethics, Differences between Public Relations, Publicity, Propaganda, Advertising.

**Section 2 :** Duties of Public Relations Practitioners : Writing, Editing, Media Relations and Placement, Special events, Public Speaking, Production Research, Programming and Counseling.

**Section 3 :** Tools and Media of Public Relations; PR in Government, Public and Private Sector, Press Releases and Press Conferences.

**Section 4 :** Components of the Advertising Industry : Advertising Agencies, Media Service Organization, Suppliers of Supporting Services ranging from Public Opinion Research to Commercial Art, Advertising Departments of Retail Business.

**Section 5 :** Advertising Media : Print and Electronic Media, Outdoor Advertising, Speciality Advertising, Direct, Mail and Business Advertising; Layout and Design.

**Suggested Readings :**

- |                            |   |
|----------------------------|---|
| 1. Sahai, Baldeo :         | Public Relations-A Scientific Approach            |
| 2. Jethwaney :             | Public Relations, Concepts, Strategies and Tools. |
| 3. Lesley :                | Handbook of Public Relations.                     |
| 4. Cutlip and Center :     | Effective Public Relations.                       |
| 5. Mehta, D.S. :           | Handbook of Public Relations                      |
| 6. Chauhan A.S. :          | Public Relations                                  |
| 7. Chunnawala and Sethia : | Public Relations,                                 |
| 8. Wright :                | Advertising.                                      |
| 9. Bellur :                | Readings in Advertising Management.               |
| 10. Mathur :               | Press Advertising.                                |



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**Time : 3 hours**

**Marks : 100**

The practicals will be conducted and evaluated by the department alongwith external experts. The date will be fixed and announced by the department after the teaching programme for the second semester is over. The practical will consist of the following sections:

- Section 1. News Writing
- Section 2. Feature Writing
- Section 3. Editorial Writing
- Section 4. Sub-Editing
- Section 5. Rewriting

**Suggested Readings :**

- 1. Spencer : Fundamentals of Journalism.
- 2. Sethi, Patanjali : The Professional Journalism.
- 3. Kamath, M.V. : Professional Journalism.
- 4. Kamath, M.V. : The Journalist's Handbook.
- 5. George, T.J.S. : Editing
- 6. Westkey, Bruce, C : News Editing.
- 7. Reddick, Dewell : Modern Feature Writing Journalism.
- 8. Mehta, D.S. : Journalism and Mass Communication in India.
- 9. Dougall, Marc : Principles of Editorial Writing.

**Note:** Practical training with any reputed media organization for eight weeks any time before obtaining the degree.

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## of MMC Course

### **Semester-1**

**PAPER-1: Principles of Mass Communication**

**PAPER -2: Print Journalism**

**PAPER-3: Media laws Ethics and Development**

**PAPER-4: Advertising and Public Relations**

**PAPER-5: Practical-I**

### **Principles of Mass Communication**

Definition , importance, characteristics, stages growth and development of communication; Elements in the communication process - sources, process of encoding, message, channel, process of decoding, receiver, feedback, noise, Verbal and non-verbal communication.

Communication settings – intra personal and interpersonal communication; machine mediated interpersonal, grouped and mass communication – surveillance, interpretation, linkage, transmission of values entertainment.

Communication barriers – Psychological, mechanical, physical, Linguistic and cultural; Lipman's barriers to communication, Social change – spread of innovation, process of adoption, diffusion of information. George Gallup's diffusion and adoption process.

Bullet Theory Two Step Flow, Role of Opinion leaders ad Gatekeepers; Theory of cognitive dissonance; Psychological or individual differences theory – concept of Selective Exposure, Selective perception, Selective Retention, Agenda setting theory; Uses and Gratification theory - cognition, diversion, social utility, withdrawal; social utility, withdrawal; cultivation Theory.

Authoritarian, Libertarian (Free Press), Socialistic (Soviet Press Theory), Social Responsibility Theory; Development Media Theory, Democratic Participant Media Theory

Scope, functions and invitations of communication models; Harold Lasweell's model; Newcomb's Model Shannon and Weaver Model; George Gerbner's Model; Westley and Mclean Model.

### **Print Journalism**

News: function, definition, elements, sources and kinds News values; Essentials of news writing, news story structure, inverted pyramid pattern lead/intro writing and types of lead





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y, community, accident, disaster, court, election,  
Press conferences, Press notes, speeches

Features, definitions, techniques and types; Features as a communication tool;  
Feature writing exercises;  
Interviews: Purpose, techniques and types

Edits and middles; Special articles, Week end pull-outs;  
Supplements; Backgrounders  
Column writing and letters to the Editor, Obituaries,  
Reviews (Books, films, exhibitions etc.)

News room organization; news flow and copy organization;  
Edition planning Purpose of copy editing; Principles of  
editing; Copy editing symbols; Style sheet  
Headlines: types, functions and patterns of headline writing  
Text breakers: Sub-headings; initial caps, drop letters,  
Paragraph, bold italics, rules and borders, blurbs; other forms  
of special typographical display including white space.  
Pictures: Sources of pictures; Selection and treatment of pictures;  
Caption writing

## **Media laws Ethics and Development**

Contempt of court act: Copy rights act : Official Secrets act, 1923; Working journalists  
and other newspaper employees ( conditions of service and miscellaneous provision)  
Act; Law of defamation; Libel and Slander; Press and Registration of Books Act, 1923;  
Contempt of legislature; Young Person's Harmful Publication Act; Prasar Bharti Act;  
The Broadcast Bill; information technology act 2000; convergence legislations including  
cyber laws; Cable television act 1995 Right to information.

The basic concept and objectives of press codes and ethics of journalism;  
Freedom and responsibility of the press  
Sensational and Yellow Journalism; Issues of privacies  
Public right to know; right to reply; Pressures on the press; Code of ethics for

History of Press in India;  
Early communication systems in India - development of printing;  
Early restrictions on the Indian press; The Vernacular Press  
The Pioneers - James Augustus Hickey, James Silk Buckingham, Raja Ram Mohan Roy,  
Mahatma Gandhi  
History of some Indian newspapers: The Hindu, The Statesman, The Indian Express, The  
Times of India and the Tribune  
Development of Indian Press after Independence till the emergency; Post Emergency



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ia:

history of growth and development of radio, television  
(including cable and satellite television) in India;

Press Council of India; Press Institute of India; Audit Bureau of Circulation, Indian  
Newspapers Society; Editors Guild of India; Press information Bureau; Directorate of  
Audio visual Publicity (DAVP)

## **Advertising and Public Relations**

Concept and definition; How advertising works; Place of Advertising in the Marketing  
Mix; Advertising viz-a-viz Mass Communication, Public Relation, Publicity and Sales  
Promotion; Product life cycle and classification of advertising; relevance of Advertising;  
Advertising for the rural marketing; Social Marketing and Advertising

Introduction to account management (AM) ; Scope, definition and implementation paths;  
Agency operations; Client related issues and the process; Business development; The  
pitching mechanism; Agency client interface: the parameters Creative and media  
briefing process; Agency media interface; AORs and independent media buying outfits;  
Agency audits

PR Concepts, definitions and principles; PR and allied disciplines; Various theories in  
PR; the process of public relations; PR Writing for the employees (writing and editing  
house journals, writing for bulleting boards); Speech writing; Ghost Writing; Writing for  
the media; Reporting and editing skills; Writing press release, backgrounders, rejoinders,  
features,

The need for government publicity; Basic principles of government publicity; Handling  
Information sources; Maintaining press relation through press conference, press releases,  
press tours, Briefing, interviews, talks etc.

Supporting service like backgrounders, research, reference and photo coverage  
Government Information System

### **Semester-II**

**PAPER-6: Communication Research**

**PAPER-7: Radio Journalism and Production**

**PAPER-8: Television Journalism and Production**

**PAPER-9: Visual Communication**

**PAPER-10: Practical-II**



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## Research

Need and importance of Mass Communication research, the development of Mass Media Research, research procedures, research in academic and private sector

Concepts and constructs, independent and dependent variables, discrete and continuous variables, levels of measurement, likert scales of measurement

Research design components – Experimental, quasi experimental and longitudinal studies, trend studies, panel studies and Cohort Analysis

Survey method, content analysis, case studies, observation methods

Tools of data collection – sources, media source book, questionnaire and schedules, diary method, field studies, focus groups, telephone surveys, online polls, People's meter

Coding and tabulation; non-statistical methods – descriptive, historical, Statistical analysis – parametric statistics – test, analysis of variance (ANOVA) , co-relation; non-parametric statistics- chi-square, contingency table analysis; tests of significance

Mechanics of writing research reports

## Radio Journalism and Production

Planning and Production of Radio Programmes; sound Broadcasting Chains; Studio Recording Techniques; OB Recording; AM & FM Radio Principles of Sound; Perspective of sound; Microphones – Type and functions; Sound Mixing and editing ; Sound recording and monitoring; Editing sound and use of special effects; Stereo and Hi-Fi Sound Digital Recording and Editing

Radio News - how different; Radio Newsroom structure and Operation; reporting for news; sources

Structure for radio cop; Actuality and sound bytes;

Voice dispatch'

Interviewing for Radio News

Editing Agency Copy; editing reporter's copy; Writing a

Lead-in; Headline writing

Using archival material; compiling radio news programme

Understanding Radio Programme Formats

Current Affairs formats

Ten minute interview Programme

Thirty Discussion Programme

Ten minutes News Reel/Magazine

Talks/Commentaries

Audio Conferencing/space bridge-20 minutes

News Reading : News; Reading Commentary; Live Commentary;

News interactive live transmission; online interview



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radio discussion programmes

voice training : effective use of voice – enunciation, flow,  
pronunciation modulation

## **Television Journalism and Production**

Characteristics of television as a medium of communication;  
Thinking with audio and pictures;  
Evolution of a television programme from conception till it goes on air; Stages of  
television production: Pre-production,  
Production and post production; television program formats  
Production team and their functions  
Basic cues and commands  
Basic shots; Visual transitions and grammar

Using the television camera basic shots, camera movements,  
Visual grammar, color balance, camera mountings; different  
Types of camera and video formats  
Lighting indoor and out door, basic three point lighting system  
Audio Equipment: microphones-classifications and their uses  
Video editing; video transitions, insert and assemble editing,  
Linear and non-linear editing, analog and digital editing

Planning a news package, ENG - visualizing, sources,  
and elements of television news  
Planning a news story, research and execution  
Television Interview – need and types, Piece to camera – need and types  
Writing for television: writing to visuals, marking copy in production language

Packaging and compilation of news: writing and editing  
individual stories; writing television news story script;  
individual story production, elements of a news story –  
visuals, PTC, interviews, ambience, graphics, music etc.  
Anchor lead-in/intro, headlines, teasers and promos  
Television anchoring as it is in UGC model curriculum

## **Visual Communication**

Concept, process and function  
Visual perception and visual persuasion; seeing  
Photographically, Composition;  
Visual editing  
Use of color in design physiological and psychological;



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management of stock shots/modern reference and Retrieval system

Visual information system in News Production  
Presentation Graphics, Spreadsheet  
Paint boxes and special effects  
Digital effects character generators etc.  
Introduction of Multimedia tools and techniques  
Desktop production

Type faces - Structure and classification of type; some  
Popular type faces  
Legibility and appropriateness  
Newspaper Designing – definition, concept, principles of  
Newspaper design spacing point system, page make-up, use of  
Illustrations and pictures, importance of white space and  
Optical center in newspaper designing

Definition of photography, elements and principles  
Photography equipment, camera and their types, lenses and  
Their types; Techniques of photography – shots, focus,  
Shutter and shutter speed, selection of subject, different  
Types of photographs  
Photo editing, selection of photos for newspapers and  
Magazines; photo features  
Handling and care of Photographs

## **Semester-III**

**PAPER-11: Mass Media Research Applications**

**PAPER-12: Advanced Print Journalism**

**PAPER-13: Advertising**

**PAPER-14: Corporate Communication**

**PAPER-15: Practical-III**

### **Mass Media Research Applications**

Readership research, circulation research, management  
Research; typography/make up research; readability  
Research; and on line media usage research



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research; Television

ratings research

Functional

Areas of advertising research – copy testing, media research; affective dimension, conative dimension, affective dimension, conative dimension and brief description of copy testing methods - consumer fury, eye tracking

Study, Rapid ad Measurement (RAM) service, Video Story board Tests (VST), Tele Test Service, Magazine Impact Research Message Service (MIRS) Starch Message Report Service (SMRS) , Projective tests, Theatre tests, Semantic differential scales and rating scales

Environment monitoring programmes, public relation audits, communication audits, social audits, Evaluation and gate keeping research.

Antisocial and Pro-social effects of specific media content; uses and gratifications; agenda setting; cultivation of perception of social reality; and social impact of the Internet.

### **Advanced Print Journalism**

Political and legislative reporting; Education, sports, science, economic and development reporting;

Interpretative - purpose and techniques

Investigative reporting - purpose, sources, styles and techniques

News Agency Journalism

Changing concept of news

This segment will mainly consist of practical work in various areas of reporting and editing mentioned in Print Journalism. (Paper 2, Semester 1) and this paper. This paper will be set and evaluated by external examiner with the help of internal examiner in the department. The date for this exam will be notified by the department itself.

### **Advertising**

Role and relevance of strategy in advertising; The strategy planning process; Integrated marketing communication; Defining brand management; Evolution of a brand; Brand Positioning; Brand personality; Brand image



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in creative process Making creative brief Advertising  
; appeals; AIDA and AIETA formulas; Copy format  
and components, Designing and layout of copy; Homework concept Appreciation and  
presentation of some of the great and failed campaigns.

Defining campaign planning; Various stages in campaign; Planning (situation analysis,  
market research, creative and media brief, creative and media strategies)

The planning cycle (contemporary models); Strategy in campaign planning; Production  
of a campaign

Role of media planning in advertising; Classification of various media; Variable factor in  
the selection of media; Strengths and weakness of various media; Sources of media  
information Preparing media brief; Setting media objectives; developing a media  
strategy; scheduling strategy and tactics; Budgeting; Presentation of media plan to the  
client; Presentation of the media plan to the client; Media Buying techniques; Evaluation  
of media plan

## **Corporate Communication**

Defining principles and concepts in corporate communication (CC); Evolution and  
growth of CC Publics of CC

The emerging market scenario and the relevance of corporate communication;  
Business/financial papers and their relevance to CC; The burgeoning electronic media  
and business programs on various channels

Towards building corporate identity; Image management and brand equity; Building  
corporate Identity; Learning making of house styles; Event management; Media Tracking

Defining crisis and disaster management; Crisis handling models and theories; Role of  
PR in crisis handling ; Media handling in critical times; Case studies in PR

Understanding the financial market; An overview of various financial institutions, stock  
exchange and statutory bodies like the SEBI etc. ; Public issues - the wherewithal;  
Mergers, takeovers and corporate governance – the role of CC writing corporate stories  
for financial and mainstream newspapers – simulation.



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## Semester-IV

- PAPER-16:** Development International Communication  
**PAPER-17: Media Management and Newspaper Production**  
**PAPER-18: New Media Applications**  
**PAPER-19: Dissertation**  
**PAPER-20: Practical-IV**

Development International Communication

Development ; meaning , concept, process and models of development; theories and approaches to development; problems and issues in development; Development Communication : Concept and definition; Strategies in development communication, role of media in development communication; Case studies.

Development support communication - Role of communication in health and family welfare, health and hygiene, education and environment, agriculture and rural development Use and relevance of different communication media in development; Opinion leaders and Change agents; Use of information communication technologies for development.

Extension approach to communication; Developmental and rural extension agencies – governmental, semi-governmental and non-governmental, semi-governmental and non-governmental organizations; Information dissemination in rural areas – role of print, electronic, traditional media.

Use of folk media for social change with special reference to Himachal Pradesh ; Strengths of folk media; Some popular forms of traditional media – dramatic forms, Oral literature and musical forms, fairs and festivals, community dances etc., Integrated use of traditional and communication media with modern technology driven media

Communication in the changing world, International news flow; cultural imperialism; NWICO; News pool; International institution; UN and its agencies; Transnational Media Organizations.

### **Media Management and Newspaper Production**

Principles and functions of management; classifications of newspapers. Ownership patterns of newspapers in India-sole proprietorship, partnership, private limited companies, cooperatives and trusts; organizational structure of national dailies - General administration, advertising and circulation; Functions of different departments; Changing role of editorial and other department; Newspaper as an industrial product; Problems of small and medium newspapers; Press Commissions





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news channel; Staff and their functions; Organisation  
planning, scheduling, transmitting, record keeping,  
quality control and effective techniques

Economic and marketing of newspapers; Pricing and price-wars; Brand promotion  
(space/time, circulation), reach, promotion, market survey techniques, Foreign equity in  
Indian Media.

Overview of printing technology over the years, Basic operations in newspaper  
production and suitability of various printing processes \_ letterpress, offset, gravure;  
Copy fitting and estimation

### **New Media Applications**

Analogue and digital technologies

Introduction to new communication technologies: Teletext,

Video text and radio text; teleconferencing and video

Conferencing; Cable Distribution System; DTH, HDTV, Fibre optics

Use of modems; Concept of on-line; electronic mail, chat and internet discussion forums  
Computer networks \_ LAN, MAN, WAN and Internet; Types of Internet connections –  
Dial up, ISDN, Lease Line, DSL

Web Page development, linking, editing, publishing, locating, inserting and maintaining  
a website

Exploring the WWW; Introduction to browsers, search engines, search resources, using  
bookmarks

Online editions to newspapers – how they differ ; News and current affairs on Net;

Online newspapers – creation, feed, marketing, revenue and expenditure; security issues  
on the Internet; Social, Legal, ethical and political issues related to ICT

Note:- Internship with a reputed media organization during the course for 6 weeks will  
be compulsory.

### **List or Recommended Books**

#### **Principles of Mass communication**

- The process and effects of Mass Communication ; Schramm, Wilbur, 1971

Some observations and Theoretical implication;

- Communication theory: Eastern and Western Perspectives; Kincaid, Lawrence D; Academic Press 1988
- Introduction to communication studies: Fiske, John, Routledge; London, 1982
- Essentials of Mass Communication Theory; Berger, A.A. New Delhi; Sage, 1995
- Mass Communication Theory : McQuail denis;New Delhi Sage Publication, 2000
- Understanding Mass Communication; De Fleur, Melvin L and Everett E
- Handbook of Journalism and Mass communication; Aggarwal Vir Bala and Gupta V.S. , Sage Publications, 2001
- Essentials of Effective Communication; Patri V; Greenspan Publications, New Delhi
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