

# SYLLABUS

FOR

## M.Sc. MASS COMMUNICATION

(CHOICE BASED CONTINUOUS CREDIT SYSTEM)

(Semester I-IV)

Session: 2014-15



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**PUNJAB TECHNICAL UNIVERSITY**  
**KAPURTHALA**

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## SYLLABUS

### **Course: Master of Science in Mass Communication (MSc MC)**

(Post-graduate, credit-point based, four semester course)

The Master's course is designed for students desirous of taking up careers in mass media. A thorough grounding will be provided in communication and journalism theories and mass media research. The syllabus is designed in such a way that the latest developments in the ever-changing media sector can be easily incorporated in classroom teaching.

#### **The objectives of the course are:**

- 1) To hone the journalistic and research skills through practical work, assignments, project reports, seminars, workshops and to acquaint students with advanced journalism and media practices.
- 2) To fully acquaint students with the need to maintain an even balance between practical, theoretical and conceptual aspects of media professions and lend them a critical understanding of the communication package as a whole.
- 3) To offer appropriate grounding in the issues, ideas and challenges of 21st century thereby broadening the world view of the future media practitioners.
- 4) To develop multi-tasking skills required in the dynamic multi-media and convergent environment.

#### **Eligibility:**

Graduation with 50% marks in any discipline from UGC recognized university.

#### **Admission Process:**

Admission process will be on merit basis in the qualifying examination.

**Duration:** Two years Post Graduation programme.

**Medium:** Punjabi, English, Hindi.

**Intake:** 30 (Thirty) only.

*Note: Students enrolling for this course may write their assignments and final examination in Punjabi, Hindi or English ONLY.*

**Outline of syllabus of Master of Science in Mass Communication for Department of Journalism and Mass communication.**

**Code: MAMC**

**Sem. I:**

No.	Title	Credits	Marks		
			Int.	Exam	Total
101	Introduction to Communication	4	40	60	100
102	Development of Print & Electronic Median in India	4	40	60	100
103	Print Journalism	4	40	60	100
104	Advertising and Public Relations	4	40	60	100
105	Current Affairs & Media Issues	4	40	60	100
106	Practical	4			100
	<b>Total</b>	<b>24</b>	<b>200</b>	<b>300</b>	<b>600</b>

**Sem. II:**

No.	Title	Credits	Marks		
			Int.	Exam	Total
201	News Reporting	4	40	60	100
202	News Editing	4	40	60	100
203`	Feature Writing	2	40	60	100
204	World View: Issues, Ideas and Challenges	2	40	60	100
205	Trends in Journalism	2	40	60	100
	<b>Any two out of 206, 207, 208</b>	4	40	60	100
		4	40	60	100
206	TV Journalism (1)				
207	Radio Journalism (1)				
208	New Media (1)				
209	Practical Work	2	50		50
	<b>Total</b>	<b>24</b>	<b>330</b>	<b>420</b>	<b>750</b>

**Sem. III:**

No.	Title	Credits	Marks		
			Int.	Exa	Total
301	Communication: Theory and Practice	4	40	60	100
302	Media Research Methods	4	40	60	100
303	World View: Issues, Ideas and Challenges (3)	2	40	60	100
	<b>Any two out of 304, 305, 306<sup>1</sup></b>	4	40	60	100
		4	40	60	100
304	TV Journalism (2)				
305	Radio Journalism (2)				
306	New Media (2)				
	<b>Any one out of 307, 308, 309, 310</b>	4	40	60	100
307	Agriculture Journalism				
308	Development Journalism				
309	Environment Journalism				
310	Science Journalism				
311	Practical work	2	50		50
	<b>Total</b>	24	290	360	650

**Sem. IV:**

No.	Title	Credits	Marks		
			Int.	Exam	Total
401	Media Management and Laws	4	40	60	100
402	Principles and Ethics of Journalism	4	40	60	100
403	World View: Issues, Idea and Challenges (4)	2	40	60	100
	<b>Any two out of 404, 405, 406, 407</b>	2	40	60	100
		2	40	60	100
404	Advertising				
405	Public Relations				
406	Film Appreciation				
407	Magazine Journalism				
	<b>Any one out of 408 to 411</b>	4	40	60	100
408	Business Journalism				
409	Culture Journalism				
410	Law, Order and Crime Journalism				
411	Sports Journalism				
	<b>Any one out of 412 and 413</b>	4	40	60	100
412	Research Dissertation				
413	In-depth Reporting Project				
	<b>Total</b>	22	280	420	700

**Norms of Passing and other examination rules as decided by Punjab Technical University for credit-point based semester system.**

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Students will have to continue the same two subjects chosen in Sem. II (i.e. 206/207/208)

**Details of units to be covered in each subject.**

Assignments for Internal Assessment have been suggested. They should ideally be submitted by students and checked by teachers at regular intervals.

Suggested reference sources have also been indicated. (Pl. note that no text books have been recommended. The sources indicated serve as reference material to supplement classroom teaching. Respective teachers may suggest more reference sources.)

**Sem I :**

**MSMC (Sem.I)**

**Paper-I**

**Introduction to Communication**

**MC 101**

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**Unit-I**

- Definition, concept, process and elements of communication
- Evolution of human beings and human communication
- Role, scope and need of communication in society
- Functions and objectives of communication
- Barriers in communication

**Unit-II**

- Principles of communication
- Socialization and communication
- Traditional communication forms
- Verbal communication
- Non-verbal communication

**Unit-III**

- Communication in ancient civilizations
- Indian concept's of communication
- Levels of communication and interaction: intra-personal, interpersonal, Group, Public and mass communication. Machine to man, man to machine, machine to machine and mediated communication
- Spiritual communication

**Unit-IV**

Models and theories of human communication

- Aristotle
- Osgood
- Dance
- New comb
- Schramm
- Meaning theory
- Relational theory

•Transactional theory

**Suggested readings/Reference books:**

- The process and effects of Mass Communication ; Schramm, Wilbur, 1971
- Communication in India : Some observations and Theoretical implication;Yadava, JS; IIMC Mimeo
- 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 GuptaV.S. , Sage Publications, 2001
- Essentials of Effective Communication; Patri V; Greenspan Publications, New Delhi
- Theories of Mass Communication; DeFleur, Melvin L and Ball-Rokeah, Sandra; Longman, New York 1975
- Themes in Indian Mass Communication ; Dua M.R
- .Models of Mass Communication; DeFleur, Melvin and McQuail Denis
- The effects of Mass Communication; Klapper, Joseph T, The Free Press New York 1960
- The International Encyclopedia of Communication (4 Vol.). Gerbner, George etal (ed), Oxford University Press, New York 1989

### UNIT-I

Invention of printing press, Early communication systems in India-development of printing, Evolution of newspapers and Magazines in India Contribution of Raja Ram Mohan Roy, Mahatma Gandhi and his journalism, Important personalities of journalism.(James Silk Buckingham, Kalinath Ray, Dyal S. Majithia, Surinder Nath Banerjee, Sadhu Singh Hamdard, Lala Jagat Narayan, Narinder Mohan) ; birth of the Indian news agencies.

### UNIT-II

- Press in Punjab: Origin & development of Punjabi Press.
- Different religions, social, cultural, economic and political movements and Punjabi press.
- Press in Punjab after Independence, brief History of Ajit, Punjab Kesri.
- Present status of language press in Punjab, its future problems & prospects.

### UNIT-III

Radio: Characteristics, development of radio as mass communication- technology innovation; history of radio in India -radio as an instrument of propaganda during the World war II. Emergences of AIR-commercial broadcasting -FM radio -state and private initiatives.

### UNIT-IV

Television: Characteristics, development of television as a medium of mass communication - historical perspective of television -satellite and cable television in India(detailed study of ZeeTV, CNN, BBC, Sony, STAR)

### **Suggested Readings/Reference Books**

1. Journalism in India : Parthasarthy, R.
  2. The Press : Rau, M. Chelapati
  3. Mass Communication and Journalism in India : Mehta, D.S.
  4. A History of the Tribune : Ananda, Parkash
  5. History of the Press in India : Natrajan, J.
  6. Mass Communication in India : Kumar, Kewal J.
  7. The Story of Journalism : Elizabeth Grey
  8. The Newspaper : An-International History : Anthony Smith
  9. Punjabi Patarkari Da Vikas (Punjabi) : Kapoor, N.S.
  10. Punjabi Patarkari Nikas, Vikas Te Samasiavan: Sandhu & Johal (ed.)
  11. 3. Mass Communication in India, Keval J. Kumar, 2004, Jaico Books, Mumbai.
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### **Unit-I**

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 Reporting Beats: crime, city, community, accident, disaster, court, election, war/conflict/tensions; Press conferences; Press notes; Speeches

### **Unit-II**

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

### **Unit-III**

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

### **Unit-IV**

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

### **Suggested readings/References Books:**

- Basic Journalism ; Parsthasarthy, Rangaswami
- Modern Reporter's Handbook; Jones, John Paul, Greenwood Press Connecticut;1970
- News writing and reporting for Today's Media, Bruce D Itule and Douglas A Anderson; McGraw-Hill; 1994
- News Reporting and Writing; Alfred Lorenz and Allyn and Bacon, 1996
- Into the Newsroom : Taylor, Ron and Teel, Leonard Ray Prentice Hall, New Jersey; 1985
- Editing and Design (5 Vols.); Evans, Harold, William, Heinemann, London



(Book I: Newman's English, Book 2 : Handling Newspaper Text, Book 3: News Headlines, Book 4 Picture Editing; Book5, Newspaper Design)

- A Handbok of Editing; John Morrish; Routledge; 10=996
- Magazine editing; John Morrish; Routledge; 1996
- The Gentle Art of Columning; Edson, GL; Brentanos, New York, 1920
- Feature writing for Newspapers and Magazines : Friedlander, Edward J. Addison-Westley Publishing Co. 1988
- Articles and Features; Nelson, Roy Paul, Houghton Mifflin Co. Boston 1978
- Book Reviewing; Drewry, John E. The Writer Inc. Boston
- Creative interviewing : The writers Guide to Gathering information by Asking Questions; Metzler, Ken, Allyn and Bacon Inc.; 1996
- How to write columns; Hinkie, L Olin and Henry, John, The Iowa State College Press, Iowa
- Principles of Editorial Writing; Macdougall, Curtis D, Macmillian, New York 1949
- Journalism in the Digital Age; Herbert, John; Focal Press
- Sanvad Aur Sanvaddata : Rajindra, Hindi Granth Academy, Haryana
- Sampadan Kala; Narayanan, KP, MP Hindi Granth Academy Madhya Pradesh

### **Unit-I**

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

### **Unit-II**

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

### **Unit-III**

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,

### **Unit-IV**

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

### **References Books/Suggested Readings**

- Advertising : the Uneasy Persuasion, Schudson, Michael; routledge, London,1993
- Advertising Jethwaney, Jaishri, Phoenix, New Delhi 1999
- Advertising management; Batra, Rajeev et. Al Prentice Hall, New Jersey; 1996
- Advertising Wright and Warnee. A McGraw Hill, New York
- Press Advertising : Mathur

- Public Relations- A Scientific Approach; Baldev standing Conference of Public Enterprise; New Delhi
  - Public Relations Handbook; Diensehneider, 1996
  - Planning and Managing a Public Relation Campaign, Gregory, Ann, Kogan page London, 1996
  - Strategic Public Relation, Hart Norman, Macmillian Press, London, 1950
  - Public Relation for Your Business, Jefkins, Frank, Excell Books New Delhi, 1995
  - Public Relation : concepts Strategies and Tools; Jethwaney, N Jaishree Verma, AK & Sarkar, NN, Sterling Publications, New Delhi 1994
  - Public Relation Worldbook: Writing & Techniques; Simon, Raymond et. Al; NTC Business Books 1996
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**Unit-I**

- Indian social system
- Indian political system
- Indian economic system
- Indian election system

**Unit-II**

- Indian educational system
- Indian judicial system
- Indian culture-diversity & unity
- Landmarks of ancient, medieval and modern history of India

**Unit-III**

- Landmarks of social economic development in India
- Freedom of press & media
- Press commission of India
- Press council of India

**Unit-IV**

- Regulation of media content
  - Accountability and credibility of media
  - Status of media persons in India
  - Terrorism and media
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PAPER-VI  
Practical/Assignments

MC 106

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- (i) Reporting for newspaper-5
- (ii) Reporting for news magazines-5
- (iii) Reporting for radio-5
- (iv) Reporting for television-5
- (v) Reporting for web-5
- (vi) Press release-5
- (vii) Print media ads.-5
- (viii) Script for radio commercials-5
- (ix) Script for television commercials-5
- (x) Articles/features-5

Note:

1. Each assignment carries 2 marks
2. Each assignments has to be an innovative work of the student and not copied from anywhere
3. All assignments have to be submitted in the form of a portfolio in A4 size without spiral binding before the beginning of the theory examination of the 1<sup>st</sup> semester
4. Assignments will be evaluated out of 100 marks by faculty of the department.

## Sem. II

### MJMC (Sem. II)

#### 201:News Reporting and Writing : (Credits: 04, Lectures: 30)

**Unit 1- Categorization of news coverage:** On the spot coverage, advance write ups, follow up stories, rewrites, post event descriptive coverage, analytical coverage etc.; Types of stories: press conferences, personal briefs, speeches, community activities, grievances; events and functions, agriculture, sports, seasons and weather, disaster, natural calamities, human interest stories; Changing styles of News Reporting

**Unit 2- News Beats:** Traditional beats: Civic bodies (Corporation & Zila Parishad), Infrastructure & transport, Education: KG to PG, Court & crime, Literature, culture & communities, Science & technology, Entertainment, etc; New Beats: Health, Weather, Environment, Consumers, Space etc.; Coordination among beat reporters; briefing & debriefing; planning & teamwork; Changing News Values: How and Why?

**Unit 3- Political and Business Reporting:** Legislative bodies, Panchayati Raj, Cooperative movement, Semi government and voluntary organizations, political events and developments; Covering elections: parties, leaders and issues; Industry & business: Fundamentals of economy, terminology, business press conferences, Stock Exchange, commodity market, media and industry relation; Analysis of some of the best news stories being published during the academic year from various newspapers

**Unit 4- Writing News reports:** Storytelling (Why and how), lead and nut graph, analytical and explanatory writing, value addition; Investigative Reporting; Crowd sourcing; using blogs, social network communities, twitter, etc. for reporting major events; Comparative style of different newspapers and their personalities

**Unit 5- Interview:** Interviewing for news stories and features; on the spot interviews, profile interviews, common man and celebrities; Interviewing techniques: research, planning, questioning skills, focus, taking notes, recording, off the record interviews, writing an interview; interview on phone, through e-mail or chat, dos & don'ts

**Internal assessment (40 marks):** Writing stories covering various beats, writing follow-up stories, writing interview-based news stories, studying and analysing investigative stories etc.

**Suggested reading:** (*Same as 102*)

**MJMC (Sem. II)**

**202: News Editing, (Credits: 4, Lectures: 30)**

**Unit 1- Convergent Newsroom:** Advent of new media and convergence, global and Indian scenario, impact on newsroom, need of multi-media journalists, changes in media management; New role of editor, Use of other media platforms, (SMS, updates, online forums and links, e-mail, blogs, readers' participation); Study of convergent newsrooms

**Unit 2- Creative Sub-editor:** Creative editing, not just news- relevant information, value addition, use of additional sources (professionals, websites, news channels, etc), Concept of second day headline, Alternative story forms (secondary elements); Adopting new technology, special stories- planning and coordination, need for specialization; Specialized subbing: metro (city), sports, crime, business, science, columns, reviews and features; Readers' letters and photos, utilizing feedback, Citizen journalism, reader-generated content

**Unit 3- Newspaper design:** Write-Edit-Design: writing and editing copy with a view to its final display and layout, news list and dummy, placing ads, editorial sequence, text flow; features layout; Redesign: basic concept, growing trend in western media, why and how?

**Unit 4- Photojournalism and Info-graphics:** Information graphics: concept and process, Use of numbers, graphs, photos and maps, teamwork of sub-editor and artist; Ethics of photojournalism: Issues of invasion of privacy, copyright, authenticity of digital photos available on web; portrayal of nudity, violence, accidents and gruesome events, responsibilities of photo editor.

**Internal assessment (40 marks):** Exercises in news layout; writing letters to the editor; advanced exercises in photojournalism.

**Suggested reading:** (*same as 103*)

**MSMC  
(Sem.II)**

**203: Feature Writing, (Credits: 2, Lectures: 30)**

**Unit 1- 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 2- 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 3- Writing columns:** Planning and writing columns, Interests and specialization; Reviews: Books, dramas, films and art exhibitions; Special features, series of articles

**Unit 4- Multimedia, Multitasking:** Planning and working for supplements, editing and

rewriting features; Writing for daily, supplements and magazines; Writing for other mediums (Radio, TV, Web); Basics of script writing

**Unit 5- 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

3. Rystrom, Kenneth. *The why, who and how of the Editorial Page*. Random House, New York, 1983.

**Internal Assessment (40 marks):** Reading and analysing editorials, opinion articles on a particular issue by various newspapers; writing opinion pieces; reviewing books/films etc.

**Suggested reading:**

1. Nicolls, Brian. *Features with Flair*. Vikas Publication.

2. Stonecipher, Harry. *Editorial and Persuasive Writing: Opinion functions of News media*. Hastings House, New York.

**MSMC (Sem. II)**

**204: World View: Issues, Ideas and Challenges (2) (Credits: 2, Lectures: 30)**

Part 1: Key concepts: understanding basic concepts in various spheres

**Unit 1- Key Concepts:** State, Nationality and Modern Nation-state; Civil society, Community, Ethnicity; Liberty, Equality, Justice; Secularism, Multiculturalism, Feminism, Gender justice, Development; Violence - patterns of violence like communal, caste, fundamentalist, domestic, state, ethnic, etc.; study of 'isms': communism, socialism, capitalism, post modernisms etc.

**Unit 2- South Asia and Colonial Background:** Freedom from the colonial rule: New hope in Afro- Asian region; State - Nation building, Development process: Agriculture, industry, services, economy; different models of development; Burning issues: Terrorism, Ethnicism, Women, Religion, Separatism, Regional conflicts; Bilateral Relations between the countries with emphasis on India

Part 2: Current events during the study period

Events and developments in the field of politics, education, science and technology, culture, sports, etc. at state, national and international level. Detailed discussion of these events with a historical perspective and futuristic view will be conducted in class.

**Internal assessment (40 marks):** Group discussions, presentations, writing analytical pieces about current events, maintaining a clippings file, quizzes, objective tests etc.



### **Suggested reading:**

1. Raychaudhuri, Tapan and Irfan Habib. *The Cambridge Economic History of India*. Orient Longman
2. Bhambhri, C.P. *Bureaucracy and Politics in India*. Vikas Publication
3. Nayyar, Kuldip. *India after Nehru*. Vikas publication
4. Hansen, Thomas Blom. *Urban Violence in India*. Permanent Black
5. Thaper, Romilla. *A History of India*. Penguin Books.
6. Reading newspapers, news periodicals, specialised journals regularly.
7. Watching TV news, discussion programmes on regional, national and international channels.
8. Listening to radio news, discussion programmes
9. Following websites of reputed institutions and blogs/other writing of prominent personalities.

### **MSMC (Sem.II)**

#### **205: Trends in Journalism (Credits: 2, Lectures: 30)**

**Unit 1- Beginning of the Press in India:** Technological development, invention of printing and movable type in Europe, early newspapers in England and America; the coming of printing press in India; Early Anglo-Indian newspapers, Hicky's Gazette, Buckingham's Journal, official press legislations from 1799 to 1878; Press: An instrument of social change: Birth and spread of vernacular press in India, Social reform movement and journalism- Raja Rammohan Roy, etc.

**Unit 2- Driving force of the freedom struggle (1885 to 1947):** National leaders and newspapers, Tilak (Kesari, Maratha), Surendranath Banerjee, Mahatma Gandhi (Harijan), Ghose brothers (Amrut Bazar Patrika), Benjamin Horniman (Bombay Chronicle), Kasturi Ranga (The Hindu), Lala Lajpat Rai, Jawaharlal Nehru, S. Sadanand (Free Press Journal), Robert Knight (Times of India, Statesman), etc.

**Unit 3- Role of the language press with emphasis on Punjabi newspapers and editors:**  
Sadhu Singh Hamdard:

Some significant Punjabi Newspapers:

Hindi Journalism: beginning, growth, contribution; prominent Hindi journalists.

**Unit 4- Emergence of the fourth estate:** Development of news agencies, changing role and nature of the press, government's newsprint policy, Emergency and the press, Role and reports of press commissions; Current trends in English and language journalism in India

**Unit 5- Changing Indian Media scenario:** Advent of electronic and online media, challenges before print media and its response; New technology in Indian media, changing media management, globalization and foreign investment; Complex social life and media.

**Internal Assessment (40 marks):** Individual projects on different newspapers; objective type tests, analytical essays etc.

#### **Suggested reading:**

1. Mitra, Mohit and Sunil Basu. *A History of Indian Journalism*.
2. Murthy, N.K. *Indian Journalism*,
3. Miller, Carl G. and others. *Modern Journalism*.

4. Padhy, Dr. Krushna Singh. *The Indian Press: Role and Responsibility*.
5. Rau, Chalaphthi. *The Press*. National Book Trust.
6. Madhavrao L.R. *Assessing the Trends in Journalism*. Sumit Enterprises, 2004.
7. Natrajan: *History of Indian Journalism*.

## **MSMC (Sem. II)**

### **206: TV Journalism (1), (Credits: 2, Lectures: 30)**

**Unit 1-Understanding the medium:** invention and development; strengths and weaknesses of the medium;

Production and transmission technology;

working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, understanding sound, light and colour

TV editing software: uses and limitations

**Unit 2- Understanding TV News:** news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies;

news priorities for TV, comparison with other news media breaking news: definition and practice

**Unit 3-Working of a news room:** various functionaries in a news room: reporters, copy editors, input editors, output editors, news producers, cameramen, video editors;

Backroom researchers, reference library or archives people, graphic artists

**Unit 4- TV reporting:** reporting skills: understanding deadline, gathering information, cultivating sources, planning and designing a story, being fit and alert,

presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes;

**Unit 5-Writing and editing TV news:** TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script,

writing headlines, drafting of news scrolls; updating information

**Unit 6-News presentation:** structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc.,

compilation of a bulletin, live feed, anchor's responsibilities;

Skills required of a news anchor: screen presence, presence of mind, interview skills etc.

**Internal assessment (40 marks):** Basic function of camera, news reading and anchoring exercises, analysis and discussion of news bulletins etc.

#### **Suggested reading:**

1. Robert, Kenny F. *Teaching TV Production in a Digital World*. Libraries unlimited.
2. Pati M.R. *Some Aspects of Broadcast Journalism in India*. Kalyani Publishers.
3. Frank, Lezzi. *Understanding Television Production*. Prentice-Hall.
4. Shrivastava H.O. *Broadcasting Technology: A Review*. Gyan Publication House.
5. Tyrrell, Robert. *The Work of a Television Journalist*. Focal Press.
6. Boretsky, R. A. and Yorovsky A. *Television Journalism*. International Organisation of Journalists.
7. Lewis, Bruce. *Technique of Television Announcing*. Focal Press.
8. Watching TV news channels (regional, national and international)
9. Reading newspaper and magazine articles on current trends in TV.

## **MSMC (Sem. II)**

### **207 Radio Journalism (1), (Credits: 2, Lectures: 30)**

**Unit 1- Understanding the medium:** Invention and development; strengths and weaknesses of the medium;

sound recording and editing,

**Unit 2- Radio news reporting:** skills of a radio news reporter: developing sources, gathering

news, giving voice-cast, phonos, anchoring and news reading skills: general awareness, presence of mind; clarity, diction, pronunciation; etc.

**Unit 3- Writing for radio:** characteristics of radio writing style: simple, conversational style; norms regarding use of adjectives, adverbs, numerals etc.,

writing radio news: rewriting news to suit brevity and clarity in radio news, editing news, types of leads; function of headlines in a news bulletin, writing headlines

**Unit 4- 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., news updates, news reports, newsreel etc.

**Unit 5- 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 for interview; from planning to production.

**Internal Assessment (40 marks):** Basic sound recording and editing software, news reading and anchoring exercises, analysis and discussion of news bulletins etc.

### **Suggested reading:**

1. De Maeseneer, Paul. *Here's The News: A Radio News Manual*. Asian Books.
2. Ciignel, Hugh. *Key Concepts in Radio studies*. Sage.
3. Hyde, Stuart. *Television and Radio Announcing*. Kanishka.
4. Masani, Mehra. *Broadcasting and the People*. National Book Trust.
5. Awasthi, G. C. *Broadcasting in India*. Allied Publications.
6. Listening to various news bulletins and other news based programmes of All India Radio and other radio channels.

## **MSMC (Sem. II)**

### **208: New Media (1), (Credits: 2, Lectures: 30)**

**Unit 1- Spread of Internet:** What is internet?, Salient features and advantage over traditional media; History and spread of internet in India, reach and problem of access; Internet and Knowledge Society;

Convergence and Multi-media: Print, radio, TV, internet and mobile

**Unit 2- What is online journalism? :** Earlier websites of newspapers, E-books and E-publishing Basic knowledge of HTML and use of a content management system;

Hyper-textuality, Multi-mediality and interactivity

Use of various online tools to manage text, links, photos, maps, audio, video, etc. Status of online journalism today

**Unit 3- Digital storytelling:** Tools of multimedia journalists;

Learn to report, write and produce in a manner that is appropriate for online media Feature writing for online media: Story idea, development and news updates Podcast and Webcast

**Unit 4- Open source journalism:**

Responding to the audience, Annotative reporting

Citizen Journalists

Problem of verification, accuracy and fairness

Use of blogs, tweets, etc. for story generation and development

Protecting copyright

**Exploring Cyberspace:**

**Internal Assessment (40 marks):** Individual Blog: News stories, features, opinion pieces, pictures and video; Group weblog: Working on different themes and issues and posting it on a team's blog; Contribution to a Group or Community on any of the Social Network Sites; Bring out a web edition of

the experimental journal

**Suggested reading:**

1. Nath, Shyam. *Assessing the State of Web Journalism*. Authors Press, New Delhi, 2002
2. Chakravarthy, Jagdish. *Net, Media and the Mass Communication*. Authors press, New Delhi, 2004
3. Bhargava, Gopal. *Mass Media and Information Revolution*. Isha Books, New Delhi, 2004
4. Menon, Narayana. *The Communication Revolution*. National Book Trust.
5. Pavlik J.V. *Media in the Digital Age*. Columbia University Press.
6. Newspaper and magazine articles about New Media.

**MSMC (Sem. II)**

**209: Practical Work (Credits: 2)**

	<b>Internal assessment</b>	<b>50 marks</b>
<b>1</b>	<b>Experimental Journal</b> Students have to work in the production of at least one print journal and one news-based production each of the two optional subjects chosen by the student (radio/TV/Internet).	25

	<b>Sem-end evaluation</b>	<b>25 marks</b>
Internal Faculty will assess each student as per the details given below.		

<p><b>1</b></p>	<p><b>Viva-voce</b>  <b>Internship and other activities:</b> This internship has to be done before the end of Sem. II. It is mandatory to do it in a newspaper office. The minimum requirement is 60 hours of work for 15 days @four hours a day.</p> <p>A file containing a detailed report about the Internship (containing details of schedule and nature of work, copies of published and unpublished material, and assessment by concerned authority); and all the written assignments for other subjects has to be submitted to the external examiner.</p>	<p>25</p>
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Using the file as reference, the External Examiner will interview the student about Internship as well as other activities during the semester.

## **Sem. III:**

### **MSMC (Sem. III)**

#### **301: Communication: Theory and Practice (Credits 4, Lectures: 60)**

**Unit 1- The Rise of Mass Communication:** Media as an important social institution, Concept of 'Mediation

Development of media technologies, The concepts of 'Mass' and 'Mass Society', the process and characteristics

'Mass Communication', Development of communication models and thoughts, Modernity and mass communication.

**Unit 2- Media: Role and Functions:** The functionalist and normative issues, Theories of the Press, Media Norms: Range and levels of expressions of norms, The political-economic perspectives, Marxist view and the concept of cultural hegemony, persuasion and propaganda, Media as a democratic institution.

**Unit 3- Media Structure and Organizations:** Features of media economy, Media ownership and control, competition and concentration, Policy issues: Freedom, Regulation, Protection, Diversity, Public interest, economic pressures and cultural issues, Media Organization: Forms and goals, Pressure groups and dynamic interests, Relations with society, clients and audiences.

**Unit 4- Media Content:** Freedom and gate-keeping, Content production- cultural production, Standardization and Genres, Issues: Bias, Representation, Commercialization, Ideologies: Modernity and post-modernity, Analyzing media content: Range of methods.

**Unit 5- Audiences and Media Effects:** Centrality of audiences in communication discourse, Audience behavior Uses and gratification, Need to reach, know and measure audiences, three traditions of audience studies, Media Effects: The premise of the central concern, phases of effect discourses, Agenda setting, Framing, Cultivation Diffusion, Spiral of silence.

**Unit 6- Media Convergence:** Convergence: Conceptual framework, Technological dimension, Economic dimension, Socio-cultural dimensions, Implications to 'Mass Communication'.

**Unit 7- Political Communication:** Communication as power relationship, media as a source of new political power, Modernity and new political thought, Propaganda, publicity and public relations, Press and political leadership, Political communication in India: Post independence movements, Emergency, rise of regional political and economic reforms.

**Unit 8- International and Political Communication:** Issues of NWICO, Multinational ownership of media media imperialism, Media in troubled times- War and conflicts, Media, security and terrorism.

**Internal Assessment (40):** Essay-type assignments, monitoring of the media, interviews with sociologists and communication scientists, etc.

Suggested reading:

McQuail, Denis. *McQuail's Mass Communication Theory*. (2000). London: Sage.

### **MSMC (Sem. III)**

#### **302: Media Research Methods (Credits: 2, Lectures: 30)**

**Unit 1- What is research?** Characteristics of scientific research, history, relevance and nature of media research. Research procedures: determining topic, stating hypothesis, elements of research, variables.

**Unit 2- Qualitative research methods:** nature, limitations, interpreting qualitative data. Various methods: i) field observations: participant, non-participant; techniques, ii) focus groups: procedure, advantages and disadvantages, iii) intensive interviews: procedure, advantages and disadvantages, iv) case studies: utility and process

**Unit 3- Quantitative research methods:** nature, uses, generalization etc. Various methods: i) Content Analysis: definition, uses and limitations; steps, unit and categories, ii) Survey Research:

Descriptive and analytical surveys. Types of surveys, advantages and disadvantages, constructing questionnaire, pre-testing, data collection. Analysis; iii) Longitudinal research: types: trend analysis, cohort analysis, panel studies; iv) Experimental Research: Laboratory experiments, design; field experiments.

**Unit 4- Sampling:** population and sample, probability and non-probability samples, measuring sampling error. Introduction to Statistics: descriptive and interpretive statistics. Introduction to Statistical software.

**Unit 5- Allied issues:** Research ethics. Research report writing, bibliography, in-text citations etc.

**Internal Assessment:** Preparing a questionnaire, analyzing content, studying research papers, dissertations, using statistical techniques etc.

### **Suggested Reading:**

Berger, Arthur Asa. (2005). *Media Analysis Techniques*. (Third Edition). California: Sage.  
Hansen, Anders et al. (2004). *Mass Communication Research Methods*. 1998: Macmillan. Lindolf, Thomas R. (1995). *Qualitative Communication Research Methods*. California: Sage. Murthy, DVR. (ED.) (2008). *Media Research: Themes and Applications*. New Delhi: Kanishka. Rubin, Rebecca B. et al (Eds.) (2009). *Communication Research measures: A Sourcebook*. New  
Wimmer, Roger D. and Joseph Dominick. (2006). *Mass Media Research*. New Delhi: Wadsworth (Indian Edition).

### **MSMC (Sem. III)**

**303: World View: Issues, Ideas and Challenges (3) (Credits: 2, Lectures: 30)**

**Total Marks 50 (Internal Assessment: 25 and sem-end examination: 25)**

#### Part 1: Global Politics

**Unit 1- Insight into the 20<sup>th</sup> Century:** European Imperialism and World Wars, Cold War and Post Cold War, Ideological divides, Emergence of super powers, Third World and Non Aligned Movement  
Regional Cooperation Towards a new world order

**Unit 2- International Actors:** UN, IMF, World Bank, WTO, GATT and World Trade, Regional Organisations like SAARC, ASEAN, etc.

**Unit 3- Major Issues:** Globalisation, Changing nature of Capitalism; International conflicts like War, Ethnicity or Fundamentalism, Terrorism, Environment and Climate Change  
Human Rights and other contemporary issues

#### Part 2: Current events during the study period

Events and developments in the field of politics, education, science and technology, culture, sports, etc. at state, national and international level. Detailed discussion of these events with a historical perspective and futuristic view will be conducted in class.

**Internal assessment:** Group discussions, presentations, writing analytical pieces about current events, maintaining a clippings file, quizzes, objective tests etc.

### **Suggested reading:**

1. Huntington, Samuel P. *The Clash of Civilizations and the remaking of world order*. Viking
2. Menon, K.P.S. *Twilight in China*. Bhartiya Vidhya Bhavan.
3. Kenendy, Paul. *The Rise and Fall of the Great Powers*. Harper Collins.
4. Stiglitz, Joseph. *Globalization and Its Discontents*. Penguin Books
5. Chomsky, Noam. *World Orders: Old and New*. Oxford.
6. Major national and regional newspapers
7. News periodicals
8. Watching news bulletins and news-based programmes on TV.

## MSMC (Sem. III)

### **304: TV Journalism (2), (Credits: 2, Lectures: 30)**

**Unit 1- TV Interview:** Types of interviews: doorstep, vox-pop, eye-witness, during a news bulletin; TV interview as a separate programme format: indoor/outdoor; personality, opinion, informative interviews; single camera, multi camera etc., Talk shows, discussions, debates etc.; Role and responsibility of the interviewer

**Unit 2- TV Documentary:** Formats, types: nature, institutional, event-based, personality etc., RECCE, planning, shooting script, editing, narration, background music, post-production;

**Unit 3-News Channels:** Major Indian and international news channels; regional language Indian channels: their role, importance and impact; local TV news operations; management of news channels, Organisational structure of the news room

**Unit 4-Overview of TV industry in India:** Doordarshan and its expansion; SITE and Kheda experiments; Entry and expansion of satellite TV; Laws governing TV broadcasting, future trends

#### **Unit 5-Impact of TV on society**

Overview of and Introduction to all programme formats in fiction, non-fiction/ news-based/entertainment

Role and effect of TV on society

**Internal assessment:** TV interview exercise, watching and analysing documentaries; critical analysis of TV programmes; small research projects to understand impact of TV etc.

**Suggested reading:** (*apart from that suggested for 206*)

1. Skornia, Harry J. *Television and Society*. McGraw Hill.
2. Barry, Cole. *Television Today: A Close up View*. Oxford University Press.
3. Schramm, Wilbur. *Television in the Lives of Our Children*. Stanford University Press.
4. Fiske, John. *Television Culture*. Methuen.

## MSMC (Sem. III)

### **305: Radio Journalism (2), (Credits: 2, Lectures: 30)**

**Unit 1- Production technology:** audio recording, editing software; transmission: AM, FM, medium wave, short wave; internet radio, webcasting podcasting etc.

**Unit 2- All India Radio/Akashwani:** Establishment, mission, expansion, role in development etc. National network, external services, state networks, local radio stations

News Services Division: functioning, network, Regional News Units

Critical evaluation of contemporary programming strategy, reach and impact

**Unit 3- Opening up of skies:** 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

**Unit 4- Radio programme formats:** overview of and introduction to all programme formats in fiction, non-fiction/ news-based/entertainment

RJing, talks, talk shows, phone-in programmes

**Unit 5- Radio Advertising:** advantages, disadvantages; types, appeal

Programme promos, Public Service Announcements

**Internal assessment:** Visits to FM channels and community radio stations; production of radio ads and promos; critical analysis of radio programmes etc.



**Suggested reading:** (*apart from that suggested for 207*)

1. Ward, Qual L. *Broadcasting Management: Radio and Television*. Communication Arts Books.
2. Gandhi, Ved Prakash. *Broadcasting and Development Communication*. Kanishka.

**MSMC (Sem. III)**

**306: New Media (2), (Credits: 2, Lectures: 30)**

**Unit 1- Alternative Journalism:** The new breaking news medium; Changing role of E-journalist: Impact on news values; Global or Local or Glocal; Presenting the news and views; Basics of web designing

**Unit 2- New Social Media:** Dynamics of social media networks, novelty, strength and weakness; Growing personal sphere and online communities; New business model: advertisements, marketing and online revenue; Future trends

**Unit 3- Riding the Cyber wave:** Multimedia storytelling on individual and group blogs; Media research and Internet.

**Unit 4- Internet and Social Activism:** Digital divide: Problem of access and other issues; Use of internet for development, by NGOs and E-governance; Politics 2.0 and Virtual Democracy; Social sharing to social activism; National and international campaigns on environment, human rights and other issues

**Unit 5- Ethics of web journalism:** Security and privacy concerns; Nature of Cyber crimes and Cyber laws; Net war and Terrorism; Need for a national ICT policy.

**Internal Assessment:** Comparative study of websites of newspapers and news channels; Research projects in groups.

**Suggested reading:** (*same as 208*)

**MSMC (Sem. III)**

**307: Agriculture Journalism (Credits: 2, Lectures: 30)**

**Unit 1- New trends in agriculture:** emerging fields related to agriculture. Trends of 'Bio's in Agriculture tech, Bio-fertilizers, bio-control, bio-fuel, etc). Advents in genetic engineering in agriculture and its effect media coverage thereof.

**Unit 2- Agriculture as applied science:** Introduction of Closely related sciences, various subjects comp agriculture in totality. Allied subjects including livestock, poultry, fishery, sericulture etc. Understanding trends and market trends. Introduction to Urban agriculture, agricultural legislation.

**Unit 3- Importance of allied businesses in agriculture:** Various agri-based industries and their covera livelihood of farmer.

Horticulture, Forestry and other streams like Apiculture, Olericulture, Pomology etc...

**Unit 4- What is Agro-journalism?** Scope of Agro-journalism in various media. Understanding various so of information in agriculture, use of research journals and original contribution for exclusiveness of inform understanding agro-climatic regions and significance; problems of famers with respect to it.

**Internal Assessment:** Study of media coverage of agriculture, visits to farms and agricultural research centres, interviews with farmers etc.

**MSMC (Sem. III)**

**308: Development Journalism (Credits: 2, Lectures: 30)**

**Unit 1- Development:** Evolution of the concept, ideology and reality, individual and society, change, pro reason, present usage in the social sciences, material progress, modernization, industrialization, coloniz westernization. Dialectical and dialogical nature of the development, linear world views of developmen mainstream paradigm, the counter-revolution paradigm, the structuralist, the orthodox Marxist), non-linear views of development (populist and neo-Marxist, liberation theology, social development, human pot participatory development, basic needs approach). Redevelopment in the 1990's, sustainable development, H development index, the declaration of the right to development. Alternative approaches to the develop Gandhian meta model, Mahatma Phule and empowerment, emancipation, Ernest Friedrich Schum appropriate development, spirituality and development, people centered development, people's self develop autonomous and holistic development. Indian development model, pre and post independence

**Unit 2- Development Journalism:** Definitions, nature and scope, merits and demerits, evolution of develop journalism, agriculture extension. World War II and development communication, information disseminatio education, behavior change, social marketing, social mobilization. Communication for social change, mass effects, media advocacy, new age media and development journalism. Developing a strong news recognizing a good story, participatory development journalism

Media ownership, gate keeping and development stories. Indian Press and development journalism in pre an independence India

**Unit 3- Development stories:** Stereotyping development, a human face, content, development me development news story and feature, writing headlines and captions, innovative leads. Addressing the aud development language and semiotics, socio-linguistics, sociology and development language. Researc

planning, packaging of the development story, development feature writing. Conflict of interests, mobi support for development.

**Unit 4- Media specific development coverage:** The differences in approach between print and broa development journalism, requirements of broadcast news presentation and the relevant technical terms, pack attractive ideas, visuals and documentation. Folk media, community radio for local development, newspapers and magazines. Development communication agencies and websites.

**Unit 5- Issues in development:** Economic development, liberalization, privatization and globaliz Environment and climate change, impact on agriculture and food security, energy security, environm sustainability, mass displacements and migration. Urban and rural development, water and waste manage health, education, employment, housing, transport. Globalization and democracies, pluralism, oppr structures, gender equality, religious movements, etc.

**Internal Assessment:** Analysis of development news in the media, visit to development projects.

### **MSMC (Sem. III)**

#### **309: Environment Journalism (Credits: 2, Lectures: 30)**

**Unit 1- Environment and development:** What is environment? Basic concepts and perspectives, globa local issues. Environment and society, relation with development, economy and health, sustainable develop Need of environment journalism, future prospective, National Geographic to New media.

**Unit 2- National perspective:** India's national environment policy, background, principles, instrument institutions involved. Center versus states, national and local issues, conflict resolution and cooperation, sit in Maharashtra. Role of NGOs, advocacy for environment protection, peoples rights and environment, tradi practices and modern ways to protect environment, public awareness

**Unit 3- Climate change:** Why and how of global warming, basic terminology. Impact of climate ch response of the communities and governments, need for international cooperation, the IPCC, Kyoto and protocols, politics of development, developed vs. developing nations. GHG emissions, Carbon credit and c trading, ecological footprint. Reporting climate change, developing sources and insight, assessing impa global warming on local level.

**Unit 4- Biodiversity:** What is biodiversity? importance and impact. Wild life, endangered species, nee conservation, natural habitats and communities. Reporting nature and bio-diversity, diversity of issues, styl format, India specific issues.

**Unit 5- Water Pollution and Waste management:** Water as a vital resource, pollution of water b sanitation and sewage treatment plants, industrial waste. World water situation and conflict potentials, degradation and desertification. Waste management in cities and semi-urban setup, problems and solutions. and hazardous waste, scale and problem, basic convention.

**Unit 6- Environment and Energy:** Energy security, energy and development, hydro and coal power gener it's impact on environment patterns of energy consumption, transmission losses and efficient use. Rene energy sources: solar, wind, sea tides, etc. Nuclear Energy: history, hopes and dreams, health and safety i problem of radioactive waste, nuclear technology, industry and economy, world scenario and India.

**Internal Assessment:** Analysis of environment news in the media, quizzes on environment-related issues, e type assignments.

**Suggested reading:** Specialised publications about environment like Down To Earth. Watching programm

Discovery, National Geographic. Watching documentaries about environment etc.

## MSMC (Sem. III)

### **310: Science Journalism (Credits: 2, Lectures: 30)**

**Unit 1- What is science?** The method of science, scientific attitude, great ideas of science, developme technology. Role of science and technology in human development. Recent trends in science and techno Science establishments in India and Maharashtra

**Unit 2- Need for Science Journalism:** Science has potential for breaking news, impact on Human life, imp framing policies at national and international levels. Science communication for popularization of sc Careers in science journalism

**Unit 3- Doing Science Journalism:** Sources of information, scientists, institutes and periodicals, understa science research and its significance, press releases and announcements like Nobel prizes, etc. Scienc language, science writing skills, understanding basic concepts. How to write a basic science story?, writ feature story on science and technology. Interviewing scientists, science communicators. Visits to scienc technology institutes. Attending science conferences and seminars, reading science journals like- Nature, L Current Science, etc.

**Unit 4- Domain of Science Journalism:** Health: Health communication, public health policies, general hos patient care, New diseases like Swine Flu, Bird Flu, SARS, HIV/AIDS, etc., Epidemics and response of society, WHO guidelines, new research institutes like NARI, NCCS, NIV etc. Weather and agricu Importance of weather, Monsoon and rainfall pattern, impact of monsoon on economy, forecast models, res institutes like IITM, Observatory, etc.. crop patterns- Kharip and Rabi, Green Revolution, need for Ever Revolution, Fertilizers, pesticides, bio-technology, Genetically Modified (GM) seeds, seed banks, irrigatio land use. Environment: Pollution (Air and water): Causes and solutions, Global warming and climate ch green house gases, possible effects on India, international efforts and agreements, emission standards, c credit, ecological footprint, green technology, city environment reports, Govt. policies and institutions environment, role of NGOs, bio-diversity. Energy: Growing need of energy, power generation so Conventional and non-conventional sources, controversies, regulatory authorities

**Unit 5- New research and technology:** New research trends in various fields. Information communi technology: Computer, Internet, Mobile phones, i-pads, etc. Intellectual Property Rights.

**Internal Assessment:** Presentations, quizzes on latest developments in various fields, visits to scientific res institutes, debates on ethical issues in scientific advancements,

## MSMC (Sem. III)

### **311: Practical Work (Credits: 2, Lectures: 30)**

	<b>Internal assessment</b>	<b>50 marks</b>
<b>1.</b>	<b>Production of a magazine</b> Students have to work in the production of a magazine, which can be a news-based magazine, a special issue or a research magazine. Students are expected to contribute to the content and lay-out of the magazine.	<b>15</b>
<b>2.</b>	<b>Study Tour</b> A study tour of considerable duration (4-7 days) has be arranged to a place (like a state or national capital) that will offer ample exposure to different media organisations, premier regulatory bodies, research institutions and prominent personalities. Marks have to be awarded for student's participation in the tour and report/test based on the tour.	<b>10</b>

<b>Sem-end evaluation</b>		<b>25 marks</b>
Internal Faculty will assess each student as per the details given below.		
<b>1</b>	<p><b>Viva-voce</b></p> <p><b>Internship and other activities:</b> This internship has to be done before the end of Sem. III. It is mandatory to do it in one of the organisations related TV/Radio/New Media. The minimum requirement is 60 hours of work for 15 days @four hours a day.</p> <p>A file containing a detailed report about the Internship (containing details of schedule and nature of work, copies of broadcast/uploaded and not broadcast/not uploaded material, and assessment by concerned authority); and all the written assignments for other subjects have to be submitted to the external examiner.</p> <p>Using the file as reference, the External Examiner will interview the student about Internship as well as other activities during the semester.</p>	<b>25</b>

### **Sem. IV:**

#### **MSMC (Sem. IV)**

#### **401: Media Management and Laws (Credits: 2, Lectures: 30)**

**Unit 1- Contemporary media scenario:** Proliferation of Media in India, digital technology, fast-moving media market, new technology, convergence and its effect on consumer behaviour and potential of content. Striking a balance between business and ‘mission’.

**Unit 2- What is Media management?:** Media unit as a corporate entity. Organisational structure of print, broadcast and social media. Different management functions- Editorial management, Business management, Human Resources Management and Technical Management. Ownership of media houses: Types of ownership: proprietary, family-owned, run by trust, cross-media ownership, media chains. Role of Managing Director. Editorial Board and Editorial Policy, Role of Managing Editor.

**Unit 3- Economics of Print and electronic media:** Management, business, legal and financial aspects of media management. Revenue generation strategy. Budgeting and finance, capital costs, production costs, commercial policy, advertising and sales strategy, competition and survival, evolving a strategy; and plan of action, operations, production schedule and process, evaluation, and PR for building and sustaining business and audience.

**Unit 4- Constitution of India:** Fundamental rights, freedom of speech and expression; and their limits. Directive principles of state policy; provisions of declaring emergency and its effects on media. Provisions for amending the constitution. Provisions for legislature reporting; parliamentary privileges and media. Media and public interest litigation. The Press Council Act 1985- provisions, scope etc.

**Unit 5- Media Laws:** History of press laws in India- Contempt of Courts Act 1971- civil and criminal law of defamation. Relevant provisions of Indian Penal Code with reference to sedition, crime against women and children; laws dealing with obscenity; Official Secrets Act, 1923,vis-à-vis Right to Information Act. Press and Registration of Books Act, 1867. Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955;- Cinematograph Act,1953; Prasar Bharati Act; WTO agreement and Intellectual Property Right legislations, including Copyright Act, Trade Marks Act and Patent Act. IT Act-information technology, convergence. Nature of Cyber Crimes. Legislations including cyber laws and Cable Television Act.

**Internal Assessment (25 marks):** Visits to media houses, interaction with managers. Study of

cases heard by PCI, and/or heard in the court of law etc.

### **MSMC (Sem. IV)**

#### **402: Principles and Ethics of Journalism (Credits: 2, Lectures: 30)**

**Unit 1- What is Journalism?:** Role in democracy, power of the press. Main objectives- to entertain, educate, analyse. Old news values, changed news values. Old principles versus new principles. Influence of politics, interference of market forces in editorial policies.

**Unit 2- Elements of journalism:** Editor and his responsibilities, editorial policy, changing role of editors. Difference between journalism and literature, role of media in socialization process. Truth, loyalty to citizens, verification of facts, compassion for those affected by news, commitment to democratic values, examining the other side of the story. Use of photographs; taste and acceptability. Reporting rapes, riots and other sensitive matters.

**Unit 3- Ethics:** Philosophy of journalism and its ethics. Paid news, Page-Three culture, plagiarism, revealing confidential sources, hoax, off-the-record, on-the-record. Ombudsman. Code of conduct for journalists. Press council of India and its role in maintaining ethical journalistic standards. Difference between investigative and sensational journalism, yellow journalism, sting operations and morality. **Unit 4- Modern Journalism:** News as an object? Changing role of journalism. Pressure groups, advertising, public relations pressures. Sensationalisation versus sensitive journalism. Use of New Media as a Fifth Estate competing with newspapers. Impact of new management practices: Hire and Fire policy, Converge or perish, foreign Investment. Ethics for different types of journalism- Cyber journalism, Citizen Journalism, Investigative journalism, Advocacy journalism.

**Internal assessment (25 marks):** Case studies, debates about current ethical issues in the media, analytical essay/s about change in journalistic practices etc.

#### **403: World View: issues, ideas and Challenges (4) (Credits: 2, Lectures: 30)**

##### Part 1: Politics in India and Punjab

**Unit 1- Political Process:** Constitution of India. Parties, leaders and groups. Ideologies and policies. Electoral politics. Communalism, casteism, class formations, regionalism, sub-nationalism, challenges and solutions.

**Unit 2- Politics of Punjab in above framework with added inputs on:** Geography of the state, natural resources, development issues, regional features. Agriculture, industrialisation, urbanisation, education and other issues relevant at present.

##### Part 2: Current events during the study period

Events and developments in the field of politics, education, science and technology, culture, sports, etc. at state, national and international level. Detailed discussion of these events with a historical perspective and futuristic view will be conducted in class.

**Internal assessment (25 marks):** Group discussions, presentations, writing analytical pieces about current events, maintaining a clippings file, quizzes, objective tests etc.

### **MSMC (Sem. IV)**

#### **404: Advertising (Credits: 2, Lectures: 30)**

**Unit 1- Basics of advertising:** Purpose, development, nature, role in economy. International advertising scenario. Advertising industry in India: size, major ad agencies and campaigns, social and cultural context of Indian advertising, advertising ethics and social responsibility.

**Unit 2- Advertising as Marketing Communication:** Need for integrated communications. Importance of, and role in marketing mix, Advertising goals and strategies: advertising and sales promotion goals. Segmentation and positioning strategies, niche marketing. Brand management and

building brand equity, developing brand personality.

**Unit 3- Types of advertising:** Advertising in different product categories: consumer, industrial, corporate, service, financial, social marketing etc. Different advertising media and their comparative strengths and weaknesses. Structure of an ad agency, types of ad agencies.

**Unit 4- Advertising Planning and execution:** Brand positioning. Importance of research inputs- market research, situation analysis, consumer behavior etc. Developing message strategy, media strategy. Preparing advertising plan. Media planning, media buying.

**Unit 5- Advertising Creativity:** Creative brief. Elements of good advertising. Copy and art. Importance of visual thinking. Appeals and promises. Importance of design and layout. Use of typography, graphics etc.

**Unit 6: Copywriting:** Writing ad copy for different media. Types of headlines and body copy, slogans; taglines. Translation of copy. Writing for brochures, mailers etc.

**Internal Assessment (25 marks):** Quiz on advertising, scrap book of ads, analysing social effects of ads, study of an ad agency, copywriting exercises: writing headlines, slogans, body copy etc.







## **405: Public Relations (Credits: 2, Lectures: 30)**

**Unit 1- Understanding PR:** Definitions, purpose and utility; relevance to democratic society. Difference between PR, advertising and propaganda. Status of PR in India. Ethics and legalities of the new digital world. Publics of PR- internal, external. Different ways to address them. Concept of 'Communication audit'.

**Unit 2- Role of PR in different sectors:** government, corporate, defence establishments, educational institutions, hospitals, individuals, political parties, trade and commercial organizations, professional associations, labour unions NGOs etc.

**Unit 3- Types of PR:** Internal/external, publics of PR, communication audit; qualities required of a PR professional, role and responsibilities of PR professional; in-house PR department, PR consultancy

**Unit 4- PR Tools:** Internal: house journals, bulletin boards, events, mailing groups, social networking sites; External: exhibitions, trade fairs, external journals, media publicity. Traditional modes of communication (yatra, melas etc.), campaigns, movements etc. Programmes and events, CSR projects; PR during crisis: some recent case studies.

**Unit 5- Media Relations as a PR function:** Importance of media publicity in PR. Necessity and ways of building and maintaining media relations, organizing press conferences and visits; writing press releases and arranging other publicity material (audio, video, CDs, etc.), citizen journalism

**Unit 6- Social media:** blogging, LinkedIn, Facebook, Twitter etc. and use of the Internet. Websites: a toll for faster dissemination of information, photographs and A/V material.

**Internal assessment (25 marks):** Preparing a PR plan for an organisation, evaluating media publicity given to various organisations, writing Press Releases etc.

## **MSMC (Sem. IV)**

### **406: Film Appreciation (Credits 2, Lectures: 30)**

**Unit 1- What is cinema?:** Definition of cinema. The concept of persistence of vision. Film's relationship to each of the arts: music, dance, literature, theatre, architecture, photography and painting. The relationship between film and 20th- century art movements: impressionism, cubism, surrealism.

**Unit 2- Visual literacy:** The vocabulary of film: shot, scene, sequence, frame, composition in depth, point of view, transitions, Mise-en-scène etc. The tools of expression- frequency and number of shots, the size of the subject in the frame, the angle of view, composition and balance, the use of lighting and color, the movement of camera and lens, how images come to express meanings and its relation with the word-meanings. Film formats: celluloid and digital, Element of sound: dialogues, background score, music, silence, ambience.

**Unit 3- Film styles and Genres:** Image and editing. To what extent does film manipulate reality? Different genres. Analysis of recurrent themes, images, and narrative structures. Action, adventure, comedy, drama, epic/historical, horror, Sci-fi, war etc. Other formats i.e. short films: fiction & non-fiction, promotional, propaganda, corporate, educational, advertizing films.

**Unit 4- Film history:** Development of film in Europe, US and India. Important directors and their contribution to world cinema, film companies and films.

World cinema: D. W. Griffith, Sergie Enstine, Robert Flaharty, Vittorio De Sica, Walt Disney, Charles Chaplin, Franscois

Trufautt, Jean Luc Godard, Ingmar Bergmen, Andrei Tarkovsky, Sergei Eisenstein, Alfred Hitchcock, Jean Renoir, Federico Fellini, Akira Kurosowa, Andre Wajda, Yashizoro Ozu, Steven Speilberg, Majid Majidi, etc.

Indian cinema: V. Shantaram, Satyajit Ray, Shyam Benegal, Ritwik Ghatak, Girish Karnad, Raj Kapoor, Guru Dutt, Adoor Gopalkrishnan, Mrinal Sen, Bimal Roy, Basu Bhattacharya, Maniratnam, and contemporary trend-setting directors. Special focus on Marathi films: classics and contemporary.

**Unit 5- Film Studies:** Film appreciation, analysis, criticism etc. Reviewing films for various media. Censorship: need, relevance, Censor Board. Influence of cinema on society, culture, arts.

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Film institutions: NFDC, NFAI, FTII, Film Festivals Authority of India, Children Film Society. Film Society movement, International film festivals. Films as an industry. Interrelationship of film industry with other media.

**Internal assessment (25 marks):** Watching films of different genres and reviewing them. Interactions with film producers, directors, actors. Visit to film production locations etc.

### **MSMC (Sem. IV)**

#### **407: Magazine Journalism (Credits 2, Lectures: 30)**

**Unit 1- Understanding Magazine:** History of Magazines. Definitions. Newspaper supplement and Magazines. Types of magazines: (i) weekly/fortnightly news magazines, (ii) national and regional magazines, (iii) special interest magazines – women's, men's, children's, teen, cine, science and technology, business, consumer Magazines; and academic or scholarly magazines, (iv) leisure time and entertainment magazines, (v) little magazines, (vi) PR magazines and House journals. (vii) literary Magazines. New trends like glossy magazines. Online and Web magazines.

Case studies- India Today, Outlook, The Reader's Digest, Time, National Geographic etc. Tradition of Diwali Numbers in Maharashtra.

**Unit 2- Content Management:** Understanding the target audience and positioning of the magazine. Choosing interesting subjects, imaginative selection of topics, converting innovative ideas to articles. Cover Story. Deciding the thrust areas. Series and columns. Planning special and other issues, flat planning of the issue, forecasting trends.

**Unit3- Writing for Magazines:** What makes a magazine story different from newspaper reporting? (Difference in style, format, perspective and approaches). Narrative energy, story-telling, shift from observation to insight, interviewing techniques, Writing brights, special skills for specialized areas. Creative writing, crisp language. Effect of New Media on writing style. Visual versus verbal, Freelance writing. Online writing skills. Types of features and leads.

**Unit 4- Editing a Magazine:** Editorial objectives, Work flow, knowing the reader and staying a step ahead of the reader; content study, balancing content, creativity in editing. Evaluation of manuscripts; polishing and shaping up manuscripts. corrections and verification; writing effective titles. Photos, illustrations and other graphics. Sub-editing (marking copy for type, strap lines, by-lines, house style), use, The post mortem after publication.

**Unit 5- Magazine Management:** Structure of editorial department. Magazine Production- layout and design, Master pages and templates, Style sheet, special effects like bleed and trims. Economics: sales and subscription, production cost and pricing, distribution network, advertising, advertorials. Magazine Promotion and public relations through events, competitions etc. Assessing magazine impact.

**Internal assessment (25 marks):** Comparative study of various magazines. Planning different issues of various magazines, writing articles for magazines etc.

### **MSMC (Sem. IV)**

#### **408: Business Journalism (Credits: 2, Lectures: 30)**

**Unit 1- Understanding Economy:** Basic principles of economy, important economic terms. Growth and development, environment concerns, employment generation, Price rise and inflation. Economics of agriculture and rural economy, Urban economy, manufacturing and service sector, small scale industry and micro-enterprises, Share, securities and commodity markets, Bullion market.

**Unit 2- Fundamentals of Indian Economy:** Growth and progress of Indian economy. Finance system in India, role of finance and planning commissions, role of RBI, Federal economic structure and revenue sharing. Changes in economic policy: From mixed economy to liberalization and

privatization. Information Technology, E-commerce, Issues related to SEZ, Central and state budgets, How budgets are prepared, understanding budget. Problem of black money and corruption, anti-corruption mechanism. Company and industrial laws, labor and consumer issues. Contemporary issues related to Indian economy

**Unit 3- World Economy:** Capitalism, communism, socialism and other perspectives. Process of globalization and liberalization. New International Economic order (NIEO). World economic bodies and forums, regional economic forums, economy and international politics. India's place in world economy, contemporary issues related to world economy.

**Unit 4- Corporate World and Cooperative Movement:** Structure of corporate and private companies. How to find information about private and public companies. Analyzing a company's financial performance.. Interaction with corporate sources, Tracking CSR. Public-private partnership (PPP). History and development of cooperative movement and its relevance. Contemporary issues related to business, industry and commerce.

**Unit 5- Business Journalism:** Reporting- Business and industry as a beat, Sources of news on business. Using and analyzing financial data, Understanding numbers and what they mean, Reading tables, charts and graphs. Developing business story ideas; writing stories from press releases. Investigative reporting in business sector

Editing- Overview of special economic pages, supplements, newspapers and journals, business news channels. Editing business stories and articles, using internet database, verifying information. Designing special economic pages and budget issues. Ethical issues of business journalism, Media and business relations.

**Internal assessment (25 marks):** Visit to a news organization's business section, Stock exchange, Attending AGMs covering press conferences or events, reading a company balance sheet, study of business newspapers and channels, etc.

### **MSMC (Sem. IV)**

#### **409: Culture Journalism (Credits: 2, Lectures: 30)**

**Unit 1- Theoretical background:** Traditional definitions of art. The real world vs. the artistic world. A model for the understanding of how art functions. The primary (creative) arts vs. the secondary (interpretive) arts. Classifications of the arts into the auditory, the spatial, and the symbolic.

What is culture? Importance of culture in a society and in an individual's life. Difference between culture and tradition. Understanding various aspects of Indian Culture and their scope.

**Unit 2- Introduction to various arts:** Dance, theatre, music, painting, sculpting, literature. Different forms- classical and folk, Indian and western, fusion etc. Origin and development of these art forms and their contemporary status.

**Unit 3- Cultural reporting:** Why a specialised beat? Current scenario of cultural reporting in Marathi, other regional languages and English print media. Difference between reporting and criticism. Styles of writing for different forms, requirements and expectations from culture reporters/ critics. Qualities of an ideal critic etc.

**Unit 4- Covering culture for other media:** Scope and pattern of Cultural reporting in other media- T.V, Radio etc. New age media and cultural reporting.- internets, blogging, tweeting, mobile usage etc.

**Internal Assessment (25 marks):** Time/ Space bound class room writing/ reporting assignments, interview exercises, reporting cultural events, attending workshops etc.

## MSMC (Sem. IV)

### 410: Law, Order and Crime Journalism (Credits: 2, Lectures: 30)

**Unit 1- The ethics of crime and justice coverage:** Fairness and objectivity, sensationalism and integrity; conflicts of interest, interesting versus important. Balancing justice: justice to victim and the accused: no assumption of guilt or innocence.

**Unit 2- Law enforcement machinery:** Structure and hierarchy. Different entities: police, ATS, SBI, CID, SID, SRPF, Para-military forces, Rapid Action Force etc. Important sections of IPC. Terminology and jargon, procedures of registering a crime. Prisons and jails. Sensitive law and order situation: agitations, congregations for various reasons, elections. Deployment of extra forces etc.

**Unit 3- Covering Crime:** Types and definitions. Police Investigation techniques: from conventional to modern. Cognizable and non-cognizable offences. Basic principles of crime reporting. do's and don'ts. News values: new, unusual, interesting, significant and about people. Developing sources, verifying facts. Reporting agitations, riots. Possible risks and precautions.

**Unit 4- Covering Courts:** Structure of judicial system in India. Hierarchy, functions and jurisdictions of each court. Granting of bail to accused. Types of cases heard in courts. Tribunals, consumer and family courts. PILs, appeals etc.

**Unit 5- Contemporary crime journalism:** Crime shows on TV. Emphasis on crime reporting in newspapers. Its impact. Media influencing investigations and/or court proceedings? Trial by media. Media's role in getting justice delivered, recent examples.

**Internal assessment (25 marks):** Visits to police station, control room, prison etc. Analysis of crime news in various media. Attending court trials etc.

## MSMC (Sem. IV)

### 411: Sports Journalism (Credits 2, Lectures: 30)

**Unit 1- History and Traditions:** Beginning and development of various sports. Brief history of International Games: Olympic, Commonwealth, Asian. History of National Games and other major tournaments related to various sports. National and state sports awards like Arjun, Dronacharya, Shiv Chatrapati Puskar, etc. Sports and Society: Importance and place of sports in a civilization Growing importance of sport, its impact as a global business, the staging of events; Sports and public opinion, sports culture; National sports policy. Sports Diplomacy: Use of sports in international relations, major cases in history and present trends.

**Unit 2- Sports Associations:** Traditional Indian sports- Kabaddi, Kho Kho, Wrestling, Malkhamb, Atya Patya, etc. Modern sports- Outdoor and indoor games, hockey, cricket, football, athletics, boxing, tennis, badminton, shooting, archery, volleyball, basketball, table tennis, rugby, formula one racing, etc. Basic rules of some major sports, need of and scope for specialization; Sports at local and regional level. Government ministries and bodies, Amateur organizations and apex sports organizations, Building sports venues and infrastructure, training facilities.

**Unit 3- Sports Journalism:** Tradition of sports reporting- in the world and in India. Legacy of sports writers and commentators- English, Hindi, Marathi. Sports magazines in India & Maharashtra. Sports marketing and PR: Commercial relationship between media coverage and sports events, marketing, merchandise and advertising sales. Future of sports journalism, career opportunities.

**Unit 4- Sports Reporting and Writing:** Differences and similarities with other reporting; Explain, interpret, amplify and clarify; How to report results: Do's and don'ts; Deadline pressure, covering late night events.; Developing sources- advances, match reports, reviews and follow up; Sports features; Post-match interviews, special interviews. Sports writing for print, radio, TV, online and multi-media;

Radio commentaries; Live telecast, Sportscast, Web commentaries, News alerts for mobiles; Fanzines, Match-day magazines, Sports books, Sports blogs. Writing from press releases. Importance of knowing and understanding a game;, research and background information; Importance of statistics, official record and history.

**Unit 5- Sports Editing:** Sports Style Guide: AP, Reuters. Working on a sports desk; Editing sports stories; Translation of sports stories; Objective, but passionate language, more style; Use of photos: action photos, cutouts, profile photos; photo-editing and writing captions. Use of archives and reference section. Sports columns by experts, players, syndicated columns; ghost writing for sports columns. Standalone sports sections and sports pages; Designing sports pages; planning and coverage of major games, tournaments.

**Internal assessment (25 marks):** Covering live sports events in the city. Match reports of local sports tournaments, writing sports features, interview of sports persons and sports officials, Analysis of sports sections/pages of newspapers, Analysis of sports bulletins/commentaries, etc.

#### **MSMC (Sem. IV)**

##### **412: Research Dissertation**

Every student has to work on a research project under the supervision of a faculty member. The research must be about journalism or mass communication. A written dissertation, of 8000-10000 words must be submitted by the end of the semester.

The written dissertation has to be evaluated by the research guide and External Examiner, appointed by University of Pune for 30 marks each.

Viva-voce based on dissertation has to be conducted by the External Examiner and the research guide. They will award marks out of 20 each for the viva-voce.

#### **MSMC (Sem. IV)**

##### **413: In-depth Reporting Project**

Every student has to work on a series of 5 in-depth reports (of around 1500-2000 words each) under the supervision of a faculty member. The topic chosen for the project should be of considerable social significance and current relevance. Each report out of the five should focus on a different aspect of the topic. (E.g. if the topic is 'Water Supply of a City' the five reports can be about i) water needs of a city, ii) sources of water, iii) water purification system, iv) water distribution system and v) attempts to save and recycle water etc.). Students may use photographs and graphics with their reports. They are expected to indicate all types of reference sources (primary and secondary) in the reports.

The reports will be evaluated by the guide and External Examiner, appointed by University

Viva-voce based on the project has to be conducted by the External Examiner, in the presence of the project guide. They will award marks out of 20 each for the viva-voce.