

**SCHEME AND SYLLABUS
OF
MASTERS IN MASS COMMUNICATION
AND MEDIA MANAGEMENT
(MMCM)**

(Semester I-IV)

Session: 2015-16



**PUNJAB TECHNICAL UNIVERSITY
KAPURTHALA**

**BY
DEPARTMENT OF ACADEMICS**

MASTERS IN MASS COMMUNICATION AND MEDIA MANAGEMENT: It is a post Graduate (PG) Programme of 2 years duration (4 semester)

Eligibility For Admission: Graduation in Any Stream

Courses & Examination Scheme:

First Semester

Course Code	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
MMCMM-101	INTRODUCTION TO COMMUNICATION	4	1	-	40	60	100	5
MMCMM-103	MANAGEMENT I	4	1	-	40	60	100	5
MMCMM-105	MEDIA MANAGEMENT 1	3	1	-	40	60	100	4
MMCMM--107	PRINT MEDIA	4	1	-	40	60	100	5
MMCMM-109	BASIC WRITINGS SKILLS 1	4	1	-	40	60	100	5

Total marks for semester 500

Second Semester

Course Code	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
MMCMM-102	MASS COMMUNICATION	4	1	-	40	60	100	5
MMCMM-104	MANAGEMENT II	4	1	-	40	60	100	5
MMCMM-106	COMMUNICATION RESEARCH	4	-	-	40	60	100	4
MMCMM-108	CURRENT AFFAIRS	4	1	-	40	60	100	5
MMCMM-110	COMMUNICATION TECHNOLOGY	4	1	-	40	60	100	5

Total marks for semester 500

Third Semester

Course Code	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
MMCMM-201	ADVERTISING AND PR	4	1	-	40	60	100	5
MMCMM-203	MEDIA MANAGEMENT II	4	1	-	40	60	100	5
MMCMM-205	MEDIA ETHICS AND LAWS	4	-	-	40	60	100	4
MMCMM-207	FILM STUDIES	4	1	-	40	60	100	5
MMCMM-209	RADIO & TV JOURNALISM	4	1	-	40	60	100	5

Total marks for semester 500

Forth Semester

Course Code	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
MMCMM-202	Dissertation			-	100	200	300	12
MMCMM-204	Training in reputed Media organization	-	-	-	50	100	150	06

Total marks for semester 450

TOTAL MARKS OF COURSE 1950

SEMESTER I

MMCMM-101 Introduction to Communication -I

Unit- Introduction to Communication:

Concept, nature, process and development of human communication, 7 C's of effective communication, Functions of communication, Barriers to communication, Verbal and nonverbal communication, Intra-personal, inter-personal, small group, public and mass communication, Public speaking

Unit II Communication Models:

Scope, functions and limitations of communication models, development of communication models from simple to complex, Aristotle, SMCR, Shannon–Weaver model of communication, Harold Lasswell, Osgood, Dance, Wilbur Schramm, George Gerbner, Newcomb, DeFleur, Gate-keeping, Convergence model.

Unit- III Communication Theories:

Theories of direct and indirect influences, Hypodermic Needle or Bullet, Two step, multi-step flow, Agenda setting, Uses and gratification, Cultivation, Dependency, Cognitive dissonance.

Unit –IV Media system theories:

Authoritarian, Libertarian, Social-responsibility, democratic and participant Mass media, public opinion and democracy. Ethical aspects of mass media, Media and social responsibility, Traditional Media in India: Regional diversity, relevance, future

Books Recommended :

1. Mass Communication in India, Kewal J. Kumar, 2004, Jaico Books, Mumbai.
2. Issues in Mass Communication by JS Yadav & Pradeep Mathur
3. Handbook of Communication, Uma Narula, 2006, Atlantic Pub. & Distributors, New Delhi.
4. Theories of Mass Communication by De Fleur and B. Rokeach
5. Perspectives in Mass Communication by Agee, Ault, Emery

MMCMM-103 Management-I

Unit-I

Nature, purpose, importance and Principles of Management. Development of Management Thought: Early Contributions, Contributions of Taylor and Fayol; Bureaucracy,

Human Relations approach and Behavioural Science approach; Systems approach and Contingency(situational). Approach.Vedic Management.Concepts of MBO & MBE. Management as social System

Unit-II

Planning - Meaning - Need & Importance, types levels – advantages & limitations. Decision making - Types - Process of rational decision making & techniques of decision making. Simon Model of Decision Making. Organizing - Elements of organizing & processes: Types of organizations, Delegation of authority - Need, difficulties in delegation – Decentralization Staffing - Meaning & Importance. Direction - Nature – Principles. Basic knowledge of Supervision and Communication.

Unit -III

Motivation - Importance – theories Leadership - Meaning - styles, qualities & functions of Leaders. Controlling - Need, Nature, importance, Process & Techniques Coordination - Need – Importance

Unit-IV

Modern approaches to management: Concept of Knowledge management, change management, technology management, supply chain management, Social Responsibility of Management–environment friendly management, Management of Change, Management of Crisis. Concept of Corporate Governance, Business Ethics and Corporate Social Responsibility.

Books Recommended :

1. Newspaper Management, Gulab Kothari, 1995, Intercultural Open Uni., Netherland.
2. Handbook of Journalism & Mass Comm. Virbala, 2002, Concept Pub. Co., New Delhi.
3. Newspaper Organisation & Management, Herbert Lee Williams, 1978, Surjeet Pub., New Delhi.
4. Media for Managers by Frank M. Corrado
5. Principles of Management by Henry H. Albers

MMCM-105 Media Management 1

Unit-I

Management : concept and scope, Principles of management, Theories of management, Human resource of management, Finance management, New trends in management

Unit-II

Media Management : concept, need and scope, Operations and structure of news media companies, Media business and new technology, New trends in media business, Legal issues in media business

Unit-III

Marketing: concept, need and scope, Principles of marketing, Theories of marketing, Marketing and new technology, New trends in marketing,

Unit-IV

Media marketing : concept, need and Scope, Penetration, reach, access and exposure to media,
Revenue-expenditure in media, Selling and buying space and time on media, TRP and audience profiles

Books recommended:

1. Media for Managers by Frank M. Corrado
2. Principles of Management by Henry H. Albers
3. Media Management in India by Dibakar Panigrahy
4. Newspaper Management in India by Gulab Kothari
5. Media Management in the Age of Giants by Dennis F. Henrick
6. Newspaper Organisation and Management by Herbert Lee Williams

MMCMM-107 PRINT MEDIA

Unit I

News: definitions, elements and concepts, Sources of news; news gathering techniques, Press briefing, Press conference, meet the press programs, Types of interview, purpose, technique, Handouts, news release, press note etc., Feature writing, columns, news writing and analysis,

Media criticism and reviews, Editorial writing, types of editorials, Creative Writing- Essays, short stories, middles, Obituaries, International affairs

Unit II

News writing styles, types of news, Soft news, hard news, Investigative, interpretative and in depth reporting, Headline, technique, style, purposes, kinds of headlines, Dummy page, layout

Unit III

Reporting; meaning & types, Specialized reporting, Reporting weather, city life, speech, accident, court, elections, riot, war, conflict, tensions. Science, sports, economic, development

Unit IV

Editing; meaning, purpose, importance & symbols, Layout, graphics, page make up for newspapers & magazines, Photo editing, Intros; their importance, functions and types, lead, body, paragraphing, Special sections, supplements, Scoops and exclusives

Books Recommended :

1. Reporting, B.N.Ahuja, 1990, Surjeet Publications, New Delhi.
2. Basic Journalism, Parthasarthy, 1997, Macmillan India Pvt. Ltd., New Delhi.
3. News Reporting & Editing, K.M.Srivastava, 1987, Sterling Pub. House, New Delhi.
4. The Complete Reporter by Jullian Harris and others Macmillan Publishing Co., New York.
5. The Professional Journalist by John Hobenberg Oxford IEH Publishing Company, New Delhi
6. Good News Bad News by Tharyan
7. Issues in Mass Communication by J. S. Yadava and Pardeep Mathur
8. News Writing by Haugh George A.
9. The Journalism Handbook by M.V. Kamath
10. Handbook of Journalism by Aggarwal Vir Bala, Gupta V.S.

MMCMM-109 Basic Writing Skills

Unit-I

Origin of writing, Role and scope of writing, Language, dialects and script, Essentials of good writing

Unit-II

Writing for self-expression , Writing for individuals and small groups, Writing for formal communication , Writing for mass consumption

Unit-III

Descriptive writing , Analytical writing, Writing fiction, Writing poetry

Unit-IV

Readability : concept and importance, Writing for spoken word, Writing for visuals, Writing for web & mobile telephones

SEMESTER II

MMCMM-102 Mass Communication

Unit-I

Definition, concept and process of mass communication, Characteristics and functions of mass communication, Technologies of mass communication, Sociology of mass communication, Concept of global communication and cultural diversity.

Unit-II

Various media and their characteristics & technologies, Diversity and plurality in media, Role of media in society, Importance of objectivity in media, Market driven content of media.

Unit-III

Westley and Maclean, Gerbner, Convergence, Gate keeping, Flow chart of mass communication, Dominant paradigm.

Unit-IV

Social Theories: Bullet theory, Cultivation theory, Psychological Theories: individual difference theory, cognitive dissonance theory, Theories of the role and importance of mass communication (impact theories), Trends in mass communication: journalism, entertainment, infotainment, Education, Public relations and advertising, technologies, Convergence.

Books Recommended :

1. Mass Communication in India, Kewal J. Kumar, 2004, Jaico Books, Mumbai.
2. Issues in Mass Communication by JS Yadav & Pradeep Mathur
3. Handbook of Communication, Uma Narula, 2006, Atlantic Pub. & Distributors, New Delhi.
4. Theories of Mass Communication by De Fleur and B. Rokeach
5. Perspectives in Mass Communication by Agee, Ault, Emery
6. Handbook of Journalism & Mass Communication, Virbala Aggarwal, 2004, Concept Pub. Company, New Delhi.
7. Mass Media Today by Subir Ghosh
8. Communication and the Traditional Media (IIMC)
9. Introduction to Mass Communication by William Francois
10. Media and Society by R.K. Ravindran
11. Modern Communication Technologies by Y.K. Dsouza
12. Communication Theory: Melvin DeFleur
13. Understanding Media: Marshal McLuhan

MMCMM-104 Management II

Unit-I

Strategic Management – 7S Framework – SWOT Analysis – Competitive Advantage – Synergy. Strategic Management: Definition, Classes of Decisions, Levels of Decision,

Strategy, Role of different Strategist, Relevance of Strategic Management and its Benefits,
Strategic Management in India.

Unit-II

Nature, Scope and Functions of Financial Management. Cardinal Principles of Financial Management. Marketing Management: New concepts of Marketing: Relationship Marketing, Mass Marketing, Niche Marketing, Strategic Marketing, Stimulation Marketing, Database Marketing, Social Marketing, and Network Marketing. Consumer elight.

Unit -III

Production & Technology Management. Plant location and Plant Layout - Japanese Management – Just-in-time – Total Quality Management - Outsourcing. Business Process Reengineering.

Unit-IV

Human Resources Management : Planning & Organizing HR Function, Job Analysis & Job Description, Recruitment & Training, Quality of Work Life. Organizational Change. Organizational Culture and Organisational Climate.

Reference Books:

1. Newspaper organization and management - Herbert Willia
2. Print media communication and management – Aruna Zachariah
3. Media politics and ownership - Jagdish Machani Journalism ethics and codes - Nayyar Shamsi
4. Print media communication and management – Aruna Zacariah
5. Media politics and ownership – Jagdish Vachani
6. Media selling – Charles Warner and Joseph Buchman
7. Media development and management – Biswajeet Guha
8. Newspaper management by Gulab Kothari

MMCMM-106 Communication Research

Unit-I

Research: concept, definition, role and scope, Social research, communication research, media research, Basic elements of research, SITE, NRS, IRS, TRPs

Unit-II

Need and scope of media research , Fundamental research and applied research, Experimental design and semi experimental design, Exploratory, descriptive design, benchmark studies, panel studies.

Unit-III

Methods of communication research: observation, case studies, census, random sample survey, content analysis, Data collection tools, Questionnaire-preparation and pre-testing , Art of conducting research interview, Feed forward and feedback

Unit-IV

Sources of data, Data coding, tabulation, graphs and tables, Statistical methods: mean, median, mode, standard deviation, chi-square test, Interpretation of data, research report writing, Problems in communication research.

Books :

1. Research Methodology, C.R.Kothari.
2. Media & Communication Research Methods, Arthur Asa Berger, 2000, Sage, New Delhi Pub. India Pvt. Ltd.

Media Research Methods, Gunter, 2000 Sage, New Delhi Pub. India Pvt. Ltd.

MMCMM-108 Current Affairs

Current Affairs paper will have short as well as descriptive questions related to the latest topics, topical news stories etc. and shall be aimed at ensuring that the students keep themselves abreast of various news stories as they develop, form regular media tracking habits and engage with issues of the day.)

MMCMM-110 Communication Technology

Unit-I

Introduction to the technologies for mass communication: Printing, photography, audiography, videography, cinematography, The process of radio and television broadcasting.

Unit-II

Television technology, Television standards: NTSC, PAL and SECAM, Conditional access system, pay per view system, Set top box, interactive television, HDTV, LCD TV.

Unit-III

FM and AM (MW and SW) radio, Radio bands and frequencies, Satellite and web radio

Unit-IV

Origin and growth of cable industry in India, Process of distribution of television signals, Direct to Home (DTH), Fiber optics, Convergence media, World Wide Web.

Books Recommended:

1. Handbook of New Media, Liverow.
2. The ABC's Of Internet, Crumlish, 1998, BPB Publications, New Delhi.
3. A Journalist's Guide to the Internet: The Net as a reporting tool by Callahan Christopher.
4. Writing for New Media: The Essential Guide to Writing for Interactive Media, CDROM, and the Web by Andrew Bonim.
5. ABC of the Internet by Crumilish
6. Information Technology by Danis P. Curtin.
6. Illustrated World of Internet by Anil Madan.
8. How the Internet Works by Preston Gralla.
9. Old Media New Media by Wilson Dizard, Jr.

SEMESTER III

MMCMM-201 Advertising & PR

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.

Books Recommended:

1. Advertising, Dr. C.N. Santakki, 1994, Kalyani Publishers, New Delhi.
2. Advertising Principles & Practice, Chunawala, 1999, Himalaya Publishers, New Delhi.
3. Handbook of Public Relations in India, D.S.Mehta, 1998, Allied Publishers, New Delhi.
4. Advertising by Wright, Winter, Zeigler
5. Creative Advertising by Moriarty, Sandra E.
6. Reader in Public Opinion & Mass Communication : Morris, Janowitz and Paul Hirsch (ed.).
7. Public Relations– A Scientific Approach : Sahai, Baldeo.
8. Handbook of Public Relations in India : Mehta, D.S.
9. Corporate Public Relations : Balan K.R.
10. Public Relations Handbook : Dilenschneider, Robert L. and Forrestal, Dan J.

MMCMM-203 Media Management II

Unit –I

Ownership patterns in media, Inflow of capital in Indian media, Major heads of income

Unit-II

Introduction to media houses: Times group, Hindustan times group, Pioneer group, Express group, Hindu Group, India Today group, Bhaskar group, Jagran group, Sahara group, Tribune group, Malayalam Manorama group, Enadu group, Aanand Bazar Patrika Group, Rajasthan Patrika group. Prasar Bharti, Zee networks, Star India, NDTV group, Enadu Group, Sun Network, TV18 group.

Unit-III

Structure and functioning of radio and television channel, Role of editorial, technical, marketing and HR sections, Recruitment, hiring and training of staff.

Unit-IV

Media marketing techniques, Ad collection and corporate strategies, Space and time selling.

Books Recommended :

1. Newspaper Management, Gulab Kothari, 1995, Intercultural Open Uni., Netherland.
2. Handbook of Journalism & Mass Comm. Virbala, 2002, Concept Pub. Co., New Delhi.
3. Newspaper Organisation & Management, Herbert Lee Williams, 1978, Surjeet Pub., New Delhi.
4. Media for Managers by Frank M. Corrado
5. Principles of Management by Henry H. Albers
6. Media Management in India by Dibakar Panigrahy
7. Newspaper Management in India by Gulab Kothari
8. Media Management in the Age of Giants by Dennis F. Henrick
9. Newspaper Organisation and Management by Herbert Lee Williams

MMCMM-205 Media Ethics & Laws

Unit-I

Constitution of India: fundamental rights, Freedom of speech and expression, Right to Information Act 2006, Press and books registration act 1867, Copy right act 1957, Official secrets act 1923, Law of defamation, Contempt of court and legislature.

Unit-II

Press commissions, Press council – structure and functions, Prasar Bharti Act 1990, Cable TV networks regulation act 1995, Cinematograph act 1952, Information technology Act 2000, Convergence bill, cyber laws.

Unit-III

Code of ethics by editor's Guild of India, Code of conduct for journalists by press council and media houses, Reports of various committees & commissions dealing with media in India-Chanda committee, Varghese committee, Joshi committee, Vardhan committee, Sengupta committee, MacBride commission.

Unit-IV

ASCI code of ethics for advertising, DAVP'S code of advertising, IPRA code of ethics for PR practitioners, PRSI code for PR practitioners

Books Recommended :

1. Laws of the Press, D.D.Basu, 1996, Princeton Hall Publishers, New Delhi.
2. Media Credibility by Aggarwal, S.K.
3. Mass Media: Laws and Regulations by Rayudu, C.S.
4. History of Press, Press Laws and Communication by Ahuja, B.N.
5. Press and Pressure by Mankakar, D.R.
6. Freedom and Fraud of the Press by Ghosh, Kekar
7. Press and Press Laws in India by Ghosh, Hemendra Prasad
8. Media Ethics and Laws by Jan R. Hakeculdar
9. The Media in your life by Jean Folkerts.

MMCMM-207 Film Studies

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. **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.

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, advertising films. **Film Studies:** Film appreciation, analysis, criticism etc. Reviewing films for various media. Censorship: need, relevance, Censor Board. Influence of

cinema on society, culture, arts.
relevance, Censor Board

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.

Suggested Reading:

1. Encyclopedia of Indian Cinema, Paul Willemen, 1995, British Film Institute, New Delhi.
2. So Many Cinemas, B.D. Garga, 1996, Eminence Publishers, Mumbai.
3. Indian Popular Cinema, K. Cotculsin, 1998, Orient Longman, New Delhi.
4. Mass Communication in India, Keva J. Kumar, 2004, Jaico Books, Mumbai.
5. A History of the Movies : Gerald Mast
6. Movies and Methods : Bin Nichols
7. History of Documentary Films : Eric Barnow
8. Advanced Photography : Langford
9. The Techniques of Film Editing : Karel Reisy
10. Cinema as a Graphic Art : Arnhein
11. Our Films, Their Films : Satyajit Ray
12. Script to Screen : Sharma Koshik Maculliam, New Delhi.

MMCMM-209 Radio & Television Journalism

Unit I

History of Radio in India; **Understanding the medium:** Invention and development; strengths and weaknesses of the medium; Audio studio and its equipment, Nature and types of microphones, Selection and placement of microphones, Linear and nonlinear sound editing, Types of sound effects, Mixing and dubbing techniques

Unit II

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 III

History of Television in India; 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 IV

Scope of Television Journalism; TV Newsroom; News Editor; Producer; TV Correspondents; Techniques of writing TV News; TV News Production; Anchoring; Use of Clippings; TV Interview; Basic Principles of Camera Work; Live Coverage through Satellite; Effects of Television on Society.

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

SEMESTER IV

MMCMM-202: Dissertation

Since Masters of Mass communication & Media Management is an integrated course, the students are required to register themselves for a dissertation topic and start initial work on the dissertation latest by second semester. The topic must be finalized by the end of the first month of the second semester in consultation with the faculty member guide assigned to the student while the synopsis must be submitted by the end of the second semester. By the end of the fourth and last semester, each student is expected to submit four copies of the dissertation and a soft copy of their thesis

Each student with his/her dissertation will be subjected to a viva voce by an external examiner approved by the Punjab Technical University upon completion.

MMCMM-204: Training

Two month training in reputed Media Organizations -- a fortnightly progress report, A certificate to be submitted at the end of the training.