

PREFACE

Recent dramatic developments in all areas of human endeavour have also increasingly impacted various spheres of higher education in India. Besides, advancement in communication profession, strides in higher studies in mass communication have also witnessed profuse transformation in the course contents. The University Grants Commission, therefore, did well in constituting a Curriculum Development Committee in Mass Communication to recast various mass communication programmes for our Universities. Since gone for good is the era of journalism which was mainly crossing the t's and dotting the i's, journalism is now a part of larger discipline of mass communication. For, other areas of mass communication, such as radio, television, advertising, public relations, satellite communication and internet have taken over the entire of gamut of human communication.

The Curriculum Development Committee (CDC) consisting of senior professors of mass communication from various Universities in its several sittings has finalised mass communication syllabi for B.A. (Hons.), M.A. and Bridge courses. While preparing the course content, the CDC also took note of the UGC workshops organized earlier in different parts of the country for this purpose. However, increased stress has been laid on new communication technology for obvious reasons. In the course content prepared by CDC, every effort has been made to update and upgrade all the present and emerging areas of mass communication. The CDC craves the indulgence of the departments of mass communication and professionals for any lapses. This document is a model curriculum and the departments can adapt it according to their requirements and local conditions.

The CDC is indeed highly gratified to the UGC and, particularly, its chairman, the chief moving force, Dr. Hari Gautam, in its sustained help in completing this task which has been accomplished in a rather record brief period. It is earnestly hoped that this document will be of sustained use for the next few years, though revision, updating and upgrading is a continued process.

April 18, 2001

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Curriculum Development Committee
In Mass Communication

INTRODUCTION

Though journalism education made its beginnings in the undivided India around early 1940s, the subject has travelled its long journey facing innumerable trials and tribulations. While partition was a setback to its progress, but it soon commenced its onward march. As the country developed economically and started acquiring its station among the new and emerging nations, the need and importance of journalism education began to be realized by media in particular and the academic world in general. Gradually, several Universities in the country instituted courses in journalism at certificate and diploma levels.

However, it was in the 1960s and 1970s that several Indian Universities initiated teaching in journalism. In addition, it was during these two decades that the course content, degree nomenclature and departmental reorganization of journalism faculties in the Universities underwent drastic changes. The global strides in curricula, changes in areas to be covered and practical needs of the national mass media prompted the Universities to effect wide ranging changes at every level of journalism education. In the first instance, several Indian students who had gone to the US, Canada and the UK for higher studies in journalism, on their return to India suggested curriculum revisions. Some American Universities also offered collaboration for the advancement of journalism programmes to their Indian counterparts. Osmania (in Hyderabad) and Nagpur Universities were good examples.

Secondly, rapid expansion in the industry in India has also taken place in a big way. Several new newspapers and magazines have come into being. Also, electronic media have surged forward. Along with print journalism, radio and television have also started expanding. Advertising industry and public relations corporates have attained added importance. The concept of mass communication has “arrived” in the real sense of the term. Research in the media issues has also started emerging, and social scientists have found media to be a rich field to be explored. Therefore, media and economics, politics, sociology, psychology, management and administration, etc., have received almost instant recognition as important areas of mass communication.

Thirdly, the departments of journalism started renaming themselves after the mid-1970s as department of journalism and mass communication, department of communication, department of journalism and communication, etc. The trend was perhaps started by Bangalore University and soon Osmania, Mysore, Banaras and many others followed. Now, in 2001, A.D., more than 65 Universities where this discipline is taught at graduate and post-

graduate levels, the departments' nomenclature has undergone some change. Similarly, degrees are also carrying different nomenclatures.

However, the most important and revolutionary changes in mass media, globally speaking, have occurred with the arrival of the satellite communication and ushering in of the internet age. Besides, radical transformation brought in printing technology, ably supported by computers, the dawn of facsimile and e-mail have completely altered the mass media scene in the entire world. Every medium of mass communication has assumed tremendous potential and immense power to become an effective science and art and a veritable academic discipline. It is, therefore, bounden responsibility of the Universities to provide adequately modern facilities for teaching and research in these ever developing programmes. Today, all media of mass communication are taking rapid strides in their respective areas of operation what Marshall McLuhan predicted several years ago, has become a reality. The world has indeed become a 'global village'. Radio, television, newspapers, magazines, films....everything is available instantly all over the world just for the asking. India is no exception. In fact, among all the developing nations, India's mass media are perhaps most progressive and can very favourably be compared with the best in the world anywhere.

As in the past, UGC has always been advocating and encouraging universities for incorporating latest changes in the various academic programmes, journalism and mass communication being no exception. It is in this context that Dr. Hari Gautam, the dynamic UGC Chairman, took on himself and initiated the task of revision, updating, upgrading and framing the new curricula in all areas of academic studies, including mass communication, at university/college levels.

It is desirable, and, in fact, necessary to state here that the course curriculum in mass communication designed by the CDC is only in the form of a suggested syllabus. The CDC has designed separate/curricula for mass communication in B.A. (Hons.), M.A., Bridge Course (for those students who want to undertake studies in mass communication, but had not studied this subject at any stage earlier) and for the undergraduate classes where mass communication can be taught as one of the subjects for a bachelor's degree.

Again, it is very necessary to point out here that these courses have been designed to be adopted by universities in fullness, as far as possible. But it is essential to dilate here that the universities, colleges or institutes starting or at present running such programmes are also free to incorporate any changes they deem necessary and desirable for their individual programmes. The main undercurrents in crafting the present curricula have been the endeavour to :

- (i) bring in some kind of uniformity in the syllabi of various mass communication courses being run in the country as a whole. Of course, subject to the local and regional requirements and variations;
- (ii) make students study the latest developments in the respective areas of mass communication; and
- (iii) provide instructions conforming to the latest, globally accepted standards for various branches of mass communication. This is vital as all the areas of mass communication are becoming fastly job – and research – oriented.

Again, it is imperative to underline here that as mass communication is perhaps currently the fastest developing discipline at global levels, Indian Universities which have instituted such programmes must endeavour to provide latest equipment, teaching and research material. In addition, recommendations have also been made by the CDC regarding various other matters such as intake of students, admission criteria and faculty strength. The main objective is to maintain and ensure highest standards of imparting instructions in mass communication in the country all levels.

While the CDC has considered very carefully and designed the curriculum to meet the latest international standards, improvements by updating, upgrading and adapting to local needs and priority areas maybe effected at university levels, if deemed necessary. The CDC-prepared syllabus is only in the form of a model to modernise education in mass communication in the country as a whole.

It would be noticed that the CDC has not recommended any references or reading texts for the various programmes, curricula for which has been presented. The main reason for this is that there are not many standard texts available suiting to Indian environments.

Secondly, though over sixty-year-old, mass communication studies have not really developed in India in a systematic, scientific manner.

Thirdly, since the medium of teaching the subject of mass communication varies from university to university and as individual departments have their own resources of teaching in their local languages, it was thought it would be best if choices of text-books and other references were left to the respective departments/Universities. Moreover, the fact of the matter is that most Universities in India follow American or British texts and adopt these to the local and regional needs. However, it is a matter of great gratification that during last few years many books in Hindi and other regional languages have been published. The hope,

therefore, is that in the near future standard texts would be available in English and local Indian languages in which journalism and mass communication is taught, and would ultimately become standard texts.

Finally, the CDC is immensely beholden to the UGC, especially its highly forward-looking Chairman, Dr. Hari Gautam, for his excellent foresight and profound support for initiating the process for upgrading and updating the course content in mass communication in Indian Universities. It is fervently hoped that if the colleges and Universities follow the curricula suggested by the CDC, the subject would definitely get enhanced national and international recognition wider acceptance. It would also readily receive positive response from the various mass communication agencies such as radio, television, print media, advertising industry, public relations, website organisers, etc.

The Nodal Person once again thanks the UGC for its unstinted support, especially Mr. S.C. Chadha, Under Secretary, and his colleagues for all the assistance provided to senior professors who helped in preparing the report in a record short time.

THE REPORT

The University Grants Commission set up a Curriculum Development Committee on Mass Communication in October, 2000. The following senior Professors from all over the country constituted the Committee:

1. **Prof. M. R. Dua** (Nodal Person), Former Professor and Head of the Department of Journalism, Indian Institute of Mass Communication, New Delhi. Present address: 38, National Media Centre Complex, Gurgaon- 122002, Haryana.
2. **Prof. Devesh Kishore**, Head, Education, Research & Training, EMPC, IGNOU, 52, Maidan Garhi , New Delhi – 110 068
3. **Prof. Jaishri Jethwaney**, Head, Department of Advertising & Public Relations, Indian Institute of Mass Communication, JNU New Campus, New Delhi – 110 067.
4. **Prof. B. K. Kuthiala**, Dean, Media Studies and Chairman, Department of Communication Management and Technology, Guru Jambheshwar University, Hisar – 125 001, Haryana.
5. **Prof. K. V. Nagaraj**, Chairman, Department of Mass Communication and Journalism, Mangalore University, Mangalore – 574 199, Karnataka..
6. **Prof. Ram Mohan Pathak**, Director, Hindi Institute of Journalism, Mahatma Gandhi Kashi Vidyapeeth, Varanasi – 221 002, U.P.
7. **Prof. S. Raghavachari**, Head, Department of Audio-Visual Communication, Indian Institute of Mass Communication, JNU New Campus, New Delhi – 110 067.
8. **Prof. S. K. Tewari**, Dean and Chairman, Department of Mass Communication and Journalism, D.N. Hall Campus, MS Univerisity of Baroda, Vadodara – 390 002, Gujarat
9. **Shri S. C. Chadha**, Under Secretary, UGC, Secretary, CDC.

The Committee met four times between December, 2000 and March, 2001. In the first meeting on December 4, 2000, the UGC Vice-Chairman, Prof. Arun Nigvekar, addressed the members. The Chairman, UGC, Dr. Hari Gautam, met the Committee on February 2, 2001, and underlined the need to up-date the curriculum taking note of the most recent developments in the entire gamut of mass communication.

Later, the Nodal Person extensively briefed the members about the task entrusted to the Committee. It was stated that the UGC Chairman, in his brief, underlined the need to thoroughly review the existing curriculum and that the Curriculum Development Committee on Mass Communication should update and prepare model course curriculum for M.A., B.A. (Hons), Three – Year Degree Course and a Bridge Course in Mass Communication. The meeting was also briefed about the dimensions of this vital task. It was pointed out that adequate steps should be taken to include all areas of Mass Communication in the M.A. course curriculum and also sufficient attention should be paid to include all recent changes and developments in the entire field of Mass Communication.

The CDC was also told to work out other necessary infrastructure required for running M.A. in Mass Communication programmes in Indian Universities. It was also urged that the course should be India-specific, knowledge-based and skill-oriented. The committee was advised:

- (i) to strike a balance between theory and skills in imparting instructions in Mass Communication;
- (ii) that the curricula should lay stress on convergence studies in Mass Communication and give proper representation to Print Media, Electronic Media, Advertising, Public Relations/ Corporate Communication and Social Marketing;
- (iii) that laboratory – theory instructions should be 50:50; and
- (iv) the committee should work out a two-tier system for the course.

The committee held four meetings in UGC office in Delhi. After detailed deliberations and considering varied aspects of the Mass Communication studies in modern times, the CDC has made the recommendations with regard to courses of B.A. (Hons.), Bridge and M.A. Mass Communication:

For one session, the committee also invited the following senior professors :-

- (1) Professor Dashrathi Misra, Department of Journalism and Mass Communication, Behrampur University, Behrampur, Orissa, and
- (2) Prof. B.P. Sanjay, Dean, Sarojini Naidu School of Performing Arts, Fine Arts and Communication, University of Hyderabad, Hyderabad – 500 001, Andhra Pradesh.

Master Degree Nomenclature

The Committee reviewed various existing nomenclatures in different Indian Universities and felt that the nomenclature of the Master's Degree programme should only be M.A. (Mass Communication). The Universities offering Master's Course in Mass Communication/ Communication and Journalism or Journalism and Communication Studies, Communication, Communication Arts, etc., should endeavour to amend their statutes to bring uniformity in the nomenclature throughout the country. The degree should, therefore, be called *only* M.A. (Mass Communication). This will be in conformity with other university academic disciplines such as history, chemistry, economics, zoology, etc.

The same procedure should be applied for bringing uniformity in the bachelor degree course also.

Eligibility Criteria

- (a) The Committee recommends that the candidates holding a bachelor's degree of three-year or more duration such as degree in medicine, engineering, agriculture, nursing, etc., from a recognized Indian University or an equivalent degree from a foreign university should be eligible to apply for admission to the master's degree course in Mass Communication.
- (b) If the University has opted for the Bridge Course as proposed in this report, two options can be exercised:
 - 1. Bridge Course may be an essential condition for eligibility before admission; OR
 - 2. The student can do the Bridge Course simultaneously, but before the beginning of the second or third semesters of M.A. degree courses.

Entrance Test

The Committee recommends that a pre-admission test should invariably be held to select students for admission to the master's degree course in Mass Communication. The test should rigorously assess the over-all competence and capability of the candidates to meet the requirements of modern Mass Communication discipline/industry. Broadly, language proficiency, communication skills and general current awareness may be tested.

Intake

The Committee recommends that the intake of candidates for M.A. Mass Communication should not exceed 25, subject to the conditions of the over-all admission policy of the university.

Staff Pattern

The Committee recommends that the existing UGC prescribed staff norms for running a post-graduate Mass Communication department should be followed. The present norms are:

- (a) Professor – one , Readers – two, Lecturers – four
- (b) Technical personnel
 - 1. Technical Officer – one
 - 2. Assistant Technical Officer – one
 - 3. Technical Assistant – one

Infrastructure

The Committee recommends that a university should provide the following minimum infrastructure to the department for imparting a comprehensive teaching/training at the master's level in Mass Communication:

- I.a) a computer laboratory with internet connectivity;
- b) a well-equipped electronic media laboratory for imparting comprehensive production skills and techniques;
- c) modern photo-laboratory;
- d) a well-equipped audio-studio; and
- (e) laboratory journal (print media) production facility.

II. Library

The Committee recommends that a department should have a well-stocked library with latest books and journals on all areas of Mass Communication. The department shall subscribe to all local, English and language newspapers and periodicals, including important regional, national, international newspapers and magazines.

III. Placement Service

The Committee recommends that a Mass Communication Department should maintain close links with local and regional media institutions/organisations for providing effective training and placement facilities for the benefit of students. The department may have a placement cell for the purpose.

IV. Separate Mass Communication Faculty

- (a) The Committee recommends that with a view to endowing separate identity to the discipline of Mass Communication, the universities should create a separate faculty of Mass Communication; and
- (b) In case a university is offering other courses allied to Mass Communication, such as video/visual communication, film studies, advertising, public relations, corporate communication, printing technology, etc., they can also be brought within the purview of the faculty of Mass Communication.

V. Examination/Assessment/Evaluation Procedure

- (a) The Committee recommends that as far as possible efforts should be made to associate external examiners, well known media persons in the evaluation/assessment/examination of students of M.A. Mass Communication.
- (b) Efforts should also be made as far as possible to maintain a 50:50 proportion of theory and practical in all such papers wherever feasible.

RECOMMENDATIONS ON CURRICULA

PROPOSED COURSE STRUCTURE

The Committee has worked out the following four-semester programme for M.A. Mass Communication:

First Semester

1. Principles of Mass Communication
2. Development of Media
3. Print Media-I (Reporting and Editing)
4. Electronic Media (Radio and Television)
5. Advertising and Public Relations/Corporate Communication

Second Semester

1. Development Communication
2. Communication Research
3. Media Law and Ethics
4. International Communication
5. Media Management

Third Semester

1. Print Media-II
2. Radio
3. Television
4. Advertising
5. Public Relations/Corporate Communication

Fourth Semester

1. New Media Applications
2. Inter-cultural Communication
3. Specialization
4. Dissertation
5. Attachment

The detailed recommendations of the CDC in all papers are given below:

FIRST SEMESTER

Paper I

PRINCIPLES OF MASS COMMUNICATION

Nature and process of human communication, functions of communication, verbal and non-verbal communication, intra-personal, inter-personal, small group, public and mass communication.

Models: SMR, SMCR, Shannon and Weaver, Lasswel, Osgood, Dance, Schramm, Gerbener, Newcomb, convergent and gate-keeping, communication and socialization.

Nature and process of mass communication, media of mass communication, characteristics and typology of audiences.

Media systems and theories: authoritarian, libertarian, socialistic, social-responsibility, development, participatory. Mass media: public opinion and democracy. Media culture and its production. Media organizations, media content, market – driven media content – effects, skyvasion, cultural integration and cultural pollution.

Issues of media monopoly – cross-media ownership;

Ownership patterns of mass media, ethical aspects of mass media,

freedom of speech and expression, right to information,

media and social responsibility, media accountability, infotainment and ICE.

Paper II

Development of Media

Print

Language and society- development of language as a vehicle of communication – invention of printing press and paper – pioneer publications in Europe and USA.

Early communication systems in India – development of printing – early efforts to publish newspapers in different parts of India.

Newspapers and magazines in the nineteenth century – first war of Indian Independence and the press – issues of freedom, both political freedom and press freedom.

Birth of the Indian language press – contribution of Raja Ram Mohun Roy; birth of the Indian news agencies.

The Indian press and freedom movement – Mahatma Gandhi and his journalism; social, political and economic issues before Independence and the Indian press; historical development of important newspapers and magazines in English; important personalities of Indian journalism.

Journalism in Indian languages (a brief historical perspective of important newspapers to be selected by the concerned university); history of the language journalism of the region.

The press in India after Independence; social, political and economic issues and the role of the Indian press problems and prospects.

(Issues like backward class movement – Dalit movement – green revolution – agitation for and against reservation – nationalization – privatization – globalisation – WTO – land reforms – social issues of the region – political events – other relevant issues to be added by the concerned university).

Radio

Development of radio as a medium of mass communication – technology innovations; history of radio in India – radio as an instrument of propaganda during the World War II.

Emergence of AIR – commercial broadcasting – FM radio – state and private initiatives.

Television

Development of television as a medium of mass communication – historical perspective of television in India – satellite and cable television in India.

Films

Early efforts – film as a mass medium; historical development of Indian films – silent era – talkies – Indian cinema after Independence; parallel cinema – commercial cinema; documentaries – issues and problems of Indian cinema.

Folk media

Traditional media in India – regional diversity – content – form – character – utility – evaluation – future.

New Media

Development of new media; convergence – internet – on line.

Paper III

Print Media – I (Reporting and Editing)

Reporting

News: definition, concept, elements, values, sources, lead writing, kinds, reporting crime, weather, city life, speech, accident, disaster, court, election, riots, war/conflict/tensions.

Interviewing – kinds, purposes, technique.

Interpretative reporting – purposes, techniques.

Investigative reporting – purposes, sources, styles, techniques. Columns – development, criticism, reviews, feature writing, news analysis, backgrounding.

- Political reporting.
- Legislative reporting.
- Diplomatic reporting.
- Scoops and exclusives and specialized reporting – science, sports, economic, development, commerce, gender, and allied areas reporting for magazines

Editing : Meaning, purposes, symbols, tools, lead, body, paragraphing.

- proof reading, meaning, symbols, purposes.
- News desk, editorial department set-up, news flow, copy management and organization
- Headlines – techniques, styles, purposes, kinds of headlines. Dummy page-make-up, layout, principles of photo editing
- Magazine editing, layout, graphics.

Paper IV

Electronic Media (Radio and Television)

Evolution and growth of electronic media : radio, television and internet. Characteristics of radio, television and Internet as medium of communication – spoken, visual and multiple versions of information through links. Principles and techniques of audio-visual communication – thinking audio and pictures, grammar of sound, visuals and web production.

Technology and skills of linear and non-linear systems of audio- visual communication – sound

construction and picture formation through a wide range of microphones, sound-recorders, camcorders, video recorders, computer-graphics and studio equipment (exposure through field visits). Transmission of sound, images and data through microwave, satellite, cable and television technologies.

Infrastructure, content and flows on internet, with specific reference to India – reach and access to personal computers and internet connectivity. Newspaper, magazine, radio, television, and on internet.

Paper V

Advertising and Public Relations

Advertising

Evolution and growth of advertising – definitions of advertising – relevance of advertising in the marketing mix – classification of advertising – various media for advertising – national and global advertising scene – socio-economic effects of advertising.

Ad agency management, various specialist departments in an ad agency: (account planning, account servicing, creative, media planning, HRD, etc.)

Client related issues and the process, business development, pitching for accounts – agency-client interface: the parameters - creative and media briefing process, agency-media interface, agency revenue earning and sources, agency audit.

Mass media laws concerning advertising – apex bodies in advertising AAI, ASCI etc.), ASCI and its code of conduct, case studies from ASCI

Public Relations and Corporate Communication

Evolution and history of public relations – definitions of PR, PR and allied disciplines (publicity, propaganda, public affairs, lobbying, etc.).

Symmetrical and asymmetrical theories of PR - law and ethics of PR (defamation, copyright, invasion of privacy; PRSI code of ethics).

Interface of PR with various management disciplines (human resource development, finance, marketing, law, etc.) - publics in PR, PR tools (interpersonal, mass media and selective media) – PR in industry (public sector, private sector and multinational) – PR in central and state governments and the functioning of various media units of the state and Union governments.

Writing for PR : internal publics (house journals, bulletin boards, open houses, suggestion boxes, video magazines, etc.).

Writing for media (press release/backgrounder, press brief, rejoinders, etc)

SECOND SEMESTER

Paper I

Development Communication

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

Development communication: meaning – concept – definition – philosophy – process - theories – role of media in development communication - strategies in development communication - social cultural and economic barriers - case studies and experience – development communication policy – strategies and action plans – democratic decentralization, Panchayati Raj - planning at national, state, regional, district, block and village levels.

Agricultural communication and rural development: The genesis of agricultural extension, extension approach system – approach in agricultural communication – diffusion of innovation – model of agricultural extension – case studies of communication support to agriculture.

Development support communication: population and family welfare – health – education and society – environment and development - problems faced in development support communication.

Developmental and rural extension agencies : governmental, semi-government, non-governmental organizations problems faced in effective communication, micro – macro – economic frame work available for actual developmental activities – case studies on development communication programmes.

Writing development messages for rural audience: specific requirements of media writing with special reference to radio and television.

Paper II

Communication Research

Definition – elements of research – scientific approach – research and communication theories – role – function – scope and importance of communication research – basic and applied research.

Research design components – experimental, quasi-experimental, bench mark, longitudinal studies – simulation – panel studies – correlational designs.

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

Tools of data collection: sources, media source books, questionnaire and schedules, people's meter, diary method, field studies, logistic groups, focus groups, telephone, surveys, online polls. Random sampling methods and representativeness of the samples, sampling errors and distributions in the findings.

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

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

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

Paper III

Media Law and Ethics

Media Law: Constitution of India: fundamental rights – freedom of speech and expression and their limits – directive principles of state policy, provisions of declaring emergency and their effects on media – provisions for amending the constitution; provisions for legislature reporting; parliamentary privileges and media; theory of basic structure; union and states; and election commission and its machinery.

Specified press 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 of sedition, crime against women and children; laws dealing with obscenity; Official Secrets Act, 1923, vis-à-vis right to information – 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 – information technology, convergence legislations including cyber laws and Cable Television Act; and media and public interest litigation.

Ethics : Media's ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; freebies, bias, coloured reports; ethical issues related with ownership of media – role of press and/or media councils and press ombudsmen in the world – Press Council of India and its broad guidelines for the press – codes suggested for the press by Press Council and Press Commissions and other national and international organizations – and codes for radio, television, advertising and public relations.

Accountability and independence of media.

Paper IV

International Communication

Political, economic and cultural dimensions of international communication – communication and information as a tool of equality and exploitation – international news flow – imbalance – media growth – international, regional and internal disparities.

Communication as a human right – UNO's Universal Declaration of Human Rights and communication – international news agencies and syndicates, their organizational structure and functions – a critique of western news values.

Impact of new communication technology on news flow – satellite communication – its historical background – status – progress – effects – information super highways – international telecommunication and regulatory organizations - UNESCO's efforts in removal imbalance in news flow – debate on new international Information and Economic Order – MacBride Commission's report – non-aligned news agencies news pool – its working, success, failure.

Issues in international communication – democratization of information flow and media systems – professional standards; communication research – telecommunication tariffs; information -

prompted cultural imperialism – criticisms; violence against media persons; – effects of globalization on media systems and their functions; transnational media ownership and issues of sovereignty and security; international intellectual property rights; international media institutions and professional organizations; code of conduct.

Paper V

Media Management

Principles of media management and their significance – media as an industry and profession.

Ownership patterns of mass-media in India – sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (chains). Policy formulation – planning and control; problems, process and prospects of launching media ventures. Organisation theory, delegation, decentralization, motivation, control and co-ordination.

Hierarchy, functions and organisational structure of different departments – general management, finance, circulation (sales promotion – including pricing and price – war aspect); advertising (marketing), personnel management, production and reference sections; apex bodies: DAVP, INS and ABC. Changing roles of editorial staff and other media persons. Editorial – Response system.

Economics of print and electronic media – management, business, legal and financial aspects of media management. Budgeting and finance, capital costs, production costs, commercial polity, advertising and sales strategy, completion and survival, evolving a strategy and plan of action, operations, production schedule and process, evaluation, budget control, costing, tax, labour laws and PR for building and sustaining business and audience.

Planning and execution of programme production – production terms, control practices and procedures. Administration and programme management in media – scheduling, transmitting, record keeping, quality control and cost effective techniques. Employee / employer and customer relations services; marketing strategies – brand promotion (space/time, circulation) – reach – promotion – market survey techniques - human research development for media.

Foreign equity in Indian media (including print media) and Press Commissions on Indian newspaper management structure.

THIRD SEMESTER

Paper I

Print Media – II

Reporting : This segment will mainly consist of practicals in various areas of reporting enumerated in the first semester. At least five assignments mentioned in the first semester will be given to the students on each topic. All topics, including feature writing, interviewing, assignments on investigative, sports, commerce, reviewing, marketing, court legislative and other allied areas of reporting, will also be evaluated by internal/external faculty.

Editing: Similarly, not less than five assignments in each area of editing will have to be completed by the students, and assessed by internal/external faculty. They will also have to bring out practice journals, mini/lab newspapers and magazines and do page make-up and lay-out exercises. Assignments will also be given and assessed in news selection, subbing, editorial and article writing.

Paper II

Radio

Radio Journalism and Production:

Radio programme production process and techniques, thinking audio. Aspects of sound recording – types of microphones and their uses – field recording skills; radio feature production; radio documentary production; studio chain; live studio broadcast with multiple sources – news production.

Using sound bytes and actualities; spacebridge with field sources of news; studio production of radio newsreel and current affairs programmes - formats of radio programmes – studio interviews – studio discussions – phone-in programmes – O.B. production of sporting and mega events.

Writing for radio: Spoken language writing – writing for programmes – writing for radio commercials – illustrating copy with sound effects; news writing – structuring radio-copy; editing agency copy, reporter’s copy – compiling radio news programmes; writing intro to bytes – writing headlines, teasers and promos.

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

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

Paper III

Television

Television Journalism and Production

Visual communication – communicating with still pictures and video – shooting with TV camera – camera mounting. Colour balance, basic shots and camera movement.

Basic of TV Production: TV lighting in field, using reflectors. Lighting grid – luminaries.

Studio lighting – three-point lighting – high key and low key lighting; properties, studio sets and make-up.

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

Writing for television: Writing to still, writing for video, reference visuals to words.

TV news writing; marking copy in production language.

Writing for television programmes – research, visualization and production script.

Television reporting: visualising news/ENG – research, investigation – interview techniques; piece to camera and voice over; sequencing and editing news packages; investigative reporting – economic reporting – sports reporting - human interest stories

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

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

Paper IV

Advertising–II

Advertising tools and practice; consumer behaviour: analysis, definitions and factors; defining consumer behaviour and its various factors; external environment, culture, sub-culture, social class, social group, family, internal states-perception, learning, motivation, personality, lifestyle and attitudes, etc.).

Consumer in economic theories, models of consumer behaviour

Brand management: definition, concepts and evolution of brand management - component of a brand: strategy and structure - brand equity, image and personality - corporate brand.

Defining creativity, stages in the creative process, creative brief, advertising appeals, language copy - debriefing of campaigns.

Process of motivation and theories of motivation. Graphics: role and scope in advertising, design principles, use of colour in design, designs in colours; type and type faces.

Media characteristics–defining media planning, media scene in India, sources of media information, media strategies, budgeting and presentation to client, media scheduling, reach and frequency, media weight theories, media buying and analyzing media information on-line.

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

Paper V

Public Relations/Corporate Communication (CC)

Strategic public relations/CC and management: defining strategy and its relevance in public relations and corporate communication; campaign planning, management and execution - role of PR/CC in crisis communication and disaster management.

Defining stakeholders and media selection – study of symmetrical and asymmetrical models in handling crises.

Building a distinct corporate identity: concepts, variables and process – making of house styles (logo, lettering and process)

Media relations: organizing press conferences, facility visits, press briefs – proactive and reactive media relations – ethical aspects in media relations – role of technology in PR/CC.

FOURTH SEMESTER

Paper I

New Media Technology

Communication Technology (CT): concept and scope

CT and IT: similarities and differences – telephony – electronic digital exchange, C-Dot - Pagers, Cellular Telephone.

Internet: LAN, MAN, WAN, E-mail, Web

Ownership and administration of Internet, ISPs, WAP, types of Internet connections: Dial-up, ISDN, lease-line.

Optical fibre: structure, advantage and application; protocols of Internet: SLIP, CSLIP, TCP/IP, PPP

WEB PAGE, Websites, Homepages.

Introduction to HTTP, HTML, ELP, DNS, JAVA; browsing and browsers, bookmarks, searching: through directory search engine, search resources; video conferencing and telephony, e-commerce: m-commerce, buying, selling, banking, advertising on Internet.

Web page development, inserting, linking; editing, publishing, localing, promoting and maintaining a website

Cyber Journalism: On-line editions of newspapers-management and economics; cyber newspapers-creation, feed, marketing, revenue and expenditure, Online editing, e-publishing; security issues on Internet; social, political, legal and ethical issues related IT and CT.

PRACTICALS

Searching and downloading of information; 2. Establishing e-mail address; 3. Accessing, (receiving) sending and replying e-mail; 4. Sending and forwarding e-mail to multiple recipients; 5. Chatting over Internet; 6. Networking with special interest groups; 7. Designing home pages; 8. Creating electronic newspapers; 9. Creating Internet ads, and, 10. Establishing and analysing hits and eyeballs.

Paper II

Inter-Cultural Communication

Culture – definition – process – culture as a social institution – value systems – primary – secondary – eastern and western perspectives.

Inter-cultural communication – definition – process – philosophical and functional dimensions – cultural symbols in verbal and non-verbal communication.

Perception of the world – Western and Greek (Christian) – varied eastern concepts (Hindu, Islamic, Buddhist, others) – retention of information – comparison between eastern and western concepts.

Communication as a concept in western and eastern cultures (Dwaitha – Adwaitha – Vishishtadwaitha – Chinese (DaoTsu and Confucius – Shinto Buddhism) and also Sufism.

Language and grammar as a medium of cultural communication – Panini/Patanjali – Prabhakara – Mandanamisra – Chomsky – Thoreau and others – linguistic aspects of inter-cultural communication.

Modern mass media as vehicles of inter-cultural communication – barriers in inter-cultural communication – religious, political and economic pressures; inter-cultural conflicts and communication; impact of new technology on culture; globalization effects on culture and communication; mass media as a culture manufacturing industry – mass media as a cultural institution; mass culture typologies – criticism and justification.

Culture, communication and folk media – character, content and functions – dance and music as instruments of inter-cultural communication; UNESCO's efforts in the promotion of inter-cultural communication – other organizations – code of ethics.

Paper III

Specialization – Any one of the following:

Environmental communication; 2. women, children and media; 3. science and technology communication; 4. human rights and media; 5. alternative media; 6. political communication; 7. health communication; 8. rural communication; 9. communication in disaster management; 10. FM radio; 11. web radio and television; 12. brand management; 13. film studies; 14. feedback systems, and any other area identified by students and faculty jointly/individually.

4. Dissertation

Every student will have to do a dissertation/project report in any area of mass communication detailed in the curriculum under the guidance of regular/guest faculty. The objective of the dissertation is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research-based effort and should endeavour to create new knowledge in any area of mass communication.

5. Attachment

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

BRIDGE COURSE IN MASS COMMUNICATION

Of late, education in Mass Communication in India has been expanding very fast. The quality is bound to improve with expansion hoping the level of academic inputs will also be enhanced simultaneously. Any graduate with any combination of subjects is able to join (M.A.) post-graduate course in mass communication. The subject is also being rapidly introduced at under-graduate levels in Indian universities and colleges. It would be appropriate to introduce a Bridge Course in Mass Communication so that a student, who has not studied mass communication subjects at under-graduate level, can easily join the post-graduate course in mass communication with a certain level of knowledge and proficiency in the subject. The Universities may opt to introduce such a bridge course as and when they feel appropriate and necessary.

The proposed Bridge Course in Mass Communication will consist of the following three papers:

1. principles of communication;
2. mass communication media; and
3. applied mass communication.

The curriculum for the Bridge Course has been designed as follows:

Paper I

Principles of Communication

Concept, definition, elements, functions and history of human communication; Interpersonal, communication, group communication and mass communication;

Models of communication: S-M-R, Shannon and Weaver, Osgood, and Schramm model of communication

Mass Communication: concept and definition, features of mass communication, audiences, types of mass media, effects of mass communication, limitations of mass communication.

Paper II

Mass Communication Media

Journalism: concept, definition, growth and history: world , national and regional (area specific), newspapers and magazines, introduction to reporting, editing and layout and design, magazines as a medium of mass communication.

Radio: introduction to recording, transmission and receiving technologies, types of television programmes private channels – local, national and international.

Television: as a medium of mass communication, types of television programme, TV channels – local, national and international.

Films: growth of films, brief introduction to the process of cinema production and exhibition, effects of cinema, current trends.

Internet: concept, application and potential of Internet

Advertising: concept, definition and role – types of advertising and media of advertising.

Public Relations: concept, definition and role of public relations and corporate communication, tools of PR.

Paper III

Applied Mass Communication

Basic principles of writing, sources and reference; news reporting and editing for print media, types of reporting, feature and article/writing; reporting for radio, audio – editing, script writing for radio programmes.

Reporting for television, video-editing, script writing for television programmes.

Preparing advertisements for print, audio and video; visuals, copy and layout.

Writing press releases, preparing brochures and pamphlets.

Each student will prepare a portfolio containing the work done during the bridge course. This portfolio will be evaluated.

B.A. (Hons) Mass Communication

First Year

- Paper 1 Introduction to Mass Communication
- Paper II Reporting and Editing – I
- Paper III Writing for Mass Media
- Paper IV Indian Government and Politics and International Relations
- Paper V Computer Application for Mass Media

Second Year

- Paper VI Introduction to Audio–Visual Media
- Paper VII Reporting and Editing - II
- Paper VIII Advertising
- Paper IX Public Relations/Corporate Communication
- Paper X Economic Development and Planning in India

Third Year

- Paper XI Reporting and Editing – III
- Paper XII Photojournalism
- Paper XIII Design and Graphics
- Paper XIV Indian Constitution and Media Law
- Paper XV Development Communication

B.A. (Honours) Mass Communication

Introduction

Among the tasks entrusted to the Curriculum Development Committee was to prepare a comprehensive curriculum for B.A. (Honours) bachelor's degree course in Mass Communication. In order to ensure uniformity, the Committee recommends the following curriculum for colleges and universities instituting B.A. (Honours) in Mass Communication.

The Committee recommends that the bachelor's degree be titled as "B.A. (Honours) Mass Communication."

First Year

Paper—I

Introduction to Mass Communication

UNIT I

Journalism and mass communication – nature – scope – mass communication – definition – process; mass media and modern society – functions – mass media and democracy.

UNIT II

Early efforts in printing – newspapers – types of newspapers – contents – characteristics; magazines – characteristics and types; print media in India : an overview; books as a medium of communication – types of books – book publishing in India.

UNIT III

Early communication systems in India –first Indian newspaper; print media in nineteenth century; Indian press and Indian freedom movement – brief history of major English and Indian language newspapers and magazines.

UNIT IV

Ownership of print media – types – merits and demerits; organizational structure of newspapers – functions of the staff; editorial advertising, circulation departments; patterns of newspaper ownership and management in India – procedure to launch a publication; marketing practices in print media.

UNIT V

Press Commissions – Press Council; DAVP, INS, ABC, unions of mediamen and mediawomen – professional organisations – PIB – other public information agencies – of both state and central governments.

Paper-II

Reporting and Editing

Unit I

Reporting: Principles of reporting, functions and responsibilities, writing news – lead – types of leads; body – techniques of re-writing – techniques of re-writing news agency copy.

Unit II

Reporting: reporting techniques – qualities of a reporter – news-elements, sources – types – pitfalls and problems in reporting – attribution – off-the-record – embargo – pool reporting; follow-up – advocacy, interpretation, investigation.

Unit III

Reporting – crime, courts, society, culture, politics, commerce and business, education reporting; practicals.

Unit IV

Editing: Nature and need for editing. Principles of editing, editorial desk, functions of editorial desk copy editing preparation of copy for press – style sheet – editing symbols, proof reading symbols and their significance.

Unit V

Functions and qualifications of a sub-editor and chief-sub editor, copy selection and copy tasting, basic principle of translation.

Unit VI

Practicals of reporting and editing.

Paper-III

Writing for Mass Media

Unit I

Historical background of writing – elements of language – writing as coding of contents – language for mediated communication.

Unit II

Principles and methods of effective writing, rules of grammar, sentence construction; paragraphing, narration; adjectives and adverbs, tenses, sequence, logic.

Unit III

Creativity in writing – features, articles, profiles, interview stories – business writing, technical writing, letters.

Unit IV

Writing for target groups special interest audiences

Unit V

Translation techniques– media reviews of arts, performing arts and cinema; practical exercises applicable to all units.

Paper–IV

Indian Government, Politics and International Relations

Unit I

Government making, working of federalism, issues in governance at state and central levels of state autonomy in India. Politics at the district level – panchayati raj, elections and governance.

Unit II

Nature of the party system: study of the major national parties and of some of the more important regional parties, and their social bases; effects of fragmentation of parties on the formation and working of governments at the centre and the states.

Unit III

The electoral system – process stresses and strains; secularism and communalism in India – problems and trends. centre-state relations, and reports on centre-state relations.

Unit IV

A course on Indian government and politics must address itself to the most fundamental problems of our society in an attempt to understand the reasons behind their existence and the seeming indifference, general study of governance in states and their performance since independence.

Unit V

Brief study of international relations–foreign policies of India, UK, USA, Russia; UN and its agencies and their functions; regional organizations such as ASEAN, SAARC, OIC, OAC, India's relations with China, Pakistan, South Asian countries, West Asian countries, Africa, Europe and America.

Paper V

Computer Application for Mass Media

Unit I

Introduction to computers – history and generation of computers; types of computers hardware and software; digital technology keyboard functions.

MS office and its applications; MS-word with features; MS windows; Excel; MS Excess, presentation manager; important commands; page maker, interfacing , working with text, page set up, printing; formatting techniques; graphics and drawings.

Unit II

Coral draw environment, working with objects, outlining, clip are and symbols; control of object outlines – tex creation and alignment – Bitmap graphics – conversions – graphs – COREL SHOW – caroons – use of colours in publishing concepts.

Multi-media – definitions – CD-ROM and multimedia-business applications – educational application- public utility ritual relaity-multi-media skills

UNIT III

Images, bitmaps, drawings, principles of animation; use of video-broadcast video standards; NTSC-PAL-SECAM-HDTV, integration of computers and television, video editing, finer aspects.

Internet – sourcing – web technology and its applications – new generation Internet potentials and limitations – priorities and utilisation

UNIT IV

Web vs print – a comparison; advertising, copy creation and feedback on the Net, profiling the reader, content generation and research; design of contents

UNIT V

Website elements – visual design, background, colours; sales promotion, service, promotion in the website.

Interactivity – diversity; legal challenges – copyright issues; technology issues; political issues; social issues; economic issues – ethical issues.

Second Year

Paper VI

Introduction to Audio-Visual Media

Unit I

Audio-radio: radio as a medium of mass communication, characteristics of radio – historical perspective, with special reference to India; types of ownership, audience, commercial radio, educational radio, emerging trends, AM, FM, franchising, community radio.

Unit II

Television: television as a medium of mass communication – characteristics, ownership; organisational structure of Doordarshan, satellite television channels, cable television, educational television, commercial television, recent trends in television broadcasting.

Unit III

Films: Films – nature, historical, background, technical aspects of film production, film industry in India, status issues, problems, regional cinema, future prospects.

Unit IV

Writing for radio – finer aspects of radio language; production methods finer aspects of television script writing; narration – production techniques; film language and grammar; impact of new technology on media language, news, features, talks, commercials, interviews.

Unit V

Writing for television, news, interviews, documentaries, short talks.

Paper VII

Reporting and Editing–II

Unit I

Civic reporting : reporting functions – social, cultural, political, seminars, workshop, symposia, civic problems (such as sanitation, health, education, law and order, police, hospitals, etc.)

Unit II

Development reporting : reporting social issues, controversies, development programmes – implementation and impact, feedback and evaluation.

Unit III

Rural Reporting : agricultural – practices, problems and policies, caste community relations, rural-urban relations.

Unit IV

Structure and functions of newsroom of a daily, weekly newspaper and periodicals, different sections and their functions.

Unit V

Headlining – principles, types and techniques,

Unit VI

Field Reporting : assignments to be given by the concerned faculty.

Editing : assignments to be given by the concerned faculty. Visit to news paper offices.

Paper VIII

Advertising

Unit I

Advertising – definition, historical development; social and economic benefits of advertising; mass media and advertising; criticisms; types of advertising; consumer advertising – corporate – industrial – retail – national – trade – professional – social.

Unit II

Product advertising – target audience – brand image – positioning; advertising strategies; appeals, advertising spiral, market and its segmentation, sales promotion.

Unit III

Advertising agency – structure and functions, creativity – media selection – newspapers, magazines, radio, television, outdoor, strategy, planning, media budget; campaign planning

Unit IV

Copy writing and advertising production techniques; print; radio; television; films, outdoor, ideation; visualisation; use of computers; practical assignments in advertising; copy-preparation.

Unit V

Research in advertising, planning, execution, copy research, market research; ethical aspects of advertising; law and advertising; advertising and pressure groups; emerging trends.

Paper IX

Public Relations/ Corporate Communication

Unit I

Public Relations – definition – PR as a communication function – history of PR – growth of PR in India, PR, publicity, propaganda and public opinion – PR as a management function.

Unit II

Stages of PR – planning – implementation – research – evaluation – PR practitioners and media relations – press conference – press releases – other PR tools.

Unit III

Communication with publics – internal and external – community relations – employee relations; PR in India – public and private sectors; PR counselling; PR agencies; PR and advertising – PR for media institutions.

Unit IV

Shareholder relations – dealer relations; PR for hospitals – PR for charitable institutions; defence PR; PR for NGOs; PR for political parties; crisis management – Case studies.

Unit V

PR research – techniques – PR and law – PR and new technology – Code of ethics for PR – international PR – professional organisations of PR – emerging trends in PR.

Paper X

Economic Development and Planning in India

Unit I

Economic development : concept and general perspective common characteristics of underdevelopment; India as a developing economy and its international standing.

Strategies of development: balanced vs. unbalanced growth strategy; wage goods strategy; basic-needs strategy; Mahalanobis heavy import substitution strategy; export led growth strategy.

Unit II

Capital accumulation as a factor in economic growth; role of education in economic development. population and economic development (the two-way relationship).

Aspects of human development: education, poverty and inequality of income distribution (with special reference to India); problems associated with these and approaches towards their solution; changes in the sectoral distribution of national income, per capita income and labour force since independence. Assessment of the Indian growth experience with respect to these.

Unit III

Agriculture: role of agriculture in India's economic development, factors influencing productivity in agriculture, institutional factors, technological factors, pattern of ownership; Prices and availability of finance.

Industry: the rate and pattern of industrial growth, trends since 1950; industrial policy with special emphasis of on New Industrial Policy 1991.

Unit IV

Public sector in India and its role in the growth process; role of the small scale and cottage industries and government's policy with respect to these; problem of industrial sickness.

Unit V

External sector: role of foreign aid, capital and MNCs in India's growth process. Foreign trade: composition and direction. India's balance of payments problem; impact of liberalization, particularly since 1991 on Indian economy – WTO and IMF conditionalities.

Third Year

Paper XI

Reporting and Editing–III

Reporting:

Unit I

Advanced reporting exercises in features, interviews, proceedings of the meetings of panchayats, municipal corporations and legislative assembly.

Unit II

Writing news analysis, backgrounders and articles.

Specialised reporting : sports, science and technology, medicine, economics and commerce, reporting from stock exchanges, commodity and bullion markets.

Unit IV

Interpretative reporting, investigative reporting, writing special articles and columns. Book reviews, film reviews, TV programme reviews, theatre and cultural programmes reviews.

Editing :

Unit I

Advanced exercises in editing, re-writing, page make-up and layout, rewriting the copy of mofussil correspondent, editing political and foreign copy.

Unit II

On-line editing, word processing, spell-check, grammar-check, page make-up on computers.

Unit III

Photo editing, cropping, composition, colours, caption writing, placement of photographs, photo features.

Unit IV

Production of lab journal – at least one eight–page tabloid, and four–page broadsheet, at least twice a month.

All practical assignments to be conducted under the supervision of the faculty and to be evaluated and marks included in the final results.

Paper XII

Photojournalism

What is photojournalism? Beginnings; necessity and significance.

Unit I

Photography - elements and principles – visual language – meaning – photographer's jargon; composition of photography – subject and light.

Unit II

Photographic equipment – cameras – types – formats – lens – their types and functions – film – types and functions – accessories

Unit III

Shots – focus – shutter – speed – selection of subject – different types of photographs – action – photo editing – procedure – pictures for newspapers and magazines – developing photographers' manual and computerised photography.

Unit IV

Photographing people; portrait and still, wildlife; environment; sports; landscape; industrial disasters; photography for advertising; conflicts – war – political and social photography.

Unit V

News values for pictures – photo-essays – photo features; qualities essential for photo journalism; picture magazines – colour photography; impact of technology. Practicals, field assignments and their evaluation.

Paper XIII

Design and Graphics

Unit I

Elements of design and graphics, visualization, convergence and divergence – conceptualization – functions and significance – fundamentals of creativity in art – logic – style – value – tools of art – illustrations – graphs.

Unit II

Basic elements and principles of graphics, design lay-out and production; typeface families – kinds – principles of good typography; spacing – measurement – point system.

Unit III

Type composition – manual – mechanical – lino – mono – ludlow – photo, DTP, use of computer software, character generation – use of multi-media.

Unit IV

Printing methods – letterpress, cylinder, rotary, gravure – screen, offset, plate making, types of papers, magazine lay-out; pagination; designing and printing of cover pages; safety measures in printing press.

Unit V

Colour printing – colour combinations – colour scanning – colour separation – colour correction – colour positives – colour negatives; preparation of bromides; artpulls.

Paper XIV

Indian Constitution and Media Law

Unit I

Introduction of Indian Constitution, characteristics, preamble – directives of state policy, fundamental rights, fundamental duties, citizenship.

Unit II

The legislature – the executive – the cabinet – the judiciary – powers and functions; the President, union list, concurrent list; emergency declaration; separation of powers.

Unit III

Media freedom – media systems – media economics and freedom; advertisers and pressure groups; lobbying; trade unionism; political parties; internal freedom.

Unit IV

Indian Constitution and freedom of mass media, reasonable restrictions, privileges, fair comment; laws defamation, contempt of legislature, and court, censorship; political philosophies of media freedom; Press and Registration of Books Act, 1867.

Unit V

Official secrets – sedition – Drugs and Magic Remedies (Objectionable) Advertisements Act, 1954, obscenity, copyright, monopolies and restrictive trade practices, Press Council, ombudsman, right to information, right to reply, codes of ethics, confidentiality of sources of information.

PAPER XV

Development Communication

Unit I

Concept of development; development indicators, approaches to development; dilemmas of development; development policy, development planning.

Unit II

Development journalism – concept – relevance; development communication – meaning – strategies in development communication – dominant paradigm – its critique.

Unit III

Social cultural and economic barriers to development communication approaches to development; use of media and inter-personal communication; channels for development; case studies in Indian context.

Unit IV

Participatory model mechanistic and organic models of development for communication; diffusion of innovation, extension, dependency, Gandhian model.

Unit V

Creation of development messages – language, context, social environment, areas of rural development, health, population, agriculture, panchayati raj; campaigns and their evaluation – case studies in Indian context.



UNIVERSITY GRANTS COMMISSION

REPORT OF THE CURRICULUM DEVELOPMENT COMMITTEE ON MASS COMMUNICATION FOR INDIAN UNIVERSITIES

M.A., B.A (Honours) and Bridge Courses
in Mass Communication

University Grants Commission
Bahadur Shah Zafar Marg
New Delhi-110 002

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