

Department of Communication management & Technology, GJUS&T, Hisar
Syllabus of M.Sc. Mass Communication

Credit requirement for completion of the Programme = 98

Core Courses = 98

Total Credits = 98

Semester -I 24 Credits

Semester-II 24 Credits

Semester-III 26 Credits

Semester-IV 24 Credits

SCHEDULE OF COURSES

Semester-I

Sr. No.	Course Code	Nomenclature	Teaching Schedule				Evaluation Marks				Credit
			L	T	P	Total	Theory	Sessional	P/V	Total	
1	MSM 501	Introduction to Mass Communication	4	0	0	4	70	30		100	4
2	MSM 502	Communication & Information Technology	4	0	0	4	70	30		100	4
3	MSM 503	Graphics and Media Production	4	0	0	4	70	30		100	4
4	MSM 504	Media writing-1	2	0	4	4	70	30		100	4
5	MSM 505	Media writing -2	2	0	4	4		30	70	100	4
6	MSM 506	General Current Awareness -I	4	0	0	4	70	30		100	4

Total Credits

24

Semester -II

Sr. No.	Course Code	Nomenclature	Teaching Schedule				Evaluation Marks				Credit
			L	T	P	Total	Theory	Sessional	P/V	Total	
1	MSM 511	Communication Research	4	0	0	4	70	30		100	4
2	MSM 512	Management and Marketing Principles	4	0	0	4	70	30		100	4
3	MSM 513	Media Law	4	0	0	4	70	30		100	4
4	MSM 514	Media writing-3	2	0	4	4	70	30		100	4
5	MSM 515	Media Writing-4	2	0	4	4		30	70	100	4
6	MSM 516	General Current Awareness-II	4	0	4	4	70	30		100	4

Total Credits

24

Semester –III

Sr. No.	Course Code	Nomenclature	Teaching Schedule				Evaluation Marks				Credit
			L	T	P	Total	Theory	Sessional	P/V	Total	
1	MSM 521	Mass Media Structure and Management	4	0	0	4	70	30		100	4
2	MSM 522	Dissertation	4	0	4	6		30	70	100	6
3	MSM 523	Special Paper-I	4	0	0	4	70	30		100	4
4	MSM 524	Special Paper-II	4	0	0	4	70	30		100	4
5	MSM 525	Special PaperIII	2	0	4	4		30	70	100	4
6	MSM 526	General Current Awareness –III	4	0	0	4	70	30		100	4

Total Credits-26

Semester-IV

Sr. No.	Course Code	Nomenclature	Teaching Schedule				Evaluation Marks				Credit
			L	T	P	Total	Theory	Sessional	P/V	Total	
1	MSM 531	Special Paper-IV	4	0	0	4	70	30		100	4
2	MSM 532	Special Paper-V	2	0	4	4		30	70	100	4
3	MSM 533	Special paper VI	2	0	4	4		30	70	100	4
4	MSM 534	Presentation and communication Skills	4	0	0	4	70	30		100	4
5	MSM 535	Internship							100	100	4
6	MSM 536	Comprehensive Viva	4	0	0	4		30	70	100	4

Total credits-24

Semester-I

Sr. No.	Course Code	Nomenclature	Teaching Schedule				Evaluation Marks				Credit
			L	T	P	Total	Theory	Sessional	P/V	Total	
1	MSM 501	Introduction to Mass Communication	4	0	0	4	70	30		100	4
2	MSM 502	Communication & Information Technology	4	0	0	4	70	30		100	4
3	MSM 503	Graphics and media production	4	0	0	4	70	30		100	4
4	MSM 504	Media writing-1	2	0	4	4	70	30		100	4
5	MSM 505	Media writing -2	2	0	4	4		30	70	100	4
6	MSM 506	General Current Awareness –I	4	0	0	4	70	30		100	4

Scheme of examination-

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major test	70 Marks
Total	100 Marks

Major Test—Examination will be of 70 marks and there should be minimum of eight questions. A student needs to answer any five questions. Each question should carry 14 marks.

Objective of this paper—Communication is at the heart of all social intercourse. A student of Communication should have an understanding of basics of communication, Communication process, Different theories of communication, Different models of communication. Irrespective of the field a student chooses if he/she is well versed with the chemistry of communication involved he/she can plan/design communication better.

COMMUNICATION - concept – history – trend - significance

MASS COMMUNICATION – concept – history – trend – significance

COMMUNICATION MODELS - concept – history – trend – significance

Aristotle's Model, Shannon-Weaver Mathematical Model – 1949, Berlo's Model – 1960, Schramm's Interactive Model – 1954, Dance's Helical Spiral – 1967, Newcomb's ABX Model, Westley and Maclean's Conceptual Model-1957, Backer's Mosaic Model – 1968, Barnlund's Transactional Model

MAJOR SCHOOLS OF COMMUNICATION THEORIES

Toronto School, McLuhan, Innis, Frankfurt School, Marcuse, Habermas, Adorno, Herkheimer, Birmingham School, Richard Hoggart, Stuart Hall

FUNCTIONAL THEORY OF MASS COMMUNICATION Lasswell, C. Wright

MEDIA EFFECTS THEORIES

Magic bullet, Minimal effect, Agenda setting, Cultivation theory, Two step flow theory
Multistep flow theory, Dependency theory, Diffusion of innovations theory
User and gratification theory, Spiral of silence, Cognitive dissonance

NORMATIVE MEDIA THEORY

Authoritarian, Libertarian, Communist, Social Responsibility- Siebert, Peterson and Schramm
Development, Democratic-participant ;

BEHAVIOURAL THEORY

Social learning/Modelling theory, Communication Accommodation theory, Action Assembly theory,
Uncertainty reduction theory, Expectancy-violations theory, Stand-point theory

Suggested readings:-

Communication Theories: perspectives, processes and contexts- Katherine Miller
Mass communication theory- Denis Mcquail
Introduction to communication studies: John Fiske
Mass communication Theory- Foundations, Ferment and Future by Baran and Davis
New Media : a critical introduction- Martin Lister
Pragmatics of human communication- Paul watzlawick and Bavelas

Scheme of examination

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major test	70 Marks
Total	100 Marks

Major Test—Examination will be of 70 marks and there should be minimum of eight questions. A student needs to answer any five questions. Each question should carry 14 marks.

Objective of the paper-It is the Technology that gives shape to the profession. Computers have changed the news room scene. This paper aims at making the students aware of the basics of Information technology involved in the profession.

A. Broadcasting Technology

Signal generation & Transmission
 Microwave links, Terrestrial transmission
 Optical Fiber, Wireless & Advance Telephony
 AM & FM transmission, Radio Broadcasting,
 Satellite: History, types & functions
 Cable TV transmission, DTH, Digital transmission

B. Computer Technologies

Computer, LAN, WAN
 Internet, E-mail, Role of Computer in various mass media
 Facsimile, videotext, Teletext
 Multimedia WEBSITE, WEBPAGE, HOMESITE
 Basics of HTTP, HTML, HFTP, DNS, JAVA
 Social media, facebook, whatsapp, twitter, web portal , skype
 Browsing & Searching
 E-Commerce, Buying, Selling, Banking & Advertising
 Web page development, forming, installing, linking, editing.

Suggested Reading

Information and Communication Technologies: Visions and Realities- William H. Dutton, Malcolm Peltu: Oxford University Press
 The Social Shaping of Information Superhighways: European and American Roads to the Information Society- Herbert Kubicek, William H. Dutton, Robin Williams
 World Wide Research: Reshaping the Sciences and Humanities- William H. Dutton, Paul W. Jeffreys: MIT Press
 Information and Communication Technology- Abdul Mannan
 Society and the Internet: How Networks of Information and Communication are Changing Our Lives-Mark Graham, William H. Dutton: OUP Oxford
 Web Journalism: Practice and Promise of a New Medium- James G. Stovall
 New Media Technology- John Vernon Pavlik: Allyn & Bacon
 Reshaping Communication- Paschal Preston : Sage Publication
 Introduction to Information Technology - Chetan Shrivastava
 Digital Computer Fundamentals - T.C. Bartee: Mc Graw Hill Publication

Scheme of the examination

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major test	70 Marks
Total	100 Marks

Major Test—Examination will be of 70 marks and there should be minimum of eight questions. A student needs to answer any five questions. Each question should carry 14 marks.

Objective of the paper-Graphics and Design are integral part of Mass Communication. A journalist provides content whereas to the viewers/readers/listeners it is presented in such a way that it becomes easily comprehensible. So in this paper students will be exposed to the basics of graphics and design. Photography is inseparable in the profession. Besides the basic technologies involved in the profession like recording etc have also been included in the paper.

A Concept and Philosophy of Graphics and Production

Elements of Design

Principles of design (design syntax)

Type and typefaces Choosing types in design layout, Layout Composing methods

Desktop publishing

Visual copy of reproduction, Color and production aspects, Printing paper Costing and estimating

B. Introduction to various type of print publication

Leaflets , Booklets, Brochures, Newspaper Posters, Books, Folders, Packages

C. Still Photography: Origin and History

Camera parts and type of Cameras

Photographic techniques-Exposing, Developing and Printing

Black and White Photography

Color Photography

Special Photographic Techniques

D. Introduction to Audio Visual Production

Basics of Audio Recording, Sound & Slide Productions

Recording various audio programmes, Handling video camera

E. Students should be able to conceptualize, design & create at least the following:

Leaflets, Brochures

Photo caption writing

Newspaper Page make up

Magazine Page design

Package Design

Outdoor transit & Design

Logos & Trademarks

Photographs (taken by the students)

Suggested Reading

Graphics and Packaging Production (The Manufacturing Guides) by Rob Thompson

Production For Graphic Designers by Alan Pipes

Television Production by Jim Owens ,Gerald Millerson

Video production Handbook by by Jim Owens , Gerald Millerson

Video Basics 7 by Herbert Zettl

Television Production Handbook (Wadsworth Series) by Herbert Zettl

Production Management For Film And Video by Gates Richard

Directing the Story by Francis Glebas

Scheme of Examination

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major test	70 Marks
Total	100 Marks

Major Test—Examination will be of 70 marks and there should be minimum of eight questions. A student needs to answer any five questions. Each question should carry 14 marks.

However as this paper is focusing mostly on practical aspect of journalism so out of eight questions there should be minimum of five practical questions.

Objective of the paper- Writing skill is the foundation on which the mansion of media world is built. In this paper students will be exposed to different types of writing. They will also be made aware of the fundamentals of writing. In this paper students will also be made aware of writing for Public Relations, Development reporting etc.

Media writing has been divided into two parts. In MSM-504 they are exposed to the theory part and in MSM -505 they will be exposed to the production aspect.

A. Fundamentals of writing

Introduction to writing
 Lucidity and directness
 Authenticity and credibility
 Authorial voice

B. Writing for Print Media

- Basics of reporting, Basics of editing, News story, Feature writing, Article writing, Editorial writing, News analysis, Back grounder, Human interest stories
- C. Writing for PR, Basics of PR writing
- Press release writing & difference between news, story & press release, Writing minutes & Memos, Report writing, Letter writing
- D. Writing for Development.
- Basics of development Writing, Development Reporting ,Development story, Development Article, Development Approach, Main stream journalism Vs Development journalism, Activist Journalism, Journalism as a Mission
- Suggested Readings:-

Basic Media Writing by Melvin Mencher

Writing for the Mass Media (8th Edition) by James Glen Stovall

Writing for Digital Media by Brian Carroll: Taylor & Francis

Journalism: Principles and Practice by Tony Harcup

Scholastic Journalism, 12th Edition by C. Dow Tate, Sherri A. Taylor

Writing for Visual Media by Anthony Friedmann: Taylor & Francis

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MSM-505 MEDIA WRITING –2

No Theory Examination
Only practical examination

Scheme of Examination.

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major Test(practical)-	70 Marks
Portfolio-40 Marks, Practical	30 marks
Total	100 Marks

Each student will prepare a portfolio containing the productions carried out during the course. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite and puts his signature on each and every work assigned with date. Portfolio is for 40 marks.

An external examiner will take a test giving three practical questions and students need to answer any two .That will be of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

Objective of the paper- Journalism Education is nothing but Journalism Training. A student in reality is taking training. Hence in order to sustain him in the media world he should be made to sit and write in the class. Hence this paper. In the class room a student needs to write and write. In fact what he learns in this process would help him in two papers- MSM-504 and MSM-505.

- 1. News Report of the events around-07
- 2. Article -05
- 3. Feature -05
- 4. News analysis -05
- 5. Press Release —05
- 6. Development story-03
- 7. Development article -02
- 8. Backgrounder -02
- 9. Caption writing for photographs ---05
- As assigned by the teacher.

Suggested reading

Basic Media Writing by Melvin Mencher
Writing for the Mass Media (8th Edition) by James Glen Stovall
Writing for Digital Media by Brian Carroll: Taylor & Francis
Writing for Visual Media by Anthony Friedmann: Taylor & Francis
Scholastic Journalism, 12th Edition by C. Dow Tate, Sherri A. Taylor
Journalism: Principles and Practice by Tony Harcup

Scheme of examination—Examination will be of 70 marks and there should be minimum of eight questions. A student needs to answer any five questions. Each question should carry 14 marks.

Minor Test-I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major test	70 Marks
Total	100 Marks

Objective of the paper- A journalist is otherwise called a social scientist. Unless he has the basic knowledge of all the aspects of a society, its cultural foundation, its history, Its mythology, It's religion, Its issues and the evils it is fighting with, it won't make it a good media person. Hence this effort. This has been divided into three parts. General Current awareness -1, 2 and 3 spread in three semesters. Here students are asked to prepare a presentation on any subject assigned by the teacher. This helps the student to enhance his communication skills.

A. Indian Social System

- Emergence of Caste System, Indian family concept, Gandhian Philosophy, Modernization of Indian Society.

B. History & Culture of India

- Ramayana & Mahabharata. The Vedas & Upanishads, Religious Scriptures The Bhagwat Geeta, The Bible, The Holy Quran, The Guru Granth Sahib, Tripitaka
- Ancient History, Medieval History, Mughal Period, British Period, Freedom Struggle
- Concept of Culture, Important Performing Arts of India

C. Indian Economic System

- Indian Economy, Urban migration, Rural agriculture economy, Five year plans, Mixed Economy
- Liberalization & After Union Budget & State Budgets, Entry of MNCs, Trade blocks & India
- Swadeshi vs. MNCs, Indian Industrial Institutions

Indian- SEBI, RBI, FICI, CII

International- IMF, World Bank, EEC

- Green Revolution, White Revolution, Blue Revolution

Suggested reading:

- Introduction to the constitution of India by Dr Durga Das Basu
- India after Gandhi: The History of the World's Largest Democracy by Ramachandra Guha
- India : A History by John Keay
- The story of my experiments with truth by Mahatma Gandhi
- India's struggle for Independence by Bipin Chandra
- India unbound: The Social and Economic Revolution from Independence to the Global Information Age by Gurucharan Das
- Makers of Modern India by Ramachandra Guha
- The Argumentative Indian : writings on Indian History, Culture and Identity by Amartya Sen

SEMESTER II

Sr. No.	Course Code	Nomenclature	Teaching Schedule				Evaluation Marks				Credit
			L	T	P	Total	Theory	Sessional	P/V	Total	
1	MSM 511	Communication Research	4	0	0	4	70	30		100	4
2	MSM 512	Management and Marketing Principles	4	0	0	4	70	30		100	4
3	MSM 513	Media Law	4	0	0	4	70	30		100	4
4	MSM 514	Media writing-3	2	0	4	4	70	30		100	4
5	MSM 515	Media Writing-4	2	0	4	4		30	70	100	4
6	MSM 516	General Current Awareness-II	4	0	4	4	70	30		100	4

Total Credits

24

MSM- 511 COMMUNICATION RESEARCH

Total Marks – 70

Scheme of Examination

Time-3hours

Minor Test-I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major test	70 Marks
Total	100 Marks

Major Test—Examination will be of 70 marks and there should be minimum of eight questions. A student needs to answer any five questions. Each question should carry 14 marks. As the focus is on preparing the students for the communication Research world, hence out of eight questions minimum five questions should be practical and three questions should be theory.

Objective of the Paper- Of late Communication Research in general and Media Research in particular has emerged as a major thrust area in Mass Communication education .Research has become a life line in any field of media . Let it be Launching a new newspaper, new channel, an advertising Campaign, A social Marketing campaign, a Public Relations Campaign, Designing a development project. Research does not end here .To study the TRP, to plan the expansion of circulation, research is must. Besides studying the public opinion on every occasion has become a way of life. Hence Communication Research has emerged as a major field where students can make their career. This is planned in two papers. In the second semester students will study the theory and in the third semester students will do a dissertation in the field of his specialization opted.

A. Introduction to research

- Definition, role, function, scope & importance of communication research
Basics and applied research
- B. Research Design
Experimental, semi-experimental, bench mark, Longitudinal studies, simulation, panel studies, empirical studies

C. Method of Communication Research

Census method, Random sample survey method, Observation method. Case studies, Clinical studies, Content analysis

D. Questionnaire

Purpose, preparation, and administration, Types of questions, pre-coded questionnaire, interview guide

E. Data Collection

Primary, secondary and tertiary sources

Preparation of code book & coding

Tabulation, analysis & interpreting

Variables, independent & dependents Hypothesis

F. Statistical analysis in communication research

Mean, Median, Mode, Standard deviation, chi square test

Evaluation feedback, Feed forward, Media habits, Public surveys,

Pre election studies and exit polls.

H Report writing

I Research as tools of reporting

Suggested reading

A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies by Klaus Bruhn Jensen:
Routledge

Mass Media Research: An Introduction by Roger D. Wimmer , Joseph R. Dominick

Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches by Arthur Asa
Berger: SAGE

Doing Media Research by Susanna Hornig Priest: SAGE

Dictionary of Mass Communication & Media Research: A Guide for Students, Scholars and Professionals By David Demers

MSM 512 MANAGEMENT & MARKETING PRICIPLES

Total Marks – 70

Time ---3Hrs

Scheme of examination—Examination will be of 70 marks and there should be minimum of eight questions. A student needs to answer any five questions. Each question should carry 14 marks.

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major test	70 Marks
Total	100 Marks

Objective of the Paper- The broad objective of the syllabus is to make the students fine media persons. It includes entrepreneurs in media. Management skill is a must to master the art of understanding the dynamics of communication besides developing leadership skills in the profession. Besides giving the basic knowledge of management students are given another paper Mass Media structure and Management in the third semester. Students will opt specialization in third semester. In specialization paper students will be trained how to launch their own media organization.

A. Management

Concept and definition of Management
Role of Managers, Decision Making – by Individuals & Groups
Human Resource Development, Leadership, Entrepreneurship
Future Trends in Management

B. Marketing

The Concept & Philosophy of Marketing
Changing Indian Marketing Scenario
Marketing mix- Product, Price, Place & Promotion, Media mix
Managing mass Communication and personal communication in marketing-
Designing and managing integrated marketing communication, C S R, Social marketing and Cause related marketing
Media and Marketing strategy, Differentiating and positioning the market offer, market leaders, challenges, followers and niche market information system, market intelligence, organizing, implementing, evaluating and controlling the market programme Design of media house, Major marketing weaknesses

Suggested reading

1. Marketing Management - A South Asian Perspective :: Philip Kotler, Keller, Koshy and Jha, Published by Pearson Education
2. Management :: Robbins, Coulter and Niharika Vohra, published by Pearson
3. The Practice of Management : Peter Drucker, published by Elsevier Ltd.
4. Media Management: A Casebook Approach (Routledge Communication Series) by George Sylvie , Jan Wicks LeBlanc , C. Ann Hollifield , Stephen Lacy
5. Handbook of Media Management and Economics by Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth
6. Strategic Management in the Media: Theory to Practice by Lucy Keung , SAGE

Scheme of examination—Examination will be of 70 marks and there should be minimum of eight questions. A student needs to answer any five questions. Each question should carry 14 marks.

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major test	70 Marks
Total	100 Marks

Objective of the paper—Knowledge in media law is a must to become a media person. Hence in this paper only selected aspects of media law has been included so that a student when grows into a media person does not end up in legal battle while performing duties sincerely.

A. Print Media Regulations

- Freedom of speech & expression, Article 19 1 (a) & (2) Reasonable Restrictions
- Right To Information
- Laws of Defamation
- Contempt of Court
- Contempt of Legislature
- Official Secrets act
- Press and Books Registration act
- Copy Right act
- First Press commission and second Press Commission, Press council of India.
- Code of Conduct for journalist, Self Regulation & censorship

B. Electronic Regulations

- Broadcasting code for News for Air & DD
- Broadcasting for advertising for air & DD
- Cable TV regulations Act
- Cinematograph Act
- Prasar Bharati Act
- Film Censorship
- Report of various Committees and Commissions dealing with electronic media in India
i. Verghese committee, ii. Chanda Committee iii. Joshi committee

C. Regulation for Advertising

- Code of Ethics for advertising in India by Advertising Council of India
- DAVP's Code of advertising
- Drug & Magic Remedies (Objectionable Advertisement) Act

D. Regulations for Public Relations

(IPRA Code of Ethics)

Suggested reading

Media Law by Sallie Spilsbury :Taylor & Francis

Digital Media Law by Ashley Packard :John Wiley & Son

Mass Media Law by Don Pember, Clay Calvert

Press Laws and Ethics of Journalism by Ravindranath, PK

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|----------------------|---|--|
| Barua, Vidisha | : | Press & Media Law Manual, Universal Law
Publishing Co. Pvt. Ltd., New Delhi, 2002 |
| Jean Claude Bertrand | : | Media Ethics and Accountability System, Transaction
Publishers, 2000 |
| Faizan Mustafa | : | Constitutional Issues in Freedom of Information,
Kanishka Publication, New Delhi,2003 |
| . Angela Wadia | : | Global Resource Book on Right to Information,
Kanishka Publication, New Delhi,2006 |

MSM 514 MEDIA WRITING -3

- Total Marks – 70

Time – 3 Hrs

- Scheme of Examination

- Minor Test- I 10 Marks

Minor Test-II 10 Marks

Co-Curricular Activity 10 Marks

Major Test (Practical) - 70 Marks (Portfolio-40 Marks, Viva-30 marks)

Major Test—Examination will be of 70 marks and there should be minimum of eight questions. A student needs to answer any five questions. Each question should carry 14 marks. As this paper is focusing mostly on practical aspect of journalism so out of eight questions there should be minimum of five practical questions.

- Objective of the paper-Like two papers in first semester Media writing -1 and media writing -2 two papers have been incorporated here in the second semester to make them well versed with media writing. In the first semester it was print media writing, Public Relations writing and development writing. In this semester it will be writing for electronic media writing, Radio and Television, writing for Advertising and writing for web, of late which has emerged as an important player in media education.

A. Writing for Advertising

- Introduction to advertising and concept of copy writing, Idea generation, Transforming idea into copy, Copy platform
Copy parts : Headline, Sub/Pre-head, Body Copy, Tagline/Punch line, Logo, Legal & Mandatories
Writing for screen ads vs. writing for print ads
Audience/Viewers/Target Group analysis
Copy writing and designing: Print ads, Radio ads, Television ads, Hoardings/Billboards, Transit Ads
Writing and designing for publicity material: Brochures, Posters, Leaflets, Wall Writing, POP(Point of Purchase)/POS Display

B. Content development for websites

- Basics of writing for web, Developing homepages, Developing web pages, Developing static & dynamic websites, Interface between visuals & copy

C. Introduction to Web advertising

- Click-through Ad Impressions Run-of-Group, Run-of-Site
Writing and Designing: Banner ad, Button ad, Pop-up ad, Skyscraper ad

D. Writing for Social media

Writing for Social Networking Sites (SNSs): Facebook, Twitter, Wordpress, Blogger Use of SNSs: YouTube, Docs, Drive, Hangouts, Skype, Instagram, Pinterest, LinkedIn, Citizen Journalism through SNSs

- Use of social media to engage public (prepare a social media campaign for an issue of concern in your surroundings)
- Each student is required to learn image editing, audio editing and video editing software to design the production portfolio.

Suggested Reading:

Basic Media Writing by Melvin Mencher

Writing for the Mass Media (8th Edition) by James Glen Stovall

Writing for Visual Media by Anthony Friedmann:Taylor & Francis

Scholastic Journalism, 12th Edition by C. Dow Tate, Sherri A. Taylor

MSM-515 MEDIA WRITING -4

Total Marks – 70

Time – 3 Hrs

Scheme of Examination

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major Test (practical)-	70 Marks
Portfolio-40 Marks, Viva-	30 marks

Scheme of examination-Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be ask for rewrite and puts his signature on each and every work assigned with date. Portfolio is for 40 marks.

An external examiner will take a test giving three practical questions and students need to answer any two .That will be for 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

Objective of the paper Journalism Education is nothing but Journalism Training. A student in reality is taking training. Hence in order to sustain him in the media world he should be made to sit and write in the class. Hence this paper. In the class room a student needs to write and write. In fact what he learns in this process would help him in two papers- MSM-514 and MSM-515.

A. Writing for Radio

Basics of Radio writing Radio News, News reel, Documentaries, Radio Drama , Radio Feature, Radio talk, Radio Interview,

Writing for an audience specific program (for child, women, farmer etc.)

B. Writing for T V

Basics of TV writing, Script writing for TV News, News features, Documentaries

Interviews, Discussions and Debates, Talk shows, Content development for audience specific program

Suggested Reading:

Basic Media Writing by Melvin Mencher

Writing for the Mass Media (8th Edition) by James Glen Stovall

Writing for Visual Media by Anthony Friedmann:Taylor & Francis

Scholastic Journalism, 12th Edition by C. Dow Tate, Sherri A. Taylor

Scheme of examination

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major test	70 Marks
Total	100 Marks

Major Test—Examination will be of 70 marks and there should be minimum of eight questions. A student needs to answer any five questions. Each question should carry 14 marks.

Objective of the paper- A journalist is otherwise called a social scientist. Unless he has the basic knowledge of all the aspects of a society, its cultural foundation, its history, Its mythology, Its religion, Its issues and the evils it is fighting with it won't make it a good media person. Hence this effort. This has been divided into three parts. General Current awareness -1, 2 and 3 and spread in three semesters. Here students are asked to prepare a presentation on any subject assigned by the teacher.

A. Indian Political System

Indian Constitution
 Indian political and administration system
 Election process
 Indian Judiciary system
 Indian political thoughts
 India's relation with other countries:
 Pakistan, Sri Lanka, Bangladesh, Nepal, China, United Kingdom,
 United States

B. Human Rights

- Fundamental Rights, Concept of Human Rights, NHRC, IHRO, Amnesty International, Human Rights Violations and Remedies
 Women, children, Minorities and Human Rights
 Human Rights, Terrorism and Security Forces

C. International Political and Economic scene:

Cold war and after
 Disintegration of the USSR
 Fail of communism in East European countries
 West Asia Peace
 Indian and the African continent
 India and the Latin America
 India and the Gulf
 Unified Europe

D. Major current national & international developments during the semester

Suggested Reading:-

- Introduction to the constitution of India by Dr Durga Das Basu
- India after Gandhi: The History of the World's Largest Democracy by Ramachandra Guha
- India : A History by John Keay
- The Argumentative Indian : writings on Indian History, Culture and Identity by Amartya Sen
- India's struggle for Independence by Bipin Chandra
- India unbound: The Social and Economic Revolution from Independence to the Global Information Age by Gurucharan Das
- Makers of Modern India by Ramachandra Guha
- The story of my experiments with truth by Mahatma Gandhi

SEMESTER-III**Semester –III**

Sr. No.	Course Code	Nomenclature	Teaching Schedule				Evaluation Marks				Credit
			L	T	P	Total	Theory	Sessional	P/V	Total	
1	MSM 521	Mass Media Structure and Management	4	0	0	4	70	30		100	4
2	MSM 522	Dissertation	4	0	4	6		30	70	100	6
3	MSM 523	Special Paper-I	4	0	0	4	70	30		100	4
4	MSM 524	Special Paper-II	4	0	0	4	70	30		100	4
5	MSM 525	Special PaperIII	2	0	4	4		30	70	100	4
6	MSM 526	General Current Awareness –III	4	0	0	4	70	30		100	4

In this semester students can avail any one of the five specializations offered. They are

- Print Media MSM523A, MSM524A, MSM525 A.
- Electronic Media MSM523B, MSM 524B, MSM525B.
- Advertising Management MSM 523C, MSM 524C MSM 525C.
- Corporate Communication and Public Relations- MSM 523D, MSM524D, MSM-525D.
- Social Marketing and Development Communication- MSM523E, MSM524E, MSM 525E

MSM-521 MASS MEDIA: STRUCTURE AND MANAGEMENT

Scheme of Examination

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major test	70 Marks
Total	100 Marks

Major Test---Examination will be of 70 marks and there should be minimum of eight questions. A student needs to answer any five questions. Each question should carry 14 marks.

Objective of the paper-Is to give a first hand knowledge of organizational structure, ownership pattern and basic economics of different media organisations

A. Print Media

- Organizational structure of newspaper and management
- Ownership and control of newspaper
- Economics of Production of newspaper and magazines
- Managing internet edition of a newspaper
- Newsprint policy

B. Electronic media

- Administrative structure of Prasar Bharti & Private Channels
- Ownership and control of Radio and TV
- Economics of Producing programmes for Radio and TV
- Cinema Industry in India: structure, organization and economics

C. Advertising Agency

Structure and functions of Ad Agencies

- Ad Agency Commission system
- Budgeting Ad Campaign
- Empanelling of Ad Agency
- Interface of various departments of an Ad Agency

- **PR Department Agencies**
Structure and functions of PR Departments
- Consulting Agencies
- PR Campaign and Budgeting
- Empanelling of PR consultancies
- Functioning of PR Departments in Corporate Sectors

Suggested reading

1. Media Planning and Buying :: Arpita Menon, published by Tata McGraw Hill
2. The Indian Media Business :: Vanita Kohli Khandekar, published by Sage
3. Newspaper Management in India :: Gulab Kothari, published by Intercultural Open University (Netherlands)
4. Communication Management :: C.S. Raydu, published by Himalaya Publishing House
5. Media Management: A Casebook Approach (Routledge Communication Series) by George Sylvie , Jan Wicks LeBlanc , C. Ann Hollifield , Stephen Lacy
6. Handbook of Media Management and Economics by Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth
7. Strategic Management in the Media: Theory to Practice by Lucy Keung , SAGE

MSM 522 . Dissertation

Total Marks – 70
Time – 3 Hrs

Scheme of Examination

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major test	70 Marks
Total	100 Marks

Major Test-The dissertation thesis submitted by the students should be sent for evaluation to some external examiner. Same examiner should come to conduct the Viva. Students need to give a power point presentation of his research work.

Objective of the paper- This paper is an extension of the research paper(MSM511 communication Research) . In communication Research students will learn research and in this paper they will do a dissertation project.

Each student will select in consultation with the faculty a topic for research. The topic should be related to the specialization of the student. Every student should make a presentation of his research proposal before the panel of three teachers constituted by the Chairman. Once the topic is finalized the student should conduct independent study under the supervision of a guide assigned by the Chairman. It is essential in this study that the student employees appropriate research methodology and generate some new information.

Each student will have to submit three typed copies of the dissertation before the commencement of the theory examination, failing which the penalty as per the University Rules will be levied.

Suggested Reading:

A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies, Klaus Bruhn Jensen, Routledge

Mass Media Research: An Introduction by Roger D. Wimmer , Joseph R. Dominick

Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches , Arthur Asa Berger, SAGE

Doing Media Research, Second Edition, Susanna Hornig Priest, sage

Dictionary of Mass Communication & Media Research: A Guide for Students, Scholars and ProfessionalsBy David Demers

Scheme of examination

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major test	70 Marks
Total	100 Marks

Major Test—Examination will be of 70 marks and there should be minimum of eight questions. A student needs to answer any five questions. Each question should carry 14 marks. As this is a professional course there should be minimum of five practical questions out of eight asked.

Objective of the paper-In the III Semester students opt for a specialization. In this paper students are taught how to report an event, News values etc.

Concept and Definition of News

- Source of News
- Types of News
- News and Views
- Methods and techniques of News gathering
- Structure of a News Report
- Techniques of News Writing: straight, quoting, paraphrasing, Interpretation, comment, analysis
- Types of reporting: Political, Economic, Crime, Science, Sports, Culture, Legislature, Judicial Disaster, Accident, Travelogue, Obituary, Conference, Seminar, human Interest, Environmental Health, Investigative, Interpretative, Developing- Follow Up
- Objectivity in Reporting Yellow Journalism & check book Journalism
- News Agency Reporting
- Review & Criticism: Books, films ,T V Programmes, Theatre, Art exhibition
- Changing Trends in Reporting
- Precision journalism
- Cartoons, caricatures, illustrations in newspapers/magazines

Suggested reading

.Natrajan J	:	History of Indian Journalism, Publications Division, Ministry of Information & Broadcasting, Govt. of India, 1997
Parthasarthy, Rangaswami	:	Journalism in India, Sterling Publishers Pvt. Ltd., New Delhi, 1997
. N N Sarkar	:	Art and Production, Sagar Publishers, New Delhi, 2001
J K Sharma	:	Print Media and Electronic Media, Authors Press, 2003
Paul De Maeseneer	:	Here is the News : A Radio News Manual, UNESCO
Shyamali Bhattacharjee	:	Media and Mass Communication, Kanishka Publication, New Delhi, 2005
. Ambrish Saxena	:	Fundamentals of Reporting and Editing, Kanishka Publication, New Delhi, 2007

MSM-524-A PRINT MEDIA (SPECIAL PAPER-II) EDITING

Scheme of Examination

Total Marks-70

Time—3hrs

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major test	70 Marks
Total	100 Marks

Major Test—Examination will be of 70 marks and there should be minimum of eight questions. A student needs to answer any five questions. Each question should carry 14 marks.

Objective of the Paper- This Paper provides the basics of editing. Besides, different editorial staff and their responsibilities,

EDITING

- Basis of Editing
- Role of Sub editor
- Role of News Editor
- Editorial Policy
- Editing News Stories, News Agency Copy, Filed Stories
- Editing Features & Articles
- Photo Editing: Choice of Picture, Cropping, and Caption writing
- Editorial writing
- News Analysis, Columns
- Difference between newspaper and magazine journalism
- Types of headlines and headline writing
- Headlining – characteristics/features, types/ patterns
- Rules/principles of headline writing
- Changing trend of headline writing – influence of other media
- Making the page

Journalism and society

- Participatory journalism - role of receivers, citizens' journalism
- Media activism – issues of privacy, social responsibility and ethics
- Trial by media – debate on benefits and dangers
- Investigative journalism – contemporary trends, sting operations
- Journalism and democracy
- Journalism and development
- Writing news contents for cyber media
- Writing non-news contents for cyber media
- Writing of blogs/opinion articles
- Writing news for mobile phones
- Writing non-news contents for mobile phones

Suggested Reading:

Scholastic journalism- Tom rolnicki, C. Tate, Sherri Taylor
The editor's toolbox- Buck ryan, Michael o Donnell

MSM-525-A PRINT MEDIA (SPECIAL PAPER-III) PRODUCTIONS

Scheme of Examination

Total Marks-----70
Practical, No Theory

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major Test (practical)-	70 Marks
Portfolio-40 Marks, Practical	30 marks
Total	100 Marks

Major Test (Practical)-Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite and puts his signature on each and every work assigned with date. Portfolio is for 40 marks. Examiner will give three questions to answer any two which should be of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

Objective of the Paper—Production is the life line in any professional course. This paper aims at imparting practical training to the students on print Media.

An external examiner will ask three practical questions and students need to answer any two .That will be of 30 marks.

News Stories	10
Backgrounders	05
Obituary	02
Editorial	05
Articles	05
Features	05
Human Interest Stories	03
Film, Book and TV reviews	02(each)
Travelogue	02
Caption Writing for photographs	10 with photographs

Suggested reading

Walt Harrington
Intimate Journalism : The Art and Craft of Reporting Everyday Life, New Delhi, 1999
J. C. Chaudhary
Introduction to Journalism and Mass Communication, Authors Press, Delhi, 2008
David Berry
Ethics and Media Culture, Focal Press, New Delhi, 2000
Tony Harcup
Journalism : Principles and Practice, New Delhi, 2004
Swati Chauhan and Navin Chandra
Modern Journalism : Issues and Challenges, Kanishka Publishers, New Delhi, 2005
J K Sharma
Print Media and Electronic Media, Authors Press
Ambrish Saxena
Fundamentals of Reporting and Editing, Kanishka Publication, New Delhi, 2007

MSM 523-B ELECTRONIC MEDIA (SPECIAL PAPER-1) RADIO

Scheme of Examination

Total Marks-70
Time 3 Hrs

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major test	70 Marks
Total	100 Marks

Major Test—Examination will be of 70 marks and there should be minimum of eight questions. A student needs to answer any five questions. Each question should carry 14 marks. As this is basically a training programme there should be a judicious blend of theory and practical questions.

Objective of the paper-In the III Semester students opt for a specialization. In this paper students are taught on different programme productions of Radio.

- History & Development of Radio in India
- Reach and role of AIR
- Structure and functions of AIR and different type of Radio stations
- Privatization of Radio broadcasting
- Basics of Radio Program production: equipment and process
- Basics of Radio Transmission: equipment and process
- Community Radio: Scope and Functioning
- Writing for Radio
- Broadcasting voice, quality, pronunciation, flow, delivery
- Production of News Bulletins: Compilation, Presentation
- Production of Radio Newsreels, Spotlight, Talks
- Radio Interview, Panel Discussion
- Radio Drama, Features and Documentaries
- Scripts for Radio Ads

Suggested reading

R K Ravindran	:	Handbook of Radio, Television and Broadcast Journalism, Anmol Publication Delhi, 1999
Paul Chantler, Peter Stewart	:	Basic Radio Journalism, Focal Press, 2003
Janet Trewin	:	Presenting on TV and Radio, Focal press, 2003
Prince Shadwal	:	Satellite Radio- Wroldspace in india, Adhyayan Publisher & Distributors, New Delhi, 2006
Andrew Boyd	:	Broadcast Journalism, Heinermann Professional Publishing, Oxford, 1990
Nick Dimbleby &	:	A Guide to Production Techniques, Hodder and Stought Richard Dimbleby and Ken Whittington Bath, UK, 1994
Pete Wilby	:	The Radio Handbook, Routledge, London, 1996
Musburger	:	An Introduction to Writing for Electronic Media, Focal Press, 2007
J Chakravarthy	:	Changing Trends in Public Broadcasting Journalism, Authors Press, 2004
Keith	:	The Radio Station, Focal Press, 2007

MSM 524-B ELECTRONIC MEDIA (SPECIAL PAPER-1I) TELEVISION

Scheme of Examination

Total Marks – 70

Time – 3 Hrs

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major test	70 Marks
Total	100 Marks

Major Test—Examination will be of 70 marks and there should be minimum of eight questions. A student needs to answer any five questions. Each question should carry 14 marks. As this is basically a training programme there should be a judicious blend of theory and practical questions.

Objective of the paper-In the III Semester students opt for a specialization. In this paper students are taught on different programme productions of T V.

- History & Development of TV in India
- Reach & Role of TV in India
- Organizations set up
- Technology of TV Program production
- TV Program Production equipment
- Camera movements and angles, shots
- Lighting and Sound techniques
- Single camera and multicamera, Productions
- Video Editing Techniques
- TV news, reporting, news sources, selection, presentation, difference, radio and print news
- News reading, Announcing on TV
- TV Interviews and Studio discussions
- Basics of TV script writing
- Writing scripts for TV features, Special Programs and Serials
- Scripts for TV ads

Suggested reading

Television production- Jim Owens and Gerald Millerson
Television production handbook- Herbert Zettl
The public relations handbook- Alison theaker
Public relations- Edward Bernays
The editor's toolbox- Buck ryan, Michael o Donnell
Scholastic journalism- Tom rolnicki, C. Tate, Sherri Taylor

**MSM 525-B Electronic Media (Production) Special Paper-III, Production
Scheme of Examination**

Total Marks – 70
Only Practical No Theory

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major Test (practical)-	70 Marks
Portfolio-40 Marks, Practical	30 marks
Total	100 Marks

Major Test (Practical) - Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite/ reproduce and puts his signature on each and every work assigned with date. Portfolio is for 40 marks. Examiner will give three questions to answer any two which should be of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

Objective of the Paper—Production is the life line in any professional course. This paper aims at imparting practical training to the students on Electronic Media.

An external examiner will take a test giving three practical questions and students need to answer any two .That will be for 30 marks

A. Radio

- Radio editing assignment-2
- Radio feature-----1
- Radio interview-2
- Radio jingles/Advertisement---2
- Radio news bulletin—2
- Radio talk -----2
- Radio discussion-2

B TV

- TV editing assignments
- T V news bulletin-1
- Editing Assignment-2
- TV interview-1
- TV panel discussion-1

Suggested Reading:

- Television production handbook- Herbert Zettl
- Television production- Jim Owens and Gerald Millerson
- Video production Handbook by by Jim Owens , Gerald Millerson
- Video Basics 7 by Herbert Zettl
- The Radio Station by Keith
- The Radio Handbook by Pete Wilby

Scheme of Examination

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major test	70 Marks
Total	100 Marks

Major Test—Examination will be of 70 marks and there should be minimum of eight questions. A student needs to answer any five questions. Each question should carry 14 marks. As this is basically a training programme there should be a judicious blend of theory and practical questions.

Objective of the paper-In the III Semester students opt for a specialization. In this paper students are taught on different aspects of creativity and consumer behavior etc.

A. Introduction to Advertising

- Concept and genesis of advertising
- Advertising Theories and Models-AIDA model, DAGMAR Model, Maslow's Hierarchy Model.
- Economic, Cultural, Psychological and Social aspects of advertising
- Advertising as a tool of communication,
- Role of Advertising in Marketing mix
- Advertising and Popular Culture

B. Creativity

- Creativity: Concept and definition
- Creativity in advertising
- Idea generation
- Copy platform
- Idea to copy and visual
- Copy writing
- Layout and design
- Appeals in advertising
- Development of radio jingles and TV commercials
- Packaging concepts and types

C. Consumer Behaviour

- Psychology of consumers
- Demography of consumers
- Preparing the socio-psycho profile of target group
- Consumption patterns of durables and non-durables
- Life style: Comprehension and application in advertising
- Consumerism: pros and cons

D. Advertising Agency

- Advertising agency: structure and functions
- Role of advertising agencies
- Interface of various departments of ad agency
- Agency-client relationship, Client brief
- Account planning
- Account handling
- Functions of an Ad department and in house agencies in corporate sector
- Selection and empanelling of an ad agency
- Apex advertising organizations- AAAI, ABC, ASCI

Suggested Readings:-

1- Frank Jefkins

Advertising, Tata Mcgraw Hill, New Delhi

2- Jaishri Jethwaney & Shruti Jain

Advertising Management, Oxford University Press

3- J.V. Vilanilam & A.K. Verghese

Advertising Basics, Response Books, New Delhi, 2004

4- Vilmshurst John & Mackay Adrian

The Fundamentals of Advertising Butterworth Henemann, Oxford

Scheme of examination

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major test	70 Marks
Total	100 Marks

Major Test—Examination will be of 70 marks and there should be minimum of eight questions. A student needs to answer any five questions. Each question should carry 14 marks. As this is basically a training programme there should be a judicious blend of theory and practical questions.

Objective of the paper-In the III Semester students opt for a specialization. In this paper students are taught on different aspects of Advertising like budgeting, Media planning etc.

A. Advertising Budget

- Ad budget- an overview,
- Pre-budget thinking
- Methods of determining advertising appropriation
- Agency commission concept
- Presentation of financial information and decision making,
- Monitoring and control of budget,
- Production and cost analysis

B. Media Planning

- Introduction to media planning
- Media characteristics-advantages and disadvantages of various media
- Media class, vehicle, options
- Media scene in India- changing profile of the Press, Radio and TV in India
- Emerging media- Cable and Satellite TV, Internet
- Outdoor advertising and Transit advertising
- Media Research and sources of media information
- Concept of audience measurement; Opportunity to See (OTS), Cost Per Thousand (CPT), Gross Impression, Gross Rating Point (GRP)
- Media measurement tools
- Reach and frequency
- Syndicate Studies- NRS and IRS, Media Selection, Media tariff, Media buying, Reach, Frequency, Continuity
- Role of Computers in Media Planning, Media innovations

C Integrated Marketing Communication (IMC)

- Meaning and Concept of IMC
- Components of IMC
- Models of IMC
- Challenges of IMC

Suggested Reading.

1. Frank Jefkins Advertising, Tata Mcgraw Hill, New Delhi Jaishri Jethwaney & Shruti Jain
2. The Fundamentals of Advertising Butterworth Henemann, Oxford
- 3- J.V. Vilanilam & A.K. Verghese
Advertising Basics, Response Books, New Delhi, 2004
- 4- Vilmshurst John & Mackay Adrian
Advertising Management, Oxford University Press

**MSM-525 C Advertising Management production
Scheme of Examination**

Total Marks – 70
only Practical, No theory.

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major Test (practical) -	70 Marks
Portfolio-40 Marks, Practical-	30 marks)
Total	100 Marks

Major Test (Practical)-Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite/ reproduce and puts his signature on each and every work assigned with date. Portfolio is for 40 marks. Examiner would give three questions to answer which is of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination

Objective of the Paper—Production is the life line in any professional course. This paper aims at imparting practical training to the students on Advertising.

An external examiner will take a test giving on the spot three practical questions and students need to answer any two .That will be for 30 marks.

Only those students will be permitted to sit in the examination who is having the portfolio.

1. Students will develop at least one advertising campaign
2. Each student will maintain a portfolio of the following:

Classified Ads	3
Classified display Ads	5
Display Ads	5
TV Ads	3
Radio Jingles	5
Hoarding/Billboard Ads	5
Transit Ads	3
Pamphlets/Leaflets	5
Brochures	3
Folders	3
Wall writing	5
Banners	3
Posters	5
Dangler and Buntings	5
Packaging	5
Web Ads	3
Ad appreciation (any current)	3

Suggested Reading:

- 1- Frank Jefkins
Advertising, Tata Mcgraw Hill, New Delhi
- 2- Jaishri Jethwaney & Shruti Jain
The Fundamentals of Advertising Butterworth Henemann, Oxford
- 3- J.V. Vilanilam & A.K. Verghese
Advertising Basics, Response Books, New Delhi, 2004
- 4- Vilmshurst John & Mackay Adrian Advertising Management, Oxford University Press

MSM-523 D CORPORATE COMMUNICATION & PUBLIC RELATIONS (SPECIAL PAPER-I)

PR PRINCIPLES AND TOOLS

Scheme of Examination

Total Marks – 70

Time – 3 Hrs

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major test	70 Marks
Total	100 Marks

Major Test—Examination will be of 70 marks and there should be minimum of eight questions. A student needs to answer any five questions. Each question should carry 14 marks. As this is basically a training programme there should be a judicious blend of theory and practical questions.

Objective of the paper-In the III Semester students opt for a specialization. In this paper students are taught on different aspects of public relations like brand mgmt, corporate image, service marketing etc,

A. Concept of Public Relations, Development of PR, present status and future

- PR in India
- PR in relation to Marketing, Publicity and Advertising
- Tools of public relations, I C T
- Corporate personality
- Corporate identity
- Integrating corporate identity into communication process
- Case studies in corporate identity
- Corporate Image
- Corporate Brand Management

B Service marketing

- Introduction
- Consumer behavior in service marketing
- Key elements of service marketing
- Management of service delivery process

C PR and Service Marketing

- PR in educational institutes
- PR in hotels
- PR in hospitals
- PR in police
- PR in Government
- PR in Insurance sector

Suggested Reading:

- 1-Richard R Dolpinh
The Fundamentals of Corporate Communication, Butterworth Heinmann
- 2-Donald R GCorporate Reputation, London: Kogan page
- 3-Tom MeansBusiness communication, Thomson
- 4-Paul Argentli PaulThe Power of Corporate Communication, NY: McGraw Hill
- 5- Neeru Vashishth & Namita RajputBusiness Organisation and Management, Kitab Mahal, Allahabad, 2005
- 6-Jaishri N Jethwaney Public relations, ND: Sterling
- 7-Kutlip Centre & BroomEffective Public Relations, Prentice Hall, New Delhi
- 8-Sukul Lomash & P.K.Mishra,Business policy and strategic management, Vidya Vikash Publishing house, New Delhi

M S M -524 D. CORPORATE COMMUNICATION & PUBLIC RELATIONS (SPECIAL PAPER-II)
ADMINISTRATIVE COMMUNICATION

Scheme of Examination

Total Marks – 70
Time – 3 Hrs

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major test	70 Marks
Total	100 Marks

Major Test—Examination will be of 70 marks and there should be minimum of eight questions. A student needs to answer any five questions. Each question should carry 14 marks. As this is basically a training programme there should be a judicious blend of theory and practical questions.

Objective of the paper-In the III Semester students opt for a specialization. In this paper students are taught on different aspects of Business Communication.

A. Organisational Communication

- Structure of an organisation
- Different kinds of organisations
- Management Structure in an organisation
- Types of communication in an organization
- Role and scope of Public Relations in an organisation .
- Interface between Public Relations with departments of various management disciplines

B. Business Communication

- Meetings, Introduction,
- Negotiations
- Press releases
- Handling information sources
- Annual reports
- Speech Writing
- Internal Communication
- External Communication

C. Service marketing

- Introduction
- Consumer behavior in service marketing
- Key elements of service marketing
- Management of service delivery process

E. Production of corporate identity materials

- Corporate photography
- Corporate video production

Suggested Reading:

- 1-Richard R Dolpinh
The Fundamentals of Corporate Communication, Butterworth Heinmann
- 2-Donald R G
Corporate Reputation, London: Kogan page
- 3-Tom Means
Business communication, Thomson
- 4-Paul Argentli Paul
The Power of Corporate Communication, NY: McGraw Hill
- 5- Neeru Vashishth & Namita Rajput
Business Organisation and Management, Kitab Mahal, Allahabad, 2005
- 6-Jaishri N Jethwaney
Public relations, ND: Sterling
- 7-Kutlip Centre & Broom
Effective Public Relations, Prentice Hall, New Delhi
- 8-Sukul Lomash & P.K.Mishra
Business policy and strategic management, Vidya Vikash Publishing house, New Delhi

MSM 525-D CORPORATE COMMUNICATION & PUBLIC RELATIONS (SPECIAL PAPER-III) PRODUCTIONS

Scheme of Examination

Total Marks – 70
Only Practical, No Theory.

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major Test (practical)-	70 Marks
Portfolio-40 Marks, Practical	30 marks
Total	100 Marks

Major Test (Practical)—Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite/ reproduce and puts his signature on each and every work assigned with date. Portfolio is for 40 marks. Examiner would give three questions to answer two which is of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

Objective of the Paper—Production is the life line in any professional course. This paper aims at imparting practical training to the students on Public Relations.

An external examiner will take a test giving on the spot three practical questions and students need to answer any two .That will be for 30 marks.

Only those students will be permitted to sit in the examination who is having the portfolio.

A.	Logo Designing	2
B.	Corporate stationary like visiting cards	5
C.	Letter heads	5
D.	Envelops	5
E.	Signage	2

- Press releases 5
- Minutes, Memos 5 each
- Reports 5
- Brochures 2
- Pamphlets 2
- Folders 2

Suggested Reading:

- 1-Richard R Dolpinh
The Fundamentals of Corporate Communication, Butterworth Heinmann
- 2-Donald R G
Corporate Reputation, London: Kogan page
- 3-Tom Means
Business communication, Thomson
- 4-Paul Argentli Paul
The Power of Corporate Communication, NY: McGraw Hill
- 5- Neeru Vashishth & Namita Rajput
Business Organisation and Management, Kitab Mahal, Allahabad, 2005
- 6-Jaishri N Jethwaney
Public relations, ND: Sterling
- 7-Kutlip Centre & Broom
Effective Public Relations, Prentice Hall, New Delhi
- 8-Sukul Lomash & P.K.Mishra

SOCIAL MARKETING

Scheme of Examination

Total Marks – 70

Time – 3 Hrs

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major test	70 Marks
Total	100 Marks

Major Test—Examination will be of 70 marks and there should be minimum of eight questions. A student needs to answer any five questions. Each question should carry 14 marks.

Objective of the Paper- This paper aims at imparting knowledge on Social Marketing .

A. Principles of Social Marketing

- Introduction to Social marketing
- Designing social products
- Distributing social packages
- Pricing consideration in Social marketing and managing the cost of adoption
- Major social issues in India: Family Welfare, Immunization, Health and Sanitation, Prohibition and De-addiction, AIDS, Literacy, environment and pollution, Human Rights, Children’s issues, communal harmony, gender bias

B. Strategies of Social marketing

- Role of Social marketing in changing public behavior
- Social marketing environment
- Identifying the target market
- Role of-----
- Organizing and implementing social programme
- Managing----- delivery
- Monitoring and evaluating social marketing programmes

Suggested Readings

- Introduction to Development Communication by Ila Virginia C. Ongkiko, Alexander G. Flor
Involving the Community- A Guide to Participatory Development Communication by Guy Bessette
Communication for Development by Kiran Prasad
Development Communication Sourcebook by Paolo Mefalopulos : The World Bank
Communication for Development and Social Change by Jan Servaes
Communication for Development in the Third World by Srinivas R Melkote and H Steeves

MSM 524-E SOCIAL MARKETING AND DEVELOPMENT COMMUNICATION (SPECIAL PAPER-II)

DEVELOPMENT COMMUNICATION

Scheme of Examination

Total Marks – 70

Time – 3 Hrs

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major test	70 Marks
Total	100 Marks

Scheme of examination—Examination will be of 70 marks and there should be minimum of eight questions. A student needs to answer any five questions. Each question should carry 14 marks.

Objective- This paper aims at making the students aware of basics of Development Communication.

A. Development Communication

Development: Concept and meaning

Development: Social change and modernization

Westernization and Sanskritisation

Theories of Development: Social theory, Political theory, Economic theory

Models of Development, Western, Eastern, Gandhian and Schumacher's

Sustainability in development

Religion and Development

Human Rights and Development

Characteristic features of developing societies

Incises of development

Human development reports(UNESCO)

B. Role of Different Agencies in Development

Government, Public sector, Companies, NGO's,

National and International bodies in Development

Major current government development schemes

C. Role of different media in the process of development

Indian experience of development communication

Etawah project, Nilokheri project, Chhatera experiment of Hindustan Times, IBVE of the Udaya Vani, SITE,

KHEDA TV experiment, Gramya vani

Students need to design a Project Proposal for a particular scheme that should include:

1. Defining the problem
2. Profiling the target audience
3. Planning the execution
4. Budgeting the whole scheme
5. Agencies to approach

Prepare a social marketing campaign in any one of the themes as mentioned in Paper 523-E - A

Suggested Reading:

Introduction to Development Communication by Ila Virginia C. Ongkiko, Alexander G. Flor

Involving the Community- A Guide to Participatory Development Communication by Guy Bessette

Communication for Development in the Third World by Srinivas R Melkote and H Steeves

Development Communication Sourcebook by Paolo Mefalopulos : The World Bank

Communication for Development and Social Change by Jan Servaes

Communication for Development by Kiran Prasad

**MSM 525-E SOCIAL MARKETING AND DEVELOPMENT COMMUNICATION (SPECIAL PAPER-III)
PRODUCTIONS**

Scheme of Examination

Total Marks – 70
Only practicals , No theory.

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major Test(practical)-	70 Marks
Portfolio-40 Marks, Practical	30 marks
Total	100 Marks

Major Test (Practical)-Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite/ reproduce and puts his signature on each and every work assigned with date. Portfolio is for 40 marks. Examiner would give three questions to answer two which is of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

Objective of the Paper—Production is the life line in any professional course. This paper aims at imparting practical training to the students on Social Marketing and development Communication

An external examiner will take a test giving on the spot questions and that will be for 30 marks.

Students need to design a Project Proposal for a particular scheme that should include:

1. Defining the problem
2. Profiling the target audience
3. Planning the execution
4. Budgeting the whole scheme
5. Agencies to approach

Prepare a social marketing campaign in any one of the themes as mentioned in Paper 523-E -
An account of each step shall be documented and student should make a presentation.

Suggested Reading:

Introduction to Development Communication by Ila Virginia C. Ongkiko, Alexander G. Flor
Involving the Community- A Guide to Participatory Development Communication by Guy Bessette
Communication for Development in the Third World by Srinivas R Melkote and H Steeves
Development Communication Sourcebook by Paolo Mefalopulos : The World Bank
Communication for Development and Social Change by Jan Servaes
Communication for Development by Kiran Prasad

Scheme of Examination

Total Marks – 70

Time – 3 Hrs

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major test	70 Marks
Total	100 Marks

Scheme of examination—Examination will be of 70 marks and there should be minimum of eight questions. A student needs to answer any five questions. Each question should carry 14 marks.

A. Science and Technology

- Industrial revolution
- Laser technology
- Computers
- Satellites, INSAT series
- Optical fiber
- Internet
- Telecom technology- E-mail, Pagers, Cellular phones
- Multimedia

B. Environment and Ecology

- Ecosystem, Food chain
- Air, Water, Noise pollution
- Green House Effects, Acid Rain
- Green Peace Movement
- Rio Earth Summit
- Nuclear Waste
- Non-Conventional sources of energy

C. World Bodies and Organizations

UN, UNESCO, UNICEF, WHO, Security Council, International Court of Justice, ----, NPT, CTBT, EEC, OPEC

D. Regional Bodies

NATO, G-15, G-7, SAARC, ASEAN, NAM, Commonwealth

F. Major current national and international developments during the semester.**Suggested Readings**

- Introduction to the constitution of India by Dr Durga Das Basu
- India after Gandhi: The History of the World's Largest Democracy by Ramachandra Guha
- India : A History by John Keay
- The Argumentative Indian : writings on Indian History, Culture and Identity by Amartya Sen
- India's struggle for Independence by Bipin Chandra
- India unbound: The Social and Economic Revolution from Independence to the Global Information Age by Gurucharan Das
- Makers of Modern India by Ramachandra Guha
- The story of my experiments with truth by Mahatma Gandhi

SEMESTER-IV**Semester-IV**

Sr. No.	Course Code	Nomenclature	Teaching Schedule				Evaluation Marks				Credit
			L	T	P	Total	Theory	Sessional	P/V	Total	
1	MSM 531	Special Paper-IV	4	0	0	4	70	30		100	4
2	MSM 532	Special Paper-V	2	0	4	4		30	70	100	4
3	MSM 533	Special paper VI	2	0	4	4		30	70	100	4
4	MSM 534	Presentation and communication Skills	4	0	0	4	70	30		100	4
5	MSM 535	Internship							100	100	4
6	MSM 536	Comprehensive Viva	4	0	0	4		30	70	100	4

Total credits-24

PRINT MEDIA (SPECIAL PAPER-IV)

Print Media Special Paper MSM 531 A NEWSPAPER PRODUCTION AND MANAGEMENT

Scheme of Examination

Total Marks-70

Time 3 Hrs

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major test	70 Marks
Total	100 Marks

Major Test—Examination will be of 70 marks and there should be minimum of eight questions. A student needs to answer any five questions. Each question should carry 14 marks.

Objective of the paper—This paper attempts to make the students well verse with the management of newspaper, circulation management, editorial package etc.

A. Print Media

- New formats of Newspapers and magazines including Internet
- Planning the launch of new newspaper
- Pre launch research and marketing
- Registration of the title
- Newsprint sources and types
- Test Marketing
- Circulations, strategies and practices
- Space selling, concept and practice
- Marketing of newspaper and magazines
- Concept of news as commodity and packages of news

B. Newspaper Management

- Devising editorial packages: Audience taste and product mix.
- Contingency planning for particular editions
- Economics of newspaper and magazine production
- Editorial policies
- Problems of newspapers and futuristic trends
- Community Newspapers
- Freelancing and feature agencies

Suggested Reading:

Walt Harrington

Intimate Journalism : The Art and Craft of Reporting Everyday Life, New Delhi, 1999

J. C. Chaudhary

Introduction to Journalism and Mass Communication, Authors Press, Delhi, 2008

David Berry

Ethics and Media Culture, Focal Press, New Delhi, 2000

Tony Harcup

Journalism : Principles and Practice, New Delhi, 2004

Swati Chauhan and Navin Chandra

Modern Journalism : Issues and Challenges, Kanishka Publishers, New Delhi, 2005

J K Sharma

Print Media and Electronic Media, Authors Press

Ambrish Saxena

Fundamentals of Reporting and Editing, Kanishka Publication, New Delhi, 2007

Scholastic journalism- Tom rolnicki, C. Tate, Sherri Taylor

The editor's toolbox- Buck ryan, Michael o Donnell

MSM 532-A PRINT MEDIA (SPECIAL PAPER-V), PRODUCTION

Scheme of Examination

Total Marks – 70
Only practicals , No Theory

PRODUCTION

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major Test(practical)-	70 Marks
Portfolio-40 Marks, Practical	30 marks
Total	100 Marks

Major Test (Practical)-Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite/ reproduce and puts his signature on each and every work assigned with date. Portfolio is for 40 marks. Examiner would give three questions to answer two which is of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

Each student will conceive, plan, do pre launch research and marketing and actually launch at least one newspaper and one magazine. An account of each step will be maintained. Final product in the form of at least five issues of newspaper and magazines (of dummy) will be presented in the form of portfolio.

An account of each step will be maintained. Finally each student will make a presentation of the work he or she has done.

1. Contingency planning
2. Total expenditure.
3. Communication strategy for expanding the circulation.
4. Editorial package
5. Innovative columns
6. Efforts for readers participation
7. Overall economics of the newspaper.

Suggested Reading:

Natrajan J	:	History of Indian Journalism, Publications Division, Ministry of Information & Broadcasting, Govt. of India, 1997
Parthasarthy, Rangaswami	:	Journalism in India, Sterling Publishers Pvt. Ltd.,New Delhi, 1997
N N Sarkar	:	Art and Production, Sagar Publishers, New Delhi, 2001
J K Sharma	:	Print Media and Electronic Media, Authors Press, 2003
Shyamali Bhattacharjee	:	Media and Mass Communication, Kanishka Publication, New Delhi, 2005
Ambrish Saxena	:	Fundamentals of Reporting and Editing, Kanishka

MSM 533A PRINT MEDIA SPECIAL PAPER VI PRODUCTION

Scheme of Examination

Total Marks – 70
Only Practical , No theory

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major Test(practical)-	70 Marks
Portfolio-40 Marks, Practical	30 marks
Total	100 Marks

Major Test (Practical)-Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite/ reproduce and puts his signature on each and every work assigned with date. Portfolio is for 40 marks. Examiner would give three questions to answer two which is of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

Major Test-Each student will prepare a portfolio containing the productions carried out during the course. Minimum number of production mentioned against each item must be the part of the portfolio. Each production should be assigned checked and signed by the concerned teacher with date. Portfolio is for 40 marks.

An external examiner will take a test giving two questions to answer and that will be for 30 marks.

In this paper the student will be doing specialized reporting.

- I. Interviews-5 (Two Media persons)
- II. Profiles----5
- III. Development story-5
- IV. Investigative story—2
- V. Travelogue-2
- VI. Profile of a village-2
- VI Seminar reporting-1
- VII Soft stories-5
- VIII Cultural reporting-2
- IX. Photo feature—1

Suggested Reading:

Natrajan J	:	History of Indian Journalism, Publications Division, Ministry of Information & Broadcasting, Govt. of India, 1997
Parthasarthy, Rangaswami	:	Journalism in India, Sterling Publishers Pvt. Ltd., New Delhi, 1997
N N Sarkar	:	Art and Production, Sagar Publishers, New Delhi, 2001
J K Sharma	:	Print Media and Electronic Media, Authors Press, 2003
Shyamali Bhattacharjee	:	Media and Mass Communication, Kanishka Publication, New Delhi, 2005
Ambrish Saxena	:	Fundamentals of Reporting and Editing, Kanishka

**MSM 531-B ELECTRONIC MEDIA (SPECIAL PAPER-IV)
RADIO AND TELEVISION**

Scheme of Examination

Total Marks – 70
Time – 3 Hrs

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major test	70 Marks
Total	100 Marks

Scheme of examination—Examination will be of 70 marks and there should be minimum of eight questions. A student needs to answer any five questions. Each question should carry 14 marks.

A. Radio in relation to TV and Print Media

- New broadcasting system and new formats in Radio and TV programmes
- DTH and cable TV comparison and contrast
- Managing cable networks
- Convergence of information and communication technology

B. Conceiving, planning and launching of new radio and TV programme

- Pre launching research and marketing
- New test marketing and actual launch; case studies
- New equipments and techniques in radio and TV programme and transmission
- Capturing audience and programme marketing
- Different strategies for revenue generation through programming

C. T V Production

- Introduction to a T V Production team
- Role of each member of the team and their functioning
- Creative Head, Production in Charge, Art Director, Fight Master, Cast Director, Location Hunter, Sound light, Script Writer, Screen Play Writer, Dialogue Writer etc.
- Graphics, After Effects, Animation and Sound Effects, Lights and Croma,
- Structures and functions of a T V studio

D. Channel Structure

News Channel and entrainment channels, National Geographic channel, Discovery Channel

Suggested Reading:

Television production handbook- Herbert Zettl
Television production- Jim Owens and Gerald Millerson
Video production Handbook by by Jim Owens , Gerald Millerson
Video Basics 7 by Herbert Zettl
The Radio Station by Keith
The Radio Handbook by Pete Wilby

Scheme of examination

Total Marks – 70
Only practical, No theory.

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major Test(practical)-	70 Marks
Portfolio-40 Marks, Practical	30 marks
Total	100 Marks

Major Test (Practical)-Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite/ reproduce and puts his signature on each and every work assigned with date. Portfolio is for 40 marks. Examiner would give three questions to answer two which is of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

Each student will conceive plan to ---- launch marketing research and actually produce and launch at least one of the following:

- | | | |
|----|-------------------------|---|
| 1. | Radio Drama | 1 |
| 2. | A radio documentary | 1 |
| 3. | Radio commercial | 3 |
| 4. | Radio panel discussions | 2 |
| 5. | Radio interviews | 2 |
| 6. | Radio news bulletin | 5 |

An account of each step will be maintained. Finally each will make a presentation of the work he or she has done.

Suggested Reading:

Television production handbook- Herbert Zettl
 Television production- Jim Owens and Gerald Millerson
 Video production Handbook by by Jim Owens , Gerald Millerson
 Video Basics 7 by Herbert Zettl
 The Radio Station by Keith
 The Radio Handbook by Pete Wilby

Scheme of Examination

Total Marks – 70
Only practical, No theory

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major Test(practical)-	70 Marks
Portfolio-40 Marks, Practical	30 marks
Total	100 Marks

Major Test (Practical)-Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite/ reproduce and puts his signature on each and every work assigned with date. Portfolio is for 40 marks. Examiner would give three questions to answer two which is of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

Students shall prepare the followings as assigned by the teacher

One each of -----

- Script for a TV serial pilot episode With story board and shooting script
- Chat show
- Talk show
- Count down Show
- One Documentary

Suggested Reading:

Television production handbook- Herbert Zettl
 Television production- Jim Owens and Gerald Millerson
 Video production Handbook by by Jim Owens , Gerald Millerson
 Video Basics 7 by Herbert Zettl
 The Radio Station by Keith
 The Radio Handbook by Pete Wilby

MSM 531-C ADVERTISING (SPECIAL PAPER-IV)

Scheme of Examination

Total Marks – 70

Time – 3 Hrs

Advertising Campaign Management

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major test	70 Marks
Total	100 Marks

Scheme of examination—Examination will be of 70 marks and there should be minimum of eight questions. A student needs to answer any five questions. Each question should carry 14 marks.

A. Campaign Management

- Introduction to information campaign
- Campaign planning
- Appraisal and analysis for a campaign
- Setting Campaign objectives
- Target Group analysis
- Creative strategy
- Copy writing and art work
- Media structure, media options and media selection
- Budgeting
- Special campaign: political campaign analysis and management, Image/brand building through political campaigns
- Developing Marketing Strategy: SWOT analysis, Strategic Planning
- Evaluation, Feedback and Analysis of the campaign

B. Conceiving, planning and doing pre launch research and marketing of a new product.

- Preparing Campaign for the launch of product
- Techniques of test marketing and the process of actual launch of the product
- Process of building brand equity and brand image
- Ad research

Suggested Reading:

Jaishri Jethwaney & Shruti Jain	Advertising Management, Oxford University Press
Batra Myers and Aaker	Advertising Management, Printice Hall, New Delhi
O'Guinn, Allen, Semenik	Advertising and Integrated Brand Promotion, Vikas Publication house, New Delhi
Frank Jefkins	Advertising, Tata Mcgraw Hill, New Delhi
J.V. Vilanilam & A.K. Verghese	Advertising Basics, Response Books, New Delhi, 2004
Vilmshurst John & Mackay Adrian	The Fundamentals of Advertising Butterworth Henemann, Oxford
Aaker David A & Mayers John G	Advertising Management, Prentice Hall of India, New Delhi

Scheme of Examination

Total Marks – 70
Only Practical, No theory

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major Test (practical)-	70 Marks
Portfolio-40 Marks, Practical	30 marks
Total	100 Marks

Major Test (Practical)-Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite/ reproduce and puts his signature on each and every work assigned with date. Portfolio is for 40 marks. Examiner would give three questions to answer two which is of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

Each student will conceive, plan, do pre launch research, market research and prepare advertising campaigns for:

- One commercial product for any organization
- One product of any small or entrepreneurial organization

An account of each step of these advertising campaigns shall be maintained. Finally each student will make a presentation of the campaign he or she has made. Advertising campaign must contain following items for the chosen product:

• Classified display Ads	3
• Display Ads	5
• TV Ads	3
• Radio Ads	5
• Hoarding/Billboard	5
• Transit Ads	3
• Brochures	1
• Wall writing	3
• Banners	3

Suggested Reading:-

Jaishri Jethwaney & Shruti Jain	Advertising Management, Oxford University Press
Batra Myers and Aaker	Advertising Management, Printice Hall, New Delhi
O'Guinn, Allen, Semenik	Advertising and Integrated Brand Promotion, Vikas Publication house, New Delhi
Frank Jefkins	Advertising, Tata Mcgraw Hill, New Delhi
J.V. Vilanilam & A.K. Verghese	Advertising Basics, Response Books, New Delhi, 2004
Vilmshurst John & Mackay Adrian	The Fundamentals of Advertising Butterworth Henemann, Oxford
Aaker David A & Mayers John G	Advertising Management, Prentice Hall of India, New Delhi

Scheme of Examination

Total Marks – 70
Only practical, No theory.

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major Test (practical)-	70 Marks
Portfolio-40 Marks, Practical	30 marks
Total	100 Marks

Major Test (Practical)-Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite/ reproduce and puts his signature on each and every work assigned with date. Portfolio is for 40 marks. Examiner would give three questions to answer two which is of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

Each student will conceive plan, do pre launch research and prepare advertising campaigns for:

- One social issue campaign/ Public Service Advertisements campaign
- One product of large multi-national organization

An account of each step of these advertising campaigns shall be maintained. Finally each student will make a presentation of the campaign he or she has made. Advertising campaign must contain following items for the chosen product:

• Classified display Ads	3
• Display Ads	5
• TV Ads	3
• Radio Ads	5
• Hoarding/Billboard	5
• Transit Ads	3
• Brochures	1
• Digital/Web ads	3
• Banners	2

Suggested Reading:

Jaishri Jethwaney & Shruti Jain	Advertising Management, Oxford University Press
Batra Myers and Aaker	Advertising Management, Printice Hall, New Delhi
O'Guinn, Allen, Semenik	Advertising and Integrated Brand Promotion, Vikas Publication house, New Delhi
Frank Jefkins	Advertising, Tata Mcgraw Hill, New Delhi
J.V. Vilanilam & A.K. Verghese	Advertising Basics, Response Books, New Delhi, 2004
Vilmshurst John & Mackay Adrian	The Fundamentals of Advertising Butterworth Henemann, Oxford
Aaker David A & Mayers John G	Advertising Management, Prentice Hall of India, New Delhi

MSM 531-D Corporate communication and Public Relations Special Paper IV P R Campaign Planning

Scheme of Examination

Total Marks – 70
Time – 3 Hrs

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major test	70 Marks
Total	100 Marks

Scheme of examination—Examination will be of 70 marks and there should be minimum of eight questions. A student needs to answer any five questions. Each question should carry 14 marks.

A. PR Campaign Management

Management of Public Relations Campaigns
Public opinion, Propaganda, Publicity,
Rumors, Misinformation, Disinformation
Crisis communication and Management
Case studies Related to PR

B. Consumer Behavior

Motivation, Needs, Involvement Experience, Learning,
Knowledge, Attitude Models, Consumer Satisfaction

C. Social Marketing

Introduction to Social Marketing
Basic principles of Social marketing
Social marketing Strategies
Case Studies of Corporate Social marketing

D. Corporate Social Responsibility

Introduction, need , Future
Case studies of C S R Efforts in India: Times of India, Indian oil corporation, TATA.

Suggested Reading:

- 1-Richard R Dolpinh
The Fundamentals of Corporate Communication, Butterworth Heinmann
- 2-Donald R G
Corporate Reputation, London: Kogan page
- 3-Tom Means
Business communication, Thomson
- 4-Paul Argentli Paul
The Power of Corporate Communication, NY: McGraw Hill
- 5- Neeru Vashishth & Namita Rajput
Business Organisation and Management, Kitab Mahal, Allahabad, 2005
- 6-Jaishri N Jethwaney
Public relations, ND: Sterling
- 7-Kutlip Centre & Broom
Effective Public Relations, Prentice Hall, New Delhi
- 8-Sukul Lomash & P.K.Mishra
Business policy and strategic management, Vidya Vikash Publishing house, New Delhi

MSM 532-D CORPORATE COMMUNICATION & PUBLIC RELATIONS (SPECIAL PAPER-V) PRODUCTIONS

Scheme of Examination

Total Marks – 70
Only Practical, No Theory.

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major Test (practical)-	70 Marks
Portfolio-40 Marks, Practical	30 marks
Total	100 Marks

Major Test (Practical)-Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite/ reproduce and puts his signature on each and every work assigned with date. Portfolio is for 40 marks. Examiner would give three questions to answer two which is of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

Objective of the Paper—Production is the life line in any professional course. This paper aims at imparting practical training to the students on Public Relations.

An external examiner will take test asking two questions to answer. That will be for 30 marks.

Production of Corporate Photography,
corporate Video production
Content Development and designing of corporate web portal.

Each Student will conceive plan, Do pre launch research, Market research and actually launch one campaign each for the following;

1. Issue management
2. Event Management
3. Image building campaign
4. Organise an exhibition

Suggested Reading:

- 1-Richard R Dolpin
The Fundamentals of Corporate Communication, Butterworth Heinmann
- 2-Donald R G
Corporate Reputation, London: Kogan page
- 3-Tom Means
Business communication, Thomson
- 4-Paul Argenti Paul
The Power of Corporate Communication, NY: McGraw Hill
- 5- Neeru Vashishth & Namita Rajput
Business Organisation and Management, Kitab Mahal, Allahabad, 2005
- 6-Jaishri N Jethwaney
Public relations, ND: Sterling
- 7-Kutlip Centre & Broom
Effective Public Relations, Prentice Hall, New Delhi
- 8-Sukul Lomash & P.K.Mishra
Business policy and strategic management, Vidya Vikash Publishing house, New Delhi

MSM 533-D CORPORATE COMMUNICATION & PUBLIC RELATIONS

(SPECIAL PAPER-VI) PRODUCTIONS

Scheme of Examination

Total Marks – 70
Only Practical, No Theory.

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major Test (practical)-	70 Marks
Portfolio-40 Marks, Practical	30 marks
Total	100 Marks

Major Test (Practical)-Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite/ reproduce and puts his signature on each and every work assigned with date. Portfolio is for 40 marks. Examiner would give three questions to answer two which is of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

Objective of the Paper—Production is the life line in any professional course. This paper aims at imparting practical training to the students on Public Relations.

Only those students will be permitted to sit in the examination who is having the portfolio.

Each student must plan and launch

- i. A P R Campaign
- ii. A social marketing Campaign
- iii. Students in group must organize a press conference

Suggested Reading:

- 1-Richard R Dolpinh
The Fundamentals of Corporate Communication, Butterworth Heinmann
- 2-Donald R G
Corporate Reputation, London: Kogan page
- 3-Tom Means
Business communication, Thomson
- 4-Paul Argentli Paul
The Power of Corporate Communication, NY: McGraw Hill
- 5- Neeru Vashishth & Namita Rajput
Business Organisation and Management, Kitab Mahal, Allahabad, 2005
- 6-Jaishri N Jethwaney
Public relations, ND: Sterling
- 7-Kutlip Centre & Broom
Effective Public Relations, Prentice Hall, New Delhi
- 8-Sukul Lomash & P.K.Mishra
Business policy and strategic management, Vidya Vikash Publishing house, New Delhi

MSM 531-E SOCIAL MARKETING & DEVELOPMENT COMMUNICATION
Special Paper IV DEVELOPMENT COMMUNICATION

Scheme of Examination

Total Marks – 70
Time – 3 Hrs

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major test	70 Marks
Total	100 Marks

Scheme of examination—Examination will be of 70 marks and there should be minimum of eight questions. A student needs to answer any five questions. Each question should carry 14 marks.

A. Major social issues in development

- Family Planning
- Women and Child development
- Literacy
- Rural Problems
- Urban problems
- Environment
- Population
- Poverty
- Unemployment
- Human Rights

B. Planning and Documentation

Planning for development projects covering the basic steps involved in plan, project formulation, planning, survey, plan administration management, coordination & evaluation thereof

- Documentation & Official communication
- Setting up of an NGO
- To get funds from Foreign & Indian Funding agencies

C. Media strategies of government & non- govt. organizations

- Panchayati Raj
- Health
- Agriculture
- Information & Public Relations
- Voluntary organization

Suggested Reading:-

Introduction to Development Communication by Ila Virginia C. Ongkiko, Alexander G. Flor
Involving the Community- A Guide to Participatory Development Communication by Guy Bessette
Communication for Development in the Third World by Srinivas R Melkote and H Steeves

Development Communication Sourcebook by Paolo Mefalopulos : The World Bank
Communication for Development and Social Change by Jan Servaes
Communication for Development by Kiran Prasad

MSM 532-E SOCIAL MARKETING & DEVELOPMENT COMMUNICATION(Special paper-V) PRODUCTION

Total Marks – 70
Only practical, No theory

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major Test(practical)-	70 Marks
Portfolio-40 Marks, Practical	30 marks
Total	100 Marks

Major Test (Practical)-Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite/ reproduce and puts his signature on each and every work assigned with date. Portfolio is for 40 marks. Examiner would give three questions to answer two which is of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

Each student will conceive plan to prelaunch research and actually the following:

1. Social marketing campaign
2. Development project planning for a village/urban slum
3. A documentary on any social/development issue assigned by the teacher.

An account of each step will be maintained. Finally each student will make a presentation of the campaign he or she has made.

Suggested Reading:-

Introduction to Development Communication by Ila Virginia C. Ongkiko, Alexander G. Flor
Involving the Community- A Guide to Participatory Development Communication by Guy Bessette
Communication for Development in the Third World by Srinivas R Melkote and H Steeves
Development Communication Sourcebook by Paolo Mefalopulos : The World Bank
Communication for Development and Social Change by Jan Servaes
Communication for Development by Kiran Prasad

Scheme of Examination

Total Marks – 70
Only Practical, No theory

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major Test(practical)-	70 Marks
Portfolio-40 Marks, Practical	30 marks
Total	100 Marks

Major Test (Practical)-Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher assigns work corrects and need be asks to rewrite/ reproduce and puts his signature on each and every work assigned with date. Portfolio is for 40 marks. Examiner would give three questions to answer two which is of 30 marks. A student who does not have the portfolio will not be allowed to appear for the examination.

An external examiner will take a test giving on the spot questions and that will be for 30 marks.

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|------|--|---------------------------------|
| I. | Development stories- | 6(TV-2, Radio-2 Newspaper-2) |
| II. | Report from a village Any aspect of the village | 6(TV -2, Radio-2, Newspaper-2) |
| III. | Voicing the voiceless(reporting the problems of an individual)- | 2 |
| IV. | Introduction of a city(Any one aspect of a town will be taken and reporting will be done)
Like --- Water supply .Education system, Medical facilities, Transport facility, Food plaza, Coaching, Weekend planning, Mandi Vegetables and Grains., Cultural heritage, | |

Each student will organize in group the following and prepare detailed reports.

- Seminars
- Exhibitions
- Group discussion
- Press Conference

Suggested Reading:

Introduction to Development Communication by Ila Virginia C. Ongkiko, Alexander G. Flor
Involving the Community- A Guide to Participatory Development Communication by Guy Bessette
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MSM-534 PRESENTATION & COMMUNICATION SKILLS

Scheme of Examination

Total Marks-70

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major test	70 Marks
Total	100 Marks

Time-3 hrs

Major Test will be of 70 marks and there should be minimum of eight questions. A student needs to answer any five questions. Each question should carry 14 marks.

I. Communication Skills

- Essentials of Communication Skills
- Small group communication techniques, group discussion etc.
- Public speaking techniques
- Body language- verbal & non verbal cues
- Interviews- kinds of interview as interviewee & interviewer
- Dress Codes
- Workshops
 - Mock interviews
 - Group Discussion
 - JAM Session

II. Study Skills

- How to improve your reading
- Making Notes

III. Written Communication

- Content
- Structure
- Drafting a letter, reports, minutes, memos & notices

IV. Presentation Communication

- Pre presentation preparation
- Presentation Skills
- Post presentation follow up
- Presentation aids
 - a) Audio aids
 - b) Visual aids
 - c) Audio-video aids
 - d) Printed aids
- Computer aided presentation & use of power point
- Meetings: Convening, presentation, managing- post meeting follow ups, Organizing Meeting manners, Presiding over a meeting- participating in a meeting

V. Written Presentation

Language of writing, Preparation of CV/Resume, Official correspondence & report Writing.

Suggested Reading:

The Presentation of Self in Everyday Life by Erving Goffman

Effective Communication: The Most Important Management Skill of All by John Adair, Pan Macmillan

Skill with People by Les Giblin

Bringing out the Best in People by Aubrey Daniels

The Definitive Book of Body Language by Barbara and Allan Pease

On Communicating by Mark H. McCormack. Instant Persuasion by Laurie Puhn Pragmatics of Human Communication - A Study of Interactional Patterns, Pathologies and Paradoxes by Paul Watzlawick, Janet Beavin Bavelas, Don D. Jackson, Bill O'hanlon

MSM 535-Comprehensive VIVA

Total Marks – 70
No Theory, Only ViVa.

Scheme of Examination

Minor Test- I	10 Marks
Minor Test-II	10 Marks
Co-Curricular Activity	10 Marks
Major test	70 Marks (No theory paper . Only Viva)
Total	100 Marks

Scheme of examination-Students will appear before a panel consisting of preferable all the teachers of the department both regular teachers and teaching associates or at least three regular teachers appointed by the chairman along with an external examiner to face the viva. In this effort students knowledge of the subject what he has learned during his/her two years course, his understanding of contemporary media scene shall be assessed.

MSM 536- Internship VIVA

Total Marks – 100
No Theory , Only ViVa

Scheme Of Examination

Total	100 Marks (Only ViVa)
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Scheme of examination- The Media organization where the student has taken training need to send a confidential report of the conduct of the student during the training. Again students need to fill the proforma prescribed by the department to fill daily described the day's experience.

Preferably all the regular teachers or at least three regular teachers appointed by the chairman will evaluate based on the followings

1. Confidential report of the media organization
2. Daily report submitted by the students
3. Interviewed faced by the student before the panel.

The media training is to be undertaken soon after the end of 4th Semester Examination for a period of minimum eight weeks. Media training is complimentary to the class room training /education of the student. Hence the student must take training in the field of their specialization only. However for the students of Social Marketing and development Communication they can take internship in any media organization both in electronic media and print media, in any Government organization or Non government organization where there is communication wing to facilitate development.

