

Programme Name: M. A. – Mass Communication (MA-MC)**Semester : First Semester**

S.No.	CourseCode	Title of the Course	Credit Hr.				Regular/ Deficiency
			L	T	P	Total	
1	MAMC-711	Models of Communication & Communication Theories	2	1	0	3	Regular
2	MAMC-712	Print Journalism	2	1	0	3	Regular
3	MAMC-713	Public Relations	3	0	0	3	Regular
4	MAMC-714	Reporting (Print)	2	1	0	3	Regular
5	MSMT-715	Cyber laws & Media Ethics	3	0	0	3	Regular
6	MAMC-716	Film Appreciations	1	0	2	3	Regular
7	MAMC-717	International Communication	2	1	0	3	Regular
8	LNG-403	Communication Skills & Personality Development-I	2	0	1	3	Regular
			Total Credits			24	

Semester : Second Semester

S.No.	Course Code	Title of the Course	Credit Hr.				Regular/ Deficiency
			L	T	P	Total	
1.	MAMC-721	Visual Effects, Animation & Graphics Design	1	0	2	3	Regular
2.	MAMC-722	Still Photography	1	0	2	3	Regular
3.	MAMC-723	Non Linear Video Editing	1	0	2	3	Regular
4.	MAMC-724	Direction	2	1	0	3	Regular
5	MAMC-725	Reporting (TV)	1	0	2	3	Regular
6	MAMC-726	Radio Program Production	1	0	2	3	Regular
7	LNG-404	Communication Skills & Personality Development-II	2	0	1	3	Regular
8	SFMC-727	Media Economics	3	0	0	3	Regular
			Total Credits			24	

Semester : Third Semester

S.No.	Course Code	Title of the Course	Credit Hr.				Regular/ Deficiency
			L	T	P	Total	
1.	MAMC-731	Story, Script & Screenplay Writing	1	1	1	3	Regular
2.	MAMC-732	Cinematography	2	0	2	4	Regular
3.	MAMC-733	Science Communication	2	1	0	3	Regular
4.	MAMC-734	Photo Journalism	1	1	1	3	Regular
5.	MAMC-735	Advertising	2	1	0	3	Regular
6.	MAMC-736	Video Production	2	0	3	5	Regular
7.	SFMC-736	Media Management-I (Print & Radio)	2	1	0	3	Regular
8.	MAMC-737	Industrial Training	0	0	2	2	
Total Credits						26	

Semester : Fourth Semester

S.No.	Course Code	Title of the Course	Credit Hr.				Regular/ Deficiency
			L	T	P	Total	
1	MAMC-741	Methods of Communication Research & Evaluation	2	1	0	3	Regular
2	MAMC-744 MAMC-745 MAMC-746 MAMC-747	Elective Paper-I Agriculture Communication/ Sports Journalism/ Investigative Journalism/ Corporate Communication	2 2 2 2	1 1 1 1	0 0 0 0	3	Regular
3	MAMC-748 MAMC-749 MAMC-740	Elective Paper-II Web Journalism/ Radio Journalism/ Entertainment Journalism	2 2 2	1 1 1	0 0 0	3	Regular
4	MAMC-742	Film Production	0	0	8	8	
5	MAMC-743	Project & Dissertation				Non-credit	
Total Credits						17	

Syllabus

Models of Communication & Communication Theories

(MAMC-711)

Credit Hours: 3(2+1+0)

Unit – I

Definitions of Communication – scope – Communication process – Variables of communication – Source – Message – Channel - Receiver – Feedback – Types of communication – interpersonal – group – mass communication. Mass communication: characteristics of print, radio, television, film.

Unit – II

Basic models of communication – Shannon & Weaver – Lasswell – Berlo. Advanced models of communication – two step flow of communication, opinion leaders – characteristics – Definitions of innovation – Rogers and Shoemakers model of communication. Gate keeping models – White's model, Galtung and Ruge model of selective gate keeping – Models of communication – Verbal and non-verbal.

Unit – III

Market communication concept: characteristics – reinforcement – sleeper effect. Organizational communication – Newcomb's balance theory – congruity– Dissonance – Social judgment model. Mass theory – Society – Magic bullet theory – Theories of selectivity.

Unit – IV

Normative theories – Authoritarian – Libertarian – Communist – Social responsibility – Development media – Democratic participant theory.

Unit – V

Sociological theories of communication – Cultivation theory – Agenda setting –Socialization – Dependency theory.

Reference Books:

14. David Berlo (1960). *The Process of Communication*. London.
15. Uma Narula (1976), *Mass Communication Theory and Practice*. New Delhi: Har Anand.
16. Denis Mcquail and Windhal. *Communication models*.
17. John Fiske: *Introduction to communication studies* London: Routledge.
18. Denis Mcquail (1993) *Media performance*. London: Sage.
19. Denis Mcquail (2005) *Mass communication theory*. New Delhi: Sage.
20. DeFluer and Ball Rockech: *Theory of Mass communication*.

Print journalism

(MAMC-712)

Credit Hours: 3(2+1+0)

Unit – 1

Origin of press- News books – Evolution of modern Newspapers – Growth of Newspapers in India – Hickey’s Gazette-Bombay Chronicle.

Unit – 2

Early journalism in Bengal – Bombay and Madras Presidencies – Growth of National press-Press in 19th Century – Raja Ram Mohan Roy – Balagangadhar Tilak. Indian Press and freedom movement – Gandhi’s contribution to Indian Journalism – Nehru era- Government v/s Press – Indian Press and Emergency – Recent trends in English Journalism.

UNIT-3

NEWS PAPER ORGANISATION & MANAGEMENT

Various forms of organization, Structure & functions of news paper organization, News paper ownership patterns in India, Changing nature of news paper management,

UNIT-4

REPORTING & EDITING

Various types of reporting, Qualities of reports, News Collection, Art of interviewing, Editing, Principles of editing, Different styles of Editing, Copy Editing, Structuring the news, Qualities & responsibilities of Editor, Sub-Editor, Copy-Editor, Reporter .

UNIT-5

PROFESSIONAL ASSOCIATIONS, AGENCIES & ILLUSTRATIONS

Press Commissions, Press Council, Working Groups, News agency, Press Information Bureau, Publication Division, Office of the registrar of News paper in

India, Photo Division, Research & reference division, National Library.
Importance of Illustrations: News Photos, Cartoons & Caricatures.

PUBLIC RELATIONS

(MAMC-713)

Credit Hours: 3(3+0+0)

UNIT-1

DEVELOPMENT OF PUBLIC RELATIONS

Historical perspective, present status of PR and future scope, Distinction between PR ,Publicity & propaganda, development of PR in India public sector historical perspective, objective of PR in public sector vis-a-vis private sector Meaning ,Definition of PR, objective and Function of PR ,How public opinion is formed, PR PROCESS: Planning and programming, implementation of plans, Anticipating crisis & handling disaster

UNIT-2

PR FOR INTERNAL COMMUNICATION

Publics in internal communication, objective of employee relations, building organizational culture, media for internal communication, defining public, various public PR has to interact with Code of ethics, PR Law , defamation, libel, SOLAADS, slander, privacy, copyright

UNIT-3

Planning in PR

Analyzing and developing a PR Strategy, managing PR by object, Institutional, corporate, advocacy campaign, exhibition, press conference, type of press conference, checklist for press c conference, special events how they are planned and organized, corporate broacher and films

UNIT-4

ROLE OF WRITING IN PR

Press release, feature writing, speech writing for corporate executive, how to write a press release ,public affairs and NGO Public relation media relation, consumer relation ,community relation

UNIT-5

ETHICS AND PR

Code of ethics, PR Law , defamation, libel, SOLAADS, slander, privacy, copyright, press conference, type of press conference, press release, how to write a press release checklist for press conference

Reporting (print)

(MAMC-714)

Credit Hours: 3(2+1+0)

Unit-1

Detailed analysis of News – Definition – Concepts – Components – Values – Sources – Press conference – Interviews – Qualifications and Responsibilities of Reporter – Ethical aspects.

Unit – II

Reporting special events – Disasters and accidents – Crime –Sports – Budget – Courts – Legislature Reporting – Speech Reporting – Investigative Reporting – Science Reporting – Rural Reporting.

Unit – III

Features – Definitions – Scope – Types of Features – News features – Historical features – Seasonal – how – to-do it – Photo features – Scientific features – Human interest features – Profiles – Syndicate features.

Unit – IV

Reviews – Definitions – Scope – Types of reviews – Books – Films – Music – Theatre – TV Programmes – Performing arts – Contemporary trends in Reviews.

Unit – V

Column writing – Writing creative middles – Language as a tool of writing – Arts of translation – Practical exercises – Beats.

Cyber laws & Media Ethics

(MSMT-715)

Credit Hours: 3(3+0+0)

Unit – I

Indian constitution – Salient Features – Fundamental rights – Article 19 (1) (A)– Freedom of the press.

Unit – II

Official secrets Act 1923 – Books and Registration of newspapers Act 1956 – Working Journalists Act 1955 Press and Publication (Parliamentary Proceedings) Act 1976.

Unit – III

Press Council of India Act, 1978 – Indian Cinematography Act, 1950 – Laws of defamation – Contempt of court – Freedom of the press – Ramesh Tapar v/s state of Madras – Brij Bhushan v/s state of Delhi – Virendra v/s state of Punjab– Ramji Lal Modi v/s state of Uttar Pradesh – Sakal Newspapers v/s Union of India– Bennett Coleman and Co v/s Union of India – Indian Express v/s Union of India(1986).

Unit – IV

Censorship Law and Internet – emerging trends – Laws relating to cable and satellite TV – Cyber Law – Cyber Crime – Cyber Ethics - Convergence Bill – Communications Commission of India (CCI) – Intellectual Property Rights – Rights to Privacy and Internet.

Unit – V

Journalism ethics – accuracy – fairness – completeness – code of ethics – Journalism and objectivity – the influence of news values – objectivity in practice – redefining objectivity – objectivity as a perspective – use of language. Concept of Paid News and Its Impact on the Freedom of the Press. Credibility of the Press in the backdrop of the Paid News. Right to Information Act (RTI) and its implementation. Issues relating to Privacy.

Reference Books:

1. B. N. Pandey: Indian constitution, Central Law Publications
2. D.D. Basu: Introduction to Indian constitution
3. D.D. Basu: Press Laws.

Film Appreciations

(MAMC-716)

Credit Hours: 3(1+0+4)

Unit -1

Evolution of Cinema – the early days

Emergence of the narrative cinema and American, German, French and Russian Cinema in the era of silent motion pictures

Advent of sound and colour in motion picture, cinemas of the world in post salient motion picture era

Evolution of cinema in India and the its current status

Unit -2

Objective / purpose of storytelling

Elements of story

Structure of a story

Elements of visual storytelling

Unit -3

Studies in media language

The screenplay: its nature, function and form

Fiction, elements of drama and a narrative

Elements of fictional and non fictional narrative

Unit -4

Introduction to Indian music

Indian Dance form

Elements of Painting & Sculpture

Introduction to Indian culture & history; human psychology; philosophy and essence of world religions; political beliefs and economic theories

Unit-5

Analysis of one commercial movie from the all aspects of cinema

International Communication

(MAMC-717)

Credit Hours 3(2+1+0)

Unit-1:-

Nature & Function & News Agencies, Global News Agencies, International Broadcasting, International organization, Inter governmental Agencies, other International organizations.

Unit-2:-

Information on wealth & Power, Historical Dimension of International, North-South Dialogue on Economy, Aid, Trade & Information. Contemporary trends in Media & International Relation

Unit-3:-

News Flow Controversies, Free flow ideas, Information imbalance between Development & Developing countries. The Mac Bride Report, NWICO: Characts & content India & NWICO

Unit-4:-

Advancement of Communication Technology & the Growth of the Information Systems. Need for Self Reliance- The Role of NAM. Formation of Non-aligned News pool, Restraints on growth of the pool.

Unit-5:-

Inter-Reginal Cooperation, Towards South. South Cooperation. Alternative News Distribution Systems, Satellite Television- Globalisation of News & Cultural Production. Social & cultural implications.

Visual effects, Animation& Graphics Design

(MAMC-721)

Credit Hours 3(1+0+4)

Unit:1

Specialization: PhotoShop & Illustrations

- Basic of Art : Maging Designing, Logo Creation, Advertising Designing
- Cartoon Creation & Image Editing
- Special Effect: Filter & Plug ins , Adobe after effects

Unit2

- Matte painting
- Digital painting
- Digital design

Unit 3

- Layer based compositing
- Node based compositing
- Match moving
- Camera traking

Unit 4

- Editng
- Title graphics
- Audio –video synchronisation

Unit 5

- Basic of F.C.P
- Sound Editing
- Concept of non-linear editing
- Making of channel ID's
- AD film making

Still Photography

(MAMC – 722)

Credit Hours 3(1+0+4)

UNIT-1

Introduction

History of Photography, Basic for Still Photography for Beginners, Concept of Still Cameras, Concept of B/W Photography, Concept of Colour Photography, Features of SLR Camera

Unit 2

Composition of your photographs, Concept of using light in a photograph, Brief ideas on studio lighting systems, Techniques of Outdoor Lighting, How news media functions

Unit 3

Concept of different kind of lens and their uses, Concept and use of different types of filters, Black & White Photography, Photo Journalism, Story Telling Photography

UNIT-4

Layout and equipment, safelight., development theory & technique, Various constituents of the developer, characteristic curve, elementary ideas of developers & their sections, various developing agents & developers and their comparative study, velocity and time of development.

UNIT-5

Papers characteristics, grade and selection, paper exposure, development, fixing, washing, drying, types of enlargers and methods of illumination, determination of exposure, selection of papers, projection control of the image.

Non-Linear Video Editing

(MAMC – 723)

Credit Hours 3(1+0+4)

Unit 1

Introduction to digital editing,About the Post-Production Workflow,Video Formats and Timecode Principles of editing.

Unit 2

Liner & Nonlinear Editing,On line & Off line Editing,Analysis of film sequences from editing point of view

Unit 3

Introduction to Editing Software (Premier 6.5 & Pro., Pinnacle 9, FCP),Introduction of Tools,Video Signals and Connectors,Connecting Professional Video Devices,Capturing Raw Data,Editing - Action Sequence/ match cut / continuity match,Trim Clips,Insert or Replace Clips in a Sequence Navigating in the Viewer and Canvas,Adjust Clips in a Sequence

Unit-4

Sound Dubbing & synchronizing Punch, Sound Editing,Working with Multi Layers,Effects, Applying Transitions, Compositing, Chroma Cutting, Video Output

Unit-5

Script base Editing,Soft Story Editing & Hard Story Editing, News Editing, Film Editing & Ad Editing (1mnt. 5mnt. 30sec)

Direction (MAMC-724)

Credit Hours 3(2+1+0)

Unit-1

The history of Film direction in Europe and Hollywood cinema, The history of film direction in Indian cinema and regional cinema, Identifying theme as a director, developing story ideas, the process of screenplay writing, story development strategies, scene writing exercises, script analysis,

Unit-2

Interpretation the script, Casting, improvisation work to explore the acting, exercises with the text, director and actor prepare the scene, final rehearsal and planning coverage, Developing the crew, misc-en-scene basics, shooting fundamentals, directing the actors and crew members.

Unit-3

Research, Developing Story ideas, role of director, understanding of documentary language and its elements and grammar

Unit-4

Understanding of the arts, crafts, and technologies of film making, long takes vs. shot takes, one shot scene vs. several shot scene, action of axis in different kind of situations, basic rules of screen direction about subject moving situations, aesthetics of camera movement shots with help of camera grip equipment, Drama and use of lights. Light aesthetics factors.

Unit -5

Director work as a creative editor, preparing to edit, editing the first assembly, editing rough cut to fine, editing finalization , editing from fine cut to sound mix, titles and acknowledgement, monitoring the progress, Planning a career in the field of direction.

REPORTING (TV)

(MAMC-725)

Credit Hours 3(1+0+4)

Unit – I

Introduction to TV reporting, Reporting with objectivity, Formats of TV news, Visual Treatment and Sound Bytes, Writing broadcast copy, The Challenges of Electronics News Gathering

Unit – II

Finding the news, Developing sources, Wire News and different sources for news

Unit – III

News Reading Techniques for TV, News presentation for Television, Anchoring, Teleprompter

Unit-IV

Role of Editorial, Input, Output, Ethical issues for TV reporting

Unit-V

Stringer, Reporter, Correspondent, Bulletin Producer, News Editor, Editor-in-Chief

Reference Books:

1. Basic TV Staging-Millerson Gerald, Focal/Hastings House, New Delhi.
2. TV Sound Operations – Glyn Alkin
3. TV Camera operation – Millerson Gerald, Focal/Hastings House, New Delhi.
4. TV Lighting Methods-Millerson Gerald, Focal/Hastings House, New Delhi.
5. A Handbook for Scriptwriters – B.W. Welsch.
6. Broadcasting in India – Chettarji, Sage Publications, New Delhi.
7. Television in India: Changes and Challenges – Saksena. Gopal, Visas Publications, New Delhi.
8. Radio: A Guide to Broadcasting Techniques – E. Evans.
9. Handbook of Broadcasting – Waldo Abbot and R. Rider (McGraw Hill)

Radio Program Production

(MAMC-726)

Credit Hours 3(1+0+4)

Unit-1:-

History of Sound Broadcasting, Discovery of the Radio, Diode Rectifier Tube, How Radio Began, How Radio works.

Unit-2:-

Major Broadcasting System in the World, Broadcasting in the USA Broadcasting in Britain, Broadcasting in France Basic System of western Societies.

Unit-3:-

The function of a Radio Station, Management the program Department, Business Accounts, Team work in a Radio Station, Staff organization.

Unit-4:

- Use of Cassettes & Mikes in Broadcasting & their contribution to better performance.

Unit-5:-

The control Room & its functioning, Equipments of the Control Room, Technicians & Procedure, Communication between control Room & Studio.

**Media Economics
(SFMC-727)**

Credit Hours 3(3+0+0)

Unit -1

Defining Media Economics Media Business Models and Function
Mass Media Industry Structure
Media Markets Audience Research

Unit-2

Ownership:, Licensing and Franchising: Rules & Regulations
Monopolies, Oligopolies, Conglomerates, Mergers, & Acquisitions

Unit -3

Media Revenues
Financial Management Issues
Financial Management Report

Unit -4

Defining Media Sales &Advertising
Advertising Types , Sales Departments, & Agencies
Rate Cards, Pricing Structures, &Promotions
Advertising Regulation

Unit -5

Assessing Media Properties: Amortization and Depreciation
Evaluating Media Properties: Image, Frequency, and Profit

Story, Script & Screenplay Writing

(MAMC-731)

Credit Hours: 3(1+1+2)

Unit -1

The Current Campfire: Film as a Storytelling Device

- The history of storytelling, Plays vs. novels vs. film, What is a “story”?
- The “idea” vs. “story” vs. “screenplay”

Unit -2.

The Screen Story

- What is it?, The logline, The essence of a screen story, Conflict (and why we love it)
- Form, format and formula

The Structure of a Screenplay

- Back to story, Aristotle (and what he had in common with Superbad, The three act screenplay, The scene, Plot points

Unit -3

Character

- Plot vs. Character, Character vs. Characteristics, Actions speak louder than words
- The main character (our hero!), Other characters and character types

Unit -4

Dialogue

The functions of dialogue, Voiceover, Examples

The Kitchen Sink

Back story & exposition, Subplot, Setup and payoff, Flashbacks, Theme, Examples

Unit -5.

Breaking the Rules

How screenwriters break them and why, Examples

Genre

“What is this movie anyway?” Examples

Cinematography

(MAMC-732)

Credit Hours: 4(2+0+4)

Unit-1

World and Indian History of motion picture camera. Different motion picture camera formats and projection formats, changing nature of motion picture cameras. History of video portable camera and formats, Video camera and their application in present scenario, Different kinds of video productions.

Unit -2

The camera image sensor, charge couple device principal, television scanning :the NTSC and ATSC standards, interlaced and progressive scanning, video signal controls, horizontal and vertical sync, internal and external sync, the video waveform monitor, black and white and color video signal, additive primary color of light, prism block camera system, stripe filters,

Unit -3

Color burst and vector scope, color reproduction, world color television standards, Broadcast quality, CCD size, resolution, sensitivity to light and operating light level, signal to noise ratio, CCD image problems, camera viewfinder system, camera configuration , camcorders. field cameras and studio cameras.

the human vision; lens and image formation, different rules of visual composition, cinematographer as a creative and technical person in film production, different camera grip equipments and their movements, camera operations, different parts of camera and their functions, camera lenses and their selection, camera exposure, camera frame rate selection, camera filter and their application in different light condition.

Unit-4

Light and its characteristics, tungsten, fluorescent and sunlight, intensity of lights, different lights equipment, light accessories, aesthetics of lights, models of lighting, soft and hard light, control of light quality color and direction, light as a visual storyteller, color temperature, artificial light sources, studio and field light levels .light meters, skimmers, dimmers.

Unit -5

5 Minute silent movie

Science Communication

(MAMC-733)

Credit Hours 3(2+1+0)

Unit-1:-

Science Communication. Definition aims & importance in India, origin & development of Science Journalism present & future.

Unit-2:-

Promoting scientific outlook & using Science & Technology for Social charge.

Unit-3:-

Science Reporting, Popular Science writing, Science News- Internews, Drama, Science Writing for children, feature, essay & fiction.

Unit-4:-

Development of Science & Technology in ancient India with emphasis on various achievements in Mathematics & Architecture, Health Journalism including infections & bacterial diseases, Balances Human diet & vitamins first aid in accidents & popular Science writing for man.

Unit-5:-

Writing materials in ancient India, Scientific temper & rural society & India's Science policy. Major Indian Science & Technology Institution, work & contribution in the Society.

Photo Journalism

MAMC - 734

Credit Hours 3(1+1+2)

Unit 1

(Introduction of Photo Journalism)

1. Introduction of Photo Journalism
2. Story Telling Photography
3. Concept of using light in a photograph
4. Techniques of Outdoor Lighting

Unit 2

Branches of Photo Journalism(Practical Assignment)

1. Portrait Photography
2. Portfolio Photography
3. Food Photography
4. Fashion Photography
5. Sports Photography
6. Documentary Photography

Unit 3

SPECIAL TECHNIQUES OF PHOTOGRAPHY

1. Infrared, polarized , coping, micro photography,
2. shadow grams, macro photography, finger
3. prints & document photography,
4. color separation, elements composition, arrangements of lines and tones

Unit 4

Introduction of Photo Editing (Practical Assignment)

1. Introduction of Photo Editing.
2. Work of Photo Editor.
3. Introduction of PhotoShop
4. Work of PhotoShop in Photo Journalism

Unit 5

1. Write the 2 news story with relevant Photographs (any social issue)
(soft news and hard news)

ADVERTISING

(MAMC-735)

Credit Hours 3(2+1+0)

UNIT-1

INTRODUCTION TO ADVERTISING

MEANING & Definition of Advertising, History of Advertising, seven guideline to evaluate an advertising, objective & Importance of Advertising, Advertising and Brand Promotion

UNIT-2

ADVERTISING AGENCY

Function & services of an advertising agency, AGENCY SETUP, Type of Advertising, How an agency works, Advertising benefits the advertiser, Advertising benefits the consumer, Consumer Behavior , segmentation Marketing, positioning ad value, Advertising and Promotion, International Advertising Planning, Creativity & Brand Message, message strategy & structure ,Creative Development, Finance and billing, Agency -client relation

UNIT-3

ADVERTISING PLANNING

Consumer Behavior , segmentation Marketing, positioning ad value, Advertising and Promotion, International Advertising Planning, Creativity & Brand Message, message strategy ,AAAI,AIDA Model, ASCI

UNIT-4

COPYWRITING

Meaning , objective of any copy , Requirements of copy, layout of copy, Planning an advertising campaign, Visualization , outdoor media, sales promotion , point of purchase advertising, Print ,TV, RADIO, advertising & the internet,

UNIT-5

ADVERTISING MEDIA

Media strategy & outdoor media, sales promotion , point of purchase advertising, Print ,TV, RADIO, advertising & the internet, Role of media in advertising world

**Video Production
(MAMC-736)**

Credit Hours 5(2+0+6)

UNIT-1.

Process- Development, Pre-production, Production, Post-production, Clearing up.

Production team- Six key roles, Technical crew.

Formats- Linear tape formats, Digital tape formats, Film formats. Breakdown- How to read Screenplay, property breakdown, dress breakdown

UNIT-2.

Concept of acting, Camera facing,

Marking, Dialogue Delivery, Lip Synch,

Expression & Movement, Retakes & Continuity.

Unit-3.

Learn the art and craft using Field Camera's basics

Requirement of camera set up, Various types of Shots & Angles, handling the camera Cut in & Cut away shots multi camera production, Aperture & Depth of field & Multi Camera Production. Continuity- Dress continuity, Action continuity, Property continuity, Location continuity, Background continuity, Effect continuity.

UNIT-4

News presentation, News reading, Electronic news gathering, Electronic field production Reporting,

Anchoring programs involving audience, the art of interviewing people, Talk shows, Discussion.

Unit-5.

Lighting:

Lighting- Concept of lighting, Uses of lights, Lights sources.

Lighting Techniques- Indoors & outdoors Lighting Techniques Various types of lights- Hard lights, Soft lights, Spotlights, Multi lights, Uses of skimmer, Uses of reflector , Light set up- Lighting at Night, Three light setups, Studio lighting.

Media Management -I (Print &Radio)

(SFMC-736)

Credit Hours 3(2+1+0)

Unit -1

The Media Management. The theories of communication.
The media planning. Journalism – Definition & Scope

Unit -2 –

Role of media.
A realistic approach of media. Group formation to group mobilization for media management.

Unit-3

Media organization.
Organizational communication.

Unit-4

Print Advertising and its importance
Media management for advertising
Unique features of print media advertising.
Advertising in print media.

Unit-5

The importance of Radio.
The AIR Network.
Support of radio.
Radio advertising.

Industrial Training MAMC-737

Credit Hours 2(0+0+4)

The students will undergo training in different media house or corporate sectors for one month.

Methods of Communication Research & Evaluation

(MAMC-741)

Credit Hours 3(2+1+0)

Unit-1

Introduction: Definition of Research, Qualities of Researcher, Components of Research Problem, Various Steps in Scientific Research, Types of Research; Hypotheses Research Purposes - Research Design - Survey Research - Case Study Research.

Unit-2

Data Base: Discussion on primary data and secondary data, tools and techniques of collecting data. Methods of collecting data. Sampling design and sampling procedures. Tabulation of data and general rules of tabulation. Questionnaire and schedule of questions.

Unit-3

Measurement concepts: Measurement and Scaling concepts, attitude measurement, questionnaire design, Psychometric, psychological and social instruments used in management research. Levels of measurement and types of scales. Criteria for good measurement. Research Design: Meaning of Research Design. Functions and goals of Research Design, pilot study and developing a case study.

Unit-4

Statistical Applications: Correlation and Regression Analysis - Analysis of Variance, Completely Randomized Design, Randomized Complete Block Design, Latin Square Design - Partial and Multiple Correlation - Discriminate Analysis - Cluster Analysis - Factor Analysis and Conjoint Analysis - Multifactor Evaluation, Two-factor Evaluation Approaches.

Unit-5

Research Reports: Structure and Components of Research Report, Types of Report, Good Research Report, Pictures and Graphs, Introduction to SPSS. Use of Statistical Package for Social Sciences, report writing - Mechanics of report writing, preliminary pages, main body and appendices including bibliography, oral presentation, diagrammatic and graphical presentation of data.

Elective-I

Agriculture Communication (MAMC-744)

Credit Hours 3(2+1+0)

Unit 1.

Rural Development

Sustainable Rural Development - Meaning , indicators - situational, Socio-economic and Psychological factors. Extension methods and communication technology - Selection and use of AV Aids and Media mix. Videography and Photography-scope and importance.

Unit 2.

Agricultural management

Agricultural management and Techniques - Management Information System (MIS) Transaction Analysis (TA) Management organizational stress and forecast techniques-meaning, scope, importance and application in Agricultural communication.

Unit 3.

Diffusion of Innovations

Diffusion of Innovations and Adoption process (Innovation - Decision process) - Stages, models, categories characters and consequences.

Unit 4.

Dynamics of Social change

Dynamics of Social change and development - meaning, concepts and dimensions. Experiential learning - learning cycle and steps. - Social Psychology and Educational Psychology as applied to Extension.. Culture - culture lag, Dynamics of Population, Social Legislations in India, , community Development and Panchayat Raj, Development Projects, Rural Problems and People's participation

Unit 5.

Mass Media

Mass Media consumption in a rural community, Agricultural Journalism and Human Relations in Organizations and human behaviour in Extension Education - concept and importance., Film strips, Opaque, Overhead and Film projection Television and video recordings, computer generated agricultural information materials and Photonic information Technology.

Elective-I

Investigative Journalism (MAMC-746)

Credit Hours 3(2+1+0)

Unit: 1

Introduction of Crime Reporting, History of Crime Reporting, Crime, Society and Law, Crime and Sex, Sensationalisation of Crime and Glamorization of Criminals

Unit: 2

Concept of Criminology, Sociology of Crime, Changing Pattern of Crimes, Rural and Urban Crimes, Mafia, Politics and Money

Unit: 3

Knowledge of Criminal Laws, Investigation Reporting and Writing of Crime Stories, Media, Police and Criminals, Investigation Agencies, International Crimes, Terrorism and Laws

Unit: 4

Judiciary, Composition of Court Structure, Court Reporting, Knowledge of Legal Procedure & Major Laws, Media and Judiciary

Unit: 5

Media, Law, State and society, Media and Human Rights, Commentary and Contents, journalist's Responsibility Towards Society and Judiciary, Issues and Challenges before Crime and court Journalists.

Elective-I

Corporate Communication (MAMC-747)

Credit Hours 3(2+1+0)

Unit-1:-

Definition & Concept of Corporate Communication. Theory & practice perspectives on Corporate Communication the strategic management perspective on Corporate Communication.

Unit-2:-

Corporate Communication in Historical perspective Marketing. Public Relation & Corporate Communication. The Birth of Communication Management. Corporate Communication & Communication management.

Unit-3:-

Corporate Communications in theoretical perspective. Stakeholders, Identity & Reputation, Understanding stakeholder management & Corporate Communications, Understanding identity & Corporate Communication, Understanding reputations & Corporate Communications.

Unit-4:-

Communication Strategy, theory & Practice, perspectives on strategy in corporate communications making Strategy. The process & practice of Communications Strategy.

Unit-5:-

The organization of Communication. Theory & practice, Perspective on communication organization, Vertical structure, Horizontal Structure.

Elective-II

Radio Journalism (MAMC-749)

Credit Hours 3(2+1+0)

Unit-1:-

History of Sound Broadcasting, Discovery of the Radio, Diode Rectifier Tube, How Radio Began, How Radio works.

Unit-2:-

Major Broadcasting System in the World, Broadcasting in the USA Broadcasting in Britain, Broadcasting in France Basic System of western Societies.

Unit-3:-

The function of a Radio Station, Management the program Department, Business Accounts, Team work in a Radio Station, Staff organization.

Unit-4:-

Use of Cassettes & Mikes in Broadcasting & their contribution to better performance.

Unit-5:-

The control Room & its functioning, Equipments of the Control Room, Technicians & Procedure, Communication between control Room & Studio.

Film Production

(MAMC-742)

Credit Hours 8(0+0+16)

Unit -1:

Writing concept, story & screenplay for the short film

Unit-2:

Making budget for Short film

Unit-3:

Story board for shot selection and division,

Unit-4:

Production process and scheduling

Unit-5:

05 to 15 minute fiction film production