

M.A. in Mass Communication & Journalism

SEMESTER ONE

Paper No.	Paper Name	SESSIONAL	THEORY	TOTAL
101	BASIC PRINCIPLES OF COMMUNICATION	30	70	100
102	ORIGIN AND GROWTH OF MEDIA	30	70	100
103	PRINT MEDIA	30	70	100
104	PUBLIC RELATIONS & ADVERTISING	30	70	100
105	PRACTICALS AND COMPREHENSIVE VIVA VOCE	---	---	100

SEMESTER TWO

Paper No.	Paper Name	SESSIONAL	THEORY	TOTAL
201	MEDIA LAWS & ETHICS	30	70	100
202	BASIC COMPUTER APPLICATIONS	30	70	100
203	DEVELOPMENT COMMUNICATION	30	70	100
204	MEDIA WRITING	30	70	100
205	PRACTICALS AND COMPREHENSIVE VIVA VOCE	---	---	100

Note: Summer training during the month of June to July

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SEMESTER THREE

Paper No.	Paper Name	SESSIONAL	THEORY	TOTAL
301	RADIO PROGRAMMES AND PRODUCTION	30	70	100
302	TV PROGRAMME AND PRODUCTION	30	70	100
303	WEB JOURNALISM	30	70	100
304	COMMUNICATION RESEARCH	30	70	100
305	PRACTICALS & COMPREHENSIVE VIVA VOCE	---	---	100

SEMESTER FOUR

Paper No.	Paper Name	SESSIONAL	THEORY	TOTAL
401	CORPORATE COMMUNICATION & MEDIA MANAGEMENT	30	70	100
402	ADVANCE REPORTING	30	70	100
403	SPECIALIZATION (ELECTIVE): (a)HINDI JOURNALISM (b)PUBLIC RELATIONS (c)CINEMA STUDIES (d)SCIENCE COMMUNICATION	30	70	100
404	DISSERTATION	INTERNAL EVALUATION (50)	EXTERNAL EVALUATION (50)	100
405	PRACTICALS AND COMPREHENSIVE VIVA VOCE	---	---	100

Grand total(Ist+IInd+IIIRD+IVth semester)	2000
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SEMESTER ONE

PAPER101: BASIC PRINCIPLES OF COMMUNICATION

PAPER102: ORIGIN AND GROWTH OF MEDIA

PAPER103: PRINT MEDIA

PAPER104: PUBLIC RELATIONS & ADVERTISING

PAPER105: PRACTICALS AND COMPREHENSIVE VIVA VOCE

PAPER 101: BASIC PRINCIPLES OF COMMUNICATION

Unit 1: Concepts and Definitions of Communication , Types of Communication. Relation between Mass Communication & Journalism.

Unit 2: Communication Models: SMCR, Lasswell, Shannon Weaver, Osgood, Schramm, Gerbener, Newcomb, Westley & Maclean.

Unit 3: Theories of mass communication - Bullet, Individual difference, selective exposure, selection perception, Personal influences theories, Two step flow, multi step flow. Sociological theories- Cultivation, Agenda setting, Uses & Gratification.

Unit 4 : Normative media theories: Authoritarian, Libertarian (free press), Communist media, Social responsibility, Development communication, Democratic participant media theories.

Reading List:

- McQuail Denis. Mass Communication Theory, 4th ed., Sage Publication Ltd., London, 2000.
- Littlejohn, W. Stephen. Theories of Human Communication, 3rd ed., Belmont, California, 1989.
- Kumar. J. Keval, 'Mass Communication in India, Jaico Publishing house, Bombay, (New Ed.)
- Bhanavat sanjeev, 'Sanchar ke Siddhant', University publication, Jaipur.

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PAPER 102: ORIGIN AND GROWTH OF MEDIA

Unit 1: Historical Development of the Press in India, Role of the Press in India's Freedom Movement, Study of leading newspapers in India since 1947, The vernacular Press in India with reference to the Hindi language Press. Web based Regional newspapers.

Unit 2: Development of Radio as a medium of mass communication in India. Growth of FM & Satellite Radio, Community Radio in India.

Unit 3: Development of TV as a medium of mass media in India. Growth of DTH, IPTV & SATELITE Channels in India.

Unit 4: A brief early history of silent Indian Cinema, Early talkie era in India, Growth of different types of films such as documentary and feature films; parallel and commercial cinema in India.

Reading List:

- Parakh Jawari Mall :Hindi Filmon ka Samajik Charitra: Anamika Publication New Delhi
- Dasgupta, Chidanada: Talking about Films:Orient Longman Mumbai
- Rai Satyajee:Our Films, Their Films: Orient Longman Mumbai
- Kumar J Kevel: Mass-Communication In India :Jaico Publication :Mumbai
- Press in India: Annual report of the registrar of News paper for India:Publication Division New Delhi

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PAPER 103: PRINT MEDIA

Unit 1: Concept of News, Element & Sources. News: Facts Collection ,

News Agencies and Presentation.

Unit 2:Editing, Writing of headlines, Lay- Out, Graphics, Writing Style &

Translation.

Unit 3:Designation & Responsibilities of Editorial Wing.

Unit 4: Introduction of different Writing Styles : Feature,

Interview, Review, Article, Analysis, Satire, Cartoon,

Editorial and letters to editor.

Reading List :

M.V. Kamath, The Journalists Handbook, Vikas Publishing House, New Delhi, 1995.

- George, T.J.S. Editing: A Handbook for the Journalist, IIMC, New Delhi, 1989.
- Srivastava, K.M. News Reporting and Editing, Sterling Publishers, New Delhi, 1995.
- Herbert Strentz, News Reporters and News Sources, Prentice Hall of India, New Delhi, 1992.
- George A. Hough, News Writing, Kanishka Publishers, New Delhi, 1998.

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PAPER 104: PUBLIC RELATIONS & ADVERTISING

Unit 1: Concept ,Elements and Importance of Public Relation , Tool of PR, Qualities of PRO, Publicity and Propaganda.

Unit2: Corporate Communication & PR Campaign , Govt & Non Govt.

Public Relation Organization.

Unit 3: Advertisement Purpose & Function , Development, Types,

Advertisement Copy Formation, Advertisement & Psychology ,

Advertisement Campaign, Advertisement Agencies Impact of Advertisement

Unit 4: Media Management : Planning , Organizational setup ,

Advertisement & Circulation, Moral- Professional Aptitude.

Reading List

- Management of Public relations and communications- Sailesh Sengupta
- Sengupta. Subroto, Brand Positioning: Strategies for Competitive Advantage, Tata Mc Graw – Hill, New Delhi, 1990.
- Wells Williams et. al Advertising Principles and Practices, 3rd ed. Prentice Hall, New Jersey, 1995.
- Seitel, P. Fraser. The Practice of Public Relations, 6th ed, Prentice Hall, New Jersey, 1995.
- Balan, R.K. Corporate Public Relations, Sterling Punishers Pvt. Ltd, New Delhi, 1992.

PAPER 105: PRACTICAL AND COMPREHENSIVE VIVA VOCE

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SEMESTER TWO

PAPER201: MEDIA LAWS & ETHICS

PAPER202: BASIC COMPUTER APPLICATIONS

PAPER203: DEVELOPMENT COMMUNICATION

PAPER204: MEDIA WRITING

PAPER205: PRACTICALS AND COMPREHENSIVE VIVA VOCE

PAPER201: MEDIA LAWS & ETHICS

Unit 1: Constitution of India; Fundamental Rights; Freedom of Speech & Expression & their limitations; Article 19, Provisions of declaring Emergency and their effects on media

Unit 2: Brief history of press laws in India, Contempt of court, Parliamentary Privilege, Indian Penal Code: Laws of defamation.

Unit 3: Official Secrets Act, Right to Information Act, Press & Registration and Books Act, Working Journalist Act, Role and functioning of Press Council, Salient features of cinematographic Act 1953, Prasar Bharti Act .

Unit 4: Information Technology & Convergence Bill. Cyber Laws, Features of Cable Television Act, Salient features of Copyright Act, media & human rights . Codes & guidelines suggested by Press Council & Press Commissions; codes for radio, television, advertising & public relations.

Reading List :

- Press law in India: D.D. Basu.
- Press Vidhi: Nand Kishore Tripathi.
- Press Law: A.N. Grover.
- Chatterjee, P.C., Broadcasting in India, Sage, New Delhi, 1990.

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PAPER202: BASIC COMPUTER APPLICATIONS

Unit-1 Definition, Generations and basic components of Computer. classification and type of computers, Input/output devices, Computer hardware and software, Memories, types of memories, storage devices, Operating system.

Unit 2: Use of DTP in Media applications, OFFICE AUTOMATION Software: MS Word, MS Excel and MS PowerPoint.

Unit-3 Introduction to designing and photo editing software: Coral draw & Photoshop
Introduction to text formatting software: Page maker, MS word and Quark Express.

Unit4: Brief history and services of Internet (E-mail, Video Conferencing, Internet Telephony, Chatting, Blogs, Usenet). Websites, Portals and Search Engines; Online newspapers /channels/magazines. Advantages and threats in Internet Communication.

Reading List :

- Introduction to Information Technology: Chetna Srivastava.
- Adobe Photoshop: Prentice hall India.
- Quark Express for Beginners: BPB Publication.
- Sinha P. K., Computer fundamentals, BPB Publication.)
- Jain, V.K. PC Software, BPB Publications
- Giordan & Mainz, Using Adobe Photoshop, PHI
- McMillan & Co. Mastering PageMaker, BPB Publication

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PAPER203: DEVELOPMENT COMMUNICATION

Unit :1 Concept of Development , Theories , Role of Media in

Comprehensive Development.

Unit 2: Development Communication and its role : Panchayati Raj ,

Community Development, Agriculture, Education.

Unit 3: Media Writing & Presentation for Rural needs , Writing for Neo-

Literate person , Traditional forms of mass communication&

there relation with Modern ones , Role of mass media in social

change.

Unit 4: Issues of mass Media related with Development : Child , Women & Youth Welfare

,Right of Suppressed class , Environment , Health , Bio-Diversity ,Scientific

Development, Spiritual Development.

Reading List :

- Agrawal, Binod C and Rai Kumkum, Women Television and Rural Development, New Delhi, National Publishing House, 1988
- Ostman Ranals ,E (edc), Communication and Indian Agriculture , Sage Publications, New Delhi 1989.
- Joshi P.C., Communication and National Development. Anamika Publication, New Delhi, 2002.
- Wilbur Schramm, Mass Media and National Development, Stanford, Calif, orthia 1964.
- Rogers, Everette. Diffusion of Innovations, The Free Press, New York, 1983.

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PAPER204: MEDIA WRITING

UNIT 1: Principles of writing for the Media, Difference between Journalistic & literary writing. Creativity in writing. Conception & development of an idea.

Unit 2 : Art and craft of writing for print media, writing creative heads & Intro, Writing styles needed for journalism, Kinds of reporting: investigative, interpretative, and in-depth.

Unit 3 : Basics of writing for radio: simplicity and directness, creating word images, basic radio script, Basics of writing for Television, creating visual language. Radio & TV Interview techniques.

Unit 4: Writing for New Media, Writing for Public relations: Press notes, press releases, copy writing for advertisement. House Journals, Newsletters, bulletin boards.

Reading List :

- M.V. Kamath, The Journalists Handbook, Vikas Publishing House, New Delhi, 1995.
- Srivastava, K.M. News Reporting and Editing, Sterling Publishers, New Delhi, 1995.
- George A. Hough, News Writing, Kanishka Publishers, New Delhi, 1998.
- Gerald Millerson. The Technique of Television Production, 12th ed. Focal Press, London, 1990.
- Nick Dimbleby, Richard Dinberly and Ken Whittington. Practical Media: A Guide to Production Techniques, Holder & Stoughton, London, 1994.
- Robert Leleish. The Technique of Radio Production: A Manual for Broadcasters, Focal Press, London, 1988.
- Stephen Prince. Movies and Meaning: An Introduction to Film, Allyn and Bacon. London, 1997.
- Chatterjee P.C. Broadcasting in India, Sage, New Delhi, 1990.

PAPER 05: PRACTICAL AND COMPREHENSIVE VIVA VOCE

SUMMER TRAINING

Every student should undergo summer training during the month of June to July students should submit a report sign by the supervisor from the Industry/ Institution in which he/she has undertaken the training.

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SEMESTER THREE

PAPER301: RADIO PROGRAMMES AND PRODUCTION

PAPER302: TV PROGRAMMES AND PRODUCTION

PAPER303: WEB JORNALISM

PAPER304: COMMUNICATION RESEARCH

PAPER305: PRACTICALS AND COMPREHENSIVE VIVA VOCE

PAPER301: RADIO PROGRAMMES AND PRODUCTION

④ Unit 1: Radio News, Radio Talk, Feature, Radio Drama, Interview & Running Commentary.

Unit2: : Programme planning and production process, audience research and feedback in programme planning, Equipment for radio production: studio set-up, transmission and related technical persons.

Unit3: Microphones: importance, types; sound recording machines; sound mixers; sound transmission over lines; radio news gathering vehicles.

① Unit 4: Production elements of radio programmes: speech, narration, dialogue; sound effect; music; Silence, Criteria for a successful programme – simplicity, title and involvement of listeners.

Reading List:

- Bhatt SC, "Broadcast Journalism-Basic Principles" , Har-Anad Publication, New Delhi 1991
- Chakarvarthy Jagdish,"Changing Trends in Public Broadcasting Journalism".
- Chatterjee P.C. "Broadcasting in India", Sage Publication New Delhi 1991
- H R Luthra, "Indian Broadcasting" .
- P.C Baruah,"All India Radio", Publication Division Govt. of India New Delhi 1983.

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PAPER302: TV PROGRAMME & PRODUCTION

Unit 1: TV News, Documentary, Tele-Film, T V Magazine, Serial, Interview& Talk show, Commentary.

Unit2: Stages of TV production; pre production,post production process, Components of video camera; working principles of a video camera, Basic shots and their composition; grammar & glossary of TV production, camera movements, and camera angles normal angles and wide angles.

Unit 3: Video editing: meaning & significance. Process and principles of editing. Techniques of News-telecast; techniques of outside broadcast (special reference to event coverage); ENG, EFP & Multi Camera Studio Production.

Unit 4: Duties & responsibilities of director, producer, editor, cameraperson, floor manager, and production assistant. Duties & responsibilities of sound recordist, technical director, set designer, & makeup person. qualities of TV presenter, compering, and news anchoring.

Reading List:

- Gerald Millerson. The Technique of Television Production, 12th ed. Focal Press, London, 1990.
- Nick Dimbleby, Richard Dinberly and Ken Whittington. Practical Media: A Guide to Production Techniques, Holder & Stoughton, London, 1994.
- Boyed Andrew, Broadcast Journalism, oxford publication
- Alan Wurtzel, "T.V. Production" .
- Brown E Steven, "Video Editing – a post production primer", Focal press oxford 1997.
- Englis , "Introduction to T.V. Technology" .
- Mollerson Genald, "Video Production", Oxford Focal Press 2003.

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PAPER303: WEB JORNALISM

Unit 1: Introduction to Network Topology, LAN & WAN. Introduction to Internet, Definition & tools. Security issue on internet.

Unit 2: Application of Computer in Media and its effect. Windows, MsWord, Excel, MS power point, Adobe Photoshop, Quark-Xpress, Adobe Premire pro & Macro Media Flash, Sound forge.

Unit 3 :Webpage, Website, Homepage, Search engine, e-mail, Web browser, Multimedia.

Unit 4: The Principles of Web Journalism & its Development . Concept of Convergence & its uses in Media & Industry. e-Paper & e-learning.

Reading List:

- Jain, V.K. PC Software, BPB Publications
- Giordan & Mainz, Using Adobe Photoshop, PHI
- McMillan & Co. Mastering PageMaker, BPB Publication
- Dizard Wilson Jr. Old Media, New Media- Mass Communication in the Information Age, 2nd ed, Longman, New York, 1997.
- Tay Vaughan, "Multimedia – Making it work", Pb. Tata McGrawhill
- INTERNET: , BPB Publications

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PAPER304: COMMUNICATION RESEARCH

Unit 1: Communication Research: Meaning, Scope & Significance. Basic

Steps of Communication Research & Formulation of Hypothesis.

Scientific Study of Communication Phenomenon.

Unit 2: Quantitative & Qualitative Research. Approaches to Communication

Research : Content Analysis, Survey, Historical, Experimental &

Case Studies.

Unit 3: Techniques of Data Collection: Sampling Methods, Questionnaire,

Schedule, Interview. Primary & Secondary Data.

Unit 4: Data Handling. Analysis & Presentation. Use of Statistics in

Research.

Reading List:

- Khotari, R.C. Research Methodology: Methods and Technique, Delhi: Wiley Eastern Ltd. 1985.
- Gupta S.C. and Kapoor K.V. Fundamentals of Mathematical Statistics, Sultan Chand & Sons, Delhi, 1994.
- Arthur, A. Berger. "Media Research :Techniques". Sage, New Delhi, 1996.
- Rebecca B. Rubin et.al. "Communication Research Measures", The Guilfor Press, New York,
- Dayal Manoj : Media shodh.

PAPER 05: PRACTICAL AND COMPREHENSIVE VIVA VOCE

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SEMESTER FOUR

PAPER401: CORPORATE COMMUNICATION & MEDIA MANAGEMENT

PAPER402: ADVANCE REPORTING

PAPER403 SPECIALIZATION(ELECTIVE):

(a)HINDI JOURNALISM

(b)PUBLIC RELATIONS

(c)CINEMA STUDIES

(d)SCIENCE COMMUNICATION

PAPER404: COMMUNICATION RESEARCH

PAPER405: PRACTICALS AND COMPREHENSIVE VIVA VOCE

PAPER401: CORPORATE COMMUNICATION & MEDIA MANAGEMENT

Unit 1: Concept, significance & objectives of corporate communication, Establishing media relations, Designing communication plans & understanding publics, Tools & strategies of image projection. Business aspect of a News Paper, Commencing Newspaper Publication, Pre-Publication Exercises

Unit-2:Organizational Set up of a newspaper/magazine and Electronic channel
Ownership patterns, and role of proprietorship, Private Limited Companies, Public Limited Companies, Trust, Co-operatives. Management in Media: Definition& Concept
Basic Principal of Management, Need and Importance of Management.

Unit-3: Editorial Management: Organizational set-up of Editorial department,
Functions of Editor: Managing Editor, News editor, Sub editor and other senior members.

Unit-4:Advertising management, organizational set-up of advertising department,
function of advertising management, Circulation management organizational set-up of circulation department, Importance of circulation, promotional schemes.

Reading List:

- Balan, R.K. , "Corporate Public Relations, Sterling Punisher" Pvt. Ltd. New Delh, 1992.
- Jones, Philip John , "What's in a Brand ? Building Brand Equity Through Advertising", Tata Mc Graw-Hill, New Delhi, 1998.
- K.K. Sinha , "Business Communication" Galgotia Publication .
- Kotler Philip & Armstrong Gary, "Principle of Marketing", Prentice hall Englewood, 1980 .
- Kotler Philip, "Market Management", Prentice Hall of India, Delhi 2000.
- Seitel, P. Fraser , " The Practice of Public Relations", 6th ed. Prentice Hall, New Jersey, 1995.
- Steven J. Skinner "Marketing"

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PAPER402: ADVANCE REPORTING

- Unit 1: News values: basic norms, criteria for testing a copy and selecting news stories, Color-in & Objectivity in Reporting, electronic newsgathering devices and sources, ethics of reporting and professional hazards.
- Unit 2: . Interpretative Reporting, Investigative Reporting, Depth Reporting, Crime Reporting, Court Reporting, Economic & Agriculture Reporting, Educational Reporting, Health Reporting.
- Unit 3: Organisation of News Desk, Advance Technology of News-editing , Editing of Special \ Supplement, Electronic Page layout and photo-editing.
- Unit 4: Editorial writing, Column writing, Feature Writing, Book & Film Review. Need of Proof Reading, Basics of Translation. Writing styles needed for journalism.

Reading List

- George, T.J.S. "Editing: A Handbook for the Journalist", IIMC, New Delhi.
- George A. Hough, "News Writing", Kanishka Publishers, New Delhi.
- M.V. Kamath, "The Journalists Handbook" Vikas Publishing House, New Delhi.
- Srivastava, K.M."News Reporting and Editing" Sterling Publishers, New Delhi.
- Gupta B.R. Old Masters & New Masters, Vishwavidyalaya prakashan, Varanasi.

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PAPER403: SPECIALIZATION(ELECTIVE)

- (a)HINDI JOURNALISM
- (b)PUBLIC RELATIONS
- (c)CINEMA STUDIES
- (d)SCIENCE COMMUNICATION

(a)HINDI JOURNALISM

यूनिट1 : हिन्दी भाषा की प्रकृति एवं स्वरूप, हिन्दी भाषा की उत्पत्ति एवं विकासक्रम, मानक हिन्दी, हिन्दी हेतु संवैधानिक उपबन्ध एवं राजभाषा अधिनियम

यूनिट2 : स्वतंत्रता से पूर्व हिन्दी पत्रकारिता: प्रारम्भक युग । 1826 – 67।, भारतेंदु युग । 1867 – 1900।, द्विवेदी युग । 1900 – 1920।, गाँधी युग । 1920 – 1947 । स्वतंत्रता के पश्चात हिन्दी समाचारपत्रों एवं पत्रिकाओं की प्रगति, स्वामित्व के स्वरूप में परिवर्तन, आंचलिकता का बोध

यूनिट 3: हिन्दी साहित्य में मीडिया के विविध रूप : रेडियो, टेलिविजन, फिल्म, ऑनलाइन मीडिया, जन सम्पर्क एवं विज्ञापन में हिन्दी संवाद समिति और हिन्दी रेडियो प्रसारण हेतु हिन्दी, टेलीविजन प्रसारण और हिन्दी, हिन्दी और इंटरनेट, आन लाइन समाचारपत्र, वेब पेज हेतु लेखन

यूनिट 4: साहित्यिक पत्रिकाएँ, राजनैतिक एवं समसामयिक हिन्दी पत्रिकाएँ, महिला एवं हिन्दी पत्रिकाएँ, बाल पत्रकारिता, भूमण्डलीकरण और हिन्दी में वाणिज्य एवं आर्थिक पत्रिकाओं की उपयोगिता

सन्दर्भ सूची:

- राजेन्द्र: **संवाद और संवाददाता**, हरियाणा साहित्य अकादमी, चंडीगढ़, 1975
- त्रिखा नन्दकिशोर: **समाचार संकलन और लेखन**, उत्तर प्रदेश हिन्दी संस्थान, लखनऊ, 1974
- भानावत डा० संजीव : **सम्पादन कला**, यूनिवर्सिटी पब्लिकेशन्स, जयपुर, 1997
- जोशी, रामशरण: **पत्रकारिता में अनुवाद**, राधाकृष्ण प्रकाशन, प्राइवेट लि०, नई दिल्ली, 2003

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(b)PUBLIC RELATIONS

Unit 1: Definition of Public Relations, Concept of Public Relations Advertising & Publicity, Ethics or Public Relations Professionalism, Career Aspect of Public Relations

Unit 2: Evolution of Public Relation: Indian models, The Propaganda model, The Publicity model, The Public Relations model , Public Relations Strategies

Unit 3: Principles of Public Relations, Organizations & Structure of Public Relations, Functions of Public Relations Structure, Planning Public Relations Campaign and Programmes, Research in PR .

Unit 4: Information & Public Relations Services: Ministry of Information Broad Casting, Press Information Bureau (PIB), Press Conference ,All India Radio and Doordarshan, Public Relations Press and Electronic Media, House Journal, The Public Relations Message design Communication Technology in Public Relations: Interactive Radio & TV, Internet & Website.

Reading List :

- Prof. K.R. Balan. Corporate Public Relations, Sterling Publishers Pvt. Ltd. New Delhi , 1992
- Sam Black. Practical Public Relation, Universal Book stall, Ansari Road, New Delhi , 1976
- Dr. C.V. Narasimha Reddi – Public Relations and Communication Handbook, Public Relation Foundation, Hyderabad , 2002
- Srinivas R. Melkote, Communication for Development in the Third world – Theory Practice 1991
- D. S. Mehta – Handbook of Public Relations in India; Allied Publishers Ltd, 1980

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(c)CINEMA STUDIES

Unit 1:Nature of films, elements and characteristics, Films and social issues, Films as Art, Film Language, The Component of Film: The raw material and equipment, The story, screenplay and script, The actors, crew members, and the director, The process of film making

Unit 2:Popular Cinema and Film Industry in India, Film policy of Indian gov't; Films Division, & NFDC, Committees and working groups on Cinema, Findings and Recommendations, Satellite communications, new media and film industry, Major film directors: Dada Shaheb Phalke, Satyajit Ray, Mrinal Sen, Adoor Gopalakrishnan, Shyam Benegal, Raj Kapoor, etc.

Unit-3: Indian Films Industry: Birth of a Nation and important films of the silent era, The early era, The important films made by the directors , The regional films,The documentaries in IndiaThe Talkies.

Unit-4: Film Theories and Criticism: Realist theory; Auteurists, Psychoanalytic, Ideological, Feminists Reading films, Film Criticism / Appreciation

Reading list :

- Kohli Vanita, The Indian Media Business, Response Books, New Delhi, 2003.
- Lumet Sidney, Making Movies, Vintage Books, New York, 1996.
- Thoraval Yves, The Cinemas of India, Macmillan, Delhi, 2000.
- Eisestein Sergei, Methods of Montage in Film Form.

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(d)SCIENCE COMMUNICATION

Unit 1: Science Communication: Definition, Objective & Importance, Elements of Science Communication, Feedback, Opinion leader, Origin and Development of Science Journalism.

Unit 2: Science Reporting, Popular Science Writing, Science News –Interview, Drama, Science Writing for Children, Feature, Essay and Fiction.

Unit 3: Researching and writing science news stories. Important media for communicating science. Major science based programmes on radio, television and Internet. Writing features on science, writing science for the masses.

Unit 4: Scientific literacy, Scientific culture, Scientific thinking and attitude. Globalization and changing attitudes towards science. Role of Science & Technology in the modern society.

Relationship between science and the public, Role that Media play in public scientific controversies.

- Patariya, Dr. Manoj, Hindi Vigyan Patrkarita, Takshasila Prakashan, New Delhi
- Patariya, Dr. Manoj, Vigan Sanchar, Takshasila Prakashan, New Delhi
- Salvi. M. Dilip. Science in Indian media Vigan prasar ,New Delhi.
- Rajan ,Sundaramohan ,Popular Science and Mass media,Allied publisher Pvt. Ltd.
- Mishra, Dr. Shiv Gopal, Vigayan Patrkarita Ke Mool Sidhant, Takshasila Prakashan, New Delhi.
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PAPER 404: DISSERTATION

PAPER 405: PRACTICAL AND COMPREHENSIVE VIVA VOCE

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