

**SRIDEV SUMAN UTTARAKHAND  
UNIVERSITY  
TEHRI GARHWAL**



**SYLLABUS FOR  
M.A. (MASS COMMUNICATION)**

## CURRICULUM

### **M.A. (JOURNALISM AND MASS COMMUNICATION) DEGREE PROGRAMME**

#### COURSE STRUCTURE

##### **First Semester :**

**Credits : 3 x 6 = 18**

<b>Course No.</b>	<b>Course Code</b>	<b>Course / Paper</b>	<b>M.M</b>
<b>(CORE)</b> 1.	SOACL / MAMC / C001	Principle of Mass Communication	Th. 60 + SM 40
2.	SOACL / MAMC / C002	Development of Media	Th. 60 + SM 40
3.	SOACL / MAMC / C003	Print Media – I (Reporting and Editing)	Th. 60 + SM 40
4.	SOACL / MAMC / C004	Electronic Media ( Radio and Television)	Th. 60 + SM 40
5.	SOACL / MAMC / C005	Advertising and Public Relations / Corporate Communication	Th. 60 + SM 40
6.	SOACL / MAMC / C006	General Awareness and Current Affairs	Th. 60 + SM 40

##### **Second Semester :**

**Credits : 3 x 6 = 18**

<b>Course No.</b>	<b>Course Code</b>	<b>Course / Paper</b>	<b>M.M</b>
<b>(CORE)</b> 7.	SOACL / MAMC / C007	Development Communication	Th. 60 + SM 40
8.	SOACL / MAMC / C008	Communication Research	Th. 60 + SM 40
9.	SOACL / MAMC / C009	Media Law and Ethics	Th. 60 + SM 40
10.	SOACL / MAMC / C010	Advanced Public Relations/ Corporate Communication	Th. 60 + SM 40
11.	SOACL / MAMC / C011	Media Management	Th. 60 + SM 40
12.	SOACL / MAMC / C012	Print Media Practical – II (Practical)	P. 60 + SM 40
<b>Self Study</b>	SOACL / MAMC / SS01	Prayojan Moolak Hindi	Th. 60 + SM 40

**Third Semester :****Credits : 3 x 6 = 18**

<b>Course No.</b>	<b>Course Code</b>	<b>Course / Paper</b>	<b>M.M</b>
<b>(CORE)</b> 13.	SOACL / MAMC / C013	Radio : Radio Journalism and Production– I	Th. 60 + SM 40
14.	SOACL / MAMC / C014	Television : Television Journalism and Production – I	Th. 60 + SM 40
15.	SOACL / MAMC / C015	Advanced Advertising	Th. 60 + SM 40
<b>(ELECTIVE)</b> 16.	SOACL / MAMC / E 01A	Dissertation Or	100 Marks (20+60+20)
16.	SOACL / MAMC / E 01B	Project	100 Marks (20+60+20)
17.	SOACL / MAMC / E 02A	International Communication	Th. 60 + SM 40
17.	SOACL / MAMC / E 02B	Or Society and Communication Media	
18.	SOACL / MAMC / E 03A	Human Rights and Mass Media	Th. 60 + SM 40
18.	SOACL / MAMC / E 03B	Or Health Communication	
<b>Self Study</b>	SOACL / MAMC / SS02	Functional English	Th. 60 + SM 40

**Fourth Semester :****Credits : 3 x 6 = 18**

<b>Course No.</b>	<b>Course Code</b>	<b>Course / Paper</b>	<b>M.M</b>
<b>(CORE)</b> 19.	SOACL / MAMC / C016	New Media Technology	Th. 60 + SM 40
20.	SOACL / MAMC / C017	Radio Journalism and Production – II (Practical)	P. 60 + SM 40
21.	SOACL / MAMC / C018	T.V. Journalism and Production – II (Practical)	P. 60 + SM 40
<b>(ELECTIVE)</b> 22.	SOACL / MAMC / E 04A	Environmental Communication	Th. 60 + SM 40
22.	SOACL / MAMC / E 04B	Or Science and Technology Communication	
23.	SOACL / MAMC / E 05A	Inter-Cultural Communication	Th. 60 + SM 40
23.	SOACL / MAMC / E 05B	Or Sports Communication	
24.	SOACL / MAMC / E 06A	Film Studies	Th. 60 + SM 40
24.	SOACL / MAMC / E 06B	Or Photojournalism	
<b>Self Study</b>	SOACL / MAMC / SS03	Folk Culture of Uttarakhand	Th. 60 + SM 40

**Note :** 30 days attachment (Apprentice Training) with media establishment (Print / Electronic/ Allied Institution) will be obligatory before appearing in any End Semester Practical Examination of fourth semester.

## **FIRST SEMESTER**

### **COURSE NO. 1 : (SOACL/ MAMC/ C001)**

#### **PRINCIPLES OF MASS COMMUNICATION**

**Credits : 03**

**(Th. 60+ SM 40)**

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

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

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

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

Issues of media monopoly - cross-media ownership.

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

Freedom of speech and expression, right of information.

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

### **COURSE NO. 2 : (SOACL/ MAMC/ C002)**

#### **DEVELOPMENT OF MEDIA**

**Credits : 03**

**(Th. 60+ SM 40)**

#### **Print :**

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

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

Newspapers and Magazines in the Nineteenth century, first war of Indian independence and the press, issues of freedom, both political and press freedom.

Birth of Indian language press, contribution of Raja Ram Mohan Roy, birth of the Indian and other news agencies.

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

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

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

**Radio :**

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

Emergence of AIR, commercial broadcasting, F. M radio - state and private initiatives.

**Television :**

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

**Films :**

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

**Folk Media :**

Traditional media in India, regional diversity, content form, character, utility, evolution - future.

**New Media :**

Development of new media; convergence, internet - on line.

**COURSE NO. 3 : (SOACL/ MAMC/ C003)****PRINT MEDIA - I (REPORTING AND EDITING)****Credits : 03****(Th. 60+ SM 40)****Reporting :**

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

Interviewing - kinds, purposes, techniques.

Interpretive reporting - purposes, techniques.

Investigative reporting - purposes, sources, styles, techniques; columns - development, criticism, reviews, feature writing, news analysis, backgrounding.

- political reporting
- Legislative reporting
- Diplomatic reporting
- scoop and exclusive and specialized reporting - science, sports, economic, development, commerce, gender and allied areas reporting for magazines.

**Editing :**

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

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

**COURSE NO. 4 : (SOACL/ MAMC/ C004)**  
**ELECTRONIC MEDIA (RADIO AND TELEVISION)**

**Credits : 03**

**(Th. 60+ SM 40)**

Evolution and growth of electronic media : radio, television and internet. Characteristics of radio, television and internet, as a medium of communication - spoken, visual and multiple version of information through links.

Principles and techniques of audio-visual communication - thinking audio and pictures, grammar of sound, AM and FM radio.

Technology and skill of linear and non-linear systems of audio - visual communication, various video Standard tape format

Sound construction and picture formation through a wide range of microphones, sound recorders, camcorder, video recorders, computer-graphics and studio equipment (exposure through field visits),.

Evolution and growth of Satellite communication, ground receiving and transmission systems, Transmission of sound, images and data through microwave, cable and television technologies. Infrastructure, content and flows of internet with specific reference to India - reach and access to personal computers and internet connectivity. Newspaper, magazines, radio, television and on internet.

Impact of electronic media on society.

**COURSE NO. 5 : (SOACL/ MAMC/ C005)**  
**ADVERTISING AND PUBLIC RELATIONS / CORPORATE COMMUNICATION**

**Credits : 03**

**(Th. 60+ SM 40)**

**Advertising:** Evolution and growth of advertising - definitions of advertising, relevance of advertising in marketing mix, classification of advertising, various media for advertising, national and global advertising scene, socio--economic effects of advertising.

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

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

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

**Public Relations and Corporate Communication:**

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

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

Interface of PR with various management disciplines (human resources and development, finance, marketing, management services, planning and development, etc.) - publics in PR, PR tools (interpersonal, mass media and selective media) - PR in industry (Public Sector, Private Sector and MNCs) - PR in Central and State Governments and the functioning of various media units of the State and Union Governments.

Writing for PR : Internal and External Publics (house journals – printed and electronic, bulletin, boards, open houses, suggestion boxes, video magazines, speeches, articles, etc.).

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

**COURSE NO. 6 : (SOACL/ MAMC/ C006)**

**GENERAL AWARENESS AND CURRENT AFFAIRS**

**Credits : 03**

**(Th. 60+ SM 40)**

This paper would cover the issues and events of regional, national and international importance during the proceeding year effecting Indian, Social, Political economic, environment and security concerns etc.

**SECOND SEMESTER**



**COURSE NO. 7 : (SOACL/ MAMC/ C007)**  
**DEVELOPMENT COMMUNICATION**

**Credits : 03**

**(Th. 60+ SM 40)**

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

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

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

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

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

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

**COURSE NO. 8 : (SOACL/ MAMC/ C008)**  
**COMMUNICATION RESEARCH**

**Credits : 03**

**(Th. 60+ SM 40)**

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

Research design components - experimental, quasi-experimental, bench mark, longitudinal studies, simulation, panel studies – co-relational design.

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

Tools of data collection : Sources, media, source books, questionnaire and schedules, people's meter, diary method, field studies, logistic groups, telephone, surveys, on-line polls, random sampling methods and representativeness of the samples, sampling errors and distributions in the findings.

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

Report writing - data analysis, techniques, coding and tabulation, non-statistical methods, descriptive, historical, statistical analysis, parametric and non-parametric, uni-variate, bi-

variate, multi-variate, test of significance, level of measurement, central tendency, test of reliability and validity, SPSS and other statistical packages.

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

**COURSE NO. 9 : (SOACL/ MAMC/ C009)**

**MEDIA LAWS AND ETHICS**

**Credits : 03**

**(Th. 60+ SM 40)**

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

Specified press laws : history of press laws in India - contempt of Court Act 1971, civil and criminal law of defamation, relevant provisions of Indian Panel Code with reference of sedition, crime against women and children; laws dealing with obscenity; Official Secrets Act. 1923. vis-a-vis right to information, Press and Registration of Books Act. 1967, Working Journalists and other Newspaper Employees (conditions of Service & Miscellaneous Provisions) Act. 1955, Cinematograph Act. 1953, Prasar Bharati Act; WTO agreement and intellectual property right legislations including Copyright Act., Trade Marks Act and Patent Act., information technology, convergence legislations including cyber laws and Cable Television Act and Media and public interest litigation.

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

Accountability and independence of media.

**COURSE NO. 10 : (SOACL/ MAMC/ C010)**

**ADVANCED PUBLIC RELATIONS/ CORPORATE COMMUNICATION (CC)**

**Credits : 03**

**(Th. 60+ SM 40)**

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

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

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

**Media relation** : organizing press conference, facility visits, press briefs, proactive and reactive media relations, ethical aspects in media relations- role of technology in PR/CC.

**e-PR** – concept and definition, objectives of e- PR, online e-PR and action e- PR, e- PR for internal and external communication- objectives, methodology and evaluation.

**COURSE NO. 11 : (SOACL/ MAMC/ C011)**

**PAPER V : MEDIA MANAGEMENT**

**Credits : 03**

**(Th. 60+ SM 40)**

Principles of media managements and their significance, media as an industry and profession. Organization, principles and importance

Ownership patterns of mass media in India, sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (chains).

Ownership pattern of electronic media : Functions and organizational structure of different departments of Newspapers and magazines, editorial, general management, finance, circulation (sales promotion - including pricing and price - war aspect); advertising (marketing), personal management, production and reference sections; apex bodies, DAVP, INS and ABC, changing roles of editorial staff and other media persons.

Functions and organizational structure of different departments of electronic media

Editorial Response system Policy formulation, planning and control; problems, process and prospects of launching media ventures. Organization theory, delegation, decentralization, motivation, control and co-ordination.

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

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

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

**COURSE NO. 12 : (SOACL/ MAMC/ C012)**

**PRINT MEDIA – II (PRACTICAL)**

**Credits : 03**

**(P. 60+ SM 40)**

**Reporting :** This Segment will mainly consist of practical in various areas of reporting enumerated in the first semester; at least five assignments mentioned in the first semester will be given to the students on each topic. All Topics including feature writing, interviewing, assignments on investigative, sports, commerce, reviewing, marketing, court, legislative and other allied areas of reporting including Election survey project: exit pool, opinion survey etc. will also be evaluated by the internal/ external faculty.

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

**Lab Journal:** The students shall have to participate in publication of the Lab Journal of related Institutions. ('SANCHAR TATVA' for Centre for Journalism and Mass communication student). It will be a part of the practical work which will be considered at the time of practical examination.

**Evaluation :** The Performance of the students will be evaluated by the external and internal examiner together. It will also include the publication work during the proceeding academic year and contribution of the students in laboratory journal of the Centre for Journalism and Mass communication. The practical examination will be held preferably at the end of the semester.

**COURSE NO. : Self Study - 1. : (SOACL/ MAMC/ SS01)**

**iz;kstuewyd fgUnh (Functional Hindi)**

**Credits : 03**

**(P. 60+ SM 40)**

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**THIRD SEMESTER**

**COURSE NO. 13 : (SOACL/ MAMC/ C013)**

**RADIO : RADIO JOURNALISM AND PRODUCTION - I**

**Credits : 03**

**(Th. 60+ SM 40)**

Radio Stations-Managements in public and private Sectors, accountability and code of ethics  
(with special reference to AIR)

New trends in broadcasting and technology, Aspects of sound recording, types of microphones and their uses - field recording skills, Interactive programmes,

Formats of radio programmes – Talk, discussion, panel discussion, radio- play, feature, commentary and interview - techniques and presentation; various types of interviews and on-line interview techniques; moderating skill for radio discussion programmes; handling interactive live transmission,

Field reporting, reporting specialized areas, investigative reporting, news writing - structuring radio-copy; editing agency copy, reporter's copy, compiling radio news programmes, structuring a radio report, news capsuling, writing for programmes - writing for radio commercials, illustrating copy with sound effects, teasers and promos voice dispatches; Voice training - effective use of voice, enumeration, flow, pronunciation, modulation.

Radio programme production – elements, attributes, process and techniques, studio production of radio newsreel and current affairs programmes, radio feature production, radio documentary production; entertainment programmes reproduction, live studio broadcast with multiple sources - news production. Studio interviews, studio discussions, phone-in programmes, O.B. Production of sporting and mega events.

Radio programme rating, audience research, Marketing strategies for Radio.

**Note : Practical work shall be carried out by the student pertaining to spoken language writing, compiling radio news and programs.**

#### **COURSE NO. 14 : (SOACL/ MAMC/ C014)**

#### **TELEVISION : TELEVISION JOURNALISM AND PRODUCTION - I**

Credits : 03

**(Th. 60+ SM 40)**

**Visual communication** - communicating with still pictures and video - shooting with TV camera, camera mounting, Color balance, basic shots and camera movement.

Basic of TV production : TV lighting in field, using reflectors, lighting grid - luminaries.

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

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

Writing for television; Writing to skill, writing for video, reference visual to words.

TV news writing: marking copy in production language.

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

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

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

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

**COURSE NO. 15 : (SOACL/ MAMC/ C015)**  
**ADVANCED ADVERTISING**

**Credits : 03**

**(Th. 60+ SM 40)**

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

Consumer in economic theories, models of consumer behavior.

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

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

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

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

Advertising research; Scope and objectives – research as a decision making tool. Market research and advertising research – types of research; target marketing research; positioning research – pre-test research. Post test research, audience research, method of analyzing research (psycho graphic/ life style research, psycho- physiological research)

**COURSE NO. 16 : (SOACL/ MAMC / E 01A)**  
**DISSERTATION**

**Credits : 03**

**100 Marks (20+60+20)**

Each Student is required to start initial work on his/her Dissertation in the Second Semester. The student will have to submit the synopsis just after the end of Second Semester. Each student has to submit three copies of Dissertation by the End of Third Semester.

Every Student will have to do a dissertation in any area of Mass communication under the guidance of faculty member of the study centre. The objective of dissertation is to enable a student to have an in depth knowledge of the subject of his/her choice. It should be a research based effort and should endeavor to create new knowledge in any area of mass communication. **Note:** It will be evaluated finally after viva by the external and internal examiner.

**OR**

**COURSE NO. 16 (SOACL/ MAMC / E 01B)**

## **PROJECT**

**Credits : 03**

**100 Marks (20+60+20)**

Each Student is required to start initial work on his/her Project in the Second Semester. The student will have to submit the synopsis just after the end of Second Semester. Each student have to submit three copies of Project by the End of Third Semester.

Every Student will have to do a project report in any area of Mass communication under the guidance of faculty member of the study centre. The objective of project is to enable a student to have an in depth knowledge of the subject of his/her choice. It should be a research and practical or field based effort and should endeavor to create new knowledge in any area of mass communication.

**Note:** It will be evaluated finally after viva by the external and internal examiner.

**COURSE NO. 17 : (SOACL/ MAMC / E 02A)**

## **INTERNATIONAL COMMUNICATION**

**Credits : 03**

**(Th. 60+ SM 40)**

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

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

Impact of new communication technology on news flow - satellite communication - its historical background, status, progress, effects, information super highways, international telecommunication and regulatory organizations.

UNESCO's efforts in removal imbalance of news flow, debate on new international information and Economic Order - MacBride Commission's Report - non-aligned news agencies news pool its working, success, failure.

Issues in international communication - democratization of information flow and media systems, professional standards; communication research, telecommunication tariffs; information, prompted cultural imperialism - criticisms; violence against media persons; - effects of globalization on media systems and their functions; transnational media ownership and issues of sovereignty and security; international intellectual property rights; international media institutions and professional organizations; code of conduct.



**OR**

**COURSE NO. 17 : (SOACL/ MAMC / E 02B)**

**SOCIETY AND COMMUNICATION MEDIA**

**Credits : 03**

**(Th. 60+ SM 40)**

Society: Meaning and concept, Necessity and Utility of Society,  
Social Change: Concept, Factors and Process  
Cultural Change: Concept, Factors and Process  
Development: Meaning and Concept.  
Socio- Cultural and economic barriers in development of society.  
Religion, Society and Media  
Strategies for social Development and Communication Media.  
Role of Communication Media in Socio – Economic and Political Change.  
Development Communication and Agriculture: Indian Experience.  
Democratic Decentralization and Panchayati Raj  
Role of Government and Non Government organizations.  
Issues for Media related to Women and children, Health, Education and Problems of poverty.  
Samaj, Rama Krishna Mission. Pluralism, Casteism, Middle Class, Regionalism and Regional Imbalances, Competitive Politics, Corporate Media.

**COURSE NO. 18 : (SOACL/ MAMC / E 03A)**

**HUMAN RIGHTS AND MEDIA**

**Credits : 03**

**(Th. 60+ SM 40)**

Meaning nature and Significance of Human Rights, Historical Background,  
Origin and Development of Human Rights,  
Principles and theories of Human Rights.  
Human Rights and the United Nations : Universal Declaration of Human Rights, Charter Provisions.  
International Relations, Democracy and Human Rights.  
Systems of protection of Human Rights and Media.  
National Human Rights Commission of India. Organization, Structure, Functions and “Powers,  
Human Rights Courts in India, Problems and Prospects of Human Rights.  
State of Human Rights in India and global perspectives Human Right Activism.  
Role of NGOs, Red Cross, National Human Right Commission and Media in Implementing Human Rights.  
Human Rights, police and Media in India.  
Human Rights and Judiciary.  
Case Study of Human Right violation and protection.  
Human Right, Terrorism and Media. New Media, Social Media, Paid News, Violation of Human Rights and Media Coverage.

**OR**

**COURSE NO. 18 : (SOACL/ MAMC / E 03B)**

## **HEALTH COMMUNICATION**

**Credits : 03**

**(Th. 60+ SM 40)**

Concept of Health, Health Status of people in India.

Meaning and Concept of Health Communication,.

Needs of Women, Children and adolescents with regard to health.

Role of IEC ( Information Education Communication ) or Behaviour Changes communication in public Health Programs.

Health Campaigning and Media, Case studies related to health communication, Social marketing, theories of Behaviour change, steps in Behaviour change process, importance of PRA, PLA in public Health Communication, method of PRA, PLA, Social Mobilization, Networking.

Family welfare programme and Media.

Role of inter personal Communication (IPC), Barriers in communication, planning process for public Health Communication- situational analysis or Communication Need assessment strategic design.

Development pre testing and production of Communication Material.

Management, implementation and monitoring impact evaluation.

Report writing. Rural Health and Media, Tribal Health and Media.

**COURSE NO. : Self Study 2. : (SOACL/ MAMC / SS02)**

## **FUNCTIONAL ENGLISH**

**Credits : 03**

**(P. 60+ SM 40)**

### **Unit – I : Grammar and usages**

- a) Sentence : Subject and Predicate; Phrase and clause
- b) Number, Person and Gender
- c) Parts of Speech
- d) Preposition and usages
- e) Degrees of comparison, Gerund and Infinitives.
- f) Time and Tense
- g) Articles
- h) Direct and Indirect Speech
- i) Voice : Active and Passive
- j) Vocabulary building: homophones, word formation, one word substitution synonyms, homonyms.

### **Unit – II : Comprehension and Composition**

- a) Reading Comprehension of preferably public information texts.
- b) Paragraph and précis writing.
- c) Formal Correspondence.
- d) Public Speech
- e) Drafting of Reports and Projects.

### **Unit – III : Translation and Essay Writing**

- a) Essay writing on current affairs
- b) Translation from Hindi to English and Vive Versa

**Unit – IV : Phonetics and Phonology**

- a) Sound and letters
- b) Stress and reduction
- c) Syllables, accent and narration
- d) Voicing and devoicing of consonants
- e) Alterations of sounds.
- f) Reading of passages

**Unit – V : Emphasis specially on functional and conversational English**

**Suggested readings:**

1. T. Bala Subryamanyam: A text book of English phonetics for Indian students, McMillan
2. David Crystl, l linguistics, penguin.
3. A remedial English grammar for foreign students
4. Principles and practices of language teaching.- Kadambari Sharma and Tripti Tuteja

**FOURTH SEMESTER**

**COURSE NO. 19 : (SOACL/ MAMC / C 016)**

**NEW MEDIA TECHNOLOGY**

**Credits : 03**

**(Th. 60+ SM 40)**

Communication Technology (CT): Concept and scope, telephony; electronic digital exchange, C-Dot; Pagers, Cellular Telephone; IP applications; impact of IT on society.

Networks : topology; types - LAN, MAN, WAN; TCP/IP; FTP; Ethernet; Domain and DNS.  
Internet – concept, Ownership and administration of Internet, ISPs, connectivity - Dial Up, Leased Line, V-SAT, E-mail, FDDI; X.25; Hub.

Net meeting; web browsers; search engines;

Introduction to WWW, HTTP, Java, HTML; browsing and browsers, bookmarks, searching : through directory, search engine, search resources; video conferencing and telephony, e-commerce : buying, selling, banking, advertising on internet.

HTML – elements of HTML, inserting, linking; web editing tools, publishing a site.

Cyber Journalism – On-line edition of newspapers-management and economics; cyber newspapers-creation; online editing, e-publishing; security issues on Internet; social, political, legal and ethical issues related to IT and CT.

### **COURSE NO. 20 : (SOACL/ MAMC / C 017)**

### **RADIO JOURNALISM AND PRODUCTION-II (PRACTICAL)**

**Credits : 03**

**(P. 60+ SM 40)**

Practical work shall be carried out by the students pertaining to the following and are also required to maintain record of the assignments/ practical exercises i.e. News, Documentaries and other programmes for evaluation at the time of practical examination.

**Sound Recording** : Handling with different kinds of microphones.

Script Writing: Writing of different kinds of script.

**Editing** : Different kinds of Audio editing techniques.

**Programmes** : Field and studio interviews, phone in programme, studio discussions, Talk, Panel discussion, Radio Play, Commentary.

**Radio News**: News reporting/ writing, News editing, Planning production and compilation of news and other programs.

Radio News Reading: Radio News reading/ Presentation.

Radio Programme Production : Organizing and participating.

Studio Production of Radio News Reel and current affairs programme, Radio Documentary Production.

**Evaluation** : The Practical examination will be held preferable at the end of the semester. The practical performance of the students will be evaluated by the external and internal examiner together. It will also include the related practical work done during the proceeding academic year. The practical examination will be held preferable at the end of the semester.

**Note** : 30 days attachment (Apprentice Training) with media establishment (Print / Electronic/ Allied Institution) will be obligatory before appearing in End Semester Practical Examination.

### **COURSE NO. 21 : (SOACL/ MAMC / C 018)**

### **T.V. JOURNALISM AND PRODUCTION- II (PRACTICAL)**

**Credits : 03**

**(P. 60+ SM 40)**

Practical work shall be carried out by the Students pertaining to the following and are also required to maintain record of the assignments/ practical exercises i.e. News, Documentaries and other programmes for evaluation at the time of practical examination.

**Video Camera** : Handling different kinds of Video camera, shooting with TV camera,

Studio Lights: Use of studio lights,

Script Writing: Writing of different kinds of script.

**Editing** : Different kinds of Video editing techniques- cut, mix and dissolve use of cutaway, AB roll editing.

**Interview**: Techniques, field and studio interviews, studio discussions.

Chat Show: Organizing and participating in Chat Show.

**Making Documentaries**: T.V. Documentary Production.

T.V. News: News reporting/ writing: News editing, planning production and compilation of news programs.

**T.V. News Reading and Anchoring.** : Television news reading/ presentation and anchoring.

**Note**: The Students are required to maintain record of the assignments/ practical exercises for evaluation at the time of practical examination.

**Evaluation** : The practical examination will be held preferable at the end of the semester. The practical performance of the students will be evaluated by the external and internal examiner together. It will also include the related Practical work done during the proceeding academic year. The practical examination will be held preferably at the end of the semester.

**Note** : 30 days attachment (Apprentice Training) with media establishment (Print / Electronic/ Allied Institution) will be obligatory before appearing in End Semester Practical Examination.

### **COURSE NO. 22 : (SOACL/ MAMC/ E 04A)**

## **ENVIRONMENTAL COMMUNICATION**

**Credits : 03**

**(Th. 60+ SM 40)**

Environmental Communication: Concept, objectives and scope.

Environmental Ethics and Media.

Mass Communication Channels available for communication environmental issues.

- Newspaper reporting and writing
- Magazine feature writing.
- Visual and electronic reporting.

Environmental issues (Local, national and global): Global warming, Ozone layer depletion, Deforestation, Acid rains, Natural disasters (earthquakes, cloud bursts, flash floods).

- Indicators of Environmental degradation
- Social Indicators.

Natural Resources (forest, water, wildlife)

Human population growth, factors responsible for population explosion, social and economic impacts of population explosion on environment and media.

Sustainability Principles and Ecological integrity and Mass Communication Participatory Communication and Environmental Management.

Sources of information and Research Techniques.

- Risk Perception
- Risk Realities.

Environmental Public Relations and Advertising Campaigns, Environmental organization related with environment UNEP, WWF, IUCN, WCED, EARTHSCAN, BNHS, NEERI, CEE, WII Speaking for the Environment, Environmental persuading, negotiating lobbying, letter writing campaigns, etc.

**OR**

### **COURSE NO. 22 : (SOACL/ MAMC/ E 04B)**

## **SCIENCE AND TECHNOLOGY COMMUNICATION**

**Credits : 03**

(Th. 60+ SM 40)

History of Science, Science in Ancient India, Role of Science in Society.

**Science Communication:** Definition, scope and nature of science communication;

**Popular Science :** media role in creating scientific temper and popularizing science; a study of science

**Science Reporting :** reporting in daily newspapers, including special supplements; a comparative and in-depth analysis of the contents of leading science periodicals; reporting scientific and technological developments for daily newspapers, popular magazines and science magazines;

**Popular Writing on Science and Technology :** writing special articles, comments and features on scientific/ Technological developments for different kinds of publications; design and layout of science publications, and use of photographs, charts and other illustrations. Writing on Eco-systems, Global Warming/ Green House, Designing Science Magazines. Writing on Medicine, Covering Infectious Diseases, Physics and allied subjects and other medical business.

Science and technology policy in India; scientific development in the country and availability of infrastructure for scientific research.

**COURSE NO. 23 : (SOACL/ MAMC/ E 05A)**

**INTER-CULTURAL COMMUNICATION**

Credits : 03

(Th. 60+ SM 40)

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

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

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

Communication as a concept in western and eastern cultures.

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

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

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

**OR**

**COURSE NO. 23 : (SOACL/ MAMC/ E 05B)**

**SPORTS COMMUNICATION**

Credits : 03

(Th. 60+ SM 40)

Evolution of Sports

Sports during the Greek period, in mythology and start of Olympics.

Evolution of Sports Journalism, Eminent Sports writers and their specialties. Various sports publications and television channels in India and abroad.

Special Writing skills for sports writing, liberties- sports writers can take, common errors in sports reporting, failure to stick to 5Ws and 1 H.

Developing Sources

Various local, national and international tournaments

Covering Indian Games, Football, Lawn Tennis, Billiards, Snooker, Golf, Squash, Shooting, Basketball, Volleyball, Cricket

Horse Racing

Interpretative reporting on sports

Looking out for the human interest stories

Importance of records and statistics, Maintaining records and statistics Covering local sports

Interviewing

Importance of Photography, Sports Photography Designing the Sports page, is it different

Planning the edition with time zones in mind,

International Sports Events.

**Note :** The common provisions in Ordinance of M.A. (Mass Communication) Degree Programme shall be subject to change of the policy of H.N.B. Garhwal University in common interest of Schools or of the University.

**COURSE NO. 24 : (SOACL/ MAMC/ E 06A)**

**FILM STUDIES**

Credits : 03

(Th. 60+ SM 40)

Brief History of World Cinema: The pioneers- Lumiere Brothers, Melies, Griffith, Hollywood, Silent Era- Charlie Chaplin,

The European Science- Expressionism, Sergei Eisenstein; American Talkies and production House; Neo Realism, Luchino Visconti, Jean Renoir, Alfred Hitchcock, Post War period; Japanese Cinema

New Wave Films, Jean Luc Godard, Contemporary Scene.

The position of Cinema in Developing Countries.

A Brief History of Indian Cinema: The Pioneers Phalke; The Talkies; The Studio Culture; Coming of the Superstars; Fifties and Sixties;

The Big Budget and Multi-starrers; The Angry Young Man, Rise of Multiplex and Crossover Cinema.

Profiles of Satyajit Ray, Guru Dutt, Bimal Roy, Raj Kapoor, Yash Chopra, B.R. Chopra, Ramanand Sagar

The Development of Cinema in Uttarakhand.

The parallel Cinema.

Genres in Indian Cinema Romance, Action, Thriller, Horror, Mythology.

**Film Making:**

Budgeting

Scripting and Screenplay

Raw Stock, Film Formats  
Functions of producer, Director, Choreographer, Lyricist, Music Director, Art Director,  
Production Crew Casting, Location hunting.  
Post production  
Recent Technological Innovations in Cinema  
Distribution and Exhibition of Films in India.  
Film Appreciation, Film Criticism, Film Reviews.

**COURSE NO. 24 : (SOACL/ MAMC/ E 06B)**

**PHOTOJOURNALISM**

**Credits : 03**

**(Th. 60+ SM 40)**

**Introduction to Photojournalism :** Definition, need and significance; elements of photojournalism - Objectivity, fairness, professionalism, ethics ; photojournalist- who is photojournalist and why? qualification , rights and responsibilities of photojournalist;

**History of Photojournalism:** Historical origin, and present status.

**Identifying and selecting events for photojournalism coverage:**

1. Using journalistic newsworthiness as criterion for identifying events for photojournalism.
2. Using human interest as criterion for identifying events for photojournalism.
3. Using artistic, aesthetic, and cultural factors as criterion for identifying events for photojournalism.

**Photography:** What is photography, principles of photography, photographer and its jargons, composition of photography - subject and light. A brief history of photography, Eminent Photographers of India, Major Schools of Photography.

**Photographic Equipments:** Cameras – types, formats, lens – different kinds and their functions; basic elements of digital photography.

Shot, focus, shutter speed, selection of subject, photo editing,

**Photographing as Photojournalist:** Photographing People, event, wildlife, environment, sports, natural calamities, tourist places, conflicts, war, social, economic and political events as a photojournalist.

Photography for advertising,

**COURSE NO. : Self Study 3. : (SOACL/ MAMC/ SS03)**

**FOLK CULTURE OF UTTARAKHAND**

**Credits : 03**

**(P. 60+ SM 40)**



1. A Brief History of Folk Culture of Uttarakhand,.
2. **Language** : Status of Garhwali and Kumaoni Dialects, Food and Costumes
3. **Folk Culture** : Folk Songs, Folk Dances, Folk Theatre, Fairs and Festivals, Folk Tales, Jatra
4. **Folk Music** : Dhol, Damama, Nagara, Dhapli, Ransingha, Masak Been, Hurki, Daurn Thali etc.
5. Folk Artist and their contribution.
6. **Architecture and Archaeology**: Sculpture, Wood Craft, Drawing, Mural, Rangoli and Dhooli Chitra