## Curriculum

### M.A. (Mass Communication)

#### Semester-I

<table>
<thead>
<tr>
<th>Paper</th>
<th>Name of the Paper</th>
<th>Sessional Marks</th>
<th>Theory Paper Marks</th>
<th>Total Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper-I</td>
<td>Principles of Mass Communication</td>
<td>25</td>
<td>75</td>
<td>4</td>
</tr>
<tr>
<td>Paper-II</td>
<td>Development of Media</td>
<td>25</td>
<td>75</td>
<td>4</td>
</tr>
<tr>
<td>Paper-III</td>
<td>Reporting</td>
<td>25</td>
<td>75</td>
<td>4</td>
</tr>
<tr>
<td>Paper-IV</td>
<td>Editing</td>
<td>25</td>
<td>75</td>
<td>4</td>
</tr>
<tr>
<td>Paper-V</td>
<td>Practical (Reporting &amp; Editing)</td>
<td>25 (Viva-Voce)</td>
<td>75</td>
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#### Semester-II

<table>
<thead>
<tr>
<th>Paper</th>
<th>Name of the Paper</th>
<th>Sessional Marks</th>
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<tbody>
<tr>
<td>Paper-VI</td>
<td>Advertising</td>
<td>25</td>
<td>75</td>
<td>4</td>
</tr>
<tr>
<td>Paper-VII</td>
<td>Corporate Communication</td>
<td>25</td>
<td>75</td>
<td>4</td>
</tr>
<tr>
<td>Paper-VIII</td>
<td>Television Production</td>
<td>25</td>
<td>75</td>
<td>4</td>
</tr>
<tr>
<td>Paper-IX</td>
<td>Media Laws and Ethics</td>
<td>25</td>
<td>75</td>
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<tr>
<td>Paper-X</td>
<td>Practical (Advertising, Corporate Communication, and TV Production)</td>
<td>25 (Viva-Voce)</td>
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</table>

#### SUMMER TRAINING/ATTACHMENT (At the end of Semester-II)

#### Semester-III

<table>
<thead>
<tr>
<th>Paper</th>
<th>Name of the Paper</th>
<th>Sessional Marks</th>
<th>Theory Paper Marks</th>
<th>Total Credits</th>
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<tr>
<td>Paper-I</td>
<td>Development Communication</td>
<td>25</td>
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<tr>
<td>Paper-II</td>
<td>Communication Research</td>
<td>25</td>
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<td>Paper-III</td>
<td>New Media Technology</td>
<td>25</td>
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<td>Paper-IV</td>
<td>Radio Production</td>
<td>25</td>
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<tr>
<td>Paper-V</td>
<td>Practical (Radio Production &amp; New Media Technology)</td>
<td>25 (Viva-Voce)</td>
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#### 15 – 21 days Television Production Training

#### Semester-IV

<table>
<thead>
<tr>
<th>Paper</th>
<th>Name of the Paper</th>
<th>Sessional Marks</th>
<th>Theory Paper Marks</th>
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<tbody>
<tr>
<td>Paper-I (Comp.)</td>
<td>International &amp; Intercultural Communication</td>
<td>25</td>
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</table>
Syllabus

M.A. (Mass Communication)

FIRST SEMESTER

Paper –I  Principles of Mass Communication (MCM7001)

Unit-I  
Nature and process of human communication, functions of communication, verbal and non-verbal communication, intra-personal, small group, public, and mass communication; models: SMR, SMCR, Shannon and Weaver, Lasswel, Osgood and HUB.

Nature and process of mass communication; characteristics of audiences

Unit-II  
Media systems and theories: authoritarian, libertarian, socialistic, social-responsibility, development, participatory. Mass media: public opinion and democracy.

Unit –III  
Media culture and its production, Media content, market – driven media content – effects & infotainment.

4. Yadav, J.S., Communication in India: Some observation and Theoretical Implications (Mimeo) 11MC.

<table>
<thead>
<tr>
<th>Paper-II (Comp.)</th>
<th>Media Management</th>
<th>25</th>
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<tr>
<td>Paper-III (Comp.)</td>
<td>Dissertation</td>
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<td>Special Papers (Any two of the papers from IV to XII)*</td>
<td>4+4=8</td>
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<tr>
<td>Paper-IV (Spl.)</td>
<td>TV News &amp; Current Affairs Production</td>
<td>25</td>
<td>75</td>
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<tr>
<td>Paper-V (Spl.)</td>
<td>Film Studies</td>
<td>25</td>
<td>75</td>
<td>4</td>
</tr>
<tr>
<td>Paper-VI (Spl.)</td>
<td>Urdu Journalism</td>
<td>25</td>
<td>75</td>
<td>4</td>
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<tr>
<td>Paper-VII (Spl.)</td>
<td>Science Communication</td>
<td>25</td>
<td>75</td>
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<tr>
<td>Paper-XIII (Comp.)</td>
<td>Grand Viva-Voce</td>
<td>100</td>
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</table>

Grand Total 2100 84

* Note: Students shall choose any two of the special papers mentioned above. The subject choice in this category will be allowed only when at least 20% of students out of the total class intake opt for the particular special paper and also subject to availability of infrastructure and staff in the particular academic session.

Comp. - Compulsory

Spl.- Special paper
Paper –II  Development of Media (MCM7002)

Unit –I

Print
Genesis of invention of printing press including India, pioneer publications in Europe and USA–early efforts to publish newspapers in different parts of India.

Birth of the Indian language press: contribution of Raja Ram Mohan Roy & Sir Syed Ahmad Khan.

The Indian press and freedom movement: Mahatma Gandhi and his journalism.
The press in India after Independence; social, political and economic issues and the role of the Indian press, its problems and prospects.

Unit - II
Radio
Development of radio as a medium of mass communication: technology innovations; brief history of radio in India.

Television
Development of television as a medium of mass communication: historical perspective of television in India.

Unit – III
Films
Brief historical development of Indian films – Indian cinema after Independence; parallel cinema – commercial cinema; issues and problems of Indian cinema.

Folk media

1. Murthy, Nadig Krishna (1966) Indian Journalism, University Of Mysore: Prasaranga
2. Parthasarathy, Rangaswamy, 1989, Journalism in India, New Delhi: Sterling Publication
3. Natrajan, J. History of Indian Journalism, New Delhi:
5. Anthony Smith, the Newspaper-an International History

Paper –III  Reporting (MCM7003)

Unit – I
News: definition, concept, elements, sources; lead and its kinds; reporting crime, weather, speech, accident, disaster, court, election, conflicts, legislature and obituary.

**Unit – II**
Kinds of reporting: objective, Interpretative, investigative development and in-depth.

**Unit-III**
Interviewing techniques: kinds of features; specialized reporting – Science, Sports, Economic, Gender and allied areas; reporting for magazines.

**Books Recommended**

**Paper IV  Editing (MCM7004)**

**Unit – I**
Editing: Meaning, symbols, tools, lead, body, paragraphing; editing wire copy

**Unit – II**
Headlines – Technique, Style, kinds of headlines, Dummy page make-up, layout, principles of photo editing

**Unit-III**
Magazine Editing, layout, graphics
Proof reading, Editorial and Article writing

**Paper V  Practical (Reporting and Editing) (MCM70P1)**

Reporting: This segment will mainly consist of Practical in various areas of reporting enumerated in the theory paper. At least five assignments mentioned in the first semester will be given to the students on each topic. All topics, including feature writing, interviewing, assignments on investigative, sports, commerce, reviewing, marketing, court legislative and other allied areas of reporting, will also be evaluated by internal/external faculty.
Editing: Similarly, not less than five assignments in each area of editing will have to be completed by the students, and assessed by internal/external faculty. They will also have to bring out practice journals, min/lab newspapers and magazines and do page make-up and lay-out exercises. Assignments will also be given and assessed in news selection, subbing, editorial and article writing. Besides the above, the students have to appear at a practical examination at the end of the first semester.

SEMESTER-II

Paper-I: Advertising (MCM 8001)

Unit-I

Definitions of advertising, relevance of advertising in the marketing mix, classification of advertising, various media for advertising socio-economic effects of advertising.

Ad agency management, organization and staff functions of ad agency: (account planning, account servicing, creative, media planning, HRD, etc.), agency revenue earning and sources, ASCI Codes of advertising.

Unit-II

Defining creativity, stages in the creative process, creative brief, advertising appeals, language; kinds of layout (Thumb nail, rough and comprehensive), kinds of copy advertising campaigns.

Graphics: design principles, use of colour in design, designs

Unit-III

Media planning, media strategies, budgeting and presentation to client; Brand Management: definition, concepts and evolution of brand management
Advertising research: scope and objectives; research as a decision making tool. Market research and advertising research – types of research: target marketing research, positioning research – pretest research, post test research, audience research.

Paper-II: Corporate Communication (MCM 8002)

Unit –I
Brief history of public relations, definition of public relations, PR and allied disciplines (publicity, propaganda, public affairs, lobbying, etc.), Process of PR, Publics in PR, tools of public relations, Corporate Communication and modern management, structure and functions of corporate communication departments, interface of corporate communication with other management disciplines (human resource development, finance, marketing, law, etc.)

Unit –II
Strategic corporate communication, corporate image and identity, corporate advertising, employee communications, customer relations, investor relations, community relations, government relations, media relations, corporate communication in crises communication and disaster management, selected case studies in corporate communication.

Unit – III
Organizing press conferences, open houses, facility visits; planning and production of house journals, video magazines; writing press releases/ backgrounders, press brief, rejoinders, etc; Government PR - media units of central and state governments; role of technology in corporate communication; law and ethics of PR,-PRSI code of ethics.

5. Hendrix, Jerry, Public Relations cases, Australia: Wadsworth-Thomson Learning, 2001

Paper-III: Television Production (MCM 8003)

Unit-I
Visual communication: shooting with TV camera – camera mounting. basic shots and camera movement.


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

**Unit-II**

**Unit-III**
Writing for television: Writing television programmes script – research, visualization and production script.

Television reporting: visualizing news/ENG – research, investigation – interview techniques; piece to camera and voice over; sequencing and editing news packages

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

**Paper-IV: Media laws and Ethics (MCM 8004)**

**Unit-I**
**Constitution of India:** Basic structure; union and state legislature, fundamental rights – freedom of speech and expression and their limits – directive principles of state policy, provisions of declaring emergency and their effects on media – parliamentary privileges and media.

**Unit-II**
**Media Laws:** Contempt of Courts Act 1971 – civil and criminal law of defamation – relevant provisions of Indian Penal Code with reference to sedition, crime against women and children; laws dealing to obscenity; Official Secrets Act, 1923, vis-à-vis right to information – Press and Registration of Books Act, 1867. Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; - Cinematograph Act, 1953; PrasarBharati Act; Information technology convergence legislations including cyber laws and Cable Television Act;

**Unit-III**
Media Ethics: Ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; ethical issues related with ownership of media; role of press council and press ombudsmen in the world; Press Council of India and its broad guidelines for the press – codes suggested for the press by Press Council and Press Commissions, codes for radio, television, advertising and public relations.

Books Recommended

Parvinrai Mulwantrai Bakshi (1986) Press law: an introduction, TRF Institute for Social Sciences Research and Education

Paper-V: Practical (Advertising, Corporate Communication, and Television Production) (MCM 80P1)
Students are required to undertake practical work on the following areas:

Advertising

Practical aspects of media planning, designing, creative briefs, identifying advertising appeals, drawing advertisement layout, writing advertisement copy, practical aspects of graphics and use of colour, undertaking advertising research, conducting pre-test, post-test and audience research, designing strategies for brand management

Corporate communication

Designing strategies for building corporate image and identity, designing effective strategies for promoting employee relations, customer relations, investor relations, community relations, and media relations
Practical aspects of house publications; institutional advertising, booklets, posters and other tools, writing press release, organizing media conferences, special events, exhibitions and open houses.

Television Productions

Practical aspect of camera mounting, colour balancing, shots and camera movement, lighting, video editing, cut, mix, dissolve, planning shoots, developing story board, cues and commands, writing scripts, voice over, sequencing and editing news packages, compilation of news programmes, writing leads, headlines, teasers and promos, television anchoring.

SEMESTER-III

Paper-I Development Communication (MCM-9001)

Unit – I

Development: Definition Concept; Process; different approaches to development; Characteristics of developing societies; development dichotomies – gap between developed and developing societies; Globalization and its impact on development.

Unit –II

Development communication: Definition, concept; communication approaches to development – dominant paradigm, alternative approaches and development support communication, Development communication policy, strategies and action plans.

Unit –III

Development Communication Applications: Indian perspective on development communication; Development support communication the agriculture, population, health, education and environment; designing messages for development.

Books Recommended


Nair, K. S. & S. A. White (1993) Perspectives on Development Communication, Sage, New Delhi


**Paper -II Communication Research (MCM-9002)**

**Unit –I**
Definition – elements of research – scientific approach - role – function – scope and importance of social science research in India.

Communication research: basic and applied research; empirical, experimental, quasi-experimental, bench mark, longitudinal studies - panel studies.
Methods of communication research – census method, survey method; Observation method; – Case studies; Content analysis.

**Unit –II**
Research Design – concept and importance in Communication Research
Tools of data collection: Sources, questionnaire and schedules, people’s meter, diary method, field studies, focus groups, surveys, online polls. Random sampling methods, sampling errors and distributions in the findings

**Unit –III**

**Books Recommended:**

Paper- III  New Media Technology (MCM-9003)

Unit-I
Communication Technology (CT): concept and scope and present scenario.
Multi Media – Concept & Applications, animation, HD TV

Unit-II
Internet: LAN, MAN, WAN, E-mail, Web
Ownership and administration of Internet, ISPs, WAP, and types of Internet connections: Dial-up, ISDN, and lease-line. Search Engines – Goggle, Yahoo, MSN, India times – their functions and uses.
Optical fiber: structure, advantage and application; protocols of Internet: SLIP, CSLIP, TCP/IP, PPP.
WEB PAGE, Websites, Homepages.
Unit-III

Introduction to HTTP, HTML, ELP, DNS, and JAVA; Video conferencing and telephony, e-commerce: m-commerce, buying, selling, banking, and advertising on Internet.

Web page development: inserting, linking; editing, publishing, locating, promoting and maintaining a website; Cyber Journalism.

4. Online Journalism, Santanu Ray,

Paper-IV Radio Production (MCM-9004)

Unit-I

Radio programme production process and techniques; thinking audio. Aspects of sound recording – type of microphones and their uses – field recording skills; radio feature production; radio documentary production.

Unit-II

Using sound bites and actualities; spacebridge with field sources of news; production of radio newsreel and current affair programmes – formats of radio programme – Interview techniques studio interviews – studio discussions – phone-in programmes.

Unit-III

Reporting and Writing for Radio:

Spoken language writing for programmes — illustrating copy with sound effects; News writing – structuring radio-copy; editing agency copy, reporter’s copy – compiling radio news programmes; writing into bytes – writing headlines, teasers and promos.

Paper-V Practical (Radio Production and New media Technology) (MCM-90P1)

**Radio Production:** Production of news clips, newsreels, personal interviews, discussion

**New Media Technology:**
- Searching and downloading of information
- Establishing e-mail address
- Accessing, (receiving) sending and replying e-mail
- Sending and forwarding e-mail to multiple recipients
- Networking with special interest groups
- Designing home pages
- Creating electronic newspapers
- Creating Internet ads

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**SEMESTER-IV**

**Paper-I International and Intercultural Communication (MCM-X001)**

**Unit –I**
Political, economic and cultural dimensions of international communication; communication and information: a tool of equality and exploitation; international news flow – imbalance, fair and balanced flow of news. Communication as a human right; Universal Declaration of Human Rights; Article 19; International news agencies and syndicates; Impact of new communication technology on news flow; Satellite communication- information super highways – Impact on India.

**Unit –II**
Effects of globalization on media systems; transnational media ownership- issues of sovereignty and security; International media institutions and professional organizations

**Unit –III**
Culture: concept and definition; Culture as a process and as a social institution; Differences and similarities among different cultures; Inter-cultural communication – definition and process; Cultural symbols in verbal and non-verbal communication; Impact of new technology on culture; Mass media as a culture manufacturing industry. Barriers in inter-cultural communication: religious, political and economic pressures. Role of communication media in resolving intercultural conflicts.

**Books Recommended**

**Paper-II Media Management (MCM-X002)**

**Unit-I**
Principles of media management and their significance; media as an industry and profession; Ownership patterns of mass-media in India – sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (chains); Process of launching media ventures

**Unit-II**
Hierarchy, functions and organizational structure of different departments: Editorial-Changing role of editorial staff and other media persons-Editorial response system, General management, finance, circulation (sales promotion – including price – war); Advertising (marketing), personnel management, production and reference sections; apex bodies: RNI, DAVP, INS and ABC.

**Unit-III**
Economics of print and electronic media, competition and survival, Advertising and sales strategies
Programme Management in media – scheduling, transmitting, quality control and cost effective techniques; Media Marketing strategies for print and electronic media – brand promotion (space/time, circulation and reach); Market survey techniques; Human resources development for media.
Foreign equity in Indian media including print media

1. Levine, Media Organization and Management, London: Longman
2. Herbert, Williams, Newspaper Organisation and Management

**Special papers (Papers III to X):**
Note: Each student shall choose any two of the special papers mentioned below. The subject choice in this category will, however be allowed only when at least 20% of students out of the total class intake opt for the particular special paper and also subject to availability of infrastructure and staff in the particular academic session.
Paper-III  TV News and Current Affairs Production (MCM-X011)

Unit-I
Introduction to Visual Stories: Story focus in spot-news, news package, lead, visual proof, writing from visuals, edit console. The visual grammar: Basic shots, camera movement, location shooting, multiple cameras and one camera shoot, screen direction, camera angles.

Introduction to video editing: The nature of editing, the cut, choosing edit points, shot order, pace, composition, transition, supers and optical effects. Non-Linear Editing Process

Unit-II
Shooting Television News:
The camera, videotape, the lens, TV News Field Techniques.: The sound track; Broadcast interview; Lighting Basics.

Unit-III
Television Script Formats; Writing the package; Story telling Ability; Talent performance in field reporting; Live shots and Remotes
Practical Exercises

Paper-IV  Film Studies (MCM-X012)

Unit – I
Film language and genres; Film Theories: Aesthetic, Soviet Formalist, Semiotic, Ideological; Psychoanalytic approach; Film & Society; Film movements; New wave Films; Elements for an Indian Film Theory.

Unit – II
The Cinemas of India: Prehistoric era; Silent era; Talkies; Hindi Cinema and Regional Cinema; Parallel Cinema; Documentaries; Eminent Film personalities of India.

Unit – III
Film audiences; Film censorship; Regulation and finance of film production; Film magazines; Film festivals; Film awards; Review of selected Indian and Foreign Films.

Paper-V  Writing for Mass Media in Urdu(MCM-X013)

Unit – I
Mass Media Ki Tareef – Mass Media KeAqsam – Mass Media KeMaqasid – Mass Media Aur Adab

Unit – II

Unit – III
NashiirayatiShafat; Radio News- Talk- Drama- RadiyaeeTahrer Ki ImtiayaziSifat- TV News- TV Script Writing, TV Scirials. TarjumaKaya Hain- English Se Urdu AurHindi Se Urdu Tarjuma

Paper-VI Science and Technology Communication (MCM-X014)

Unit – I

Public Understanding of Science:
What is meant by Public Understanding of Science; How to promote the PUS. Scientific literacy; scientific culture; scientific thinking and attitude; Globalization and changing attitudes towards science; Role of S & T in the modern society

Unit – II

Scientific Discourses and Public Scientific Controversies:
Classification and brief description of different genres of scientific writing: popular science, science fiction and science journalism; Relationship between science and the public, Role that Media play in public scientific controversies.

Unit – III

Science and Technology Communication:
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; Aims and objectives, problems and difficulties; Issues that interest the society-environment, health, genetic Engineering etc.

Paper -XI Dissertation (MCM-X0D1)

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

Paper-XII Grand Viva-Voce (MCM-X0V1)

Summer Training/Attachment

Each student will have to undergo a four-week or more attachment in any of the media such as newspapers, magazines, radio, television, agencies of advertising and public relations/ corporate communication, or any other media/communication entity identified by the student and faculty.
The training shall commence soon after the examination of second semester (during summer vacation).

M.Phil (Mass Communication) Programme

Syllabus

Paper-I: Research Methods (Compulsory)

Unit-I: Concepts in Media Research
Research-definition and elements; basic and applied research; Areas of Communication Research—evaluation, feedback, media habits, public opinion surveys, pre-election opinion pools and exit polls.
Research design components-experimental, quasi-experimental, bench mark, longitudinal studies—simulation—panel studies—corelational designs
Research question, selection of topic, review of literature, statement of hypotheses

Unit – II: Research Methods
Research methods- Census method, survey method, experimental and laboratory research, field studies, case studies, content analysis, discourse analysis

Unit-III: Sampling and Data Collection
Importance and principles of sampling-representativeness of sampling; methods of sampling; tools of data collection-media source books, questionnaire and schedules, peoples meter, diary method, field studies, logistic groups, focus groups, telephone surveys, online polls.
Unit-IV: Data Analysis and Interpretation
Data analysis techniques; coding and tabulation; non-statistical methods-descriptive, historical; statistical analysis-parametric and non-parametric, uni-variate, bi-variate and multi-variate, tests of significance, levels of measurement- central tendency-tests of reliability and validity-spss and other statistical packages.

Unit-V: Research Report Preparation
Thesis preparation- style of writing, presentation of contents/chapterisation; introduction; main body; conclusions and recommendations; bibliography, references, and notes; appendix; writing research paper; ethical perspectives of media research.

Books Recommended


Paper-II: Print Media Studies (Optional)

Unit-I
The rise of the mass media; concepts and models of mass communication; theories of media and society; new media theory; normative theory of media and society; media structure and performance, principles and accountability; media economics and governance; global mass communication.

Unit-II
Media content: issues, concepts and methods of analysis; media genres and texts; audience theory and research; audience formation and experience; process and models of media effects, social and cultural effects; news, public opinion and political communication; techniques of interpretation.

Unit-III
Origin and growth of printing press; Birth and Growth of the English Press in India; Birth and Growth of The Language Press in India; Role of the Indian Press in the Freedom Movement; Role and Functions of Newspapers in the Indian Socio-Economic Context; Press Commissions; Press Council of India; the RNI; Role and Impact of Different Types of Magazines.

Unit-IV

Unit-V
Newspaper Ownership Pattern; Structure and Functions of Various Departments of a newspaper; Freedom of Press in India; Problems and Prospects of Indian Press; FDI in Indian Print Media; Impact of Electronic Media on Print Media; Print Media and Journalistic Ethics; Contemporary Trends in The Print Media Research.

Books Recommended:
5. William, Herbert Lee, *Newspaper Organization and Management*, Delhi, Surjeet Publications,

Paper-III: Electronic Media Studies (Optional)

Unit-I
The rise of the mass media; concepts and models of mass communication; theories of media and society; New media theory; Normative theory of media and society; media structures and performance, principles and accountability; media economics and governance; global mass communication.

Unit-II
Media content: issues, concepts and methods of analysis; media genres and texts; audience theory and research; audience formation and experience; process and models of media effects; social and cultural effects; news, public opinion and political communication; Techniques of Interpretation.

Unit-III
Origin, growth and development of radio television, internet, and cinema.Genesis and Growth of Electronic Media in India; committees and Commissions; broadcasting code and the codes for commercial advertising; cinema censorship.

Unit-IV
Broadcasting Research: Signs and code of television, role and functions of television; impact of the internet on society; content analysis; Audience analysis; rating and non-rating research, research in radio; production research.
Unit-V
Film studies; Film language and genres; film theories: aesthetic, formalist, semiotic, ideological; psycho-analytic; film audiences; Issues and trends in Indian cinema.

Books Recommended:


Department of Mass Communication
Pre-PhD Course Work Syllabus

Paper-I: Communication Research Methods and Computer Application

Unit-I: Fundamental and Communication Research

Fundamental and Communication Research; Areas of Communication Research-evaluation; Research design; Research methods

Unit – II: Sampling and Data Collection

Sampling Techniques; Methods of Data Collection; Data Analysis and interpretation; Research Report Preparation

Unit-III: Milestones in Mass Communication Research

Cultivation theory; uses and gratification research; semiotic theory; Schools of thoughts; Discourse analysis

Unit-IV: Introduction and Application of Statistic in Communication Research
Hypothesis Tests; Chi-square test; ANOVA; T- Test; Standard Deviation; Co-efficient of Variation; Multi-variate analysis Uses o SPSS for research analysis in Communication Research;

Unit-V: Computer Application in Communication Research

WEB Search Engine; Advance Searching Techniques; Database Research; Spread sheed tools and other ICT Application

Books Recommended


Paper - II : Topic Centric to be designed by the supervisor