

M.A. (Mass Communication)

With Choice Based Credit System

Introduction

This syllabus is devised keeping in view the requirement of the Mass Media industry so as to make knowledge and skills relevant and enhance the students' employability. It takes into account the recent developments in the areas of Mass Communication and Journalism.

The syllabus is divided into Core Papers, Elective (optional) Papers and Foundation Papers.

Students of the course will study core and elective (optional) papers. The Foundation Papers will be studied only by students from other disciplines.

List of papers

Semester -1

Core Papers		
Subject Code	Paper	Title of the paper
1 T – 1	I	Principles of Mass Communication
1 T – 2	II	Development of Media
1 T – 3	III	Print Media – I (Reporting and Editing)
1 T – 4	IV	Electronic Media – I (Radio & Television)
1 P	PRAC	Practical

Semester – II

Core Course		
Subject Code	Paper	Title of the paper
2 T-1	I	Development Communication
2 T-2	II	Communication Research
2 T-3	III	Media Management & Media Laws
2T-4	IV	International Communication
2P	PRAC	Practical

Semester – III

Subject Code	Paper	Title of the paper
Core Course		
3 T – 1	I	Print Media - II (Reporting & Editing)
3 T-2	II	Electronic Media –II (Radio & Television)
Elective Papers (Select any ONE papers from the following)		
3 T – 3 (A)	III	Advertising
or		
3 T-3 (B)	III	Ecology and Environment of India
Core Paper		
3 T-4	IV	Public Relations & Corporate Communication
3P	PRAC	Practical (for Core and Elective Papers)

Semester – IV

Subject Code	Paper	Title of the Paper
Core Papers		
4 T-1	I	New Media Application
4 T-2	II	Inter Cultural Communication
Project (Specialisation Paper)		
4 T-3	III	Project (Specialisation Paper) – Any One Options: i) – Print Media ii) – Electronic Media iii) – Advertising iv) – Public Relations & Corporate Communication\ v) – New Media
Core Paper		
4 T-4	IV	Environmental Communication
Foundation Course (For students of other disciplines)		
4T-4	IV	Applications of Mass Communication
4 P	PRAC	Practical (for Core and Elective Papers)
4 INT	Internship	Internship Diary

SCHEME OF TEACHING AND EXAMINATION

With effect from 2019-2020

SEMESTER-I

S.N	Paper	Subject Code	Teaching Scheme (Hrs/Wk)			Credits	Examination Scheme			
			Th	Pr	Total		Max Marks		Total Marks	Min Marks
							External	Internal		
1	I	1T-1	4		4	4	80	20	100	50
2	II	1T-2	4		4	4	80	20	100	50
3	III	1T-3	4		4	4	80	20	100	50
4	IV	1T-4	4		4	4	80	20	100	50
5	Pract	1P		12	12	6	120	30	150	75
TOTAL			16	12	28	22	440	110	550	275*

* Aggregate Minimum Marks – 50%, i.e., 275/550

Subject Code: 1=Semester-I, T-1=Theory1, P=Practical1, 1T-1=Principles of Mass Communication, 1T-2=DEVELOPMENT OF Media, 1T-3=Print Media-I(Reporting &Editing), 1T-4=Electronic Media-I(Radio &Television).

SEMESTER-II

S.N	Paper	Subject Code	Teaching Scheme (Hrs/Wk)			Credits	Examination Scheme			
			Th	Pr	Total		Max Marks		Total Marks	Min Marks
							External	Internal		
1	I	2T-1	4		4	4	80	20	100	50
2	II	2T-2	4		4	4	80	20	100	50
3	III	2T-3	4		4	4	80	20	100	50
4	IV	2T-4	4		4	4	80	20	100	50
5	Pract	2P		12	12	6	120	30	150	75
TOTAL			16	12	28	22	440	110	550	275*

* Aggregate Minimum Marks – 50%, i.e., 275/550

Subject Code: 2=Semester-II, T-1=Theory1, P=Practical1, 2T-1=Development Communication, 2T-2=Communication Research, 2T-3=Media Management&Laws, 2T-4=International Communication.

SEMESTER-III

S.N	Paper	Subject Code	Teaching Scheme (Hrs/Wk)			Credits	Examination Scheme			
			Th	Pr	Total		Max Marks		Total Marks	Min Marks
							External	Internal		
Core Papers										
1	I	3 T-1	4		4	4	80	20	100	50
2	II	3 T-2	4		4	4	80	20	100	50
Elective Papers										
3	III	3 T-3(A)	4		4	4	80	20	100	50
OR										
	III	3 T-3(B)	4		4	4	80	20	100	50
Core Papers										
4	IV	3 T-4	4		4	4	80	20	100	50
Foundation Paper (for students of other disciplines)										
5	I	3 T-4	4	--	4	4	80	20	100	50
Practical (for Core and Elective Papers)										
5	Pract	3 P		12	12	6	120	30	150	75
TOTAL			16	12	28	22	440	110	550	275*

* Aggregate Minimum Marks – 50%, i.e., 275/550

Subject Code: 1=Semester-I, T-1=Theory1, P=Practical1, 1T-1=Principles of Mass Communication, 1T-2=DEVELOPMENT OF Media , 1T-3=Print Media-I(Reporting &Editing), 1T-4=Electronic Media-I(Radio &Television).

SEMESTER-IV

S. N	Paper	Subject Code	Teaching Scheme (Hrs/Wk)			Credits	Examination Scheme			
			Th	Pr	Total		Max Marks		Total Marks	Min Marks
							External	Internal		
Core Papers										
1	I	4T-1	4		4	4	80	20	100	50
2	II	4T-2	4		4	4	80	20	100	50
Project										
3	III	4T-3	---	8	8	6	120	30	150	75
Core Papers										
4	IV	4T-4	4		4	4	80	20	100	50
Foundation Course (For students of other disciplines)										
5	II	4T-4	4		4	4	80	20	100	50
Practical (for Core and Elective Papers)										
6	Pract	4 P		4	4	2	40	10	50	25
Internship										
7	Internship	4 INT				2	40	10	50	25
TOTAL			16	12	28	22	440	110	550	275*

* Aggregate Minimum Marks – 50%, i.e., 275/550

Subject Code:4=Semester-IV,T-1=Theory1, P=Practical1,4T-1=New Media Applications,
4T-2=Inter-Cultural Communication, 4T-3=Project (Specialization Paper), 4T-4 (Core) = Environmental
Communication, 4T-4 (Foundation) = Applications of Mass Communication, 4 P = Practical, 4INT = Internship.

FIRST SEMESTER

Paper I

Subject Code: 1 T-1

PRINCIPLES OF MASSCOMMUNICATION

Theory

80 Marks

- i. Nature and process of human communication, functions of communication, verbal and non-verbal communication, intra-personal, inter-personal, small group, public and mass communication.
- ii. Models: SMR, SMCR, Shannon and Weaver, Lasswel, Osgood, Schramm, Gerbner, Newcomb, convergent and gate-keeping, communication and socialization. Functionalist approaches: The culture of make believe. Effects, Uses Si Gratification, Agenda Setting.
- iii. 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.
- iv. Mass Media: Public opinion and democracy. Media culture and its production, media organization, media content, market-driven media content- effects, skyvasion, cultural integration and cultural pollution,

Internal Assessment

Sessional written examination

20 Marks

Paper II

Subject Code: 1T-2

DEVELOPMENT OF MEDIA

Theory

80 Marks

- i. Early communication systems in India. Traditional and Folk Media. Invention of printing press and paper. Pioneer news publications in Europe and USA. Early efforts to publish newspapers in different parts of India. Contribution of Raja Ram Mohan Roy, LokmanyaTilak, Mahatma Gandhi and role of Indian press in Freedom Movement. Development and growth of English Vernacular press in post-independence era. Role of press in social, political and economic development.
- ii. Development of radio as a medium of mass communication. Technological innovations. History of radio in India. Emergence of AIR. Birth of PrasarBharati. Various Committee Into

- Broadcasting (Chanda , Verghese, P C Joshi and Vardan committees). Commercial broadcasting. FM radio. Community and Education Radio. Role of radio in development of rural India.
- iii. Development of television as a medium of mass communication. Birth and evolution of television in India. DTH and cable television in India. Impact of T.Y on society. Birth of News Channels in India. Growth of Soaps and Reality Shows on Indian TV.
- iv. Birth of Cinema in the World and in India. Film as an agent of social change in Independent India. Evolution of Parallel Cinema. Commercialization of Cinema in India.

Internal Assessment

Sessional written examination

20 Marks

Paper III

Subject Code: 1 T-3

PRINT MEDIA: I (REPORTING & EDITING)

Theory

80Marks

- i. News: definition, concept, elements, values, sources, lead writing, kinds of leads. Specialised Reporting: politics, legislature, crime, law, sports, business, development, rural & agriculture, science & environment, education, arts, culture & entertainment, human interest.
- ii. Interviewing : kind, purpose, techniques, Interpretative reporting. Investigative reporting. Feature writing, news analysis, Backgrounding, Scoop and exclusives, Editorial Writing.
- iii. Photojournalism : News photo and feature photo. Digital photography. Digital photo-editing. Photo-cropping and display on page/ website.
- iv. Basics of editing news. News Flow. News Selection. Selection of Leads. Headline styles, techniques. Page-making, Layout and Design. Use of computer software for making pages. Use of pictures, illustrations, graphs, sketches and other visual elements. Internet Editions: Web reporting, managing news flow, updating.

Internal Assessment

Submission of live samples of ten news reports, each in one specialized beat.

20 Marks

Paper IV

Subject Code: 1 T-4

ELECTRONIC MEDIA- I (RADIO & TELEVISION)

Theory

80 Marks

- i. Principles and techniques of audiovisual communication - Using audio and pictures to enhance presentation.
- ii. Radio News: Role, functions and types. Types of microphones, sound-recorders, studio equipment. Script writing for Radio News.
- iii. Non-News Radio Programmes : Types and formats. Script-writing for radio features, interviews, talk-shows, documentaries. Basics of news-reading and radio anchoring.
- iv. T.V. Programmes : Types and formats. Role and function, formats, structure, types and sources of T. V. news and other programmes, live reporting. Role of Television in Development. Social obligations of T.V. responsibility, factuality and credibility.

Internal Assessment

Submission of CDs of one radio news bulletin and one TV news bulletin of 10 minutes each **20 Marks**

Practical

150 Marks

Subject Code: 1P

1. Submission of a report on a given topic under Principles of Mass Communication and oral examination thereon. **30 Marks**
2. Submission of a report on a given topic under Development of Media and oral examination thereon. **30 Marks**
3. Practical examination of writing news report and page making on computer. **30 Marks**
4. Practical examination of radio and TV news writing and reading **30 Marks**

Internal Assessment

Assignments,/ seminars// presentations/ class participation

30 Marks

SECOND SEMESTER

Paper I

Subject Code: 2 T- 1

DEVELOPMENT COMMUNICATION

Theory

80 Marks

- i. Development: Meaning, concept. Nature process and models of development. Approaches to development. Problems and issues in development. Characteristics of developing, societies, gap between developed and developing societies. Impact of globalization on local development,
- ii. Development communication: Meaning, concept, process. Role of media in development communication. Strategies in development communication. Social, cultural and economic barrier.
- iii. Democratic decentralization: Panchayat Raj - planning at national state, regional district, block and village levels. Agricultural communication and rural development: The genesis and growth of agricultural extension.
- iv. Development issues/ Indian approach to development: Population and family welfare, Health, Education, Environment. Development of weaker sections such as **S.C./S.T./OBC/N.T./DTNT**, women, children and minorities. Roll of NGO/Voluntary agencies and opinion leaders in development communication.

Internal Assessment

Sessional written examination

20 Marks

Paper II

Subject Code: 2 T-2

COMMUNICATION RESEARCH

Theory

80 Marks

- i. **Nature and** characteristics of research, definition and elements. Role, function, scope and importance of **communication** research. Mass Communication research.
- ii. Basic concepts, tools and techniques of research. Research design in Social Sciences. Methods of communication **research**; census method, survey method, observation method, case studies, and content analysis, Tools and methods of data collection – media sources, books, questionnaire and schedules, people-o-meter, diary method, field method, logistic groups, focus

- groups, telephone, surveys, on-line polls. Sampling methods, sampling errors and distributions in the finding.
- iii. Types of research in print and electronic media, Evaluation, **feedback, feed** forward studies, media habits, public opinion survey, **pre-election** studies and exit polls. Market research in media fields, development of **trends and recent trends** in communication research. Ethical perspectives and mass media research.
 - iv. **Report** writing; Data analysis techniques. Coding and tabulation. Non-statistical methods. Statistical analysis: **Parametric** and non-parametric, Uni-variate, Bi-variate, Multi-variate. Tests of significance. Levels of measurement: Central tendency, Test of reliability and validity. SPSS and other statistical packages.

Internal .Assessment

Sessional written examination

20 Marks

Paper III

Subject Code: 2 T-3

MEDIA MANAGEMENT & MEDIA LAWS

Theory

80Marks

- i. Principles of media management and their significance. Media as an industry and profession.
- ii. Ownership patterns of mass-media in India. Organisational structure. Functions of different departments: General Administration, Editorial, Finance, Circulation (sales promotion); Marketing (Advertising), Human Resource and Production. DAVP, INS and ABC. Economics of print and electronic media.
- iii. Constitution of India: fundamental rights, freedom of speech and expression and their limits, directive principles of state polity, parliamentary privileges and media. Specified press laws; History of press laws in India. Contempt of Courts Act 1971. Civil and Criminal Laws of Defamation. Relevant provisions of Indian Penal Code with reference to sedition. Laws dealing with obscenity; Official Secrets Act, 1923. Right to Information Act. Press and Registration of Books Act, 1867, Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; Cinematograph Act, 1953; Prasar Bharati Act; Copyright Act, Cyber Laws. Cable Television Act Public Interest Litigation.
- iv. Media Ethics: Self-regulation vs legislation. Sensational and yellow journalism, bias, coloured reports, 'paid' news. Press Council of India and its scope and functions. Concept of media

ombudsman. Codes of conduct for journalists. Codes for radio, television, advertising and public relations.

Internal Assessment

Sessional **written** examination

20 Marks

Paper IV

Subject Code: 2 T-4

INTERNATIONAL COMMUNICATION

Theory

80Marks

- i.** Political, economic and cultural dimensions of international communication. Communication and information as a tool of equity and exploitation, international news flow, imbalances and disparities. UNESCO's efforts in removal of imbalances in news flow-debate on new international informational and Economic Order (NWICO), communication as a human right, UNO's Universal Declaration of Human Rights and Communication.
- ii** International news agencies and syndicates, their organizational structure and functions. Non-aligned news agencies, news pool - its working, success, failure. Impact of new communication technology on news flow, satellite communication, information super highways. International telecommunication and regulatory organizations,
- iii.** Impact of media on international relations, political processes and on shaping government opinion and foreign policies. Role of media in international crises: conflicts, man-made and natural disasters, terrorism.
- IV.** Information-prompted cultural imperialism. Criticisms. Effects of globalization on media systems and their functions; Transnational media ownership and issue of sovereignty and security; international intellectual property rights: international media institutions and professional organizations.

Internal Assessment

Sessional written examination

20 Marks

Practical

150 Marks

Subject Code: 2 P

1. Submission of a field report on a selected development scheme/ project and oral examination thereon **30 Marks**
2. Submission of Audience Research Survey of Print/ Radio/ TV and oral examination thereon **30 Marks**
3. Submission of a report on management practices of a media organisation and oral examination thereon. **30 Marks**
4. Submission of a report on a given topic under International Communication and oral examination thereon **30 Marks**

Internal Assessment

presentations/ class participation

30 Marks

THIRD SEMESTER

Papar I (Core Paper)

PRINT MEDIA - II (REPORTING & EDITING)

Theory

80Marks

- i. Reporting : political Reporting** - Models of democracy in the world. Indian democratic system. Parliament state legislature and Local Bodies. History of Major Political Parties in India. Reporting and analyzing elections.
- ii. Business Reporting** — Functioning of Ministries of Commerce & Industry and Finance. Trade, Exim, Industrial Policies of India World Trade Organisation. Major industry bodies in India (FICCI, Assocham, Nasscom, etc.). Union Budget RBI and Monetary Policies. Working of Stock Markets. Bombay Stock Exchange, National Stock Exchange.
- iii. Health Reporting:** World Health Organisation. Ministry of Health & Family Welfare, Govt. Women and Child Health. Infant mortality, malnutrition. Primary Healthcare system in India. Public and Private healthcare scenario. Education Reporting: UNESCO. University Grants Commission (UGC), All India Council for Technical Education (AICTE), Medical Council of India (MCI), Bar Council of India (BCI). Primary and secondary education scenario. Teachers' training. National Education policy. Sarva Shiksha Abhiyan. Adult literacy and Continuing Education. Distance Education. E-learning initiatives.
- iv. Editing:** Understanding information flow globally. Dealing with information overload. Globalisation of information. Adding value to reporters' copy using Web sources. Challenges of media convergence: Editing news for print, electronic and Web media simultaneously. Making sense of data and graphics for reader-friendly presentation.

Internal Assessment

Submission of three live news reports each in the above specializations and print-outs of three broadsheet newspaper pages made on computer.

20 Marks

Paper II (Core Paper)

Subject Code: 3 T-2

ELECTRONIC MEDIA- II (RADIO & TELEVISION)

Theory

80 Marks

- i.** Radio programme: Production process and techniques. Aspects of sound recording. Field recording skills. Radio news feature production; radio discussion and interview production. Live studio broadcast with multiple sources for news production.
- ii.** Digital Technology for Radio Production - Web Radio (World Space Radio). FM Radio: Content planning and scheduling. Art of Radio Jockeying. Giving local flavor to programme content by understanding local culture. Language and idiom of FM Radio presentation.
- iii.** **Television** reporting - Visualising news/ Electronic News Gathering (ENG) - research, investigation -interview techniques: piece to camera and voice over, sequencing and editing news packages. Writing for television- research, visualization and production script, story board. TV news writing.
- iv.** **Basic of TV Production** : Shooting with TV camera - Colour/ White balance, basic shots and camera Single, multi camera shooting. Planning location shoots. Planning studio programmes — cues and TV lighting in field, using reflectors, lighting grid, luminaries. Studio lighting. Studio sets and Video editing techniques. Digital effects and post production. Formats of TV programmes - Studio discussion studio chat: shows with audience participation, studio quiz programmes with .TV documentary production. Corporate video production.

Internal Assessment

Submission of CDs of one Radio and one TV programme of 15 minutes duration each. **20 Marks**

Paper III (Elective Paper)

Subject Code : 3T-3(A)

ADVERTISING

Theory

80 Marks

- i.** Advertising tools and practice; consumer behavior: analysis, definitions and factors; defining consumer behavior and its various factors; external environment, culture, subculture, social class, social group, family, personality, lifestyle. Process of motivation and theories of motivation.

- ii. Defining creativity, stages in die creative process, creative brief, advertising appeals, language, copy-writing. Advertising layout and design principles. Use of colour, pictures, graphics, fonts.
- iii. Brand management: Definition, concepts and evolution of brand management. Brand strategy. Brand image and personality.
- iv. Media characteristics: Media planning, media selection process, media strategies, budgeting, media buying and analyzing. Advertising research: Market research and advertising research. Types of research: target marketing research, positioning research, pre-test, evaluating effectiveness. Audience research, methods of analyzing research (psychopathic/life style research, psycho-physiological research)

Internal Assessment

Submission of print-outs of two each print advertisements of product, service, tender and employment, and one script of TV/ Radio advertisement of 30 seconds duration. **20 Marks**

Paper III (Elective Paper)

Subject Code: 3 T-3 (B)

ECOLOGY & ENVIRONMENT IN INDIA

Theory

80 Marks

- i. **Environment** :Definition, concept, principals, importance. Ecology and Ecosystems. Importance of Biodiversity. air, water, soil, sound.
- ii. **Sustainable Development** :Definition and concept. Climate Change - Global Warming, Greenhouse Effect, Ozone Layer.
- iii. **Exploitaionof Natural and Non-** renewable resources. Impact of Population, Urbanisation and Industrialisation.
- iv. Environment and Society Environment issues and civil society . Major environment in India. Role of NGOs in environment conservation Environment issues and politics.;

Internal Assessment

Sessional written examination

20 Marks

Paper IV (Core Paper)

Code: 3 T-4

PUBLIC RELATIONS& CORPORATE COMMUNICATIONS

Theory

80 Marks

- i.** Strategic Public Relations and Corporate Communications. Defining strategy and its relevance in Public Relations and Corporate Communications; campaign planning, management and execution. Role of PR in crisiscommunication and disaster management.
- ii.** Defining stakeholders and media selection. Building a distinct corporate identity: concepts, variables andprocess. Making of house styles (logo, lettering and process). House Journals. News Letters. InformationBrochures, Annual Reports. Mailers. Event Management for Public Relations.
- iii.** Media relations: Organizing media conference. Media Tours, Media Briefings. Preparing Media Release andMedia Hand-outs, Proactive and reactive media relations. Ethical aspects in media relations,
- iv.** Use of New Media in Public Relations and Corporate Communications.

Internal Assessment

Submission of report on the functioning of a Public Relations Agency/ Department

20 Marks

Paper IV (Foundation Course) (For students of other disciplines)

Subject Code: 3 T- 4

INTRODUCTION TO MASS COMMUNICATION

Theory

80 Marks

- i.** Nature and process of communication; definition. Functions of communication. Verbal and Non-verbalCommunication. Kinds of Communication. Models and Theories of Communication. Nature and process ofMass Communication, definition. Media of Mass Communication.
- ii.** Journalism: Definition, nature, scope and significance. Early efforts in printing and publishing newspapers.Types of newspapers - contents, characteristics. Responsibilities and criticism of journalism. Model code ofethics for Press.
- iii.** **Overview** of history of the Press in India. Growth of language press. History of Marathi Press. Development of important **newspapers**. Beef historical perspective of important newspapers in Vidarbha.

- iv. **Origin and growth of radio and Television** in the World and in India. Changing trends in TV Journalism. Development of the Internet and WebJournalism in the World and in India.

Internal Assessment

Sessional written examination **20 Marks**

Practical (for Core and Elective Papers) 150 Marks

Subject Code: 3 P

1. Practical examination of news reporting in the above specializations and editing of raw copy **30 Marks**

2. Practical examination of Radio and TV programme Script Writing and Presentation **30 Marks**

3. Practical examination of advertisement making on computer and oral examination thereon **30 Marks**

OR

3. Submission of report on selected environmental issue and oral examination thereon

4. Practical examination of writing media release and making information brochure/ publicity pamphlet/ poster. **30 Marks**

Internal Assessment

Assignments/ seminars/ presentations/ class participation **30 Marks**

FOURTH SEMESTER

Paper I (Core Course)

Subject Code: 4 T-1

NEW MEDIA APPLICATIONS

Theory 80 Marks

- i. Evolution of Information & Communication Technology (ICT) in mass media. History and growth of the internet and World Wide Web. Ownership and administration of Internet,
- ii. Introduction to HTTP, HTML, ELP, DNS, JAVA, Web page development: Inserting, linking, editing, publishing, uploading, locating, prompting, maintaining a website.
- iii. Cyber Journalism, on line editions of newspapers. Web news portals, Cyber newspapers: creation, feed, online , e-publishing. Using search engines for news gathering.
- iv. Application of Web 2.0 New Digital Media, Social Media, Creating Blogs. Open platform websites, Uploading photos and video.

Internal Assessment

Submission on CD of a Web news portal

20 Marks

Paper II (Core Course)

Subject Code: 4 T- 2

INTER-CULTURAL COMMUNICATION

Theory

80 Marks

- I. Culture: Definition and Process. Sub cultures. Culture as a social institution. Value systems - primary, secondary. Eastern anti western perspectives.
- II. later-cultural communication: Definition and process. Philosophical and religious dimensions. Cultural symbols in verbal and non-verbal communication. Language and grammar as a medium of cultural communication. Linguistic aspects of inter cultural communication.
- III. 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.
- IV. Culture, communication and folk media: Character, concept and functions. Dance and music as instruments of inter-cultural communication. UNESCO'S efforts in the promotion of intercultural communication.

Internal Assessment

Sessional written examination

20 Marks

Paper III

Subject Code: 4 T-3

Project (Specialization - five options)

150 Marks

Each student will have to submit a report in an area of mass communication detailed in the curriculum under the guidance of a faculty member. The objective of the project is to enable students to have an in-depth knowledge of a subject of their choice. It may include field research, case study, model and such other research-based formats aimed at knowledge in any area of mass communication.

The project may be conducted in any one of the following specializations :

- i) Print Media
- ii) Electronic Media
- iii) Advertising
- iv) Public Relations
- v) New Media

The marks distribution shall be as under :

1. Report	90 Marks
2. Viva Voce	30 Marks
3. Internal	30 Marks

Paper IV (Core Paper)

Subject Code: 4 T-4

ENVIRONMENTAL COMMUNICATION

Theory

80 Marks

- i.** Environment conservation, Ecological balance, Bio-diversity, Sustainable Development. Major issues in India.
- ii.** Environment Education: Role of Mass Media in Environment Literacy. Promoting eco-friendly ('Green') lifestyles, products and processes. Communication through special events, exhibitions, lectures, folk and traditional media.
- iii.** Environmental Journalism: Definition and concept. Environmental reporting, types of stories - investigative, in-depth and interpretative. Journalism vs. Activism,

- iv. Using New Media for Environmental Communication,

Internal Assessment

Sessional written examination

20 Marks

Paper IV (Foundation Course) - For students of other disciplines

Subject Code: 4 T-4

APPLICATIONS OF MASS COMMUNICATION

Theory

80 Marks

- i. **Journalism:** News-definition. News Value, Elements of News, Sources of News, Hard 3cd Soft News- News Reports, Features, Editorials. News Photography. Basics of News Editing.
- ii. **Advertising:** Definition and scope. Consumer behavior Advertising tools. Advertising appeals. Copy Writing. Layout and design principles. Media planning and selection. Advertising Research,
- iii. **Public Relations:** Definition. Stakeholders or 'Publics' in Public Relations. PR Tools - Website, Brochure, Outdoor publicity. Events and Sponsorships. Newsletter and House Journal. Media Relations.
- iv. **New Media:** Evolution of Information & Communication Technology (ICT) in mass media. Web content management Online News Portals, Internet Editions, e-Papers. Open platform website, social media, blogs.

Internal Assessment

Sessional written examination

20 Marks

Practical (for Core and Elective Papers)

50 Marks

Subject Code: 4 P

1. Practical examination of using web resources for news gathering and creating news blog
20 Marks
2. Submission of report on a selected aspect of inter-Cultural Communication and oral examination thereon
10marks

3. Submission of report on a selected aspect of Environmental Communication and oral examination thereon **10 marks**

Internal Assessment

Assignments/seminars/presentations/class participation **10 Marks**

Internship and Visit to Media Centre **50 Marks**

Subject Code: 4 INT

Each student will have to undergo a 30-day Internship in in a newspaper or magazine office/public relations office/ Akashwani / Doordarshan/ TV News Channel/ advertising or media agency, or any other organization identified by the students and faculty jointly/individually, facilities for which are easily available locally or regionally.

Student has to submit an Internship Diary with certificate from media organization. Further, every student has to submit a report on the **visit to a media centre**.

1. Internship Diary **30 Marks**
2. Viva Voce **10 Marks**

Internal Assessment

Submission of **report** on visit to media centre **10 Marks**
