Annexure – A

First Semester

PAPER 1: Communication Theory and Practice.
PAPER I I: Print Journalism
PAPER I I I : Electronic Journalism

Marks 100

(There will be ten questions in all, two from each section. The candidates will be required to answer five, selecting one from each part. Each question will carry 20 marks.)

Section 1: Communication: Definition, Characteristics, Stages, Growth and Development; Kinds of Communication: Intrapersonal, Interpersonal Group, Public and Mass Communication; Similarities and dissimilarities between various types of Communication.


Section 3: Communication Barriers: Psychological, Mechanical, Physical, Illness, Status, Fear, Linguistic and Cultural, Lippman’s barrier of communication; Social change: Spread of Innovations, Process of Adoption, Diffusion of information; George Gallup’s Diffusion and Adoption Process.

Section 4: Communication Theories: Bullet theory; Personal Influence Theory: Two Step Flow, Multi Step Flow, Role of Opinion Leaders and Gatekeepers, Theory of Cognitive Dissonance; Psychological or individual Difference Theory: Concept of Selective Exposure, Selective Perception and Selective Retention.

PAPER I I  :  Print Journalism     Time: 3 hours     Marks : 100

(There will be ten questions in all, two from each section. The candidates will be required to answer five, selecting one from each part. Each question will carry 20 marks.)


Section 2 : Qualities and Functions : Reporters, Sub-Editors, Chief Sub-Editors, News Editors, Assistant Editors, Feature Writers, Editors and Chief Editors.

Section 3 : Feature Writing : Definition, its Role, Characteristics; Types of Features : News Features, Personality, human Interest, Institutional, Narrative and Photo Feature; Feature and News Story; Feature and Article.

Section 4 : Editing and Sub-Editing : Principles of Editing; News Room : Organisation and Functioning : Sub-editing Marks and Methods; Proof-Reading Marks; Leads; Headlines : their importance, Functions and Types

Section 5 : Editorial Page : Review, Articles, Middles, Letters to the Editor; Definition, Importance, Types Planning and Writing, Front-page Editorials.

Suggested Readings:

1. Parthasarthy : Basic Journalism.
3. Lewis, James : The Active Reporter.

Suggested Readings:

5. McQuail, Denis : Sociology of Mass Communication
PAPER I I I : Electronic Journalism

Time: 3 hours

Marks 100

(There will be ten questions in all, two from each section. The candidates will be required to answer five, selecting one from each part. Each question will carry 20 marks.)

Section 1 : Origin and Development of Radio in India, AM broadcasting, FM broadcasting, All India Radio; Services : The Regional Service, the Vividh Bharati Service, External Services, Radio’s Future.

Section 2 : Various Types of Programmes : News Bulletins, Newsreels, Documentary/Radio Features, Drama, Talks, Music Programmes, Movie Trailers, Quizzes.

Section 3 : Origin and Development of TV in India, Objectives of Television, Low Power Television (LPTV), High Definition Television (HDTV), Teleconferencing, Satellite : Geostationary, relay and Repeater Satellite.

Section 4 : Television Content : Commercial and other Interruptions : Commercial Public Service Announcements, Programme Promotion; entertainment Programmes; Dramas Variety Shows, Talk Shows, Personality and Game Shows, Soap Operas, Children’s Programmes, Movies, Special Sports and Special Events; Other Programmes : News and Public Affairs, Religious Programmes, Cultural and Educational Programmes.

Section 5 : Principles of writing Script for Radio and Television, Television Production : From Script to Network, Cable TV : An Extension of Television; The Potential of Cable and Fibre Optics.

Suggested Readings :

2. Barauh, U.L. : This is All India Radio.
3. Bhatt, S.C. : Broadcast Journalism,
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PAPER I V  Press and Newspaper Management  
Time : 3 hours

Marks : 100
(There will be ten questions in all, two from each section. The candidates will be required to answer five, selecting one from each part. Each question will carry 20 marks.).


Section 4: Basic Operations in Newspaper Production; Suitability of various Printing Processes for Newspapers and Magazines; Line and Half-tone Blocks; Principles of Newspaper Design; Type Design; Page Make Up; Graphics and Photographs; Importance of White Space; Continuation of Copy; Optical Centre.

Section 5: Management: Types of Newspaper Ownership; Principles and Functions of Newspaper Management; Economics of Newspaper Production and Pricing; Advertising and Circulation Departments in a Newspaper, ABC

Suggested Readings:

1. Parathasarthy : The History of Journalism in India
PAPER V : Public Relations and Advertising       Time : 3 hours

Marks : 100

(There will be ten questions in all, two from each section. The candidates will be required to answer five, selecting one from each part. Each question will carry 20 marks).

Section 1 : Public Relations : Definition, Origin, Need, PR and the Press, Ethics, Differences between Public Relations, Publicity, Propaganda, Advertising.

Section 2 : Duties of Public Relations Practitioners : Writing, Editing, Media Relations and Placement, Special events, Public Speaking, Production Research, Programming and Counseling.


Section 4 : Components of the Advertising Industry : Advertising Agencies, Media Service Organization, Suppliers of Supporting Services ranging from Public Opinion Research to Commercial Art, Advertising Departments of Retail Business.

Section 5 : Advertising Media : Print and Electronic Media, Outdoor Advertising, Speciality Advertising, Direct, Mail and Business Advertising; Layout and Design.

Suggested Readings :

1. Sahai, Baldeo :
   Public Relations-A Scientific Approach
2. Jethwaney :
3. Lesley :
   Handbook of Public Relations.
4. Cutlip and Center :
   Effective Public Relations.
5. Mehta, D.S. :
   Handbook of Public Relations
6. Chauhan A.S. :
   Public Relations
7. Chunawala and Sethia :
   Public Relations,
8. Wright :
   Advertising.
9. Bellur :
   Readings in Advertising Management.
10. Mathur :
    Press Advertising.
The practicals will be conducted and evaluated by the department alongwith external experts. The date will be fixed and announced by the department after the teaching programme for the second semester is over. The practical will consist of the following sections:

Section 1. News Writing
Section 2. Feature Writing
Section 3. Editorial Writing
Section 4. Sub-Editing
Section 5. Rewriting

Suggested Readings:

5. George, T.J.S. : Editing
6. Westkey, Bruce, C : News Editing.
7. Reddick, Dewell : Modern Feature Writing Journalism.

Note: Practical training with any reputed media organization for eight weeks any time before obtaining the degree.
Semester wise Scheme of MMC Course

Semester-1

PAPER-1: Principles of Mass Communication
PAPER -2: Print Journalism
PAPER-3: Media laws Ethics and Development
PAPER-4: Advertising and Public Relations
PAPER-5: Practical-1

Principles of Mass Communication

Definition, importance, characteristics, stages growth and development of communication; Elements in the communication process - sources, process of encoding, message, channel, process of decoding, receiver, feedback, noise, Verbal and non-verbal communication.

Communication settings – intra personal and interpersonal communication; machine mediated interpersonal, grouped and mass communication – surveillance, interpretation, linkage, transmission of values entertainment.

Communication barriers – Psychological, mechanical, physical, Linguistic and cultural; Lipman’s barriers to communication, Social change – spread of innovation, process of adoption, diffusion of information. George Gallup’s diffusion and adoption process.

Bullet Theory Two Step Flow, Role of Opinion leaders ad Gatekeepers; Theory of cognitive dissonance; Psychological or individual differences theory – concept of Selective Exposure, Selective perception, Selective Retension, Agenda setting theory; Uses and Gratification theory - cognition, diversion, social utility, withdrawal; social utility, withdrawal; cultivation Theory.

Authoritarian, Libertarian (Free Press), Socialistic (Soviet Press Theory), Social Responsibility Theory; Development Media Theory, Democratic Participant Media Theory

Scope, functions and invitations of communication models; Harold Lasweell’s model; Newcomb’s Model Shannon and Weaver Model; George Gerbner’s Model; Westley and Mclean Model.

Print Journalism

News: function, definition, elements, sources and kinds News values; Essentials of news writing, news story structure, inverted pyramid pattern lead/intro writing and types of lead
Press conferences, Press notes, Speeches

Features, definitions, techniques and types; Features as a communication tool;
Feature writing exercises;
Interviews: Purpose, techniques and types

Edits and middles; Special articles, Week end pull-outs;
Supplements; Backgrounders
Column writing and letters to the Editor, Obituaries,
Reviews (Books, films, exhibitions etc.)

News room organization; news flow and copy organization;
Edition planning Purpose of copy editing; Principles of editing; Copy editing symbols; Style sheet
Headlines: types, functions and patterns of headline writing
Text breakers: Sub-headings; initial caps, drop letters,
Paragraph, bold italics, rules and borders, blurbs; other forms of special typographical display including white space.
Pictures: Sources of pictures; Selection and treatment of pictures;
Caption writing

Media laws Ethics and Development

Contempt of court act: Copy rights act : Official Secrets act, 1923; Working journalists and other newspaper employees (conditions of service and miscellaneous provision) Act; Law of defamation; Libel and Slander; Press and Registration of Books Act, 1923; Contempt of legislature; Young Person’s Harmful Publication Act; Prasar Bharti Act;
The Broadcast Bill; information technology act 2000; convergence legislations including cyber laws; Cable television act 1995 Right to information.

The basic concept and objectives of press codes and ethics of journalism;
Freedom and responsibility of the press
Sensational and Yellow Journalism; Issues of privacies
Public right to know; right to reply; Pressures on the press; Code of ethics for

History of Press in India;
Early commutation systems in India - development of printing;
Early restrictions on the Indian press; The Vernacular Press
The Pioneers - James Augustus Hickey, James Silk Buckingham, Raja Ram Mohan Roy, Mahatma Gandhi
History of some Indian newspapers: The Hindu, The Statesman, The Indian Express, The Times of India and the Tribune
Development of Indian Press after Independence till the emergency; Post Emergency
History of electronic media in India:
History of growth and development of radio, television
(including cable and satellite television) in India;

Press Council of India; Press Institute of India; Audit Bureau of Circulation, Indian
Newspapers Society; Editors Guild of India; Press information Bureau; Directorate of
Audio visual Publicity (DAVP)

Advertising and Public Relations

Concept and definition; How advertising works; Place of Advertising in the Marketing
Mix; Advertising viz-a-viz Mass Communication, Public Relation, Publicity and Sales
Promotion; Product life cycle and classification of advertising; relevance of Advertising;
Advertising for the rural marketing; Social Marketing and Advertising

Introduction to account management (AM); Scope, definition and implementation paths;
Agency operations; Client related issues and the process; Business development; The
pitching mechanism; Agency client interface: the parameters Creative and media
briefing process; Agency media interface; AORs and independent media buying outfits;
Agency audits

PR Concepts, definitions and principles; PR and allied disciplines; Various theories in
PR; the process of public relations; PR Writing for the employees (writing and editing
house journals, writing for bulleting boards); Speech writing; Ghost Writing; Writing for
the media; Reporting and editing skills; Writing press release, backgrounder, rejoinders,
features,

The need for government publicity; Basic principles of government publicity; Handling
Information sources; Maintaining press relation through press conference, press releases,
press tours, Briefing, interviews, talks etc.
Supporting service like backgrounder, research, reference and photo coverage
Government Information System

Semester-II
PAPER-6: Communication Research
PAPER-7: Radio Journalism and Production
PAPER-8: Television Journalism and Production
PAPER-9: Visual Communication
PAPER-10: Practical-II
Need and importance of Mass Communication research, the development of Mass Media Research, research procedures, research in academic and private sector

Concepts and constructs, independent and dependent variables, discrete and continuous variables, levels of measurement, likert scales of measurement
Research design components – Experimental, quasi experimental and longitudinal studies, trend studies, panel studies and Cohort Analysis

Survey method, content analysis, case studies, observation methods
Tools of data collection – sources, media source book, questionnaire and schedules, diary method, field studies, focus groups, telephone surveys, online polls, People’s meter

Coding and tabulation; non-statistical methods – descriptive, historical, Statistical analysis – parametric statistics – test, analysis of variance (ANOVA), co-relation; non-parametric statistics- chi-square, contingency table analysis; tests of significance
Mechanics of writing research reports

Radio Journalism and Production

Planning and Production of Radio Programmes; sound Broadcasting Chains; Studio Recording Techniques; OB Recording; AM & FM Radio Principles of Sound; Perspective of sound; Microphones – Type and functions; Sound Mixing and editing; Sound recording and monitoring; Editing sound and use of special effects; Stereo and Hi-Fi Sound Digital Recording and Editing

Radio News - how different; Radio Newsroom structure and Operation; reporting for news; sources
Structure for radio cop; Actuality and sound bytes;
Voice dispatch’
Interviewing for Radio News
Editing Agency Copy; editing reporter’s copy; Writing a Lead-in; Headline writing
Using archival material; compiling radio news programme

Understanding Radio Programme Formats
Current Affairs formats
Ten minute interview Programme
Thirty Discussion Programme
Ten minutes News Reel/Magazine
Talks/Commentaries
Audio Conferencing/space bridge-20 minutes

News Reading: News; Reading Commentary; Live Commentary;
News interactive live transmission; online interview
Voice training: effective use of voice – enunciation, flow, pronunciation modulation

**Television Journalism and Production**

Characteristics of television as a medium of communication; Thinking with audio and pictures; Evolution of a television programme from conception till it goes on air; Stages of television production: Pre-production, Production and post production; television program formats Production team and their functions Basic cues and commands Basic shots; Visual transitions and grammar

Using the television camera basic shots, camera movements, Visual grammar, color balance, camera mountings; different Types of camera and video formats Lighting indoor and out door, basic three point lighting system Audio Equipment: microphones-classifications and their uses Video editing; video transitions, insert and assemble editing, Linear and non-linear editing, analog and digital editing

Planning a news package, ENG - visualizing, sources, and elements of television news Planning a news story, research and execution Television Interview – need and types, Piece to camera – need and types Writing for television: writing to visuals, marking copy in production language

Packaging and compilation of news: writing and editing individual stories; writing television news story script; individual story production, elements of a news story – visuals, PTC, interviews, ambience, graphics, music etc. Anchor lead-in/intro, headlines, teasers and promos Television anchoring as it is in UGC model curriculum

**Visual Communication**

Concept, process and function Visual perception and visual persuasion; seeing Photographically, Composition; Visual editing Use of color in design physiological and psychological;
Management of stock shots/modern reference and Retrieval system

Visual information system in News Production
Presentation Graphics, Spreadsheet
Paint boxes and special effects
Digital effects character generators etc.
Introduction of Multimedia tools and techniques
Desktop production

Type faces - Structure and classification of type; some
Popular type faces
Legibility and appropriateness
Newspaper Designing – definition, concept, principles of
Newspaper design spacing point system, page make-up, use of
Illustrations and pictures, importance of white space and
Optical center in newspaper designing

Definition of photography, elements and principles
Photography equipment, camera and their types, lenses and
Their types; Techniques of photography – shots, focus,
Shutter and shutter speed, selection of subject, different
Types of photographs
Photo editing, selection of photos for newspapers and
Magazines; photo features
Handling and care of Photographs

Semester-III

PAPER-11: Mass Media Research Applications
PAPER-12: Advanced Print Journalism
PAPER-13: Advertising
PAPER-14: Corporate Communication
PAPER-15: Practical-III

Mass Media Research Applications

Readership research, circulation research, management
Research; typography/make up research; readability
Research; and on line media usage research
Pre and post production audience research; Television
Ratings research
Functional
Areas of advertising research – copy testing, media research; affective dimension, conative dimension, affective dimension, conative dimension and brief description of copy testing methods - consumer fury, eye tracking


Environment monitoring programmes, public relation audits, communication audits, social audits, Evaluation and gate keeping research.

Antisocial and Pro-social effects of specific media content; uses and gratifications; agenda setting; cultivation of perception of social reality; and social impact of the Internet.

**Advanced Print Journalism**

Political and legislative reporting; Education, sports, science, economic and development reporting;
Interpretative - purpose and techniques
Investigative reporting - purpose, sources, styles and techniques
News Agency Journalism
Changing concept of news

This segment will mainly consist of practical work in various areas of reporting and editing mentioned in Print Journalism. (Paper 2, Semester 1) and this paper. This paper will be set and evaluated by external examiner with the help of internal examiner in the department. The date for this exam will be notified by the department itself.

**Advertising**

Role and relevance of strategy in advertising; The strategy planning process; Integrated marketing communication; Defining brand management; Evolution of a brand; Brand Positioning; Brand personality; Brand image
Advertising and creativity; Stages in creative process Making creative brief Advertising; Copywriting; USP and advertising appeals; AIDA and AIETA formulas; Copy format and components; Designing and layout of copy; Homework concept Appreciation and presentation of some of the great and failed campaigns.

Defining campaign planning; Various stages in campaign; Planning (situation analysis, market research, creative and media brief, creative and media strategies) The planning cycle (contemporary models); Strategy in campaign planning; Production of a campaign

Role of media planning in advertising; Classification of various media; Variable factor in the selection of media; Strengths and weakness of various media; Sources of media information Preparing media brief; Setting media objectives; developing a media strategy; scheduling strategy and tactics; Budgeting; Presentation of media plan to the client; Presentation of the media plan to the client; Media Buying techniques; Evaluation of media plan

**Corporate Communication**

Defining principles and concepts in corporate communication (CC); Evolution and growth of CC Publics of CC The emerging market scenario and the relevance of corporate communication; Business/financial papers and their relevance to CC; The burgeoning electronic media and business programs on various channels

Towards building corporate identity; Image management and brand equity; Building corporate Identity; Learning making of house styles; Event management; Media Tracking

Defining crisis and disaster management; Crisis handling models and theories; Role of PR in crisis handling ; Media handling in critical times; Case studies in PR

Understanding the financial market; An overview of various financial institutions, stock exchange and statutory bodies like the SEBI etc. ; Public issues - the wherewithal; Mergers, takeovers and corporate governance – the role of CC writing corporate stories for financial and mainstream newspapers – simulation.
Development ; meaning, concept, process and models of development; theories and approaches to development; problems and issues in development; Development Communication: Concept and definition; Strategies in development communication, role of media in development communication; Case studies.

Development support communication - Role of communication in health and family welfare, health and hygiene, education and environment, agriculture and rural development Use and relevance of different communication media in development; Opinion leaders and Change agents; Use of information communication technologies for development.

Extension approach to communication; Developmental and rural extension agencies – governmental, semi-governmental and non-governmental, semi-governmental and non-governmental organizations; Information dissemination in rural areas – role of print, electronic, traditional media.

Use of folk media for social change with special reference to Himachal Pradesh; Strengths of folk media; Some popular forms of traditional media – dramatic forms, Oral literature and musical forms, fairs and festivals, community dances etc., Integrated use of traditional and communication media with modern technology driven media

Communication in the changing world, International news flow; cultural imperialism; NWICO; News pool; International institution; UN and its agencies; Transnational Media Organizations.

Media Management and Newspaper Production

Principles and functions of management; classifications of newspapers. Ownership patterns of newspapers in India-sole proprietorship, partnership, private limited companies, cooperatives and trusts; organizational structure of national dailies - General administration, advertising and circulation; Functions of different departments; Changing role of editorial and other department; Newspaper as an industrial product; Problems of small and medium newspapers; Press Commissions
Organisation of private broadcast news channel; Staff and their functions; Organisation planning, scheduling, transmitting, record keeping, quality control and effective techniques

Economic and marketing of newspapers; Pricing and price-wars; Brand promotion (space/time, circulation), reach, promotion, market survey techniques, Foreign equity in Indian Media.

Overview of printing technology over the years, Basic operations in newspaper production and suitability of various printing processes _ letterpress, offset, gravure;
Copy fitting and estimation

New Media Applications

Analogue and digital technologies
Introduction to new communication technologies: Teletext, Video text and radio text; teleconferencing and video Conferencing; Cable Distribution System; DTH, HDTV, Fibre optics

Use of modems; Concept of on-line; electronic mail, chat and internet discussion forums Computer networks _ LAN, MAN, WAN and Internet; Types of Internet connections – Dial up, ISDN, Lease Line, DSL

Web Page development, linking, editing, publishing, locating, inserting and maintaining a website
Exploring the WWW; Introduction to browsers, search engines, search resources, using bookmarks

Online editions to newspapers – how they differ ; News and current affairs on Net;
Online newspapers – creation, feed, marketing, revenue and expenditure; security issues on the Internet; Social, Legal, ethical and political issues related to ICT

Note:- Internship with a reputed media organization during the course for 6 weeks will be compulsory.

List or Recommended Books

Principles of Mass communication
- The process and effects of Mass Communication ; Schramm, Wilbur, 1971
- Communication theory: Eastern and Western Perspectives; Kincaid, Lawrence D; Academic Press 1988
- Introduction to communication studies; Fiske, John, Routledge; London, 1982
- Essentials of Mass Communication Theory; Berger, A.A. New Delhi; Sage, 1995
- Understanding Mass Communication; De Fleur, Melvin L and Everett E
- Handbook of Journalism and Mass communication; Aggarwal Vir Bala and Gupta V.S . , Sage Publications, 2001
- Essentials of Effective Communication; Patri V; Greenspan Publications, New Delhi
- Theories of Mass Communication; DeFleur, Melvin L and Ball-Rokeach, Sandra; Longman, New York 1975
- Themes in Indian Mass Communication ; Dua M.R
- Models of Mass Communication; DeFleur, Melvin and McQuail Denis

**Print Journalism**
- Basic Journalism ; Parsthasarthy, Rangaswami
- News writing and reporting for Today’s Media, Bruce D Itule and Douglas A Anderson; McGraw-Hill; 1994
- News Reporting and Writing; Alfred Lorenz and Allyn and Bacon, 1996
- Into the Newsroom : Taylor, Ron and Teel, Leonard Ray Prentice Hall, New Jersey; 1985
- A Handbook of Editing; John Morrish; Routledge; 10=996
- Magazine editing; John Morrish; Routledge; 1996
- The Gentle Art of Columnning; Edson, GL; Brentanos, New York, 1920
- Articles and Features; Nelson, Roy Paul, Haughton Miffin Co. Boston 1978
- Book Reviewing; Drewry, John E. The Writer Inc. Boston
- Creative interviewing : The writers Guide to Gathering information by Asking Questions; Metzler, Ken, Allyn and Bacon Inc.; 1996
- How to write columns; Hinkie, L Olin and Henry, John, The Lowa State College Press, Lowa
Media Laws; Ethics and Development of Media
- The Press, Rau, M Chalapathi, National Book Trust
- Press Laws, D D Basu, Prentice Hall
- The Law of Press, Basu, DD
- Freedom of the Press in India; Noorani, AG
- History of Indian Press, natarajan J.
- Television in India : Changes and Challenges; Saksena, Gopal, Vikas Publishing; 1996
- Indian Broadcasting : Luthra, HR; Publications division
- Radio and Television Committee on Broadcasting and Information media, Ministry of Information & Broadcasting
- This is All India Radio; Baruah, LL; Publications Division
- Satellite Invasion of India; Bhatt, SC, Gyan Publishing
- PTI Story, Origin and Growth of the Indian Press and the News Agency GNS Raghavan
- TV News Ethics; Marilyn, Focal Press
- Doordarshan-Annual Reports Style, Book-NSD, All India Radio
- Mass communication in India, Kumar, Kewal J.
- Newspaper Management; Kothari, Gulabn, New Delhi : I.O.U. 1995

Advertising and Public Relations
- Advertising : the Uneasy Persuasion, Schudson, Michael; routledge, London, 1993
- Advertising Jethwaney, Jaishri, Phoenix, New Delhi 1999
- Advertising management; Batra, Rajeev et. Al Prentice Hall, New Jersey; 1996
- Press Advertising : Mathur
- Public Relations- A Scientific Approach; Baldev standing Conference of Public Enterprise; New Delhi
- Public Relations Handbook; Dienschneider, 1996
- Planning and Managing a Public Relation Campaign, Gregory, Ann, Kogan page London, 1996
- Strategic Public Relation, Hart Norman, Macmillian Press, London, 1950
- Public Relation for Your Business, Jefkins, Frank, Excell Books New Delhi, 1995
Communication Research
- Methods of Social Research: Good, William J and Hatt, Paul K; Macmillian, 1967
- Communication Research: Some reflection, Yadava, J.S. IIMC Mineo
- On the Practice of Mass Communication: Some lessons from research Lakshmana Rao, YV; UNESCO
- Communication Research – A Half Century Appraisal; Lerner, Daniel and Nelson, Lyle M (ed); East-West Center; Honolulu; 1977
- Collecting Evaluation Data: Problem and Solution; Burstlin & Light et al New Delhi, Sage, 1985
- Research Methods in the Social Sciences; Lee, Ellis; USA; WVB Brand & Benchmark, 1994
- Fundamentals of Social Surveys & Research Method; Dandapanis; Delhi Scholar Foundation, 1971
- Doing Media Research; Horning Priest Susanna, Sage, Beverly Hills
- Doing Qualitative Research Differently; Hollway, Wendy and Jefferson, Tony, Sage: Beverly Hills

Mass Media Research Applications
- Mediamorphosis; Fiddler, Roger, Sage Publications; New Delhi, 1977
- An Introduction to Journalism Research; Fazier, Ralph O and Wilkerson, Marcus M (ed); Greenwood Press; New York 1968
- Audience research; Wilmer and Dominiick; Wordsworth Publishing Co. London 2000
- Public Relations and Survey Research; Robinson, Edward J, Appleton Century Crofts, New York 1969
- The Analysis of Communication Content; Gerbner George et al. John Wiley and Sons, New York, 1980
- Using Research in Public Relations; Broom, Glen and Dozier, David; Prentice Hall, New Jersey, 1990
- Broadcasting Research Methods: Dominich, Joseph Raaand Fretecher, Alhon and bacon, Boston 1985
- Recent Development in Graphic Arts Research; Banks WH, Pergamon Press, Oxford, 1971
- Communication Research for Development; Aggarwal, Binod c, Concept Publishers, New Delhi

Advance Print Journalism
- Writing the New- Print Journalism in the Electronic Age; Hastings House, New York, 1977
- Interpretative Reporting; Dougall, Mac and Curtis D, macMillan, New York
- Deepth Reporting : Copple, Neale, Prentice hall, New Jersey, 1964
- Financial reporting in India, Helm, Croom, 1986
- Public Affairs Reporting : danilov, Victor J; MacmIllan, New York 1964
- The Problems of an Editor; Andrews, Linton, Oxford University Press, London 1962
- Technical Editing, Joseph c Manuso, Prentice Hall 1962
- Facts in Perspective - The Editorial Page and News Interpretation : Kriaghaum Killer; Prentice Hall; New Jersey
- Editor and Editorial writing; woldrop, A Gayle; Rinehart;New York
- Principles of Editorial Writing; MacDougall, Curtis D, MacMillan, New York 1949
- Editorial Writing and Thinking; Bush, Chilton r; Harper and Bros; New York 1953

**Advertising**

- Understanding Brands, Corrley, don, London Kogan Page, 1996
- Advertising : Concept and Copy; Felton, george, Prentice Hall New Jersey, 1994
- Great Advertising Campaign, Ind, Nicholas, Kogan Page, London, 1993
- Strategic Brand Management, Kapferer, Jeen Noel, Global Business Press, Delhi, 1992
- Strategic Advertising Campaign; Schultz, Don e, NTC Business Books, 1996
- Brand Positioning : Strategies For Competitive Advantage; Seengupta, Subrato, Tata McGraw Hill Co. New Delhi 1990
- The Art of Creative Advertising ; Antebi Michel
- Fundamentals of Coppy & Layout, Book, Albert and Schiel, Dennes, National Textbook Co. USA 1997
- Media Planning; Basic Techniques of Media evolution, Hall, Robert w; NTC Business Books, 1992

**Radio Journalism and Production**

- Understanding Radio, Andrew, Crisil Methuen; 1986
- Techniques of Radio and TV News : Boyd Andrew and Heinemann, 1988
Radio Broadcasting: An Introduction to the sound medium, Hillard Roberth
The use of Microphones, Alee Nisbett
The Art of Digital Audio, Paul char
The Art of Sound Effects, Marv K, Ker
Techniques of Radio Journalism, Herbert
Television & Radio Announcing, Houghton, Hyde Miffin; 1995
Handbook of Broadcasting, Abbot, Waldo and Rider, Richard; McGraw Hill
The Work of television Journalist, Tyrell, Robert, Focal Press
Techniques of Television Production, Bretz, Rudy, McGraw Hill
Putting Reality Together BBC News: Schlesinger, Philip; Methuren
London/New York
Broadcast News Writing; Cohler, David Keith, Prentice Hall 1990
The Art of Broadcasting; Jain SP
The Work of Television Journalist: Tyrell, Robert, C Focal Press
Techniques of Television Production; Bretz, Rudy, Focal Press
Effective TV Production; Merlerson
Broadcasting News Writing & Reporting; Mayeux, Peter E; WCB Brown & Benchmark, 1991
Broadcast Cable Copy Writing; Orlik, Peter B, Allyn & Boion, Boston London, Sydney
Television & Radio Announcing; Hyde Miffin, 1995

Visual Communication
Images of Information; Wagner, Jon, Sage Publication, 1979
Research: Principles and Practice in visual communication; National Educational Association, USA 1960
Visual Information System; Veith, Richard H. gower, USA, 1988
Getting Started in Photo journalism; Payne, Lee, Chilton Book Company, New York
Photo Journalism - The Visual Approach Hoy, Frank P. Prentice Hall, New Jersey; 1986
Creative Newspaper design; Giles, vie and Hodgson, FW
Designing the Total Newspaper; Arnold, Edmund C
Designing Print Communication; Sarkar, NN; sagar Publication, New Delhi, 1988
Graphics for the Desktop Publisher; Paddock, Bruce T; New York: management Information Source Inc; 1993
Graphics Communication Today; E Theodpre Conover, St. Paul, west Publishing Company, 1990