

## 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-I**

### **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 leader's and Gatekeepers; Theory of cognitive dissonance; Psychological or individual differences theory → concept of Selective Exposure, Selective perception, Selective Retention, 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 Laswell 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

Reporting Beats: crime, city, community, accident, disaster, court, election, war/conflict/tensions;

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 communication 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 Indian Press

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, backgrounders, 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 backgrounders, 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

### Communication Research

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; nonparametric

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

Techniques; moderating skills for radio discussion programmes

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;

Dimensions of Colour;

Colour matching and mixing;

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

Study, Rapid ad Measurement (RAM) service, Video Story board Tests (VST), Tele Test Service, Magazine Impact Research Message Service (MIRS) Starch Message Report Service (SMRS) , Projective tests, Theatre tests, Semantic differential scales and rating scales

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.

#### **Semester-IV**

**PAPER-16: Development and International Communication**

**PAPER-17: Media Management and Newspaper Production**

**PAPER-18: New Media Applications**

**PAPER-19:Dissertation**

**PAPER-20:Practical-IV**

#### **Development and Traditional Communication**

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 nongovernmental 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

Development International Communication

Development International Communication

Organisation of private broadcast news channel; Staff and their functions; Organisation of AIR and Doordarshan; Program 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 in India: Some observations and Theoretical implication;

Yadava, JS; IIMC Mimeo

- 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

- Mass Communication Theory : McQuail denis;New Delhi Sage Publication, 2000

- 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
- The effects of Mass Communication; Klapper, Joseph T, The Free Press New York 1960
- The International Encyclopedia of Communication (4 Vol.). Gerbner, George et al (ed), Oxford University Press, New York 1989

### **Print Journalism**

- Basic Journalism ; Parsthasarthy, Rangaswami
- Modern Reporter's Handbook; Jones, John Paul, Greenwood Press Connecticut ;1970
- 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
- Editing and Design (5 Vols.); Evans, Harold, William, Heinemann, London (Book 1: Newman's English, Book 2 : Handling Newspaper Text, Book 3: News Headlines, Book 4 Picture Editing; Book5, Newspaper Design)
- A Handbok of Editing; John Morrish; Routledge; 10=996
- Magazine editing; John Morrish; Routledge; 1996
- The Gentle Art of Columning; Edson, GL; Brentanos, New York, 1920
- Feature writing for Newspapers and Magazines : Friedlander, Edward J. Addison-Westley Publishing Co. 1988
- Articles and Features; Nelson, Roy Paul, Houghton Mifflin 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 Iowa State College

Press, Iowa

- Principles of Editorial Writing; Macdougall, Curtis D, Macmillian, New York  
1949

- Journalism in the Digital Age; Herbert, John; Focal Press

- Sanvad Aur Sanvaddata : Rajindra, Hindi Granth Academy, Haryana

- Sampadan Kala; Narayanan, KP, MP Hindi Granth Academy Madhya Pradesh

### **Media Laws; Ethics and Development of Media**

- The Press, Rau, M Chalapathi, Natiogal 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 AgencyGNS  
Raghavan

- TV News Ethics; Marilyn, Focal Press

- Doordarshan-Annual Reports Style, Book-NSD, All India Radio

- Mass communication in India, Kumar, Kewal J.

- Handbook of Journalism and Mass Communication, Vir Bala and V.S. Gupta,  
New Delhi, Sage Publications, 2001

- Newspaper Management; Kothari, Gulabn, Netherland : 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
- Advertising Wright and Warnee. A McGraw Hill, New York
- Press Advertising : Mathur
- Public Relations- A Scientific Approach; Baldev standing Conference of Public Enterprise; New Delhi
- Public Relations Handbook; Diensehneider, 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
- Public Relation : concepts Strategies and Tools; Jethwaney, N Jaishree Verma, AK & Sarkar, NN, Sterling Publications, New Delhi 1994
- Public Relation Worldbook: Writing & Techniques; Simon, Raymond et. Al; NTC Business Books 1996
- The Management of Public Relations, Stone, Norman, Macmillian, London 1995
- Public Relations -- A Scientific Approach; Sahai, Baldev

### **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 form research Lakshmana Rao, YV; UNESCO
- Communication Research ½ A Half Century Appraisal; Lerner, Daniel and Nelson, Lyle M (ed); East-West Center; Honolulu; 1977
- Collecting Evaluation Data : Problem and Solution ;; Burstlin & Ligh et al New Delhi, Sage, 1985
- Research Methods in the Social Sciencees; 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 Hill

- Doing Qualitative Research Diiferently; Hollway, Wendy and Jefferson, tony, Sage : Beverly Hills

### **Mass Media research Applications**

- Mediamorphosis; Fiddler, Roger, Sage Publications; New Delhi, 1977

- An Introduction to Journalsim research; Fa Nafaziger, Ralph O and Wilkerson, marous M (ed): Greenwood Press ; New York 1968

- Fundamentals Advertising Research, Fetcher, Alan D et al. Wordsworth, USA, 1991

- Audience research; Wilmer and Domiinick; 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

- Ganging Public Opinion; Hadley, Cantrill, Princeton University Press, Oxford 1971

- 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**



- Precision Journalism; Demers, David Pearce and Nichols, Sussanne, Sage Newbury Park; 1989
- Writing the New- Print Journalism in the Electronic Age; Hastings House, New York, 1977
- Interpretative Reporting; Dougall, Mac and Curtis D, macMillan, New York
- Depth 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
- Outstanding International Press Reporting ( 2 Vols.) ; Fisher, Reinz Dictrich, Walter De Gruyter, Berlin, 1984
- 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

- Handbook of Advertising Art and Production, Schlemmer, Richard, Prentice Hall New Jersey 1990
- The Art of Creative Advertising ; Antebi Michel
- Fundamentals of Copy & Layout, Book, Albert and Schiel, Dennes, National Textbook Co. USA 1997
- Media Planning; Basic Techniques of Media evolution, Hall, Robert w; NTC Business Books, 19921
- Strategy in advertising : matching Media and Message to Market and Motivation; Boqart, leo, NTC, Business Books 1995

### **Radio Journalism and Production**

- Understanding Radio, Andrew, Crisil Methuen; 1986
- Radio : A Guide to Broadcasting Techniques, Elwyn Evans
- Techniques of Radio and TV News : Boyd Andrew and Heinemann, 1988
- Broadcasting News Writing Reporting & Production, White, Ted, Focal Press 1996
- Radio Broadcasting : An Introduction to the sound medium, Hillard Roberth
- Handbook of Broadcasting McGraw Hill, Waldoo Abbot & RichardRider
- 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; MeCraw Hill
- The Work of television Journalist, Tyrell, Robert, Focal Pres
- Techniques of Television Production, Bretz, Rudy, McGrawHill
- 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
- Broadcasting News Writing Reporting & Production, White, Ted, Focal Press, 1996
- 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
- Financial Newspaper Design : Arnold, Edmund, Harper and Row, New York
- 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
- Graphics of Communication : Turnbull, Arthur and Baird, Russel, Holt, Rinchart

and Winston, USA, 1980