

Semester wise Scheme of Post Graduate Diploma in Mass Communication (PGDMC) Course

Annexure A

First Semester

PAPER 1: Communication Theory and Practice.

PAPER I I: Print Journalism

PAPER I I I : Electronic Journalism

PAPER 1: Communication Theory and Practice. 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 : 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 2 : Functions of Communication : Information, Instruction, Entertainment, Persuasion, Debate and Discussion, Cultural Promotion, Integration; Process and Elements of Communication: Communicator, Message, Medium, Receiver, Feedback, Noise.

Section 3 : Communication Barriers : Psychological, Mechanical, Physical, Allness, 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.

Section 5 : Effects of Media : Effects on Education, Family Relations, Children,

Consumerism, Society (in particular the depiction of crime, sex and violence).

Suggested Readings:

1. Dominick : The Dynamics of Mass Communication.
2. Bittner, John. R : Mass Communication Theory.
3. McQuail- Denis : Mass Communication Theory.
4. DeFleur and B. Rokeach : Theories of Mass Communication.
5. McQuail, Denis : Sociology of Mass Communication
6. Francois, William : Introduction to Mass communication.
7. Agee, Emery : Perspectives on Mass Communication.
8. Kumar, Kewal, J. : Mass Communication in India.
9. Schramm, Wilbur : Mass Communication.
10. Emery Smithe : Readings in Mass Communication.
11. Dua, M.R. Themes in Indian Communication.

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 1 : Reporting : News, its Definitions and Concept, Elements of News, Sources of News, News Agencies, Press Briefings, Special Briefings, Press Conferences and handouts, News Release, Non-news Release, interviewing.

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.
2. Westley, Bruce, C. : News Editing.
3. Lewis, James : The Active Reporter.
4. George, T.J.S. : Editing.
5. Kamath, M.V. : The Journalist's handbook.
6. Mehta, D.S. : Mass Communication and Journalism in India.
7. Reddick, Dewell : Modern Feature Writing.
8. Spencer : Fundamentals of Journalism.
9. Friedlander : Feature Writing for Newspapers and Magazines.
10. K.M. Srivastava : News Reporting and Editing.
11. Parthasathy : Here is the News Reporting for the Media.

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 :

1. Chatterji, P.C. Broadcasting in India.
2. Baruah, U.L. : This is All India Radio.
3. Bhatt, S.C. : Broadcast Journalism,
4. Dommaggio : How to write for Television.
5. Merlerson : Effective TV Production
6. Herbert : The Techniques of Radio Journalism
7. Hilliard : Writing for Television and Radio.
8. Luthra, H.R. : Indian Broadcasting.
9. Jain, S.P. : the Art of Broadcasting.

Second Semester

PAPER I V Press and Newspaper Management

PAPER V : Public Relations and Advertising

PAPER VI : Practical Journalism

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 1 : History of the Press : Press before and after Independence; Some

Important Personalities: James Augustus hickey, James Silk Buchingham, John Adam's Press regulations, Charles Metcalfe, Mahatma Gandhi and Raja Ram Mohan Roy.

Section 2 : Press codes and Ethics of Journalism : Concept, Objectives, Press Council of India, Press Council's Guide to journalistic Ethics, Role and Responsibility of the Press, Freedom of the Press, Internal and External Pressures on the Press, Yellow Journalism.

Section 3 : Press Laws: Definition, The Contempt of Courts Act, Contempt of Legislature, The Official Secrets Act, The Copyright Act, The Press and Registration Books Act, Press and Registration Books Act, Press Commissions.

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. Parthasarthy : The History of Journalism in India
2. Baasu, D.D. : The Law of Press.
3. Natarajan, S : History of Press in India.
4. Noorani, A.G. : Freedom of the Press in India.
5. Sarkar, R.C. S. : The Press in India.
6. Rau, Chalapati : The Press.
7. Rayudu, C.S. : Mass Media : Laws and Regulations.
8. Registrar of Newspapers : The Report of the Press Commissions.
9. Kothari, Gulab : Newspaper Management in India.
10. Sindhvani, Trinok, N : Newspaper Economics and management.
11. Braham : The Graphic Arts Studio manual.

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 3 : Tools and Media of Public Relations; PR in Government, Public and

Private Sector, Press Releases and Press Conferences.

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 : Public Relations, Concepts, Strategies and Tools.
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. Chunnawala and Sethia : Public Relations,
8. Wright : Advertising.
9. Bellur : Readings in Advertising Management.
10. Mathur : Press Advertising.

PAPER VI : Practical Journalism Time : 3 hours

Marks : 100

The practicals will be conducted and evaluated by the department along with 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 :

1. Spencer : Fundamentals of Journalism.
2. Sethi, Patanjali : The Professional Journalism.
3. Kamath, M.V. : Professional Journalism.
4. Kamath, M.V. : The Journalist's Handbook.
5. George, T.J.S. : Editing
6. Westkey, Bruce, C : News Editing.
7. Reddick, Dewell : Modern Feature Writing Journalism.
8. Mehta, D.S. : Journalism and Mass Communication in India.
9. Dougall, Marc : Principles of Editorial Writing.

Note: Practical training with any reputed media organization for eight weeks any time before obtaining the degree.