



दिनांक 04 / 06 / 2019


विषय : अध्ययन मंडल (बोर्ड ऑफ स्टडीज) की बैठक का कार्यवाही विवरण


माननीय कुलपति महोदय के उपस्थिति में आज दिनांक 4 जून, 2019 को जनसंचार विभाग में संचालित एम.ए.(जनसंचार) पाठ्यक्रम के लिए अध्ययन मंडल (बोर्ड ऑफ स्टडीज) की बैठक संपन्न हुई। बैठक में निम्नलिखित विशेषज्ञ उपस्थित रहे -

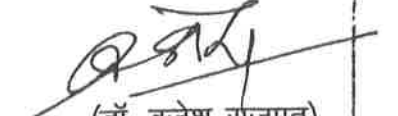
1. डॉ. धर्मेश धावनकर, विभागाध्यक्ष, जनसंचार विभाग, आरटीएम, नागपुर- शिक्षा विशेषज्ञ
2. डॉ. सोनाली नरगुंदे, विभागाध्यक्ष, पत्रकारिता एवं जनसंचार विभाग, देवी अहिल्या विश्वविद्यालय, इन्दौर - शिक्षा विशेषज्ञ
3. डॉ. बृजेश राजपूत, ब्यूरो चीफ, ए.बी.पी. न्यूज, मध्यप्रदेश - मीडिया वृत्तिज्ञ
4. डॉ. संजीव गुप्ता, विभागाध्यक्ष, जनसंचार विभाग - अध्यक्ष
5. प्रो. संजय द्विवेदी, प्राध्यापक, जनसंचार विभाग - विभागीय शिक्षक
6. श्री प्रदीप डहेरिया, सहा. प्राध्यापक, जनसंचार विभाग - विभागीय शिक्षक
7. डॉ. राघवेंद्र मिश्रा, विशेष आमंत्रित सदस्य


बैठक में विभाग में संचालित एम.ए.(जनसंचार)-दो वर्षीय (चार सेमेस्टर) पूर्णकालिक (नियमित) स्नातकोत्तर पाठ्यक्रम पर विमर्श किया गया।

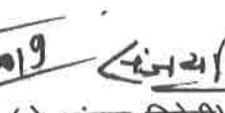
पाठ्यक्रम पर विस्तृत विचार-विमर्श के पश्चात् अध्ययन मंडल द्वारा अनुमोदन किया गया। अध्ययन मंडल द्वारा अनुमोदित पाठ्यक्रम की प्रति संलग्न है।



(डॉ. धर्मेश धावनकर)
शिक्षा विशेषज्ञ
अध्ययन मंडल



(डॉ. सोनाली नरगुंदे)
शिक्षा विशेषज्ञ
अध्ययन मंडल


(डॉ. बृजेश राजपूत)
मीडिया वृत्तिज्ञ
अध्ययन मंडल


(डॉ. संजीव गुप्ता)
अध्यक्ष
अध्ययन मंडल


(प्रो. संजय द्विवेदी)
विभागीय शिक्षक
जनसंचार विभाग


(श्री प्रदीप डहेरिया)
विभागीय शिक्षक
जनसंचार विभाग


(डॉ. राघवेंद्र मिश्रा)
विशेष आमंत्रित
सदस्य

Choice Based Credit System (CBCS)

MA (Mass Communication)

Two Years (Full Time)

Master Degree Programme

CBCS Total Credits: 108

Shankar
4/6/19



Sole
04/07/2019

P. S. L.
4.11.19

Sonal
4/6/19

DEPARTMENT OF MASS COMMUNICATION

Shankar

MAKHANLAL CHATURVEDI

Shankar

NATIONAL UNIVERSITY OF JOURNALISM AND

COMMUNICATION, BHOPAL (MP) INDIA

Shankar
4/6/19

Ujasma
9/6/19

Shankar
4/6/2019



MAKHANLAL CHATURVEDI
NATIONAL UNIVERSITY OF
JOURNALISM AND
COMMUNICATION, BHOPAL



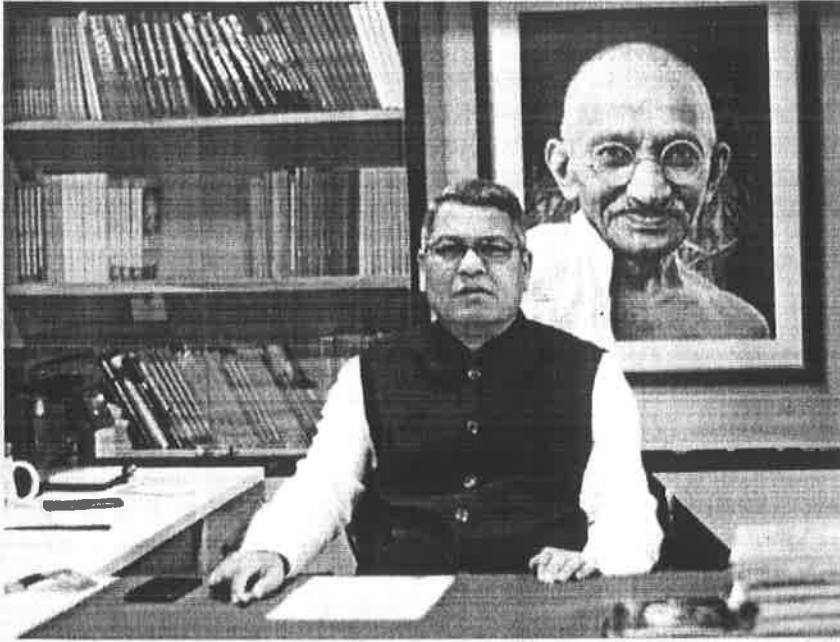
M.A. (Mass Communication) MA (MC)

Syllabus

**TWO YEARS FULL TIME
MASTER'S DEGREE
PROGRAMME**

विभागाध्यक्ष: जनसंचार विभाग
माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता
एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

VICE CHANCELLOR'S MESSAGE



DEEPAK TIWARI
VICE CHANCELLOR

"It is not the answer that enlightens, but the question," said a French playwright. And so did our Upanishads, many centuries ago.

At Makhnial Chaturvedi National University of Journalism and Communication, we strive to promote the idea of learning by creating an environment where questioning is welcomed. At India's first Journalism University, our endeavour is not only to produce scholars but hardcore journalists and socially committed media professionals who will take the country forward through their professional work.

The University was established in 1990 to promote excellence in journalism education with the broad objective to create a vibrant and inclusive society. In the last 29 years of our existence, we have produced some of the great names in media world including award winning journalist and editors.

We strive hard to impart quality education with equal mix of field experience to meet national and global challenges through our eight departments all related to media industry. To enable our students to become informed citizens and leaders of their profession, we encourage them to participate in co-curricular, extra curricular, and extension activities. We believe in giving exposure to our students instead of excessive focus on classroom activities.

Recognised by UGC, we have introduced Choice Based Credit System (CBCS) in all our undergraduate and post-graduate programs with multiple options of Media, Advertising, Mass Communication, Journalism, Management, Computer Education and Research. Our programs are designed to ensure that students are ready with field skills and able to get placed in industry, right after completion of their courses.

With Outcome Based Learning modelled syllabus and the teachers focusing on qualitative aspect of the subject, we are pioneers in many ways. The University is adhering to student centric pedagogy. We promote participation of students in academic decision making so that feedback is synthesised in teaching-learning process. Keeping pace with changing trends of media technology, platforms and formats, we at our University have active collaboration with top journalists and field practitioners.

With constitution of India acting as the lighthouse, we are governed by the Act of Madhya Pradesh Legislative Assembly and a General Council, with the Chief Minister as its Chairman. The Vice-President of India is our Visitor.

The vision of 'Idea of India' dreamt by the founding fathers of India forms the part of our core values. We respect, practise and teach pluralism in our syllabi and campus. Believing in the Gandhian thought, we allow and teach our pupils all prevalent ideologies and impart autonomy to enquire to form perspectives and imbibe cherished ideals.

Welcome to the University named after the great freedom fighter, poet and journalist Makhnial Chaturvedi and engaged in learning to carve your potential.

डॉ. संजीव गुप्ता
विभागाध्यक्ष: जनसंचार विभाग
माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता
एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

Detailed Syllabus for Master of Art (Mass Communication)


Effective from July 2019

Department of Mass Communication



**Makhanlal Chaturvedi National University of
Journalism & Communication**
B-38, Press Complex, Zone-1, M.P. Nagar, Bhopal (M.P.) 462 011

M.A. (Mass Communication)


डा. संजीव गुप्ता
विभागाध्यक्ष: जनसंचार विभाग
माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता
एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

Department of Mass Communication

The department of mass communication was established in the year 2001 and takes pride in being the leader in media education producing media scholars, researchers and professionals with competencies, foresight, dynamism and value-laden personalities. It strives for excellence in media education, training and research by upholding media work/study, values and the nobility of the profession along with the multidisciplinary approach.

In the last 19 years since its inception, the department has produced over 600 media professionals, who are now the trend setters in print and electronic media.

The faculty comprises of well-qualified and trained professionals. Course content is updated at regular intervals keeping the students abreast with the latest developments and trends at national & international levels in the field of mass communication.

Regular workshops and seminars are also conducted for the same. The department has its own library and well-equipped computer and media lab which assists the all-round development of the students.

M.A. (Mass Communication) MA(MC)

Level - Postgraduate Duration - 2 years (4 semesters) Seats - 30


Eligibility Criteria - Applicant must be graduate in any discipline from recognised University.

About the Programme

The programme provides students with an understanding of mass communication, its impact on human and social spheres. The curriculum provides training in basic skills in different areas of mass communication and prepares professionals to possess the ability to produce, present and disseminate information in accordance with the high standards of media organisations, NGOs and others.

Career path you can choose after the programme :

- Journalist
- Producer
- TV Correspondent
- Radio Jockey
- Editor
- Photo Journalist
- Event Manager
- Critic
- Public Relations Officer
- Content Writer
- News Agencies
- Advertising Agencies
- NGOs


डॉ. संजीव गुप्ता
विभागाध्यक्ष: जनसंचार विभाग
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एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

PROGRAMME EDUCATIONAL OBJECTIVES

The MA in Mass Communication Programme is a two years full time Master Degree Programme comprising of four semesters. It is designed to meet the following objectives :-

- PEO1** To develop in-depth understanding of theoretical and practical aspects of mass communication.
- PEO2** To transform learners into skilled professionals possessing the ability to handle mass communication tools.
- PEO3** To prepare young minds with a strong foundation in values and principles who proactively participate in the development of a just and humane society.
- PEO4** To nurture cutting edge global media professionals with creative and critical thinking skills.
- PEO5** To enhance the knowledge of emerging media technologies and developing innovation and entrepreneurship abilities in aspiring

POST GRADUATE ATTRIBUTES

- 1. Disciplinary knowledge:** Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of a postgraduate programme of study.
- 2. Communication Skills:** Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share ones views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.
- 3. Critical thinking:** Capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.
- 4. Problem solving:** Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply ones learning to real life situations.
- 5. Analytical reasoning:** Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyse and synthesise data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.
- 6. Research-related skills:** A sense of inquiry and capability for asking relevant/appropriate questions, problematising, synthesising and articulating; Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation.
- 7. Cooperation/Team work:** Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team.
- 8. Scientific reasoning:** Ability to analyse, interpret and draw conclusions from quantitative/ qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.
- 9. Reflective thinking:** Critical sensibility to lived experiences, with self awareness and reflexivity of both self and society.
- 10. Information/digital literacy:** Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.
- 11. Self-directed learning:** Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion.

डॉ. सजीव गुप्ता

निर्भागाध्यक्ष, जनसंचार विभाग

माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता
एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

M.A. (Mass Communication)

- 12. Multicultural competence:** Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.
- 13. Moral and ethical awareness/reasoning:** Ability to embrace moral/ethical values in conducting ones life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issues related to ones work, avoid unethical behaviour such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.
- 14. Leadership readiness/qualities:** Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.
- 15. Lifelong learning:** Ability to acquire knowledge and skills, including learning how to learn, that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trades and demands of work place through knowledge/skill development/reskilling.


डॉ. संजीव गुप्ता
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एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

PROGRAMME OUTCOMES

- PO-1:** Ability to demonstrate a systematic, extensive and coherent knowledge and understanding of an academic field of study and a critical understanding of the established theories, principles and concepts and emerging issues in the field of mass communication.
- PO-2:** Demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to the mass.
- PO-3:** Ability to identify, analyse and apply the thought and critically evaluate the theories of communication
- PO-4:** Ability to acquire and apply knowledge of communication fundamentals in problem solving. Ability to undertake problem identification, formulation and providing optimum solution.
- PO-5:** Ability to evaluate the reliability and relevance of sources of information.
- PO-6:** Ability to identify the areas of research in society and also be able to plan, execute and report the results of research.
- PO-7:** Understanding the significance of cooperation and ability to work in a team.
- PO-8:** Able to critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.
- PO-9:** Understanding of the social, cultural, global and environmental responsibilities as a media professional.
- PO-10:** Acquire in-depth technical competence in mass communication discipline.
- PO-11:** Address one's own learning needs relating to current and emerging areas of media industry. Acquire skills to commence new ventures in media industry and be able to work independently.
- PO-12:** Understanding of the principles and values of multiple cultures .
- PO-13:** Understanding of professional & ethical responsibilities and commitment to them.
- PO-14:** Ability to work effectively as an individual and in a group with the capacity to be a team leader.
- PO-15:** Recognizing the need to undertake life-long learning, and possess/acquire the capacity to do so.



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एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

CORRELATION OF PGAs and POs

PO \ PGA	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
PGA 1	■														
PGA 2		■													
PGA 3			■												
PGA 4				■											
PGA 5					■										
PGA 6						■									
PGA 7							■								
PGA 8								■							
PGA 9									■						
PGA 10										■					
PGA 11											■				
PGA 12												■			
PGA 13													■		
PGA 14														■	
PGA 15															■

PROGRAMME MATRIX (MAPPING OF COURSES AND PROGRAMME OUTCOMES)

PO COS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1MAMC1	2	1	1	-	-	-	-	-	2	-	2	1	3	-	1
1MAMC2	3	1	1	1	1	-	2	-	2	-	-	-	1	1	1
1MAMC3	2	2	-	-	-	-	-	-	1	-	2	-	-	-	1
1MAMC4a	3	-	-	-	2	-	2	-	-	3	3	-	-	-	3
1MAMC4b	2	1	3	1	2	-	-	-	2	3	2	3	3	1	1
1MAMC5	2	1	2	-	-	-	-	-	2	3	1	1	-	1	2
2MAMC1	3	-	2	1	1	-	1	2	2	2	2	-	2	-	3
2MAMC2	3	3	1	1	1	-	2	-	2	1	2	1	-	1	2
2MAMC3	2	2	1	-	1	1	2	1	2	3	2	1	-	1	1
2MAMC4a	2	2	2	1	2	1	-	1	3	1	1	1	1	1	2
2MAMC4b	2	1	2	-	2	1	-	-	2	3	2	2	3	1	1
2MAMC5	3	2	3	-	1	-	-	-	3	-	3	2	2	1	1
3MAMC1	3	3	2	2	2	2	2	2	2	3	3	1	-	-	3
3MAMC2	3	2	2	-	2	1	1	2	2	1	2	2	1	1	1
3MAMC3	2	2	1	-	1	1	2	1	2	3	2	1	-	1	1
3MAMC4a	3	2	2	2	2	2	1	1	2	-	2	1	1	2	2
3MAMC4b	3	1	1	1	-	1	2	-	2	-	2	-	1	2	2
3MAMC5	2	1	2	2	1	1	1	1	2	1	2	2	-	1	2
4MAMC1	3	1	2	1	2	2	2	2	1	2	1	-	2	1	1
4MAMC2	3	-	-	-	-	-	-	-	2	-	2	-	3	-	3
4MAMC3	2	3	1	2	1	1	2	1	2	-	2	1	1	1	1
4MAMC4a	3	3	2	2	1	2	2	-	3	1	1	3	3	-	2
4MAMC4b	2	3	3	-	1	1	1	-	2	-	1	2	1	-	1
4MAMC5	2	2	2	1	1	-	1	-	3	-	2	2	-	1	1

3-Strong, 2-Moderate, 1-Weak

MAPPING OF PROGRAMME EDUCATIONAL OBJECTIVES (PEOs) WITH EXPECTED PROGRAMME OUTCOMES (POs)

PO PEO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
1	*	*	*	-	*	-	-	*	-	*	-	*	-	*	*
2	-	*	-	-	-	*	-	-	-	-	*	-	-	*	-
3	-	-	-	-	-	-	*	-	*	-	-	-	*	*	*
4	-	*	*	*	*	-	-	-	-	-	-	*	-	-	-
5	-	-	-	-	-	-	-	*	-	*	-	-	-	-	*

डॉ. संजीव गुप्ता
विभागाध्यक्ष: जनसंचार विभाग
माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता
एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

MA in Mass Communication : SEMESTER - I


S. No.	Course of Study	Class & Papers	Paper Name/Subject	Th	la	P	Total
1.	CCC1	1MA(MC)1	Introduction to Socio Economic Polity	80	20	-	100
2.	CCC2	1MA(MC)2	Origin and Growth of Media	80	20	-	100
3.	CCC3	1MA(MC)3	Media Language : Structure and Style	50	20	30	100
4.	CCE1	1MA(MC)4a	Computer Application for Media	50	20	30	100
5.	CCE2	1MA(MC)4b	Digital and Social Media	50	20	30	100
Open Elective							
6.	OE1	1MA(MC)5	Art of Photography	25	10	15	50

MA in Mass Communication: SEMESTER - II

S. No.	Course of Study	Class & Papers	Paper Name/Subject	Th	la	P	Total
07	CCC4	2MA(MC)1	Reporting and Editing for Print Media	50	20	30	100
08	CCC5	2MA(MC)2	Communication	80	20	-	100
09	CCC6	2MA(MC)3	Radio Programme Production	50	20	30	100
10	CCE3	2MA(MC)4a	Development Communication	50	20	30	100
11	CCE4	2MA(MC)4b	Writing for Media	50	20	30	100
Open Elective							
12	OE2	2MA(MC)5	Art of Anchoring	25	10	15	50

Core Course Compulsory (CCC), Core Course Elective (CCE), Open Elective (OE)

M.A. (Mass Communication)


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 विभागाध्यक्ष: जनसंघार विभाग
 माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता
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MA in Mass Communication : SEMESTER - III

S. No.	Course of Study	Class & Papers	Paper Name/Subject	Th	la	P	Total
13	CCC7	3MA(MC)1	Reporting & Editing for Electronic Media	50	20	30	100
14	CCC8	3MA(MC)2	Theories of Communication	80	20	-	100
15	CCC9	3MA(MC)3	Television Programme Production	50	20	30	100
16	CCE5	3MA(MC)4a	Advertising	50	20	30	100
OR							
17	CCE6	3MA(MC)4b	Media Business Management	80	20	-	100
Open Elective							
18	OE3	3MA(MC)5	Art, Culture and Life-style Communication	25	10	15	50

MA in Mass Communication: SEMESTER - IV

S. No.	Course of Study	Class & Papers	Paper Name/Subject	Th	la	P	Total
19	CCC10	4MA(MC)1	Communication Research	50	20	30	100
20	CCC11	4MA(MC)2	Media Laws and Ethics	80	20	-	100
21	CCC12	4MA(MC)3	Public Relations and Corporate Communication	50	20	30	100
22	CCE7	4MA(MC)4a	Entertainment Communication	50	20	30	100
OR							
23	CCE8	4MA(MC)4b	Visualization and Script Writing	50	20	30	100
Open Elective							
24	OE4	4MA(MC)5	Creative Writing	25	10	15	50

Core Course Compulsory (CCC), Core Course Elective (CCE), Open Elective (OE)

डॉ. संजीव गुप्ता

विभागाध्यक्ष, जनसंचार विभाग


माखनलाल घतुर्वेदी राष्ट्रीय पत्रकारिता
एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

M.A. (Mass Communication)

**MA in Mass Communication
SEMESTER - I**

S. No.	Course of Study	Class & Papers	Paper Name/Subject	Th	la	P	Total
1.	CCC1	1MA(MC)1	Introduction to Socio Economic Polity	80	20	-	100
2.	CCC2	1MA(MC)2	Origin and Growth of Media	80	20	-	100
3.	CCC3	1MA(MC)3	Media Language : Structure and Style	50	20	30	100
4.	CCE1	1MA(MC)4a	Computer Application for Media	50	20	30	100
5.	CCE2	1MA(MC)4b	OR Digital and Social Media	50	20	30	100
Open Elective							
6.	OE1	1MA(MC)5	Art of Photography	25	10	15	50

M.A. (Mass Communication)


डॉ. संजीव गुप्ता
 विभागाध्यक्ष, जनसंचार विभाग
 माखनलाल चतुर्वेदी राष्ट्रीय प्रकाशिता
 एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

MAMC : I SEM	Marks:100			Credits:6		
CCC1 : INTRODUCTION TO SOCIO ECONOMIC POLITY	Th	Pr	la	Contact hrs		
				L	T	P
	80	-	20	4	2	-

Course Objectives

- To develop an understanding of the Indian constitution.
- To orient students in understanding their surroundings so that they can understand and analyze issues implicit in polity, economy, culture, history and other subjects, that concern humanity.
- To develop aptitude of students so that they can learn to take initiatives in acquiring knowledge about issues and developing own expression by responding to these issues.
- To develop an understanding of world political system as well as Indian political system.
- To develop critical thinking among students about socio economic and political system.

Learning Outcomes

- Students will be able to understand the Indian constitution, which results in better and responsible citizens and Journalists as well.
- Students will get the knowledge of socio-economic and political systems of different countries which will sharpen the global and national understanding.
- Awareness about RTI, Parliamentary and legislative procedure, judicial system etc. will result and reflect in their journalistic skills in the form of responsible reporting.

CO-PO MAPPING

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	-	-	-	-	-	-	-	-	-	2	-	3	-	2
2	2	-	-	-	-	-	-	-	2	-	-	2	-	-	1
3	3	2	2	-	2	-	-	-	1	-	2	-	-	-	1
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

3-Strong, 2-Moderate, 1-Weak

Unit-1	Indian Constitution : Basic Characteristics (Total hours- L+T+P=18 hrs)	L	T	P
1.1	Objectives and Ideals of Indian Constitution. (Lecture, PPT)	3	1	-

डॉ. संजीव गुप्ता

विभागाध्यक्ष: जनसंचार विभाग

माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता
एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

1.2	Fundamental Rights, Fundamental Duties and Directive Principles of State. (Lecture, PPT)	2	1	-
1.3	Federal and Unitary nature, Centre-State relationship (Lecture, PPT)	3	1	-
1.4	Election, Electoral reforms, Role of Election Commission. (Lecture, Expert Lecture, GD)	2	1	-
1.5	Emergency Powers, Amendments of Constitution (Lecture, PPT)	3	1	-

Unit-2	Political System and Parliamentary Proceedings (Total hours- L+T+P=18 hrs)	L	T	P
2.1	Introduction to various political systems (America , Britain, India, Switzerland) (Lecture, PPT)	3	1	-
2.2	Parliamentary and Legislative procedure in India (Lecture, PPT, Visit)	2	-	-
2.3	Social security, RTI (Lecture, Expert Lecture)	4	1	-
2.4	Right to Privacy, RTE. Right to food (Food Security Act) (Lecture, Expert Lecture)	3	1	-
2.5	Indian Judicial system, LokAdalat, PIL (Lecture, Expert Lecture)	2	1	-

Unit-3	History, Culture and Society (Total hours- L+T+P=18 hrs)	L	T	P
3.1	Characteristics of the main stages of Indian History (Lecture, presentations)	3	1	-
3.2	Cultural diversity of India, Concept of Nationalism, Nationalism of Tagore, Nationalism of Gandhi and Cultural Nationalism. (Lecture, presentations)	2	1	1
3.3	Ideology & Indian political thinkers :Secularism, Communism and Fundamentalism. Mahatma Gandhi, M.N. Roy, Dr. B.R. Ambedkar, Dr. Ram Manohar Lohia, Deendayal Upadhyay (Lecture, Expert Lecture)	2	1	1
3.4	Aspects of various social concerns: Poverty, Gender studies, Census (Lecture, Expert Lecture)	2	1	-
3.5	Women Rights and Empowerment, Child Rights & Human Rights (Lecture, Expert Lecture)	2	-	-

Unit-4	Introduction to Indian Economy and World (Total hours- L+T+P=18 hrs)	L	T	P
4.1	Nature of Indian economy, Before LPG and Post LPG (Liberalization, Privatization and Globalization) (Lecture, case study)	3	1	1

4.2	Essential Economic terms like Inflation, Devaluation, Budget deficit, GDP (Lecture, PPT)	3	-	-
4.3	Indian agriculture: Issues and Problems, Indian Industry: Challenges (Lecture, Case Study)	4	-	-
4.4	World Trade Organization, WTO, World Bank, IMF, ADB. (Lecture, PPT)	2	1	-
4.5	Capitalism, Socialism. (Lecture, Expert Lecture)	3	-	-

Unit-5	Current Affairs-Issues & International Scenario (Total hours- L+T+P=18 hrs)	L	T	P
5.1	Indian Foreign Policy (Lecture, Expert Lecture)	3	1	1
5.2	PANCHSHEEL, Non Alignment Movement (NAM) (Lecture, Expert Lecture)	3	1	-
5.3	United Nations: BRICS, OPEC, African Union, ASEAN (Lecture, PPT, Expert Lecture)	3	-	-
5.4	Introduction to International Politics : Current Major Issues (Lecture, Expert Lecture)	3	-	-
5.5.	International organization : UNESCO, UNDP, UNEP, UNFCC, World Economic forum, AMNESTY INTERNATIONAL, TRANSPARENCY INTERNATIONAL (Lecture, Expert Lecture)	3	-	-

Practical/Projects/Assignments:

- Comparing at least two articles published on the same subject with different perspectives.
- Preparing a clipping file on a particular theme/subject and writing a summary report on that.
- Any other assignment given by the concerned faculty.

Suggested Readings:

- Debates of Constitution Assembly. (2014). Lok Sabha Secretariat.
- Bakshi, P. (n.d.). The Constitution of India. Universal Law Publishing Co. Pvt. Ltd.
- Chandra, B. (2003). In The Name of the Democracy. Penguins Book Pvt. Ltd.
- Das, G. (2000). India Unbound: From Independence to Global Information Age. Penguin Books India.
- Guha, R. (2007). India After Gandhi. Harper Collins.
- H.K.Sahare. (2016). Parliamentary and Constitutional Law Dictionary . Universal Law Publishing.
- Kothari, R. (1970). Politics in India. Orient Blackswan.
- Khilnani, S. (1997). Idea of India . Paperback, USA: Farrar, Straus & Giroux.
- Marx, K. (1867). Das Capital. Verlag Von Otto Meisner.
- Nehru, J. L. (1946). Discovery of India. UK: Meridian Books.

- S.Sarkar, J. (1950). The Constitution of India. Allahabad: Alia Law Agency.
- Smith, A. (1776). The Wealth of Nation. Scotland: W.Stranhan and T. Cadell, London.
- Tagore, R. (1917). Nationalism. San Francisco: The Book Club of California .
- डॉ. जयनारायण पाण्डेय, भारत का संविधान, सेन्द्रल लॉ एजेन्सी, इलाहाबाद।
- रुद्र दत्त एवं के.पी. एम. सुन्दरम्, भारतीय अर्थव्यवस्था, एस.चांद एण्ड कंपनी लिमिटेड।
- एम.एल. सिंगन, अन्तर्राष्ट्रीय अर्थशास्त्र, वृंदा प्रकाशन लिमिटेड।
- रतनलाल मिश्र, भारतीय संस्कृति, सुरभि प्रकाशन, जयपुर।
- रामधारी सिंह दिनकर, संस्कृति के चार अध्याय, लोकभारती प्रकाशन, इलाहाबाद।
- डॉ. बी.एल. फडिया, भारतीय शासन एवं राजनीति, कैलाश पुस्तक सदन, भोपाल।
- डॉ. सुभाष कश्यप, भारतीय संविधान, नेशनल बुक ट्रस्ट, दिल्ली
- डॉ. सुभाष कश्यप, भारतीय संसद, नेशनल बुक ट्रस्ट, दिल्ली

e-resources:

- <https://www.journals.elsevier.com/journal...socio-economics/most>
- <https://www.journals.elsevier.com/journal...socio-economics/mostus.sagepub.com/en-us/nam/indian-constitution/book258674>

MAMC : I SEM	Marks:100			Credits:6		
CCC2:ORIGIN AND GROWTH OF MEDIA	Th	Pr	la	Contact hrs		
				L	T	P
	80	-	20	4	2	-

Media history is a theoretical subject which provides insight into the constant change of media landscape from historical perspective. The trend is that our daily life is becoming increasingly affected by the media and their content in our private, civic as well as professional sphere.

The fundamental assumption of media history is that history is needed in order to understand the media, but also that the media are necessary in order to understand history. As a student, you will be given the opportunity to practice qualitative analysis as well as close reading of texts and pictures.

Course Objectives

- To help students develop skill in primary resources about India and Global media.
- To provide students with knowledge of rich and diverse history of Indian press, television and radio .
- To make students able to recognize the great contribution of press in the freedom struggle.
- To provide with introduction of global media, UNESCO's role in balancing news flow.

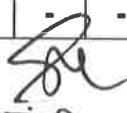
Learning outcomes

- Students will able to explain origin and growth of India Press.
- They will get thorough understanding of contribution of Indian press in the freedom struggle and able to share it.
- They will be able to understand global media.

CO-PO MAPPING

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	-	-	-	-	2	-	-	-	2	2	-	1	-	2
2	2	2	-	-	-	1	-	-	2	2	2	-	1	-	1
3	2	2	2	2	2	-	2	-	1	-	-	-	-	1	1
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

3-Strong, 2-Moderate, 1-Weak


डॉ. संजीव गुप्ता
 विभागाध्यक्ष: जनसंचार विभाग
 माखनलाल घतुर्वेदी राष्ट्रीय पत्रकारिता
 एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

Unit-1	Early History of Press in India (1780-1915) (Total hours- L+T+P=18hrs)	L	T	P
1.1	Origin of Indian Press in Colonial period (Lecture, Classroom Discussion, PPT)	4	1	-
1.2	Characteristics and the effect of news papers in the society: Hickey's Bengal Gazette, The Madras Courier, The Bombay Herald, Bombay Courier, Udant Martand, Samachar Sudhavarshan (Lecture, Classroom Discussion, PPT)	4	-	-
1.3	Brief Introduction and Contribution of Eminent Journalists - Raja Rammohan Roy, Ishwarchand Vidyasagar, Balgangadhar Tilak, Jyotiba Phoole, Bharatendu Babu Harish Chandra (Lecture, Classroom Discussion, PPT)	2	1	-
1.4	Contribution of Jugal Kishore Shukla (Lecture, Classroom Discussion, PPT)	2	1	-
1.5	Contribution of Indian Media in Social Awakening (Renaissance)/Social Reforms (Lecture, Classroom Discussion, PPT)	2	1	-

Unit-2	Press and Freedom Struggle (1915-1947) (Total hours- L+T+P=18hrs)	L	T	P
2.1	Role of Press in Freedom Movement (Lecture, Classroom Discussion)	2	1	-
2.2	Brief Introduction of Newspapers and their Contribution in Freedom Struggle: Young India, Navjeevan, National Herald, Kesri, The Forward (Lecture, Classroom Discussion, PPT)	3	-	-
2.3	Contribution of Eminent Journalists: Mahatma Gandhi, Baburao Vishnu Paradkar, Ganesh Shankar Vidyarthi, Makhanlal Chaturvedi, Madhavrao Sapre, Lokmanya Tilak (Lecture, Classroom Discussion, PPT)	4	1	-
2.4	Press and Non-Cooperation Movement, Civil Disobedience, Satyagrah (Lecture, Classroom Discussion, PPT)	3	1	-
2.5	Press during Quit India Movement (Lecture, Classroom Discussion, PPT)	2	1	-

Unit-3	Media in Independent India (Total hours- L+T+P=18hrs)	L	T	P
3.1	Role of Language Press in National Development (Lecture, Classroom Discussion)	3	1	-
3.2	History of Language Press: Hindi, Urdu, Bangala, Malayalam, Tamil, Marathi, Eminent Journalists of Post Independence Period: Prabhash Joshi, Rajendra Mathur, Dharamvir Bharati, Kuldip Naiyar, Sham Lal, HK Dua, Rahul Barpute (Lecture, Classroom Discussion, PPT)	4	-	-
3.3	Radio: History of AIR, Evolution of Programming, Privatization of Radio Broadcasting, FM, Community Radio (Lecture, Classroom Discussion, PPT)	2	1	-
3.4	Television: History of Doordarshan, SITE, Privatization of TV, Regulatory Mechanism, Prasar Bharati, Joshi, Verghese & Chanda Committees (Lecture, Classroom Discussion, PPT)	3	1	-

M.A. (Mass Communication)

17

डॉ. संजीव गुप्ता
विभागाध्यक्ष: जनसंचार विभाग
माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता
एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

3.5	Press Commissions and Press Council of India, Press during Emergency (1975-77) (Lecture, Classroom Discussion, PPT)	2	1	-
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Unit-4	Introduction to Global Media (Total hours- L+T+P=18hrs)	L	T	P
4.1	Role of News Agencies in Global Media, Reuters, AP, AFP, TAAS, DPA, Xinhua (Lecture, Classroom Discussion, PPT)	3	1	-
4.2	Short History of Political Propaganda, Nazi Propaganda, Radio and International Communication, Media during World War-II (Lecture, Classroom Discussion, PPT)	3	-	-
4.3	The Cold War, Diplomacy and Media, Media Hegemony and Homogenization (Lecture, Classroom Discussion, PPT)	3	1	-
4.4	Dio Liberty, Voice of America, Origin of Television and Technological Evolution; BBC and CNN (Lecture, Classroom Discussion, PPT)	3	1	-
4.5	Role of UNESCO, New World Information and Communication Order, Mac Bride Round Table (Lecture, Classroom Discussion, PPT)	2	1	-

Unit-5	Media Ownership and News Agencies (Total hours- L+T+P=18hrs)	L	T	P
5.1	Ownership Pattern in India: Types and Patterns, Cross Media Ownership (Lecture, Classroom Discussion, PPT)	3	1	-
5.2	Ownership of Newspapers, News Channels and Digital Media in India (Lecture, Classroom Discussion, PPT)	2	-	-
5.3	Evolution and Functions of News Agencies in Indian Press, Establishment and Its Conflicts: News Agencies- UNI, PTI, Univarta, Bhasha, Hindusthan Samachar (Lecture, Classroom Discussion, PPT)	4	1	-
5.4	Press in Asia, Newspool (Lecture, Classroom Discussion, PPT)	3	1	-
5.5	History of Printing press, Types of Printing: Letter Press, Lithography, Flexography, Gravure, Offset (Lecture, Classroom Discussion, PPT)	2	1	-

Practical/Project/Assignments:

- Prepare a paper on Global Media.
- Visit any media house and prepare a report.
- Write an essay on contribution and relevance of any one freedom fighter journalist.
- Prepare chart/poster on timeline of origin and growth of Indian Press, or television or radio broadcasting.
- Prepare a brief report on ten year's growth of print media/television/radio in India (References to be taken from IRS, NRS, Indian Media and Entertainment Industries, Annual Report of FICCI and KPMG).

डॉ. संजीव गुप्ता

विभागाध्यक्ष: जनसंचार विभाग

माखनलाल घतुर्वेदी राष्ट्रीय पत्रकारिता
एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

Suggested readings:

- Arvind M. Singhal & Everett M. Rogers (2001). India's Communication Revolution: From Bullock Carts to Cyber Mart. Sage Publication.
- Bharatiya Patrakarita Kosh, Shri Vijaydutt Shridhar, Vani Prakashan, New Delhi.
- Brigs, A. (2008). Social History of the Media: From Gutenberg to Internet. Polity Press.
- Chaturvedi, Jagdish Prasad. Hindi Patrakarita Ke Kirtiman, Sahitya Sangam, Allahabad.
- Das, B. (2005), Mediating modernity: colonial discourse and radio broadcasting, c. 1924–1947, Sage Publication, New Delhi.
- Gandhi: The Master Communicator, Kusum Lata Chadda, Kanishka Publishers, distributors, New Delhi.
- Indian Media & Entertainment Industry Report, FICCI and KPMG.
- Jeffry, Robin. (2000). India's Newspaper Revolution: Capitalism, Technology and the Indian-language Press (3rd edition), Oxford University Press.
- Mass Communication in India, Keval J Kumar, Jaico Publication.
- Natarajan, J. (2000) History of Indian Journalism. Publication division.
- Sarkar, NN. Art and Print Production, Oxford University Press.
- The Press in India: Perspective in Development and Relevance, KS Pandey and RN Sahu, Kanishka Publishers, distributors, New Delhi.
- डॉ. संजीव गुप्ता (2015) 'मॉस कम्युनिकेशन', श्रुति बुक्स, गाजियाबाद।

MAMC : I SEM			Marks : 100			Credits : 6		
CCC3: MEDIA LANGUAGE : STRUCTURE AND STYLE			Th	Pr	la	Contact hrs		
						L	T	P
			50	30	20	4	1	2

Course Objectives

- To introduce students with the importance and growth of language.
- To introduce students with the structure and style of language.
- To develop an understanding about the difference between the languages for writing for audio and visuals.
- To introduce students with the changes taking place in media language.
- To develop an understanding about translation and paraphrase.

Learning outcomes

- Enhancement in understanding about the growth and changes taking place in language.
- Students get practical knowledge and understanding about the media language – structure and style.
- Students get knowledge about the words and phrases used for specialized news.
- Efficiency enhancement through media friendly paraphrasing.
- Development of writing capacity for print, electronic and new media.

CO-PO MAPPING

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	2	3	-	-	-	-	-	-	-	-	2	-	-	-	-
2	3	1	-	-	-	-	-	-	2	-	2	2	-	1	2
3	2	2	-	-	-	-	-	-	-	-	1	-	-	-	-
4	3	2	-	-	-	-	-	-	-	-	1	-	-	1	2
5	2	2	-	-	-	-	-	-	-	-	1	-	-	-	1

3-Strong, 2-Moderate, 1-Weak

Unit-1	Understanding of Media Language (Total hours- L+T+P=18hrs)	L	T	P
1.1	Importance of Language in Communication, Growth and Development of Language (Lecture, Presentation, Assignment)	2	-	-
1.2	Growth of Media Language : From Print to Online, Changes in Structure and Style of Language, New Trends in Media Language (Lecture, Group Discussion, Assignment)	3	1	1

डॉ. संजीव गुप्ता

विभागाध्यक्ष: जनसंचार विभाग, भा.भा.वि.

मध्यमनाल चतुर्वेदी राष्ट्रीय संचार विश्वविद्यालय, काठमान्डौ

एवं संचार विश्वविद्यालय, भोपाल (एन.ए.ए.ए.ए.)

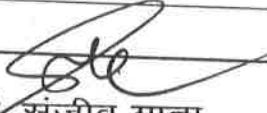
1.3	Basics of Grammar in English and Hindi, Selection and Use of Phrases and Words (Lecture, Assignment)	2	1	-
1.4	Characteristics of Writing for Newspaper and Magazines, Language for Writing : Word and Sentence making, Headline writing (practice) (Lecture, Presentation, Practical, Assignment)	3	1	1
1.5	The language of Journalism- Concrete, Specific, Active, Clear, Democratic, Non-Sexist, Non-Racist, Non-Violent, Inclusive, Variable, Common Language (Lecture, Presentation, Group Discussion/Expert Lecture)	3	-	-

Unit-2	Language for Audio-Visual (Total hours- L+T+P=18hrs)	L	T	P
2.1	Concept of Audio-Visual Language, Basic Difference between Written and Spoken Language (Lecture, Presentation, Assignment)	3	-	-
2.2	Basic Characteristics of Writing for Radio (Lecture, Presentation, Expert Lecture)	2	1	-
2.3	Basic Characteristics of Writing for TV (Lecture, Presentation, Expert lecture)	2	1	-
2.4	Use of Other Language Words and its Limitations in Hindi Media (Lecture, Presentation, Group Discussion, Assignment)	3	1	1
2.5	Creative Writing for Photo Feature, Caption Writing, Cartoon and its Language (Lecture, Group Discussion, Assignment)	3	1	-

Unit -3	Translation and Paraphrasing (Total hours- L+T+P=18hrs)	L	T	P
3.1	Importance of Translation/Paraphrasing in Media, Effective and Ineffective Translation, Methods of Paraphrasing, Attribution and Quoting (Lecture, Group discussion, Assignment)	2	1	-
3.2	Translate (Paraphrase) at least 5 different News (English to Hindi) (Lecture, Practical, Presentation, Assignment)	2	-	1
3.3	Translate (Paraphrase) at least 5 different News (Hindi to English) (Lecture, Practical, Presentation, Assignment)	2	1	2
3.4	Translate (Paraphrase) atleast 2 different Article (English to Hindi and Hindi to English) (Lecture, Practical, Presentation, Assignment)	1	-	2
3.5	Preparing a Glossary of 20 Phrases in Hindi and English, generally used for the same expression (Lecture, Practical, Presentation, Assignment)	1	1	2

Unit-4	Translating Journalistic Content:1 (Total hours- L+T+P=18hrs)	L	T	P
4.1	Preparing a Glossary of 50 words in Hindi-English from Business Page (Practical, Presentation, Group Discussion, Assignment)	2	-	-
4.2	Preparing a Glossary of 25-25 Hindi-English words used in Political News (Practical, Presentation, Group Discussion, Assignment)	2	-	-

M.A. (Mass Communication)


 डॉ. संजीव गुप्ता
 विभागाध्यक्ष, जनसंचार विभाग
 माखनलाल जयसिंह, राष्ट्रीय पत्रकारिता
 एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

4.3	Translating at least 5 different news items from Business Pages (Hindi-English) (Practical, Presentation, Group Discussion, Assignment)	2	-	2
4.4	Translating atleast 5 Political News Items (Hindi-English) (Practical, Presentation, Group discussion, Assignment)	2	1	2
4.5	Translating at least one Political and one Business Article (Hindi-English) (Practical, Presentation, Group Discussion, Assignment)			

Unit-5	Translating Journalistic Content : 2 (Total hours- L+T+P=18hrs)	L	T	P
5.1	Preparing a Glossary of 25-25 words (Hindi-English) from Sports page (Practical, Presentation, Group Discussion, Assignment)	2	-	-
5.2	Translating at least 5 different News Items on five different Sports (Hindi-English) (Practical, Presentation, Group Discussion, Assignment)	2	-	2
5.3	Translating a Column Article of Renown Person on Sport (at least 2 in both language) (Practical, Presentation, Group Discussion, Assignment)	2	1	2
5.4	Translating at least 5 Science News Items (Hindi-English) (Practical, Presentation, Group Discussion, Assignment)	2	1	1
5.5	Translating at least 5 International News Items (Hindi-English) (Practical, Presentation, Group Discussion, Assignment)	1	1	1

Practical/Projects/Assignments:

- विशेष क्षेत्रों के समाचारों में उपयोग होने वाले शब्दों की सूची तैयार करना ।
- हिंदी-अंग्रेजी मुहावरों की सूची तैयार करना ।
- समाचारों का अनुवाद करना ।
- आलेख एवं विशेष पत्रकारिता की सामग्री का अनुवाद करना ।
- समाचार शीर्षक और फोटो कैप्शन लेखन का अभ्यास करना ।

Suggested Readings :

- Andrew Bonime & Ken C. Pohlmann (1997). Writing for New Media: The Essential Guide to Writing for Interactive Media, Wiley, United States.
- James G Stovall (2014). Writing for the Mass Media, Pearson, New York.
- Robert L. Hilliard (2010). Writing for Television, Radio, and New Media, Wadsworth Publishing Company Inc, USA.
- Robert M. Knight (2010). Journalistic Writing: Building the Skills, Honing the Craft, Marion Street Press, Portland.
- Simeon Lindstrom (2015). Creative writing – From Think to Ink, Create Space Independent Publishing Platform, Canada.
- Usha Raman, (2010). Writing For The Media, Oxford University Press-New Delhi.
- Prasad, S. (1993). Editors on Editing/HY, National Book Trust.
- चतुर्वेदी रामस्वरूप (1981), भाषा और संवेदना, लोकभारती, इलाहाबाद

- तिवारी भोलानाथ (1984), भाषा और संस्कृति, प्रभात प्रकाशन, दिल्ली
- तिवारी भोलानाथ (1986), मानक हिन्दी का स्वरूप, प्रभात प्रकाशन, दिल्ली
- तिवारी भोलानाथ (1984), पत्रकारिता में अनुवाद की समस्याएँ, शब्दाकार प्रकाशन, नई दिल्ली
- तिवारी भोलानाथ (1987), अनुवाद विज्ञान, शब्दाकार प्रकाशन, दिल्ली
- द्विवेदी अनुपम (2014), हिन्दी व्याकरण, रीतू पब्लिकेशन, जयपुर
- वर्णवाल हरीश (2012), टेलीविजन की भाषा, राधाकृष्णन प्रकाशन
- सिंह डॉ. अजय कुमार (2012), मीडिया की बदलती भाषा
- जितेन्द्र गुप्ता, प्रियदर्शन, अरुण प्रकाश (2009), पत्रकारिता में अनुवाद, राजकमल प्रकाशन, दिल्ली
- वर्मा रामचंद्र (2015), अच्छी हिंदी, लोक भारतीय प्रकाशन, इलाहाबाद

e-resources :

- <https://www.bbc.co.uk/academy/hi>
- <http://www.newswriters.in/>
- <http://cij.co.in/index.php>
- <http://www.dailywritingtips.com/the-art-of-writing-news/>
- <http://pibarchive.nic.in/archive2/>
- <https://www.shabdkosh.com/>
- <http://shabdavali.blogspot.com/>

MAMC : I SEM			Marks:100			Credits:6		
CCE1 : COMPUTER APPLICATION FOR MEDIA			Th	Pr	la	Contact hrs		
						L	T	P
			50	30	20	3	1	4

Course Objectives

- To instruct the students with the basics of computers.
- To acquire practical knowledge of designing page layout for print media.
- To provide extensive hands on training in the latest digital audio, video and multimedia technologies.
- To provide knowledge of sound editing tools.
- To understand the application of technical knowledge.

Learning Outcomes

- Students would acquire practical experience on designing of page layout.
- Students would be able to understand the techniques of Image editing.
- Students will be able to use audio editing tools.
- Students will be able to use video editing tools.
- Students would be able to understand how to apply the technical knowledge.

CO-PO MAPPING

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	2	-	3	-	2	-	-	-	-	3	-	-	-	-	3
2	1	-	3	2	-	-	-	-	1	3	2	-	-	-	2
3	1	-	3	2	-	-	-	-	1	3	2	-	-	-	2
4	1	-	3	2	-	-	-	-	3	3	2	-	-	-	2
5	-	-	2	2	3	-	1	2	-	2	2	-	-	-	2

3-Strong, 2-Moderate, 1-Weak

Unit-1	Office Automation Tools- MS Word, MS Excel & MS PowerPoint (Total hours- L+T+P=10 hrs)	L	T	P
1.1	Introduction to Word Processing, MS Word Interface (Classroom Lecture,Practicals in Computer Lab)	1	-	1
1.2	Tools & Menu, Editing & Formatting, Mail Merge (Classroom Lecture,Practicals in Computer Lab)	1	-	1
1.3	MS Excel Interface Tools & Menu (Classroom Lecture,Practicals in Computer Lab)	1	-	1
1.4	Creating Spread Sheets, Function Chart & Graphs (Classroom Lecture,Practicals in Computer Lab)	1	-	1


1.5	MS PowerPoint Tools & Menus, Creating & Delivering Presentation (Classroom Lecture, Practicals in Computer Lab & Assignment to Deliver Presentation on any topic)	1	-	1
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Unit-2	Page Layout & Design Tools- Adobe InDesign (Total hours- L+T+P=20 hrs)	L	T	P
2.1	Introduction to InDesign, Print Layout, Preprocess work, Print process, File Formats, Supported File Formats. (Classroom Lecture, Practicals in Computer Lab)	3	-	2
2.2	Toolbox, Working with Palettes, Viewing Pages, Working with Text & Graphics, Moving, Adding & Deleting Pages (Classroom Lecture, Practicals in Computer Lab)	3	-	2
2.3	Creating and Opening Publication, Setting Documents & Pages, Creating Master Pages using Guides, Layout Adjustment, Working with Non Printing Guides (Classroom Lecture, Practicals in Computer Lab)	2	-	2
2.4	Tracking, Kerning, Aligning, Letter Spacing, Leading Line Breaks and Fine Tuning Characters. Drawing & Editing Lines & Shapes, Frames, Grouping, Locking, Masking Objects, Transforming Objects (Classroom Lecture, Practicals in Computer Lab)	2	-	2
2.5	Publication into Books, Numbering Pages, Indexing, Index Entries, About topic Levels, Importing Text, PDF, Spreadsheets, Photo Cliparts etc. (Classroom Lecture, Practicals in Computer Lab)	1	-	1

Unit-3	Image Editing Software- Adobe Photoshop (Total hours- L+T+P=20 hrs)	L	T	P
3.1	Introduction to Photoshop, Bitmap & Vector Images, Image Size & Resolution, Tools & Menu, Color Modes, Palettes (Classroom Lecture, Practicals in Computer Lab)	3	-	2
3.2	Working with Quick Mask, Painting and Blending Modes. Color Pallet Editing (Background Color, Touch up Clean up), (Classroom Lecture, Practicals in Computer Lab)	3	-	2
3.3	The Layer Pallet, Changing and Controlling Layer Order, Editing Layers, Adjustment Layers, Layers Effect (Classroom Lecture, Practicals in Computer Lab)	2	-	2
3.4	Extract, Filter Gallery, Liquefy, Pattern Making, Vanishing Points, Built-in Bitmap Filters, Using Predefined Action, Creating & Recording Actions (Classroom Lecture, Practicals in Computer Lab)	2	-	1
3.5	Calculating Image Size & Resolution, Changing Image Dimension, Layout Preview, Color Separation, Optimizing Images For Web (Classroom Lecture, Practicals in Computer Lab)	2	-	1

Unit -4	Video Editing Software - Adobe Premiere (Total hours- L+T+P=20 hrs)	L	T	P
4.1	Adobe Premiere Overview, Starting with Adobe Premiere Pro, Working with a project, Getting acquainted with the Workspace, Project window, Monitor window, Timeline window, Importing Clips. (Classroom Lecture, Practicals in Computer Lab)	3	-	2

M.A. (Mass Communication)


 डॉ. सजीव गुप्ता
 विभागाध्यक्ष: जनसंचार विभाग
 माखनलाल घुर्खुरी राष्ट्रीय पत्रकारिता
 एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

4.2	Capturing clips,Capturing the Video,Batch capturing Video, Capturing stop-Motion Animation, Reading Time code from Source video, Analyzing Clip Properties and Data Rate, Tools (Classroom Lecture,Practicals in Computer Lab)	3	-	2
4.3	Video Editing : Monitor Window, Timeline Window in detail, Working with Clips,Trimming Clips, History Palette,Working with Sequences, Using Markers, Working with Audio, Working with the Audio Mixer Window, Applying Audio Transitions to Create Fades and Cross Fades, Unlinking and Editing Audio (Classroom Lecture,Practicals in Computer Lab)	2	-	2
4.4	Creating Titles, Working with Adobe title designers, Creating a Graphic Image in Adobe Title Designer, Adding a title to a Project and reviewing it, Superimposing and Compositing, Opacity and Superimposing, Working with Keyframes, Changing Opacity, Creating a Split screen, Using keys, Using Matte keys, Adding a Background Matte, Creating a Garbage Matte (Classroom Lecture,Practicals in Computer Lab)	2	-	2
4.5	Basics of Animation,Animating Clips, Applying Special Effects & Exporting, Key frame and Bezier Key frame Interpolation, Applying Effects; Exporting Video & Still Image (Classroom Lecture,Practicals in Computer Lab)	1	-	1

Unit-5	Audio Editing Software - Sound Forge (Total hours- L+T+P=20 hrs)	L	T	P
5.1	Introduction of Sound Forge, Sound Forge Interface, Selecting Objects and using Layers, Tool (Classroom Lecture,Practicals in Computer Lab)	3	-	2
5.2	Creating Projects, Working with Audio, Editing Multichannel Audio using Markers (Classroom Lecture,Practicals in Computer Lab)	2	-	2
5.3	Recording and Extracting Audio, Editing, Repairing and Synthesizing Audio (Classroom Lecture,Practicals in Computer Lab)	3	-	2
5.4	Working With Effects, Using Spectrum Analysis Working with Synthesizing Audio, Laying Working with Audio (Classroom Lecture,Practicals in Computer Lab)	2	-	2
5.5	Working with Videos, Importing and Exporting Audio file (Classroom Lecture,Practicals in Computer Lab)	1	-	1

Practical/Project/Assignments :

- Using smart art and create organization charts in MS word.
- Using Chart Wizard create all types of chart on the assumed data.
- Prepare PowerPoint Presentations on any desired topic.
- Creating a new company newsletter or brochure in InDesign.
- Combine two images using layer masking in Adobe Photoshop.
- Design poster in Adobe Photoshop.
- Complete a Basic Video Editing Techniques Project.
- Complete a Basic Audio Editing Techniques Project.

Suggested Readings :

- Adobe Creative Team, Adobe Premiere Pro: CS6, Adobe Press; 1 edition 2012.
- Andrew Faulkner and Conrad Chavez, Adobe photoshop cc, Pearson, 2018.

- Bittu Kumar , Adobe InDesign Design Basic, V&S Publishers 2017.
- Kogent Learning Solutions Inc, Sound Forge Pro, Dreamtech Press 2010.
- Mary Anne Poatsy , Keith Mulbery , Exploring Microsoft Office 2016 Volume 1 Pearson.
- Maxim jago, Adobe Premiere pro CC , Pearson Education, 2018.
- Scott R. Garrigus, Sound Forge 8 Power , Course Technology Inc, 2005.
- रमेश बंगिया, लर्निंग ऍम. एस. ऑफिस २००७ , खन्ना पब्लिशिंग २०११.
- विष्णु पी. सिंह एडोबी इनडिजाईन पेपर बेक २००८
- कोर्जेट लर्निंग सॉल्यूशन, फोटोशॉप ड्रीम टेक प्रेस, हिंदी एडिशन २०१२

e- resources :

- <https://helpx.adobe.com/in/photoshop/how-to/photo-editor.html>
- <https://www.adobe.com/in/products/premiere-elements.html>
- <https://www.magix.com/in/music/sound-forge/sound-forge-pro/new-features/>
- <https://helpx.adobe.com/indesign/how-to/ebook-layout-design.html>

MAMC : I SEM			Marks:100			Credits:6		
CCE2 : DIGITAL AND SOCIAL MEDIA			Th	Pr	Ia	Contact hrs		
						L	T	P
			50	30	20	3	1	4

Course Objectives

- Introduce various aspects of digital media.
- Highlight the emerging concepts and challenges of digital social media.
- Introduce students about significance and usage of social media.
- To familiarize and equip students with a range of technical skills.
- To provide extensive hands on training in the latest multimedia technologies.

Learning Outcomes

- Students would gain understanding of the concepts of digital and social media.
- Students would be able to utilize digital social media tools for different developmental activities.
- Students would be able to utilize digital social media tools for different promotional activities.
- Students will comprehend the functionalities of social media.
- Students would be able to know about the risks and challenges of digital media world.

CO-PO MAPPING

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	-	-	-	-	-	-	-	2	3	-	-	-	-	2
2	-	-	1	-	2	-	-	-	3	3	2	2	3	-	-
3	2	2	2	-	2	-	-	-	3	3	2	2	-	2	1
4	-	-	3	2	2	-	-	-	2	2	2	1	-	-	-
5	2	-	-	-	-	-	-	-	2	3	2	3	3	1	-

3-Strong, 2-Moderate, 1-Weak

Unit-1	Introduction to Digital and Social Media (Total hours- L+T+P=10 hrs)	L	T	P
1.1	History of Information Technology, Information Revolution, Information Super Highway, Information Communication Technology (Classroom Lecture)	2	-	-
1.2	Internet , Digital World and Networking (Classroom Lecture)	1	-	-
1.3	New Media :Origin and Growth, Need, Significance (Classroom Lecture)	2	-	1

डॉ. संजीव मुक्ता

विभागाध्यक्ष: जनसंचार विभाग

माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता
एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)


1.4	Social media : Concept ,Evolution and Characteristics (Classroom Lecture)	1	1	-
1.5	Media convergence, Digital divide (Classroom Lecture)	2	-	-

Unit-2 Social Media Platforms (Total hours- L+T+P=20 hrs)		L	T	P
2.1	Social Media Platforms: Introduction (Classroom Lecture, Computer Lab Practical)	2	1	1
2.2	Online Communities (Classroom Lecture, Computer Lab Practical)	2	1	-
2.3	Creating Blogs and Micro Blogs, Content Communities (Classroom Lecture, Computer Lab Practical)	3	-	2
2.4	Social Networking Sites (eg. facebook, twitter,instagram) (Classroom Lecture, Computer Lab Practical)	2	-	2
2.5	Messaging Applications (Classroom Lecture, Computer Lab Practical)	2	-	2

Unit-3 Usage of Digital and Social Media (Total hours- L+T+P=20 hrs)		L	T	P
3.1	E-Commerce , E- Banking and E-Governance (Classroom Lecture, Discussion, Lab Practicals)	3	-	-
3.2	Employment Trends using Digital and Social Media (Like LinkedIn) (Classroom Lecture, Discussion, Lab Practicals)	3	-	1
3.3	Online Gaming Industry (Classroom Lecture, Discussion)	3	1	-
3.4	Education through Digital Media : MOOCS and Online Courses, Online Interactive Sessions,Lectures through Video Conferencing. (Classroom Lecture, Discussion, Lab Practicals)	2	1	1
3.5	Online Business Community : Introduction to Social Media Marketing, Social media Influencers,Revenue Generation/Monetization(Study of Amazon ,Flipkart, Youtube etc.) (Classroom Lecture, Discussion, Lab Practicals)	4	-	1

Unit-4 Technical Skills for Digital and Social Media (Total hours- L+T+P=20 hrs)		L	T	P
4.1	Developing Content for Website, Blog Contents, Photo Blogs, Content for Social Networking Pages (Classroom Lecture, Practicals in Computer Lab,Expert Lecture)	3	-	-
4.2	Social Media Management Tools (Classroom Lecture,, Practicals in Computer Lab)	3	-	1
4.3	Social Media Metrics and Related Tools,Introduction to Social Media Analytics and Tools (Classroom Lecture,, Practicals in Computer Lab)	3	-	-

M.A. (Mass Communication)


डॉ. संजीव गुप्ता
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 माखनलाल बहुबेदी राष्ट्रीय पत्रकारिता
 एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

4.4	Viral Content Platform and Medium :Video, Image, Troll, Meme, Audio & Other Mediums, Viral Messaging Capabilities (Classroom Lecture, Practicals in Computer Lab)	3	-	2
4.5	Tools for Fake News Check on Various Platforms (Classroom Lecture, Practicals in Computer Lab)	3	-	2
Unit-5	Cyber Laws and Ethics (Total hours- L+T+P=20hrs)	L	T	P
5.1	Cybercrime and Related Laws: Types of Cyber Crime (Phishing,Hacking),IT Act (Classroom Lecture, Discussion)	3	-	2
5.2	Intellectual Property Laws: Copyright Act,Patent Act (Classroom Lecture, Discussion)	2	-	2
5.3	Concept of Misinformation and Disinformation (Classroom Lecture, Discussion, Practicals in Computer Lab)	2	-	2
5.4	Checking Authentication of Content (Classroom Lecture, Discussion, Practicals in Computer Lab)	2	-	2
5.5	Cyber Ethics: Concepts and Emerging Issues (Classroom Lecture, Discussion)	2	-	1

Practical/Project/Assignments:

- Create a classroom community like Facebook groups, in which students will share valuable information to help each other.
- Prepare Organization chart describing benefits of ICT.
- Create your own Blog and pick a blog Name for your topic.
- Browsing to know about social Networking sites, Virtual Game World and Instant Messaging.
- Browse the internet to know about Cyber Crime,Hacking&Phishing and steps to prevent from fraudulent attempt.
- Visit the official website of Government of India and enlist the programs which directly benefits common citizen through e-Governance.
- Create a page in Facebook for business to gain exposure to your potential customer.
- Studying Social media sites and identify news sense in social media contents.
- Browse the internet to know about MOOCS, online courses and online interactive sessions.
- Online tools for Fake news check.

Suggested Readings :

- Ankit Lal ,India Social,Hachette India 2017.
- Christean Reed, Online Security and Safety, Amazon Asia-Pacific Holdings Private Limited,2018.
- Dr.Amrita Basu,starting a successful blog, Amazon Asia-Pacific Holdings Private Limited, 2018.

डॉ. सजीव गुप्ता
विभागाध्यक्ष: जनसंचार विभाग

माखनलाल घतुर्वेदी राष्ट्रीय पत्रकारिता
एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

- Guy Kawasaki, Art of Social Media, Portfolio, 2015.
- Jong Hyun Wi, Innovation And Strategy Of Online Games, Imperial College Press, 2009.
- Michael Nanfito, Joey King, MOOCs: Opportunities, Impacts and Challenges, Createspace Independent Pub, 2013.
- Philip Larrey, Connected World, Penguin, 2017.
- Tamra B. Orr, Invention of Facebook and Internet Privacy, Cherry Lake Publishing, 2017.
- Terry Darr, Combating Plagiarism, Libraries Unlimited Inc, 2019.
- Tim Cigelske, Analytics to Action: A Guide to Social Media Measurement, Amazon Asia-Pacific Holdings Private Limited, 2017.

e- resources :

- <https://digitalmarketinginstitute.com/blog>
- <http://libtechlaunchpad.com/2015/10/16/electronic-resources-on-social-media/>
- <https://www.smartinsights.com/social-media-marketing/social-media-governance/resource-planning-social-media/>

MAMC : I SEM			Marks:50			Credits:3		
OE1 : ART OF PHOTOGRAPHY			Th	Pr	la	Contacthrs		
						L	T	P
			25	15	10	2	-	2

Course Objectives

- To understand the various stages involved in making of a good photograph.
- To enable students to understand visual communication and role of photography in mass communication.
- To enable the students to understand the importance of aesthetics in photography, lighting etc.
- Develop an understanding of importance of composition for a perfect photograph.
- Learn and practice DSLR camera and necessary adjustments at the time of photography.

Learning Outcomes

- Students will be able to handle DSLR camera with focus on exposure setting and filter selection.
- Students will be able to understand aesthetics in photography.
- Students will be able to understand good composition rules.
- Students will be able to perform photo editing.
- Students will be able to practice on photoshop software.

CO-PO MAPPING

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	2	2	-	-	-	-	-	-	3	2	-	-	-	2
2	3	2	-	-	-	-	2	-	2	-	2	-	-	1	2
3	2	-	2	-	-	-	-	2	1	3	-	-	-	-	1
4	2	-	2	-	1	1	-	-	3	3	-	2	-	1	2
5	2	-	-	-	-	-	-	-	2	3	-	-	-	1	2

3-Strong, 2-Moderate, 1-Weak

Unit -1	Basics of Photography (Total hours- L+T+P=9 hrs)	L	T	P
1.1	Meaning of Photography (Lecture, Discussion, Group Activities)	1	-	1
1.2	Scope of Photography (Lecture, Discussion, Group Activities)	1	-	1

डॉ. सजीव गुप्ता

विभागाध्यक्ष: जनसंचार विभाग

माखनलाल घटुवदी राष्ट्रीय पत्रकारिता
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1.3	Photography as Medium of Communication (Lecture, discussion)	1	-	1
1.4	Technological Development in Photography (Lecture, Discussion, Tutorial)	1	-	
1.5	Photo Caption Writing Techniques (Lecture, Discussion, Group Activities)	1	-	1

Unit -2	Introduction to Camera (Total hours- L+T+P=9 hrs)	L	T	P
2.1	Working Principle of DSLR Camera (Lecture, Discussion, Practical)	1	-	1
2.2	Parts and Functions of DSLR Camera (Lecture, Discussion, Practical)	1	-	1
2.3	Types of Camera (Lecture, Discussion, Practical)	1	-	1
2.4	Camera Accessories (Lecture, Discussion, Practical)	1	-	
2.5	Camera Tripod (Lecture, Discussion, Practical)	1	-	1

Unit -3	Photo Techniques (Total hours- L+T+P=9 hrs)	L	T	P
3.1	Photo Lens and Their Types (Lecture, Field Practical, Group Activities)	1	-	1
3.2	Depth of Field & Its Creative Use (Lecture, Field Practical, Group Activities)	1	-	1
3.3	Lighting Techniques (Lecture, Field Practical, Group Activities)	1	-	1
3.4	Filters use in Photography (Lecture, Field Practical, Group Activities)	1	-	
3.5	Camera Angles (Lecture, Field Practical, Group Activities)	1	-	1

Unit -4	Photo Composition (Total hours- L+T+P=9 hrs)	L	T	P
4.1	Concept & Importance of Composition (Lecture, Field Practical)	1	-	1
4.2	Photo Composition Rules (Lecture, Field Practical, Group Activities)	1	-	1
4.3	Elements of Photo Composition (Lecture, Group Activities)	1	-	1
4.4	Golden Rule of Third, Point of Interest (Lecture, Field Practical, Group Activities)	1	-	

4.5	Point of View : Subjective and Objective (Lecture, Field Practical, Group Activities)	1	-	1
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Unit -5	Digital Techniques (Total hours- L+T+P=9 hrs)	L	T	P
5.1	Photoshop Software : Features (Lecture, Lab Practical)	1	-	1
5.2	Tools & Techniques of Photoshop Software ,Art of Photo Cropping (Lecture, Lab Practical)	1	-	1
5.3	Photo Editing Tools (Lecture, Lab Practical)	1	-	1
5.4	Tools for Photo Finishing (Lecture, Lab Practical)	1	-	
5.5	Digital Photography (Lecture, Lab Practical)	1	-	1

Practical/Project/Assignments:

- Prepare photo portfolio of various genres like portrait, nature and wildlife ,architectural, sports and action.
- Any assignment given by the concerned faculty.

Suggested Readings :

- Erickson Bill & Romano Frank, Professional digital photography .
- Langford Michael, Basic photography, Focal Press London.
- Langford Michael, Starting photography, Focal Press London.
- Mark Galer , Location Photography : Essential skills .
- Tiwari Dr Pradeep Kumar, Handbook of Photo Journalism, MCU Publication Bhopal.

e- resources :

- https://www.nationalgeographic.com/ebooklets/e_ultimate_photo_guide.pdf
- <https://the-photo-ebook.com/>
- <https://swayam.gov.in/courses/5181-basics-of-photography>



डॉ. संजीव गुप्ता

विभागाध्यक्ष: जनसंचार विभाग

माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता

एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

11/11/2023

आपकी प्राप्ति के लिए धन्यवाद

कृपया प्रतिक्रिया देकर हमें सूचित करें

(ए.प्र.) संचार विभाग, भोपाल विश्वविद्यालय

**MA in Mass Communication
SEMESTER - II**

S. No.	Course of Study	Class & Papers	Paper Name/Subject	Th	la	P	Total
07	CCC4	2MA(MC)1	Reporting and Editing for Print Media	50	20	30	100
08	CCC5	2MA(MC)2	Communication	80	20	-	100
09	CCC6	2MA(MC)3	Radio Programme Production	50	20	30	100
10	CCE3	2MA(MC)4a	Development Communication	50	20	30	100
11	CCE4	2MA(MC)4b	Writing for Media	50	20	30	100
Open Elective							
12	OE2	2MA(MC)5	Art of Anchoring	25	10	15	50

MAMC : II SEM	Marks:100			Credits:6		
CCC4 : REPORTING and EDITING FOR PRINT MEDIA	Th	Pr	la	Contact hrs		
				L	T	P
	50	30	20	3	1	4

Course Objectives

- To introduce various aspects of journalism.
- To create basic understanding of significance of news values.
- To familiarize the students with the basics of reporting.
- To impart knowledge about basics of editing.
- To understand the process of editing for various platforms.

Learning Outcomes

- Learner would be able to know the basics of reporting.
- Learner would be able to understand about the role and responsibility of media professionals in the media industry.
- Learner would be able to have hands on experience on tools and techniques of editing.
- Learner would be able to know and apply knowledge of ethics and principles of journalism.
- Learner would be able to understand the process of editing for various platforms.

CO-PO MAPPING

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	-	2	-	-	-	-	-	-	-	2	-	-	-	2
2	2	-	-	-	-	-	-	-	2	-	-	-	3	-	3
3	3	-	2	2	3	-	-	-	-	3	-	-	-	-	-
4	-	-	-	1	-	-	-	2	3	-	2	-	3	-	-
5	-	-	2	1	-	-	2	-	-	3	-	-	-	1	2

3-Strong, 2-Moderate, 1-Weak

Unit-1	Reporting and Reporters (Total hours- L+T+P=10 hrs)	L	T	P
1.1	Concept of Reporting and Advanced Reporting (Classroom Lecture)	1	1	-
1.2	Classification of Reporters (Classroom Lecture)	1	1	-
1.3	Setup and Working of News Bureaus in the National Capital, Metropolitan Cities and State Capitals (Classroom Lecture, Discussion, Newsroom Visit)	2	-	1
1.4	Foreign Correspondents / Bureaus and their Functions (Classroom Lecture)	1	-	-

1.5	History of News Agencies , Functions of News Agencies (Classroom Lecture, Case Studies, News Agency Visit)	1	-	1
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Unit-2	Craft of News Writing In Journalism (Total hours- L+T+P=20 hrs)	L	T	P
2.1	Principles of Journalism (Classroom Lecture, Ppt Presentations)	1	-	-
2.2	News structure, Identifying News and News Values, Elements of News (Classroom Lecture)	2	1	-
2.3	Treatment of News – Investigative, Interpretative and Analytical Approach , Structuring News – Traditional & Alternative Structures, Writing various types of Intro's and Headlines (Classroom Lecture, Demonstration)	5	1	1
2.4	News Sources (Informal, Formal, Factual, Informative, Secret, Press Release, Press Conference, off the record etc) (Classroom Lecture, Ppt Presentations)	2	1	1
2.5	Others Forms of Writing(Article, Feature,Editorial,Review, Travelogue) (Classroom Lecture, Demonstration)	3	1	1

Unit-3	Beat Reporting (Total hours- L+T+P=20 hrs)	L	T	P
3.1	Reporting of Government Ministries, Legislative Reporting (Classroom Discussion, Field Visit, Field Reporting)	2	-	1
3.2	Political reporting , Legal Reporting (Classroom Discussion, Field Reporting)	2	1	1
3.3	Reporting of Rural and Development Activities (Classroom Discussion, Field Visit, Field Reporting)	2	-	2
3.4	Covering Special Fields : Business, Sports, Science, Life-Style, Human Interest Stories, Entertainment and Society (Classroom Discussion, Field Reporting)	2	1	2
3.5	Art and Culture Reporting , Crime Reporting (Classroom Discussion, Field Reporting)	2	-	2

Unit-4	Editing for print media (Total hours- L+T+P=20hrs)	L	T	P
4.1	Concept and Significance of Editing, Responsibilities and Tools of a Copy Editor, Use of Style Sheet (Classroom Lecture, Practical)	2	-	2
4.2	Art and Steps of Subbing, Editing Copies of News Agencies and Bureaus or Special Correspondents, City Reporters and Stringers etc (Classroom Lecture)	3	1	-
4.3	Local Pullout journalism (Classroom Lecture, Discussion)	2	1	-
4.4	Editing of Sunday Magazine, Special Sections and Special Supplements (Classroom Lecture, Practical:Preparing News Reports and then Editing)	2	-	2

4.5	New Trends in Magazine Journalism, Writing and Editing for Online Magazines (Classroom Lecture, Lab Practical)	2	-	3
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Unit-5	Layout and Designing (Total hours- L+T+P=20 hrs)	L	T	P
5.1	Principles of Layout Designing of Contemporary Newspaper Relationship between Writing Editing and Designing (Classroom Lecture, Analysis of Layout Design of any Four Newspaper , Practical)	2	-	2
5.2	Planning and Designing the Front page and Inside pages, Designing Special pages, Importance of Dummy (Classroom Lecture, Lab Practical)	2	-	2
5.3	Preparation of Charts, Diagrams, Graphs, Illustrations and Cartoons etc (Classroom Lecture, Analysis of Infographic Content in Newspaper and Magazines, Lab Practical)	2	1	1
5.4	Photo Editing – Selection of Photograph, Techniques and Procedure of Cropping(Classroom Lecture, Lab Practical)	2	-	2
5.5	Caption and Sub Caption Writing, Editing of Photo Features (Classroom Lecture, Lab Practical)	2	-	2

Practical/Project/Assignments:

- Attending city's five events and writing news report of five different beats.
- Copy editing assignment.
- Creating dummy and preparing the layout of the front, back and other pages of a newspaper and a magazine.
- Photo coverage of news events in the campus or outside.
- Any other assignment given by the concerned faculty.

Suggested Readings:

- Filak V.F.(2019) Exercises In Media Writing. New Delhi: Sage Publications.
- Harcup T.(2009) Journalism Principles and Practice. New Delhi: Sage Publications.
- Madhok M.(2014) News Agency Journalism. Bhopal: MCU Publications.
- Researcher C.Q. (2019) Dynamics of News Reporting and Writing. New Delhi: Sage
- Researcher C.Q. (2019) Issues in News Reporting. New Delhi: Sage Publications.
- Sarkar N.N. (2012) Art and Print Production. New Delhi: Oxford University Press.
- Shrivastava K.M.(2013) News reporting And Editing. New Delhi: Sterling.
- Spark D. (2012) Practical Newspaper Reporting. New Delhi: Sage Publications.
- Trikha N.K. (2013) Reporting. Bhopal: MCU Publications.
- Westley Bruce H. News Editing.New Delhi:Oxford & IBH Publishing Co.(latest printed edition).
- त्रिखा नंदकिशोर.(2003) भेंट कर्ता और प्रेस कॉन्फ्रेंस, नईदिल्ली:राधाकृष्ण प्रकाशन

- कश्यप श्याम, कुमार मुकेश.(2008) खबरें विस्तार से. नईदिल्ली: राजकमल प्रकाशन

e- resources:

- <https://www.scribd.com/doc/23738974/7-Reporting-Editing-Techniques>
- <http://download.nos.org/srsec335new/ch7.pdf>
- <http://www.universityofcalicut.info/SDE/sde%20NEWS%20%20REPORTING%202014%281%29.pdf>

MAMC : II SEM			Marks:100			Credits:6		
CCC5 : COMMUNICATION			Th	Pr	la	Contact hrs		
						L	T	P
			80	-	20	4	2	-

Course Objectives

- To inculcate the knowledge of the fundamentals of communication.
- To make students familiar with the sociological perspective on human behavior and key concept of socialization.
- To acquaint students with knowledge of the various types of communication.
- To orient students about effective communication.
- To make students aware of effective use of body language and voice tones.

Learning Outcomes

- Students would be able to understand the concept of human communication.
- Students would be able to differentiate between various types of communication.
- Students would become adept in their use of the spoken word in group interactions.
- Apply the knowledge of communication skills and work for societal development.
- Ability to communicate message in an effective and engaging way for the recipient.

CO-PO MAPPING

PO \ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	2	-	-	-	-	-	-	2	-	2	-	-	-	2
2	2	2	-	-	-	-	2	-	2	-	2	-	-	1	2
3	2	2	2	2	2	-	2	-	1	-	-	-	-	1	1
4	2	3	-	2	1	1	-	-	3	-	-	2	-	1	2
5	2	3	-	-	-	-	2	2	-	2	-	-	-	1	2

3-Strong, 2-Moderate, 1-Weak

Unit-1	Human Communication (Total hours- L+T+P=20 hrs)	L	T	P
1.1	Human Communication (Lectures, Classroom Discussion)	3	1	-
1.2	Elements of Human Behaviour (Lectures, Classroom Discussion)	3	1	-
1.3	Essentials of Communication to build the Society (Lectures, Classroom Discussion)	3	1	-
1.4	Mutual dependency of Language and Communication (Lectures, Classroom Discussion, Watching Videos of Famous Regional Orators)	3	-	1

1.5	Culture and Communication (Lectures, Classroom Discussion, Watching Videos of Famous Regional Orators)	3	-	1
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Unit-2	Socialization (Total hours- L+T+P=20 hrs)	L	T	P
2.1	Socialization: Concept and Stages (Lectures, Classroom Discussion)	3	1	-
2.2	Process and Elements of Socialization (Lectures, Classroom Discussion)	3	1	-
2.3	Role of Communication in Socialization (Lectures, Classroom Discussion)	3	1	-
2.4	Concept and Formation of Social Groups (Lectures, Classroom Discussion, Group Activities)	3	1	-
2.5	Types of Social Groups (Lectures, Classroom Discussion)	3	1	-

Unit-3	Communication (Total hours- L+T +P=20 hrs)	L	T	P
3.1	Communication: Nature, Scope and Concept (Lectures, Analysing Various Situations)	3	1	-
3.2	Communication: Functions, Process and Elements (Lectures, Identifying the Characteristics of the Elements of Communication in Different Situations)	2	1	-
3.3	Traditional/Folk Forms of Communication (Lectures, Analysing the Traditional and Current Forms of Communication, Visit to Museums like Tribal Museum, Bhopal (M.P.))	2	1	2
3.4	Communication Skills, Listening: Definitions and Types (Lectures, Videos, Expert Sessions, Self Demonstration, Reading and Watching Speeches of Renowned Personalities of the World and Analysing them)	3	-	2
3.5	Barriers of Communication (Lectures, Videos, Expert Sessions, Self Demonstration, Reading and Watching Speeches of Renowned Personalities of the World and Analysing them)	2	1	-

Unit-4	Classification of Communication (Total hours- L+T+P=20 hrs)	L	T	P
4.1	Basic Classification: Intrapersonal Communication, Interpersonal Communication, Group Communication, Mass Communication (Lectures, Discussion, Simulation Exercises)	3	1	-
4.2	Verbal and Non-Verbal Communication (Lectures, Discussion, Simulation Exercises)	3	1	
4.3	Audio - Visual Communication (Lectures, Discussion, Watching Videos and Analysing them)	3	-	2
4.4	Formal and Informal Communication (Lectures, Discussion, Simulation Exercises, Group Activities, Role Plays)	2	2	1

4.5	Focussed and Unfocussed Communication (Lectures, Group Activities)	1	1	-
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Unit-5	Mass Communication: Dimensions (Total hours- L+T+P=10 hrs)	L	T	P
5.1	Organisational Communication: Process and Types (Lectures, Context Discussion, Case Studies)	1	1	-
5.2	Mobile and Communication (Lectures, Context Discussion)	1	-	-
5.3	Internet and Communication (Lectures, Context Discussion)	1	-	-
5.4	Marshall McLuhan's "Understanding Media" (Lectures, Context Discussion)	2	1	-
5.5	Spiritual Communication – Concept and Importance (Lectures, Context Discussion)	2	1	-

Practical/Project/Assignments:

- Prepare a Speech on any current Social/Political/Economic/Technological issue, present it individually.
- Write an essay/article on communication and society (800-1000 words).
- Write an essay/article/feature on any one traditional/folk form of communication (800-1000 words).
- Any other assignment given by the concerned faculty.

Suggested Readings:

- Barnlund, D. C. (2008). A transactional model of communication. In. C. D. Mortensen (Eds.), Communication theory (2nd ed., pp47-57). New Brunswick, New Jersey: Transaction
- Kumar. J. Keval, 'Mass Communication in India, Jaico Publishing house, Bombay, (NewEd.).
- Littlejohn, W. Stephen. Theories of Human Communication, 3rd ed., Belmont, California, 1989.
- McQuail Denis. 2012 Mass Communication Theory, 6th ed., Sage Publication Ltd., London.
- Wadsworth Julia T , Wood, (2001). Communication Mosaics: An Introduction to the Field of Communication.

सिंह, डॉ. श्रीकांत, मानव संचार शास्त्र, प्रिय पुस्तक सदन, दिल्ली (२०१३)

e- resources:

- <https://www.thoughtco.com/socialization-in-sociology>
- <https://www.sociology.org>
- https://www.researchgate.net/journal/0360-3989_Human_Communication_Research

MAMC : II SEM			Marks:100			Credits:6		
CCC6 : RADIO PROGRAMME PRODUCTION			Th	Pr	la	Contacthrs		
						L	T	P
			50	30	20	3	1	4

Course Objectives

- To familiarize students with the basics of audio production.
- To understand different formats of radio programmes.
- To develop skill of conducting interviews, talks and discussions.
- To produce radio current affairs programmes.
- To impart knowledge of use of audio technology for radio.

Learning Outcomes

- Students will understand the basic concepts of radio broadcasting.
- Students will learn the art of radio programme production and its technical aspects.
- Students will be able to handle audio recording equipments .
- Students will be able to write to script for radio programmes.
- Students will be able to perform non linear audio editing.

CO-PO MAPPING

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	2	2	-	2	2	-	-	2	-	2	-	-	-	1
2	2	2	-	-	-	-	2	1	2	3	2	-	-	1	2
3	2	2	-	-	-	-	2	1	1	3	-	2	-	-	1
4	3	2	2	-	1	1	-	-	3	-	1	2	-	1	2
5	2	3	-	-	-	-	2	2	1	2	1	-	-	1	2

3-Strong, 2-Moderate, 1-Weak

Unit-1	Radio Profile (Total hours- L+T+P=10 hrs)	L	T	P
1.1	Radio as an Oral Medium: Strengths and Weaknesses (Lecture, Group Discussion)	1	-	-
1.2	Radio and Public Service Broadcasting (Lecture, Group Discussion)	1	-	-
1.3	Radio for Social Change and Development (Lecture, Group Discussion, Tutorials)	1	1	
1.4	Radio Broadcasting as Entertainment : Commercial Radio (Lecture, Group Discussion, Tutorials)	1	1	1
1.5	Alternative Radio: Community Radio, FM Radio, AM Radio and Online Radio, Radio plus, Apps for Radio (Lecture, Group Discussion, Tutorials)	1	1	1

M.A. (Mass Communication)

43

डॉ. संजीव गुप्ता

विभागाध्यक्ष: जनसंचार विभाग

राष्ट्रीय पत्रकारिता

विभागाध्यक्ष: जनसंचार विभाग, भोपाल (म.प्र.)

संयोजक: डॉ. संजीव गुप्ता

सहायक संयोजक: डॉ. संजीव गुप्ता

Unit-2	Types of Radio Programmes (Total hours- L+T+P=20 hrs)	L	T	P
2.1	Brief Introduction to Main Categories of Radio Programmes: Music- Light, Classical, Folk and Tribal (Lecture, Studio, Observation)	4	2	1
2.2	Spoken Words - Talks, Discussion, Interviews, Quiz, Story and Poetry Recitation, Documentaries and Radio Magazine, Drama and Radio Serials: News, News Reel, News Bulletin (Lecture, Studio, Observation)	3	-	-
2.3	Audience Specific Programmes: Programmes for Youth, Women, Children and Senior Citizens (Lecture, Studio, Observation)	2	-	1
2.4	Subject Specific Programmes: Rural, Educational, Sports, Science, Health and Family Welfare (Lecture, Studio, Observation)	2	-	1
2.5	Interactive Broadcasts: Phone-In, Voice Mail, Morning Information, Field Based, Radio Bridge and People's Forum (Lecture, Studio, Observation)	3	-	1

Unit-3	Radio Programmes : Planning and Production (Total hours- L+T+P=20 hrs)	L	T	P
3.1	Programme Planning, Role of Listeners' Responses in Programme Planning, Audience Research and Feedback In Programme Planning (Lecture, Studio Visit, Field Assignment)	4	1	1
3.2	Fixed-Point-Chart Schedule of Programmes and Its Importance (Lecture, Studio Visit, Field Assignment)	3	-	-
3.3	Equipment for Radio Production: Studio Set-Up, Transmission and Related Technical Persons (Lecture, Studio Visit, Field Assignment)	3	-	1
3.4	Microphones: Importance, Types, Sound Recording Machines, Sound Mixers, Radio News Gathering Vehicles (Lecture, Studio Visit, Field Assignment)	3	-	1
3.5	Programme Planning And Production Process (Lecture, Studio Visit, Field Assignment)	2	-	1

Unit-4	Writing for Radio (Total hours- L+T+P=20 hrs)	L	T	P
4.1	Basic Principles of Writing for The Ear, Language of Radio Scripts, Types of Scripts for Radio, Five Principles: Spoken, Immediate, Person-To-Person, Heard Only Once, Sound only (Lecture, Tutorial, Group Exercises)	4	1	1
4.2	Interviewing, Planning And Preparation of Radio Interview, Interview by Appointment, Telephonic Interview, Live and On the Spot Interview, News Conference (Lecture, Field Exercise, Group Exercises)	4	1	2
4.3	Writing for Radio Advertisement (Jingles) (Lecture, Tutorial, Group Exercises)	1	-	1
4.4	Production Process of Radio News Bulletin (Lecture, Group Exercises)	1	-	2

4.5	Preparing Script for Compering Entertainment Programmes, Radio Audition (Lecture, Studio Visit, Group Exercises)	2	-	-
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Unit-5	Radio Production (Total hours- L+T+P=20 hrs)	L	T	P
5.1	Radio Studio : Facilities and Equipments, Control Room, Outside Broadcast (OB) (Lecture, Studio Visit, Group Exercises)	2	1	2
5.2	Production Elements of Radio Programmes: Speech, Narration, Dialogue, Sound effects, Music, Silence (Lecture, Studio Visit, Group Exercises)	3	-	1
5.3	Criteria for Successful Programme - Simplicity, Title and Involvement of Listeners (Lecture, Studio Visit, Group Exercises)	2	-	1
5.4	Presentation of Radio Programmes, Job of Presenter, Lively Presentation (Lecture, Studio Visit, Group Exercises)	3	-	1
5.5	Broadcast Speech-Delivery, Modulation and Projection of Voice Culture (Lecture, Studio Visit, Group Exercises)	3	-	1

Practical/Project/Assignments:

- Exercises of voice modulation, pronunciation and articulation.
- Exercises of bite selection.
- Writing talk on current issues.
- Recording of interviews with experts on local and regional issues.
- Music recording.
- Any other assignment given by the concerned faculty.

Suggested Readings:

- An introduction to Digital Audio by John watkinson focal press, London.
- Crook, Tim, Radio Drama; Theory and Practice London.
- Electronic Media (Radio, television and New Media) by Ramji Tripathi, MCU publication, Bhopal.
- Luthra, H.R. India Broadcasting, Publication division New Delhi.
- Macliesh Robert, Radio Production Techniques Macmillan. NY.
- Sim Harris & Paul Chantler, Local Radio, Focal Press.
- Smith E. Leslie, perspective on radio and TV, Harper & Raw NY.
- White, T., Broadcast News, writing, reporting and production, Macmillan , N.Y.

e- resources:

- <https://mib.gov.in/media/e-book>
- <https://epdf.tips/radio-production-fifth-edition.html>
- https://www.researchgate.net/publication/317850997_INTRODUCTION_TO_RADIO_PRODUCTION
- https://www.researchgate.net/publication/234632450_Radio_Programme_Production_A_Manual_For_Training

MAMC : II SEM			Marks:100			Credits:6		
CCE3:DEVELOPMENT COMMUNICATION			Th	Pr	Ia	Contact hrs		
						L	T	P
50	30	20	3	1	4			

Course Objectives

- Develop understanding of different concepts of development and development communication.
- Analyze the case studies and writings across different media on development issues.
- To introduce different communication efforts made in the areas of development.
- To upgrade human resource with specialized knowledge and communication skills for social and behavior change.

Learning Outcomes

- Will be able to carry out research, content design, implementation, monitoring and evaluation of communication for development interventions.
- Will be able to design and develop effective communication strategies and for intervention for social transformation.
- Will be able to analyze and review development related international and national reports.
- Acquire writing skills (News/Article/Feature/News Analysis/ Critical Reviews and opinions) regarding different development issues of national and international interest.

CO-PO MAPPING

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	2	2	-	2	2	-	1	1	-	2	-	-	-	2
2	2	3	2	2	2	1	-	2	3	-	-	-	2	-	1
3	2	2	2	-	2	1	-	1	1	3	-	3	-	1	1
4	2	-	-	-	2	1	-	-	1	2	2	2	-	-	1
5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

3-Strong, 2-Moderate, 1-Weak

Unit-1	Development and Sustainable Development (Total hours- L+T+P=18 hrs)	L	T	P
1.1	Development: Meaning, Concept and Approaches. Sustainable Development: Concept and Process (Lecture, Demonstrate Articles)	3	-	-
1.2	Indicators of Development, Millennium Development Goals (Lecture, Field Visit)	2	-	1

डॉ. सजीव गुप्ता
विभागाध्यक्ष: जनसंचार विभाग

माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता
एवं संचार विश्वविद्यालय, भोपाल (भ.प्र.)

M.A. (Mass Communication)

1.3	Characteristics of Under-Developed and Developed Societies (Lecture, Demonstrate Articles)	2	1	-
1.4	Understanding issues and Sub-Issues of Development, India's Development Paths and Dilemmas-Economic Development and Social Justice, Growth, Poverty and Unemployment (Group Discussion, Lecture, Seminar)	3	2	1
1.5	Bombay Plan of 1944, Development and Five year Plans of India (Lecture, Class Presentation)	2	1	-

Unit-2	Concept and Paradigm of Development Communication (Total hours- L+T+P=18 hrs)	L	T	P
2.1	Communication, Development and their Inter- relationship (Lecture)	1	-	-
2.2	Development Communication: Concept and Process, Modernization Theory (Lecture)	2	-	-
2.3	Development Models of Daniel Lerner, Evert M Rogers, Wilbur Schramm (Lecture, Group Discussion)	3	1	-
2.4	Dependency, Inter-dependency, Need based Models/Paradigms of Development and Development Communication - Critical Analysis (Lecture, Group Discussion, Seminar)	4	1	-
2.5	Participatory Development Communication Techniques, Participatory Rural Appraisal (PRA) (Lecture, Field Visit, Workshop)	2	1	3

Unit-3	Role of Media In Development(Total hours- L+T+P=18 hrs)	L	T	P
3.1	Components of Communication for Development, Role of Media in Development-The Mass Media-Print, Electronic Media (Lecture, Reading-Articles, Features)	3	1	-
3.2	Development Support Communication: Concept, Definition, Philosophy and Process (Lecture, Group Discussion)	2	1	-
3.3	Folk/Traditional and Other Alternative Modes of Development, Development and Social Marketing, Social Advertising, Social Activism (Field Visit, Demonstration, Lecture)	3	1	1
3.4	Development Concept of Gandhi & Paulo Freire (Lecture)	2	-	-
3.5	Understanding Medium, Message and Target for Development and Writing on Various Issues for Development (Lecture, Case Studies)	2	1	1

Unit-4	ICT and Development(Total hours- L+T+P=18 hrs)	L	T	P
4.1	Use of ICTs and Emerging Technologies in Development, Digital Divide (Lecture, Reading-Newspapers, Magazines, E-Readings)	2	1	-
4.2	Satellite Instructional Television Experiment (SITE) (Lecture ,Group Presentation)	2	-	-
4.3	Kheda Communication Project (KCP), Jhabua Development Communication Project (JDCP) (Lecture ,Group Presentation)	2	-	-

M.A. (Mass Communication)

47

डॉ. संजीव गुप्ता

विभागाध्यक्ष: जनसंचार विभाग

मध्य प्रदेश विश्वविद्यालय, राष्ट्रीय पत्रकारिता

एवं संचार विभाग, भोपाल (म.प्र.)

4.4	Concept, Philosophy and Policy of Community Radio (CR), Role of CR in Development, Tools and Techniques of Community Video (CV) (Lecture, Field Visit, Demonstration, Discussion)	3	1	2
4.5	E-Governance, Empowerment and Development Communication Systems (Lecture, Reading-Newspapers, Magazines, E-Readings, Analysis in Group)	3	1	1

Unit-5	Contemporary Issues and Development Communication (Total hours- L+T+P=18 hrs)	L	T	P
5.1	Awareness Campaign for Grass-root Democracy-Panchayat Raj Institutions and Empowerment, Self Help Groups (SHGs) (Lecture, Role Model Method, Case Studies)	2	-	1
5.2	Development Issues-Health, Nutrition and family welfare; Women Empowerment and Gender Sensitization; Rural-Urban Migration, Displacement and Resettlement (Lecture, Reading-Newspapers, Magazines, E-Readings, Analysis in Group).	2	1	1
5.3	Agricultural issues - High Quality Seeds, Hybrid Seeds, Genetically Modified Crops (BT seeds) and Fertilizers, Organic farming, Food Security in India. (Lecture, Writing Practice, Group Activity, Class Presentation)	2	1	-
5.4	Brief Introduction of Stakeholders of Development Communication: UNICEF, WHO, UNDP, FAO, World Bank, IMF (Lecture, Class Seminar)	1	1	-
5.5	Critical Appraisal of Efforts by Government and Non-Government Organizations (NGOs) in Economic Upliftment of Rural Areas. Case Studies in Development Communication. Urban and Rural Perspectives, Education, Health and Irrigation (Lecture, Workshop, Group Analysis, Case Studies Presentation)	2	2	2

Practical/Project/Assignments:

- Tracking at least one Development Programme Campaign/Issue and write a comprehensive critical report on the same.
- Documenting communication approach and process of a government department and one non-government organization working in the development sector.
- Any other assignments given by the concerned faculty.

Suggested Readings:

- Joshi P.C.,(2002), Communication and National Development. New Delhi. Anamika Publication.
- Mathur, Kanwar, (1994). Communication for Development and Social Change.
- Mc Phail, T. L. (2009). Development Communication: Reframing the role of Media. UK: Wiley, Blackwell.
- Melkote, Srinivas and Steeves H. Leslie,(2001). Communication for Development in The Third World, 2nd Edition, Sage.
- Narula, Uma. (1995). Development Communication - Theory and Practice, Har Anand Publication.
- Prasad Kiran (2009), Communication for development Re inverting theory and action Vol - I and II, B.R. Publication, Delhi.

- Sainath, P.(1996). Everybody loves a good drought: stories from India's poorest districts, Penguin Books, Delhi.
- Schramm, Wilbur, (1964). Mass Media and National Development, Stanford, Calif, Orthia.
- Serbaes, Jan. (Eds.), (2008) Communication for Development and Social Change., Sage.
- Servaes, J., Jacobson, T. & White, S.A. (Eds.), (2006) Participatory Communication for Social Change. Thousand Oaks: Sage.
- Singh, Kartar and shishodia, Anil (2019) Rural Development:Principles, Policies and Management. Sage .
- Tabing Louie. (2002). How to do Community Radio, UNESCO Publication, New Delhi
- World Bank: World Development Report (published every year) Oxford.

e-resources:

- https://library.mpib-berlin.mpg.de/toc/z2008_2104.pdf
- <http://bibliotecavirtual.clacso.org.ar/ar/libros/edicion/media/09Chapter5.pdf>
- <https://www.sciencedirect.com/science/article/pii/S0040162506000394>
- <https://onlinelibrary.wiley.com/doi/abs/10.1002/j.1681-4835.2010.tb00293.x>
- <https://www.sciencedirect.com/science/article/abs/pii/S0736585308000026>
- <https://www.sciencedirect.com/science/article/abs/pii/S0305750X02000426>
- <http://sro.sussex.ac.uk/id/eprint/52765/>
- <https://www.emeraldinsight.com/doi/abs/10.1108/09526860710819413>
- <http://www.igidr.ac.in/pdf/publication/IDR-2004-05.pdf#page=147>
- <http://www.ibpsa.org/proceedings/BSO2018/6B-3.pdf>
- https://www.researchgate.net/profile/Vikas_Kumar146/publication/309478757_Media_and_Communication_in_Sustainable_Development/links/58a0603daca272046aad36bd/Media-and-Communication-in-Sustainable-Development.pdf#page=110
- http://iafor.info/archives/offprints/mediasia2013-offprints/MediAsia2013_0039.pdf
- <http://www.ijsp.in/admin/mvc/upload/10101%20Casteist%20Media%20and%20Dalit%20Issues.pdf>
- <http://srfaurangabad.org/journals/2ndissue/12.pdf>

MAMC : II SEM			Marks:100			Credits:6		
CCE4: WRITING FOR MEDIA			Th	Pr	la	Contact hrs		
						L	T	P
			50	30	20	4	1	2

Course Objectives

- To create understanding of the basics of writing for various forms of media.
- To prepare students to think critically about writing for the media.
- To equip students with a knowledge and understanding of the general principles of media writing.
- To help students develop and apply media writing skills.

Learning Outcomes

- Student will be able to demonstrate proper media writing and editing styles.
- Student will be able to modify writing styles to fit various media platforms.
- Student will be able to identify the areas of research and their importance and apply knowledge in writing for various media platforms.
- Student will be able to learn storytelling essentials.
- Student will be able to write and present news on web media.

CO-PO MAPPING

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	3	2	-	-	-	-	-	-	2	-	-	-	-	3
2	3	-	-	-	-	-	-	-	-	3	2	-	-	-	-
3	-	-	3	-	3	3	-	-	2	2	2	-	2	1	2
4	2	2	3	-	-	-	-	-	-	3	2	2	-	-	-
5	-	-	2	-	2	-	-	-	2	3	-	-	-	-	-

3-Strong, 2-Moderate, 1-Weak

Unit-1	Writing for Print Media (Total hours- L+T+P=10 hrs)	L	T	P
1.1	Journalism Language & Writing, Difference Between Oral & Written Language (Syntax, Grammar, Spelling... Etc.) (Classroom Lecture)	2	-	-
1.2	News Writing Concept, Writing Intros & Headlines etc., Writing Simple News Stories, Special News Report. (Classroom Lecture, News Paper Reading & Practices)	2	-	-
1.3	Feature Writing, Types of Features (Classroom Lecture, Reading News Papers & Magazines.)	2	-	-
1.4	Writing for Magazine, Differences in News Paper & Magazine Stories Writing. etc. (Classroom Lecture, News Papers & Magazine Reading, Ppt.)	1	-	1

1.5	Editorial, Articles, Comments, Column writing, Letter to Editor, Review & Interviews (Classroom Lecture, Reading News paper & Magazines, Writing etc.)	2	-	-
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Unit-2	Specialised Writing (Total hours- L+T+P=20 hrs)	L	T	P
2.1	Specialised Writing, Concept etc. (Classroom Lecture)	2	-	-
2.2	Language and Style of Specialized Writing (Newspaper). (Classroom Lecture & Reading Newspaper, Writing)	2	1	-
2.3	Language and Style of Specialized Writing (Magazine). (Classroom Lecture & Reading Magazine, Writing) (Classroom Lecture, Reading & Writing)	2	1	1
2.4	Areas of Specialized Writing- Finance, Economic, Trade, Business, Education, Sports, Technology, Science, Agriculture, Foreign Affairs, Health, Defence, Environment, Films & Entertainment, Crime, Social Issues, Law (Classroom Lecture, Reading & Writing)	4	1	1
2.5	Selection of books, References for Specific Subjects. (Classroom & Library)	2	1	2

Unit-3	Writing for Radio (Total hours- L+T+P=20 hrs)	L	T	P
3.1	Basics of Writing for Radio (Classroom Lecture, Practice Exercise)	2	-	1
3.2	Structure of Radio News Writing, Style, Basic Things in Radio News Writing (Syntax, Grammar, Use of Simple Pronunciation, Abbreviation, dead line etc.) (Classroom Lecture & Visit)	3	-	2
3.3	Scriptwriting for Radio Drama, Documentary (Classroom Lecture, Practical)	2	-	1
3.4	Scriptwriting for Jingles for Radio (Classroom Lecture, Visit)	3	1	2
3.5	Special Interview, Live Discussion etc. (Classroom Discussion, Practice Exercise, Lecture)	2	-	1

Unit-4	Writing for Television (Total hours- L+T+P=20 hrs)	L	T	P
4.1	Basics of Writing for TV (Classroom Lecture)	2	-	1
4.2	News Writing for TV - Flash/Breaking News, Dry Anchor, Phone in, Anchor Visual, Anchor Byte, Live, Anchor Package (Classroom Lecture & Visit)	3	1	1
4.3	Scriptwriting for TV commercials (Classroom Lecture, Visit)	3	-	1
4.4	Script writing for TV serials, Documentary (Classroom Lecture, Practical)	3	-	2
4.5	Identifying the Viewer/Target Audience (Classroom Lecture)	2	-	1

Unit-5	Writing for Online Media (Total hours- L+T+P=20 hrs)	L	T	P
5.1	Basics of Writing for Online Media (Classroom Lecture, Practical)	2		2
5.2	Compression with other Media Language Writing, Style, Identifying Writing trends of New & Social Media. (Classroom Lecture)	2	1	-
5.3	Identifying the Reader/Target Audience (Classroom Lecture)	2	1	-
5.4	Story telling Structures on Web. Effective illustration images & photographs etc. (Classroom Lecture & Ppt.)	3	-	2
5.5	Writing for Online PR & Marketing. (Classroom Lecture & Ppt.)	3	-	2

Practical/Project/Assignments:

- Write a feature on any of your topic of interest.
- Write an article for magazine on any current social issue.
- Write a script for a radio drama or documentary.
- Write a script for TV commercial.
- Write a series of blogs on any of your topic of interest.
- Read any of the three news papers of one day in the context of the given points.
 1. Lead story
 2. News page & location
 3. Presentation of news
 4. News language & style
- Carefully read the business & finance related pages of any two newspapers/magazines. List the published news /articles in them.
- Watch radio/television news for two consecutive weeks. Observe and Analyse the content and its presentation.

Suggested Readings:

- Carole Rich ,Thomson Wadsworth,2010. Writing and Reporting News: A Coaching Method .
- Critical Terms for Media Studies, 2010. Edited by Mitchell & Mark B.N. Hansen, The University of Chicago Press.
- Shrivastava, K.M., 2015 . Radio and TV Journalism, Sterling Publishers Pvt. Ltd., New Delhi.
- Stovall, J. G. (2015). Writing for the Mass Media. Ninth Edition. New York: Pearson. ISBN-13 978-0-13-386327-7 .
- The Routledge Companion to News Journalism, Routledge Newyork, 2010.

e- resources:

- Cyber Journalist: Technology, Tools & Ethics:<http://cyberjournalist.org.in/index.html>
- https://www.researchgate.net/publication/307571500_Writing_Feature_Articles_For_The_Print_Media_And_e-Media
- <https://www.sagepub.com/hi/nam/the-basics-of-media-writing/book245776>
- <https://swayam.gov.in/courses/5182-writing-for-mass-media>

MAMC : II SEM			Marks:50			Credits: 3		
OE2 : ART OF ANCHORING			Th	Pr	la	Contact hrs		
						L	T	P
			25	15	10	2	-	2

Course Objectives

- To familiarize the students with the fundamentals of anchoring.
- To impart knowledge about presentation techniques for anchors.
- To enhance the skills for effective communication.
- To improve student's pronunciation, diction and modulation.
- To understand that anchoring is way ahead of news reading or reading in general.

Learning Outcomes

- Students would be able to know the basics of anchoring.
- Students would be able to have knowledge about various techniques of anchors.
- Students would be able to develop an approach towards effective presentation.
- Students will understand the requirement for a script most suitable for anchoring.
- Students will understand the challenges, role and responsibilities of an anchor.

CO-PO MAPPING

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	2	3	-	-	-	-	-	-	2	-	-	2	-	-	2
2	2	3	-	2	-	-	-	-	2	-	-	2	-	-	1
3	-	3	-	-	-	-	-	-	2	-	2	2	-	-	1
4	2	3	-	-	2	-	-	-	2	-	-	1	-	1	-
5	2	2	1	2	-	-	-	-	1	-	1	-	2	-	-

3-Strong, 2-Moderate, 1-Weak

Unit -1	Skills of an Anchor (Total hours- L+T+P=9 hrs)	L	T	P
1.1	Anchoring Art or Techniques (Class room Lecture)	1	-	1
1.2	Qualities of an Anchor (Class room Discussion)	1	-	1
1.3	Importance in TV channels (Demonstrations- through video clips)	1	-	1
1.4	Role and Responsibilities of an Anchor (Class room Discussion)	1	-	

1.5	Sociality of an Anchor (Case Study)	1	-	1
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Unit -2	Anchor and Voice (Total hours- L+T+P=9 hrs)	L	T	P
2.1	Voice Culture (Classroom Teaching And Demonstration)	1	-	1
2.2	Voice Modulation (Class Room Teaching And Demonstration)	1	-	1
2.3	Moderation with Guests : Articulation, Diction, Pronunciation (Hindi, Urdu And English) (Demonstrations)	1	-	1
2.4	Voice Quality : Pitch, Volume, Tempo, Vitality, Tone (Class Exercise)	1	-	
2.5	Piece To Camera (Class Exercise And Scripting Sessions)	1	-	1

Unit -3	Presentation Techniques(Total hours- L+T+P=9 hrs)	L	T	P
3.1	Programme Presentation Techniques (Case Study)	1	-	1
3.2	Do's & Don't for an Anchor (Classroom Discussion)	1	-	1
3.3	Pronunciation (Practical Session)	1	-	1
3.4	Articulation Problems (Practical Sessions)	1	-	
3.5	Limitations of Live Anchoring (Classroom Teaching)	1	-	1

Unit -4	Anchor & Glamour (Total hours- L+T+P=9 hrs)	L	T	P
4.1	Awareness About Studio Working : Camera Facing Technique, Warm-Up Techniques (Field Visit)	1	-	1
4.2	Use Of Multi Prompter, Earphone Etc (Studio Visit)	1	-	1
4.3	Cues And Commands Of Studio (Practical Session)	1	-	1
4.4	Backdrops & LED Panels (Studio Visit)	1	-	
4.5	Lighting & Makeup Basics (News Channel Visit)	1	-	1

Unit -5	Role of Anchor (Total hours- L+T+P=9 hrs)	L	T	P
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डॉ. संजीव मुक्ता
विभागाध्यक्ष: जनसंचार विभाग

माखनलाल बहुबेदी राष्ट्रीय पत्रकारिता
एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

M.A. (Mass Communication)

MAMC : III SEM				Marks:100			Credits:6		
CCC7 : REPORTING AND EDITING FOR ELECTRONIC MEDIA				Th	Pr	la	Contact hrs		
				L	T	P			
50	30	20	3	1	4				

Course Objectives

- To impart theoretical and practical knowledge about reporting skill, reporting analysis, with specialized beats.
- To familiarize the students with the characteristics of reporting, TV news programme formats and its production.
- To impart practical knowledge of TV equipments, Editing of News Items, Video editing etc..
- To develop understanding about radio as a mass communication medium.
- To impart practical knowledge of radio formats and its production, tools and equipments, audio editing, sound effects etc.

Learning Outcomes

- Ability to compare and contrast reporting for radio and TV.
- Ability to prepare news report for radio.
- Students will be able to write script for TV news.
- Students will be able to apply tools and techniques of editing for radio news.
- Students will be able to apply tools and techniques of editing for TV news.

CO-PO MAPPING

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	-	2	-	2	-	-	-	2	-	2	-	-	-	1
2	3	1	2	2	-	2	-	2	-	1	2	-	-	-	-
3	3	1	2	2	-	2	-	2	-	1	2	1	-	-	2
4	2	-	1	-	1	-	2	-	2	3	-	-	-	-	2
5	2	-	1	-	1	-	2	-	2	3	-	-	-	-	2

3-Strong, 2-Moderate, 1-Weak

Unit-1	Basics of News for Electronic Media (Total hours- L+T+P=18 hrs)	L	T	P
1.1	News Perspectives: Concept of News, Elements, Principles of News, Follow-Up Story, Agenda Setting Report and Framing, News Values (Lecture through Newspaper and News Bulletin Analysis, Video Demonstration, Class Discussions.)	2	-	1

1.2	News Sources: Types of Sources: News Agency, Press Release, Interviews, Rallies, Official programs, Incident/On The Spot Coverage and Press Conference and Technological Sources- (Primary and Secondary Sources), Protecting Sources. (Investigative Movie Like Bourn Series, Nothing but the Truth, Madras Café etc., Govt. Policy Documents Worldwide)	2	-	1
1.3	Concept of Reporter, Duties and Functions of News Reporter (Listening & Seeing, Taking Notes, Finding, Checking, Verifying, Analyzing & Interpreting Information) Reporting Via Citizen Media (News Reporting: News Items Regarding Programmes in the University or in the city)	3	-	2
1.4	Types of Editing- Linear and Nonlinear Editing, Online and Offline Editing. Editing on different software (Classroom Practical, Story editing Process)	2	-	1
1.5	Skills for Writing News, Types of News Format in TV (PKG, AV, AVB, Live, D-Live, PTC, Voice Over, Vox-Pop, Sound bites.) (Classroom news writing practice, Bulletin Making, Local News Room Visit)	2	-	2

Unit-2	Reporting & Editing for Radio (Total hours- L+T+P=18 hrs)	L	T	P
2.1	Radio Studio Set Up, Recording Equipment, Audio Equipment, Microphones, Console, Nature and Scope of Radio Production, Nature of sound, Sound Effects, Sound Recording Techniques (Classroom Lecture, Expert Lecture, Recording Equipment, Visit Radio Station, Studio exercise)	3	1	1
2.2	Different Editorial Positions in Newsroom, Roles and Responsibilities, Editorial Coordination: Managing different Desks (Classroom Lecture, Expert Lecture, Visit Radio Station, Studio exercise)	1	-	1
2.3	Types of Radio News Bulletin and Structures, Principles & Techniques of Editing Radio News and Preparing Newscast (Classroom Lecture, Expert Lecture, Visit Radio Station, Production of Field-Based Radio Features, Studio exercise Compiling Short News Bulletins)	3	-	2
2.4	Radio Formats - Radio News Bulletins, Radio Magazine, Talk Show, Interview, Discussion, Commentary, Radio Feature/ Docu-Drama, Radio Drama, Outdoor Broadcasting, Radio Jingles, and Phone In (Recording Programs - Creative Use of Sound and Voice, Classroom lecture, Expert lecture, Production of field-based Radio Formats)	2	-	1
2.5	Reporting for Radio – News Gathering Techniques and Tools, Scripting for Radio News, News Presentation; Broadcasting Voice - Prosody and Pronunciation (Classroom lecture, Production of field-based Radio features, Studio exercise, Compiling Short News Bulletins)	2	-	1

Unit-3	Reporting for Television (Total hours- L+T+P=18 hrs)	L	T	P
3.1	Basic Shots – Basic Camera Movements – Framing – Head Room – Nose Room, Qualities and Attributes of Broadcast Reporter (Reporting from field, In-studio Shooting Activity, Classroom Lecture)	2	-	1
3.2	Functioning of News Channel, TV News Team – Role & Responsibilities (Input/ Output) (Classroom Lecture with PPT. or Video presentation of News Room)	2	-	1


3.3	TV News Bulletin, Producing a Rundown (Classroom Lecture with PPT or Video presentation of News Room, Studio Practice)	3	-	2
3.4	Concept & Technique of Live Reporting, OB Van and Digital Satellite News Gathering (DSNG) ENG, EFP, FTP. Different Reporting beats- Political, Entertainment, Crime, Sports & Business. (Classroom Lecture with PPT or Video Presentation, Reporting from field)	2	1	1
3.5	Basic Principles of TV News presentation, TV News Anchor—Qualities, Roles, Skills, Voice Over, Breathing and Reading Techniques, Ethics and Responsibilities (Classroom Practical and Lecture, Studio exercise)	2		1

Unit-4	Editing and Presentation of TV News (Total hours- L+T+P=18 hrs)	L	T	P
4.1	Techniques of News Video Editing, Role and Responsibilities of TV News VT Editor (Classroom Lecture, Expert Lecture)	2	-	1
4.2	Introduction to Adobe Premier, Final Cut Pro, Fundamentals of Video Editing (Classroom Lecture with Video Inputs, Practical with Expert)	3	-	2
4.3	Effects and Adjusting Parameters, Adding Transitions, Additional A/V Tracks (Classroom Lecture with Video Inputs, Practical with Expert)	2	1	1
4.4	Voice Broadcast Skills, Facing Camera, Eye Contact, Uses of Teleprompters, Live Studio, Anchoring, Chat Show and Cross-Fire, Live Studio and Field Interviews, Moderating TV Studio Discussions, Voice Modulation (Classroom practice, Studio exercise)	2	-	1
4.5	Chroma Key, Backdrop, Background, Texts and Styles, Distributing Media, Razor Edit Cuts and Fade to Black. (Classroom Lecture with Video Inputs, Practicals with expert)	1	1	1

Unit-5	Web Media (Total hours- L+T+P=18 hrs)	L	T	P
5.1	History and Scope of Internet, and Web Journalism, Internet related terminologies (Classroom Lecture with PPT)	2	-	1
5.2	Characteristics of Web Journalism (Classroom Lecture)	2	-	-
5.3	Digital Media, Digital Edition and Digital Single Processing, Dynamic Web Page. Linking and Hyper linking Techniques (Classroom Lecture, Lab Demonstration)	1	1	1
5.4	Web Newspaper, Magazines, Radio News and Web Television News Channel (Classroom Lecture with Virtual Demonstration, Visit Local Web based News Channel)	3	-	2
5.5	Web News Reporting, Qualities and Responsibilities of Web Reporters and Editors (Classroom Lecture, Field Reporting, Class room News Practice)	3	-	2

विश्वविद्यालय
राज्य प्रसारण निगम
भोपाल विश्वविद्यालय

M.A. (Mass Communication)


डॉ. संजीव गुप्ता
विभागाध्यक्ष: जनसंचार विभाग
माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता
एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

Practical/Project/Assignments:


- Attend any five Events in the City and prepare news reports for TV.
- Attend any five Events in the City and prepare news reports for Radio.
- Prepare 15 minutes news bulletin for Radio and TV medium.
- Any other assignment given by the concerned faculty.

Suggested Readings:

- Andrew Boyd, P. S. (2008). Broadcast Journalism: Techniques of Radio and Television News (Vol. illustrated). Taylor & Francis. Retrieved 04 25, 2019.
- Hendy, D. (2000). Radio in the Global Age. UK: Polity Press Oxford . Retrieved 04 26, 2019.
- Jane Chapman, M. K. (2009). Broadcast Journalism: A Critical Introduction (illustrated ed.). Routledge. Retrieved 04 25, 2019.
- Saxena, A. (2007). Fundamentals Of Reporting And Editing. New Delhi: Kanishka Publishers. Retrieved 04 06, 2019.
- Vinod Pavarala, K. K. (2007). Other Voices: The Struggle for CommUnity Radio in India. SAGE Publications. Retrieved 04 26, 2019.
- Zettle, H. (2014). TELEVISION PRODUCTION HANDBOOK (12 ed., Vol. 12). San Francisco State University : Wadsworth Publishing. Retrieved 04 25, 2019.

e- resources :

- Berner, R. T. (2007). *Fundamentals of Journalism: Reporting, Writing and Editing* (Vol. 02). Northwestern University: Marquette Books. Retrieved 04 26, 2019, from <https://books.google.co.in/books?id>
- Gupta, V. S. (2003). Handbook of Reporting and Communication Skills. Concept Publishing Compan. Retrieved 04 026, 2019, from <https://books.google.co.in/books?>
- Press, U. o. (2018, 10 18). A Manual of Style. Creative Media Partners, LLC. Retrieved 04 06, 2019, from <https://books.google.co.in/books?id>


डॉ. संजीव गुप्ता
विभागाध्यक्ष: जनसंचार विभाग
माखनलाल घतुर्वेदी राष्ट्रीय पत्रकारिता
एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

MAMC : III SEM			Marks:100			Credits:6		
CCC8 : THEORIES OF COMMUNICATION			Th	Pr	la	Contact hrs		
						L	T	P
			80	-	20	4	2	-

Course Objectives

- To orient learners towards basic constituents of communication practice and relevance.
- To understand the concept of mass communication and be acquainted with its various components.
- To critically understand the models and theories of communication.
- To explore how mass communication can be effectively used for societal action.

Learning Outcomes

- Able to identify and fulfill the ethical responsibilities of communicators in a diverse society.
- Ability to identify and apply communication theories.
- Capable of applying analytical and critical thinking to explore the working in media industry.
- Able to plan and execute effective communication strategies that connect to the target audiences.
- Students will be able to acquire and apply the knowledge about issues related to communication in global perspective.

CO-PO MAPPING

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	2	-	-	-	-	-	2	-	3	-	2	-	3	1	2
2	3	2	2	-	1	2	-	2	-	-	-	-	-	-	1
3	2	1	3	-	3	1	1	2	2	-	-	-	-	-	2
4	3	2	-	-	-	-	2	-	2	-	2	2	-	2	2
5	3	-	-	-	-	-	-	1	2	2	2	3	-	-	2

3-Strong, 2-Moderate, 1-Wea

Unit-1	Understanding Communication (Total hours- L+T+P=20 hrs)	L	T	P
1.1	Defining Communication, Scope, Importance, Need, Elements and Functions of Communication. (Lecture using PPT, Discussion, Knowing Renowned Communicators of the World)	3	-	1
1.2	Process of Communication (Lecture, Tutorial and Class Activity through Assignments and Presentations)	3	-	1
1.3	Semiotics and Semantics (Lecture, Demonstration, Simulation Exercises)	3	-	

M.A. (Mass Communication)


डॉ. संजीव गुप्ता

विभागाध्यक्ष: जनसंचार विभाग
माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता
एवं संचार विश्वविद्यालय, दिल्ली

1.4	Effective Communication:7 C's of Communication (Lecture, Videos, Expert Sessions, Self Demonstration, Reading and watching speeches of Renowned Personalities of the World and analysing them)	3	2	-
1.5	Ethics in Communication (Lecture, Using Visual Archives for Discussion)	3	1	

Unit-2	Models of Communication (Total hours- L+T+P=15 hrs)	L	T	P
2.1	Aristotle's Model, Lasswell's Model, Berlo's SMCR Model (Lecture using PPT, Discussion and Analysis)	2	-	1
2.2	Shannon-Weaver, Westley and MacLean's Conceptual Model. (Lecture, PPT, Analysis and Discussion)	2	-	1
2.3	Wilbur Schramm's Interactive Model, Dance's Helical Model, Spiral of Silence Model (Lecture, Analysis and Discussion)	2	1	-
2.4	Newcomb's Model of Communication, George Gerbner's Model (Lecture, Analysis and Discussion)	2	1	-
2.5	Bharat Muni's Model(Natyashastra) (Lecture, Analysis and Discussion)	2	1	-

Unit -3	Communication Theories- I (Total hours- L+T+P=20hrs)	L	T	P
3.1	Mass Society theory; Media Effects: Hypodermic Needle, Two-Step/Multi Step Flow Theory, Diffusion of Innovation, Gate keeping (Lecture, Class Activity like Reading of Article)	3	1	-
3.2	Sociological Communication Theories: Agenda Setting, Uses and Gratification Theory, Dependency Theory, Cultivation Theory, Knowledge -Gap Theory (Lecture, Analysis of Theories in context of Media through observation)	3	1	-
3.3	Behavioral Theories: Individual Difference Theory: Selective Exposure, Selective Perception & Selective Retention, Balance theory and Cognitive Dissonance theory (Lecture through PPT, Simulation Techniques to understand Media)	4	1	-
3.4	Normative Theories of Press: Authoritarian, Libertarian, Socialist, Communitarian, Social Responsibility, Development Media Theory, Democratic -Participant Theory. (Lecture, Analysis of Theories in today's context through discussion)	3	1	-
3.5	Critical and Cultural Theories : Media Hegemony; Structuralism; Cultural Theory; Feminist Media Theory; (Lecture, Analysis of Theories in today's context through discussion)	2	1	-

Unit-4	Communication Theories- II (Total hours- L+T+P=20 hrs)	L	T	P
4.1	Social Learning and Persuasion Theories: Social Learning Theory, Attitude Theory, Reasoned Action Theory (Lecture, Analysis of Theories in current scenario)	4	1	-
4.2	Indian Communication Theories : Concept and Process (Sahridaya and Sadharanikaran) (Lecture, Analysis of Theories in current scenario)	2	1	-

4.3	New Media theories: Interactivity, Digitization and Convergence, Online Media and Network Society: Application, Uses and Limitations. (Lecture, Analysis of Theories in current scenario)	3	1	-
4.4	Audience: Concept and Characteristics; Audience as Public, Media Effects and Audience; Media Content and Audience (Lecture, tutorials with Media reports, research activity, expert session)	3	1	-
4.5	Audience Types: Rural, Urban, Local, Regional National, International/Global; Gender Classification; Audience Structure and Formation (Lecture, expert videos like ted talks, Analysis of Theories in current scenario)	3	1	-

Unit-5	International Communication (Total hours- L+T+P=15hrs)	L	T	P
5.1	International Communication Theories: Propaganda, Public Sphere and Opinion: Manufacturing Consent/ Propaganda model (Chomsky & Herman) (Lecture, , Journal Paper Discussion)	3	-	1
5.2	Asian Perspective of Communication: Wimal Dissanayake, Bhattnayak, Chen and Miike (Lecture through PPT, Context Discussion)	2	-	1
5.3	Globalization, Marshall McLuhan's global village concept (Lecture, Research Reports Tutorials, Case Discussion)	2	1	-
5.4	Mass Media and Popular Culture, Media Convergence and Effects, Issues, Challenges and Trends in Developing Nations. (Lecture, Research Reports Tutorials, Case Discussion)	2	1	-
5.5	New World Information and Communication Order(NWICO), MacBride Commission Report (Lecture, Research Reports Tutorials, Case Discussion)	1	1	-

Practical/Projects/Assignments:

- Case studies of any five current national and international news and their presentation by media.
- Prepare a Speech on any current Social/Political/Economic/Technological issue, present it individually in the class.
- Write an essay/article on Impact of Media on Audience (800-1000 words).
- Any other assignment by the concerned faculty.

Suggested Readings:

- Kumar. J. Keval, Mass Communication in India, Jaico Publishing house, Bombay, (New Ed.)
- Littlejohn, W. Stephen. Theories of Human Communication, 3rd ed., Belmont, California, 1989.
- McQuail, Denis (2010). McQuail's Mass Communication Theory. Thousand Oaks, United States: Sage.
- Melvin L. De fleur and Evelette Dennis (1988). Understanding Mass Communication, Houghton Mifflin.

- Melvin L. De fleur and Sandra Ball Rokeach (1989). Theories of Mass Communication, Pearson, New York.
 - Rogers M. Everett. A History of Communication Study, New York, Free Press, 1997.
 - Vilanilam, J.V (2002). Mass Communication: Theory and Practice. MCNUJC, Bhopal.
 - Vivian, J. (2011). The Media of Mass Communication, Prentice Hall.
 - Werner, Severin J. and Tankard W. James, Communication Theories. Origin, Methods, Uses. Longman, London.
 - Wilbur Schramm (1973). Men, Messages and Media, Harper & Row.
 - Wilbur Schramm and Donald F. Roberts (ed) 1971, The Process and Effects of Communication, University of Illinois Press.
 - Williams, K.(2003). Understanding Media Theory, Bloomsbury Academic.
- सिंह, डॉ. श्रीकांत, मानव संचार शास्त्र, प्रिय पुस्तक सदन, दिल्ली (२०१३)

e-resources :

- Communication Theory: <http://communicationtheory.org>
- Mass Communication Theory: <https://masscommtheory.com/>
- Global Media and Communication: <https://journals.sagepub.com/home/gmc>



डॉ. संजीव गुप्ता
 विभागाध्यक्ष: जनसंचार विभाग
 माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता
 एवं संचार विश्वविद्यालय, नोपाल (म.प्र.)

MAMC : III SEM			Marks:100			Credits:6		
CCC9 : TELEVISION PROGRAMME PRODUCTION			Th	Pr	la	Contact hrs		
			L	T	P			
50	30	20	3	1	4			

Course Objectives

- To provide insight to the students in the emerging field of audio-video technology and its application in the area of entertainment, advertising, presentation, education and training.
- To understand the various audio-video equipments and their use in video film production.
- To handle various television studio as well as external recording equipments.
- To write script and produce video programmes.
- To expose the students with advanced production techniques.

Learning Outcomes

- Students will be able to analyze the idea, topic, decide the target audience, research the subject matter and develop the story.
- Students will be able to produce video programmes.
- Students will be able to handle audio-video equipments.
- Students will be able to write the script for programme production.
- Students will be able to perform non linear audio-video editing.

CO-PO MAPPING

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	2	2	-	2	2	-	-	2	-	2	-	-	-	1
2	2	2	-	-	-	-	2	1	2	3	2	-	-	1	2
3	2	2	-	-	-	-	2	1	1	3	-	2	-	-	1
4	3	2	2	-	1	1	-	-	3	-	1	2	-	1	2
5	2	3	-	-	-	-	2	2	1	2	1	-	-	1	2

3-Strong, 2-Moderate, 1-Weak

Unit-1	Fundamentals of TV / Video Production (Total hours- L+T+P=10 hrs)	L	T	P
1.1	Overview of Video Production Process, Stages of Video Production : Pre Production, Production Stage, Post Production Process (Lecture, Studio Assignment, Field Practical)	1	-	1
1.2	Components of Video Camera, White Balance (Lecture, Studio Assignment, Field Practical)	1	-	1
1.3	Basic Shots and Composition (Lecture, Studio Assignment, Field Practical)	1	-	1

M.A. (Mass Communication)

डॉ. संजीव गुप्ता

विभागाध्यक्ष: जनसंचार विभाग

माखनलाल जयवंदी राष्ट्रीय संस्कृति अकादमी
एवं संचार विश्वविद्यालय, मोरारजी देसाय

1.4	Camera Movements and Camera Angles (Lecture, Studio Assignment, Field Practical)	1	-	1
1.5	Importance of Lighting and Makeup (Lecture, Studio Assignment, Field Practical)	1	-	1

Unit-2	Technical Aspect of TV / Video Production (Total hours- L+T+P=20 hrs)	L	T	P
2.1	Use of Different Lens: Tele-Photo Lens, Normal Lens, Wide Angle Lens, Zoom Lens, Fish Eye Lens (Lecture, Studio Assignment, Field Practical)	2	1	1
2.2	Chroma Key Technique: Concept, Diagram and Application in Video Production (Lecture, Studio Assignment, Field Practical)	1	1	1
2.3	ENG, EFP & Multi Camera Studio Production (Lecture, Studio Assignment, Field Practical)	2	1	1
2.4	Techniques of News-telecast (Lecture, Studio Assignment, Field Practical)	2	-	2
2.5	Overview of Television Studio, Master Control Room, Audio Control Room, Vision Mixer Panel, Floor, Lighting etc (Lecture, Studio Assignment, Field Practical)	3	-	2

Unit-3	Programme Production Team (Total hours- L+T+P=20 hrs)	L	T	P
3.1	Duties & Responsibilities of Director, Producer and Editor (Lecture, Studio Visit)	2	1	1
3.2	Duties & Responsibilities of Cameraperson, Floor Manager and Production Assistant (Lecture, Studio Visit)	3	1	1
3.3	Duties & Responsibilities of Sound Recordist, Technical Director, Script writer (Lecture, Studio Visit)	3	-	-
3.4	Duties & Responsibilities of Graphic Maker, Set Designer, Makeup Person etc. (Lecture, Studio Visit)	2	1	1
3.5	TV Personality: Qualities of TV Presenter and News Anchoring (Lecture, Studio Visit)	2	1	1

Unit-4	Developing TV Script (Total hours- L+T+P=20 hrs)	L	T	P
4.1	Norms for Video / TV Writing, Idea for Writing Script, Research for Developing Script (Lecture, Studio Assignment, Field Practical)	2	-	2
4.2	Types and Characteristics of Script for TV / Video, Visualisation Process, Images and Sound (Lecture, Studio Assignment, Practical)	2	-	1
4.3	Screenplay, Construction of Sequence, Scenes, Storyboard (Lecture, Studio Assignment, Practical)	2	-	2

4.4	Writing for TV news, Scriptwriting for Educational/Development TV, Narration Writing, Piece To Camera, Voice Over (Lecture, Studio Assignment, Practical)	3	-	1
4.5	TV Interviews and Talk Shows (Lecture, Studio Assignment, Practical)	1	-	1

Unit-5	Audio & Video Editing Techniques (Total hours- L+T+P=20 hrs)	L	T	P
5.1	Video Editing: Meaning & Significance, Process and Principles of Editing (Lecture, Studio Assignment, Lab Practical)	3	-	1
5.2	Non-linear Editing Techniques (Lecture, Studio Assignment, Lab Practical)	3	-	1
5.3	Criteria for Editing - Picture, Narration and Sound (Lecture, Studio Assignment, Lab Practical)	3	-	1
5.4	Post Production: Audio Effects, Narration and Voice-Over, Music (Lecture, Studio Assignment, Lab Practical)	3	-	1
5.5	Titling, Graphics and 3D animation (Lecture, Studio Assignment, Lab Practical)	3	-	1

Practical/Project/Assignments:

- All types of video cameras in / out door recordings.
- All types of video cameras inside TV studio.
- Mounting of camera on tripod.
- Battery charging and loading on cameras.
- Handling of vision mixer.
- Handling of audio mixer.
- Handling of character generators.
- Indoor and outdoor lighting.
- Audio recording in studio and outdoor situation.
- Audio & video recording both in studio and on location.
- Installation of audio-video equipments.
- Simple video production (Interview / talkshow / PTC etc.).
- Voice over on video production.

Suggested Readings:

- Gerald Millerson, Effective TV Production, Focal Press, London.
- Frederich shook –Television field Production and Reporting.
- Gerald Millerson, Techniques of TV Production, Focal Press, London.
- Gerald Millerson, Video Camera Techniques, Focal Press, London.
- Robert J. Schihl, Newscast-process and Procedure, Focal Press, Boston.

e- resources :

- <https://mib.gov.in/media/e-book>
- <https://epdf.tips/television-production-handbook.html>
- https://www.researchgate.net/publication/269944220_New_Television_Production_Techniques
- https://www.researchgate.net/publication/313160854_Techniques_of_Television_News_writing_and_Production



डॉ. संजीव गुप्ता
विभागाध्यक्ष: जनसंचार विभाग

भास्करलाल चतुर्वेदी राष्ट्रीय पत्रकारिता
एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

MAMC : III SEM	Marks:100			Credits:6		
CCE 5:ADVERTISING	Th	Pr	la	Contact hrs		
				L	T	P
	50	30	20	4	1	2

Course Objectives

- Develop an understanding of the concept of advertising and recognize the social and ethical implications of advertising.
- Explain the different job functions and responsibilities of those employed in advertising agencies and explain the role and methods of media planning.
- Acquaint the students with role of creativity in advertising and the various techniques of idea visualisation to develop effective concepts.
- Enable the students to understand and effectively utilize creative elements of ad making.
- Refine critical thinking and decision-making in advertising campaign development through class activities and assignments.

Learning Outcomes

- Understand the history and societal impact of advertising and the need for ethical practitioners.
- Identify the role account management, research, creative, and the media department play in a full-service advertising agency and the skills required to pursue a successful career in the advertising industry.
- Develop advertising media buying and planning strategies.
- Participate in the development of creative solutions to address advertising and marketing -communications challenges.
- Create and defend the strategy and execution of an ad campaign for a client(s).

CO-PO MAPPING

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	-	-	-	-	-	-	-	-	3	-	-	2	3	-	2
2	3	-	2	2	2	1	-	-	-	-	3	2	-	-	2
3	3	-	2	2	3	3	1	2	2	-	2	-	-	-	2
4	3	3	2	2	3	2	-	-	-	-	2	2	-	1	2
5	3	3	2	2	2	1	-	-	-	-	2	2	-	-	3

3-Strong, 2-Moderate, 1-Weak

Unit-1	Advertising Basics (Total Hours-L+T+P=20 hrs)	L	T	P
1.1	Advertising – Definition, Need, Importance, Functions and Types (Classroom lecture, Group discussion, Presentations, Screening of different types of ads)	3	1	1

1.2	Advertising and its Role in Communication, Marketing Mix (Classroom Lecture, Presentations, Case Studies)	2	1	1
1.3	Evolution & Growth of Advertising in the World and in India (Classroom lecture, Presentation, Case studies)	2	1	1
1.4	Socio-Economic and Cultural Effects of Advertising (Classroom Lecture, Screening of Ads, Role Plays, Group Discussions)	2	1	1
1.5	Advertising Ethics and Social Responsibility, Role of Apex Bodies: ASCI, AAAI, DAVP. (Classroom Lecture, Case Studies, Group Discussions, Screening of Ads)	2	-	1

Unit-2	Advertising Agency and Advertising Media (Total Hours-L+T+P=10 hrs)	L	T	P
2.1	Ad Agency – Structure, Functions and Various Departments (Classroom Lecture, Case Studies, Agency Visit)	1	1	
2.2	Current status of Ad Agencies in India (Expert Lecture, Group Exercises, Presentation on Top 20 Ad Agencies)	1	-	1
2.3	Types of Ad Agencies, Agency Revenue Sources (Classroom Lecture, Presentation on Types of Agencies)	1	-	1
2.4	Media Planning – Concept and Role, Developing Media Plans (Classroom Lectures, Group Exercises, Presentation)	1	-	1
2.5	Media Objectives, Media Strategy, Media Mix and Media Scheduling Techniques, Media Buying (Classroom Lecture, Case Studies, Group Exercises, Presentation of a Media Plan)	1	-	1

Unit-3	Creativity in Advertising (Total Hours-L+T+P=20 hrs)	L	T	P
3.1	Creativity-Concept and Importance in Advertising (Classroom Lectures, Group Discussions, Screening of 20 Creative Award Winning Ads)	2	-	2
3.2	Creative Thought Process (Classroom Lecture ,Class Room Activities)	2	1	2
3.3	Creating the Advertising Appeal, Types of Appeals-Rational and Emotional (Classroom lecture, Ppt Presentation, Group Discussions, Screening of Ads based on different Types of Appeals)	2	-	2
3.4	Visualisation- Concept and Techniques of Idea Visualisation (Classroom Lecture, Presentation ,Word-Picture Association, Group Exercises, Discussion on Leading Art Directors and their Work, Observation of Print Ads)	2	-	2
3.5	Developing the Big Idea (Group Discussions ,Screening of Ads based on Big Ideas , Case Studies)	2	-	1

Unit- 4	Advertisement Copywriting (Total Hours-L+T+P=20 hrs)	L	T	P
4.1	Copywriting – Purpose, Elements and Types of Copies (Classroom Lecture, Presentation, Group Exercises, Observation of Print Ads)	2	1	2

डॉ. सजीव गुप्ता
विभागाध्यक्ष: जनसंचार विभाग

माखनलाल खतुवेदी राष्ट्रीय पत्रकारिता
एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

4.2	Writing Effective Copy, Synergy between Copy and Visual (Classroom Lecture, Presentation, Group Exercises)	2	-	2
4.3	Layout Designing, Stages of Developing Layout, Principles of Good Layout, Colour Psychology (Classroom Lecture, Presentation, Group Exercises, Observation of Print Ads)	2	-	2
4.4	Writing Copy for Different Media (Classroom Lecture, Presentation, Group Exercises)	1	1	2
4.5	TV and Radio Commercials (Classroom Lecture, Screening Of Ads, Group Exercises)	2	-	2

Unit 5	Advertising Campaign Planning (Total Hours-L+T+P=20 hrs)	L	T	P
5.1	Ad Campaign – Concept and Importance (Classroom Lecture, Presentation, Case Studies)	2	1	2
5.2	Brand versus Social Ad Campaigns (Case Studies and Screening of Ads)	1		2
5.3	Overview of Campaign Planning, Its Components (Classroom Lecture, Presentation, Case Studies)	2	1	1
5.4	Role of Research in Advertising, Types of Research – Pretesting & Post Testing (Classroom Lecture, Group Discussions)	2	-	1
5.5	Developing Creative Brief (Classroom Lecture, Presentation, Case Studies, Group Exercises)	2	1	3

Practical/Projects/Assignments:


- Collection of different types of advertisements.
- Group discussion on Socio-economic and cultural impact of Advertising.
- Screening and discussion on ten FMCG advertisements based on social issues
- Case studies of leading advertising agencies.
- Presentation on the 'Current status of advertising agencies in India'.
- Developing Media plans for FMCGs and consumer durables.
- Screening of top twenty creative Indian and international advertisements.
- Idea Visualisation for any five concepts.
- Developing Slogans and logos for products and services.
- Developing Print ad for a FMCG Product.
- Developing a radio script of thirty seconds for any social issues.
- Developing a storyboard for any product/service.
- Screening of Award Winning Campaigns (Both Contemporary and Classics).
- Campaign analysis of any one recent advertising campaign.
- Writing creative brief for a FMCG product.
- Developing a Product/Public service ad campaign.

Suggested Readings:

- Altstiel, Tom & Grow, Jean . Advertising Creative Strategy, Copy & Design, 3rd edition. India: Sage.
- Belch & Purani. Advertising & Promotion- 9th edition :McGraw hill Education.
- Bovee & Arens. Contemporary Advertising. USA: Irwin.
- Chunawala & Sethia. Foundations of Advertising ,8th edition . India:Himalaya Publishing.
- Dennison, Dell(2006). The Advertising Handbook. India: Jaico.
- Halve, Bhaskar Anand. Planning For Power Advertising. India: Response Books.
- Jones Philip John. How Advertising Works: Sage.
- Jones, P J. How Advertising Works. India: Sage.
- Jones, Philip John. How To Use Advertising To Build Strong Brands. India: Sage.
- Sarkar (2008). Art & Print Production: Oxford.
- Shah Kruti. Advertising & IMC:McGraw Hill Education.
- Tiwari, S (2003). Uncommon Sense of Advertising: Getting the Facts Right. India: Response.
- Wells, Burnett, Moriarty . Advertising Principles & Practices -5th edition. India: Prentice Hall.
- Winters & Milton. The Creative Connection : Fairchild Publication.

e-resources :

- www.afaqs.com
- www.exchange4media.com
- www.adage.com
- www.brandchannel.com
- www.campaignlive.com
- www.brandrepublic.com
- www.adslogans.co.uk
- www.carat.com


डॉ. संजीव गुप्ता

विभागाध्यक्ष: जनसंचार विभाग

नाथनलाल जयवंशी राष्ट्रीय पत्रकारिता
एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

MAMC : III SEM				Marks:100			Credits:6		
CCE6 : MEDIA BUSINESS MANAGEMENT				Th	Pr	Ia	Contact hrs		
							L	T	P
				80	-	20	4	2	-

Course Objectives

- To inculcate the knowledge of management in media organisation.
- To impart knowledge of theoretical and practical aspects of media management.
- To acquaint students with understanding of the various types of organisations.
- To make students understand the various ownership patterns.
- To make students aware of trends in commencing new ventures in media industry.

Learning Outcomes

- Students will gain perspective on current trends in media management.
- Students will gain understanding of various patterns of ownership.
- Understanding of professional and ethical responsibilities and commitment to them.
- Acquire skills to commence new ventures in media industry and be able to work independently.
- Analyze individual media businesses and understand the driving force of the media economy.

CO-PO MAPPING

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	-	2	2	-	-	-	-	1	-	2	-	-	2	2
2	3	-	-	-	-	-	2	-	-	-	-	-	-	2	2
3	-	-	-	-	-	-	1	-	2	-	2	-	3	-	-
4	-	3	-	2	-	-	2	-	2	-	3	-	-	2	2
5	2	-	-	-	-	-	-	-	2	-	2	-	-	-	1

3-Strong, 2-Moderate, 1-Weak

Unit-1	Management : Functions and Principles (Total hours- L+T+P=18 hrs)	L	T	P
1.1	Management – Definition, Nature, Need and Importance (Classroom Lecture, Case Studies, PPT Presentations)	3	1	1
1.2	Management Functions & Principles (Classroom Lecture, Case Studies, PPT Presentations)	3	-	1
1.3	Leadership – Importance and Major types (Classroom Lecture, Case Studies, PPT Presentations)	2	1	1

1.4	Motivation and Conflict Management (Classroom Lecture, Case Studies, Group Exercises, PPT Presentations)	1	-	1
1.5	Media as Industry & Profession (Classroom Lecture, Case Studies, PPT Presentations)	2	-	1

Unit-2	Ownership of Media (Total hours- L+T+P=18 hrs)	L	T	P
2.1	Ownership Patterns of Mass Media Organizations (Classroom Lecture, Case Studies)	2	1	1
2.2	Role of Proprietorship : Private Ltd, Public Limited Companies (Classroom Lecture, PPT Presentations, Discussions with Expert)	2	-	2
2.3	Trust, Cooperatives (Classroom Lecture, Case Studies)	2	-	2
2.4	Religious Institutions (Societies), Franchisees & Joint Ventures (Classroom Lecture, Practical with Expert)	2	-	1
2.5	Case Study of Leading Media Organisations (Classroom Lecture, Case Studies)	1	-	2

Unit-3	Type of Media Organization (Total hours- L+T+P=18 hrs)	L	T	P
3.1	Types of Media Organization: Newspaper Organisation, Publishing House, PR Organization, Radio, Television (Classroom Lecture, Expert Lecture, Field Visit)	2	1	2
3.2	Role of Business, Content Syndicate (Classroom Lecture, Expert Lecture)	1	-	2
3.3	Media Intermediaries & Digital Agencies (Classroom Lecture, Expert Lecture)	2	-	2
3.4	Govt. media organisation : DAVP, INS, Press Information Bureau (PIB), State PR Department, Publication Division, Photo Division, Song and Drama, Films Division and DFP (Directorate of Field Publicity) (Classroom Lecture, PPT Presentations, Field Visit)	2	1	2
3.5	ABC, Editors Guild of India, News Broadcasters Association, BCCC, IBF, TRAI (Classroom Lecture, Expert Lecture, Field Visit)	1	-	-

Unit-4	Functional Management of Media (Total hours- L+T+P=18 hrs)	L	T	P
4.1	Hierarchy, Functions and Organizational Structure of different Media Organizations (Classroom Lecture, Field Visit)	2	1	2
4.2	Economics of Print & Electronic Media Audience (Classroom Lecture, PPT Presentations)	2	-	1
4.3	Business, Legal & Financial Aspects of Media Management (Classroom Lecture, Expert Lecture)	2	1	-
4.4	Budgeting and Finance, Capital Costs, Production Costs, Commercial, Advertising and Sales strategy, Competition and Survival (Expert Lecture)	2	1	1

4.5	Advertising, PR & Brand Promotions for Media Audiences (Classroom Lecture, Case Studies, Classroom Activities, Group Discussions)	2	-	1
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Unit-5	Challenges & Growth (Total hours- L+T+P=18 hrs)	L	T	P
5.1	Current Challenges of Media Management (Classroom Lecture, Group Discussion)	2	-	1
5.2	Growth of New Streams (like Entertainment, Digital Media) (Classroom Lecture, Case Studies, Group Discussions)	2	1	2
5.3	Media Convergence and Media Management (Classroom Lecture, Discussion)	2	1	1
5.4	Problems of Launching New Venture (Expert Lecture, Case Studies, Group Discussions)	2	-	1
5.5	Process and Prospects of Launching Media Ventures, Planning and Control (Expert Lecture, Case Studies, Group Discussions)	2	-	1

Practical/Project/Assignments:

- Prepare presentation on organisational structure and functions of various media organisations.
- Prepare presentations on current issues and trends of media management.
- Prepare presentations on brand promotions and advertising strategies for entertainment/news/lifestyle channel.
- Any other assignment given by the concerned faculty.


Suggested Readings:

- Anjaneeth Sethi & Bhawana Adhikari (2010). Business Communication, McGraw Hill Education, United States.
- Asha, K. (2009). Business Communication, PHI Learning Private Limited, New Delhi.
- Chaturvedi P.D (2013). Business Communication: Skills, Concepts, and Applications, Pearson Education, United States.
- Fraunhofer IGD: Future Challenges for Media Management and Monitoring.
- Georgetown University: The Challenges of Media Management and Content Delivery.
- Handbook of Media Management and Economics"; Alan B. Albarran et al.; 2006.
- Harvard Business Essentials (2012). Harvard Business Essentials - Guide to Business Communication, Harvard Business Review Press, U.S.A.
- Ibrahim Seaga Shaw (2016). Business Journalism- A Critical Political Economy Approach, Routledge, United Kingdom.
- Koehn, Daryl, Spence, Laura (2014). The International Society of Business, Economics, and Ethics, Springer, Germany.
- Kohli Khandekar, Vanita(2013).The Indian Media Business.Sage Publications.

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- Kothari Gulab, Newspaper Management in India, Bhartiya Book Corporation.
 - M. K. Sehgal, Vandana Khetarpal (2008). Business Communication, Excel Books, India.
 - Michael Chesher & Rukesh Kaura. (1998). Electronic Commerce and Business Communications, Springer-Verlag, India.

e- resources :

- https://www.academia.edu/2846654/Issues_in_media_management_and_the_public_interest
- https://www.researchgate.net/publication/312557618_Media_Management
- https://www.academia.edu/13226828/2_Media_Management_in_Theory_and_Practice


डॉ. सजीव गुप्ता
विभागाध्यक्ष, जनसंचार विभाग

MAMC : III SEM	Marks:50			Credits:3		
OE3 : ART, CULTURE & LIFE STYLE COMMUNICATION	Th	Pr	la	Contact hrs		
				L	T	P
	25	15	10	2	-	2

Course Objectives

- To help students to understand Indian culture and to respect its cultural diversity.
- To help students to understand the characteristics and trends of art and culture.
- To understand the nature and function of different artistic forms.
- To exhibit characteristics of healthy lifestyle behavior.
- To systematically analyze human social conditions (eg. Individuals, groups, communities and cultures.)

Learning Outcomes

- Students will be able to identify, define and analyze the similarities and differences of Indian Culture with other cultures.
- Acquire lifelong abilities to learn to appreciate cultural and ethnic diversities as a global citizens.
- Students will be able to communicate and collaborate effectively with other people.
- Students will be able to articulate and describe art, culture and lifestyle.
- Make artistic work in a variety of visual media with creative expression.

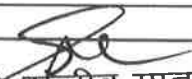
CO-PO MAPPING

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	2	-	3	-	3	-	-	-	2	-	2	2	-	-	1
2	2	-	-	-	-	-	-	-	2	-	2	3	-	-	3
3	2	3	-	2	-	-	3	-	-	-	-	-	-	2	2
4	2	2	2	-	-	2	-	1	1	-	2	2	-	-	1
5	2	3	-	-	-	-	-	-	2	1	2	2	-	-	2

3-Strong, 2-Moderate, 1-Weak

Unit -1	Communication and Culture (Total hours- L+T+P=9 hrs)	L	T	P
1.1	Culture: Meaning, Importance, Characteristics , Concept and Levels of Culture (Lecture, Group Discussions, Flow Chart)	1	-	1
1.2	Difference between Culture and Tradition, Culture and Modernity (Lecture, Analysis, Discussion, PPT Presentation)	1	-	1
1.3	Inadequate assumption of Culture in Post Globalization Era (Lecture, Case Studies, Reading and Analysing the Available Content on Cultures)	1	-	1

M.A. (Mass Communication)


 डॉ. सजीव गुप्ता
 विभागाध्यक्ष: जनसंचार विभाग
 माखनलाल प्रतुर्येयी राष्ट्रीय प्रज्ञापीठ
 एवं संचार विश्वविद्यालय, कोलकाता (कि.मं.)
 700 009

1.4	Elements of Indian Culture (Lecture, Group Discussions, Classroom Activities)	1	-	
1.5	Importance of Culture in Communication Studies (Classroom Lecture , Case Studies, Group Discussions)	1	-	1

Unit -2	Different Arts: Origin, Development and Contemporary Status. (Total hours-L+T+P = 9 hrs)	L	T	P
2.1	Painting (Classroom Lecture, Expert Lecture)	1	-	1
2.2	Dance and Music (Lecture,Expert Lecture,Watching Videos Online)	1	-	1
2.3	Theatre (Lecture, Field Visit, Role Plays)	1	-	1
2.4	Sculpture (Expert Lecture, Field Visit)	1	-	
2.5	Literature (Lecture, Reading and Analysing Literature Books)	1	-	1

Unit - 3	Media and Transmission of Culture (Total hours-L+T+P = 9 hrs)	L	T	P
3.1	Media: Types, Objectives, Cultural Reporting, Requirements and Expectations from a Cultural Reporter (Classroom Lecture, Discussion of Certain Episodes of Major Cultural Reports.)	1	-	1
3.2	Newspaper and Culture (Classroom Lecture, Content Analysis of Different Kinds of Newspaper)	1	-	1
3.3	Radio and Culture (Classroom Lecture, Discussion of Radio Programme)	1	-	1
3.4	Television and Culture (Classroom Lecture, Discussion of Certain Episodes of Major Cultural Reports)	1	-	
3.5	New Media and Culture (Classroom Lecture, Content Analysis of New Media)	1	-	1

Unit -4	Contemporary Culture (Total hours-L+T+P = 9 hrs)	L	T	P
4.1	Contemporary Culture: Meaning & Aspects (Classroom Lecture, Group Discussion)	1	-	1
4.2	Cultural Practice (Classroom Lecture, Group Discussion)	1	-	1
4.3	Cultural Capital (Classroom Lecture, Analysis, Discussion)	1	-	1
4.4	Enjoyment and Pleasure (Classroom Lecture, Group Activities)	1	-	

डॉ. संजीव गुप्ता

विभागाध्यक्ष: जनसंचार विभाग

माखनलाल खतुर्वेदी राष्ट्रीय पत्रकारिता
एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

4.5	Popular Culture (Class Lecture, Group Discussion)	1	-	1
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Unit -5	Lifestyle Communication (Total hours -L+T+P = 9 hrs)	L	T	P
5.1	Concept, Need and Importance of Lifestyle Communication (Classroom Lecture , Case Studies, Group Discussions)	1	-	1
5.2	Indian Lifestyle: Food, Clothing and Shelter (Classroom Lecture, Group Discussion on Elements of Lifestyle at Distinct Places)	1	-	1
5.3	Lifestyle Reporting, Trends in Living – Fashion, Food, Health, Travel, Tourism. Celebrity, City Life, Page 3, Social Trends, Leisure Reporting, Fine Arts and Performing Arts, Film, Television and Culture (Lecture , Group Discussion, Field Activities)	1	-	1
5.4	Lifestyle News: Evolution and Growth, Problems, Solutions (Lecture ,Group Discussion)	1	-	
5.5	Mobile Addiction (Lecture and Group Discussion)	1	-	1

Practical/Project/Assignments :

- Seminars.
- Field Trip and Report Writing.
- Prepare PPT on cultural news , features and articles published in newspaper and analyse the content and angle of particular matter.
- Prepare PPT on lifestyle based news , programme and television commercials and analysis the impact on audience.
- Prepare PPT on content used by audience for getting information about art on new media.
- Prepare PPT on Indian lifestyle.

Suggested Readings :

- Appadurai, Arjun.1996. Modernity at large: Cultural Dimensions of Globalization, vo.1, university of Minnesota.
- Hall, Stuart. 1980. "Encoding/Decoding" in Culture, Media, Language:Working Papers in Cultural Studies, 1972-79. London; [Birmingham,West Midlands]: Hutchinson ; Centre for Contemporary Cultural Studies,University of Birmingham. Entry on 'Culture', 'Media' and 'Communication'.
- Lull, James.2000. Media, Communication, Culture: A Global Approach, Columbia university press.
- Mehta, Nalin. 2008. India on Television: How Satellite News Channels Have Changed the Way We Think and Act. New Delhi: HarperCollins .Publishers India, a joint venture with The India Today Group.
- Potter, James W.,1998. Media Literacy, Sage Publications.

M.A. (Mass Communication)

डॉ. संजीव गुप्ता
विभागाध्यक्ष, जनसंचार विभाग
माखनलाल प्रसूरी की राष्ट्रीय पत्रकारिता
एवं संचार विश्वविद्यालय, सोपल (म.प्र.)

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- Rao N.Ramesh , Thombre Avinash .2015. SAGE Publication India pvt. Ltd, New Delhi.
 - Sundaram, Ravi. "Recycling Modernity: Pirate Electronic Cultures in India."Third Text 13, no. 47 (1999): 59-65.
 - Williams, Raymond.1985. Keywords: a Vocabulary of Culture and Society. New York: Oxford University Press.

e- resources :

- https://uk.sagepub.com/sites/default/files/upm-binaries/18250_Chapter_1.pdf
- <https://nios.ac.in/media/documents/SecIHCour/English/CH.11.pdf>
- <https://Media-Culture-Richar-Campbell-ebook/dp/B01N2B1N4D>
- https://monoskop.org/Media_art_and_culture
- https://www.researchgate.net/publication/323014365_The_impact_of_social_media_on_sociallifestyle_A_case_study_of_university_female_students



डॉ. संजीव गुप्ता

विभागाध्यक्ष: जनसंचार विभाग

**MA in Mass Communication
SEMESTER - IV**

S. No.	Course of Study	Class & Papers	Paper Name/Subject	Th	la	P	Total
19	CCC10	4MA(MC)1	Communication Research	50	20	30	100
20	CCC11	4MA(MC)2	Media Laws and Ethics	80	20	-	100
21	CCC12	4MA(MC)3	Public Relations and Corporate Communication	50	20	30	100
22	CCE7	4MA(MC)4a	Entertainment Communication	50	20	30	100
			OR				
23	CCE8	4MA(MC)4b	Visualization and Script Writing	50	20	30	100
Open Elective							
24	OE4	4MA(MC)5	Creative Writing	25	10	15	50

MAMC : IV SEM			Marks:100			Credits:6		
CCC10 : COMMUNICATION RESEARCH			Th	Pr	la	Contact hrs		
						L	T	P
			50	30	20	4	1	2

Course Objectives

- To impart the knowledge of basics of mass communication research.
- To understand the need, role, importance functions and ethics of research.
- To create the understanding of basics of statistics and media metrics.
- To expand student's depth and scope of media use and understanding.
- To enhance the ability to recognize and analyze the problems of masses in their localities.

Learning Outcomes

- Students would gain knowledge about the need, role and importance of research.
- Students would gain knowledge about the ethics of research.
- Students would learn about the concept of research methodology.
- Students will be able to prepare and design the research report.
- Students will be able to apply soft tools and techniques of research.

CO-PO MAPPING

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	-	3	2	2	3	-	3	2	-	2	-	-	1	2
2	-	-	-	-	-	-	3	-	3	-	-	-	3	-	-
3	3	-	2	-	3	3	2	-	2	-	-	-	-	-	-
4	3	-	2	2	2	2	-	2	3	-	2	-	-	-	2
5	-	1	2	2	2	2	-	-	-	3	-	-	-	-	2

3-Strong, 2-Moderate, 1-Weak

Unit-1	Concept of Communication Research (Total hours- L+T+P= 15 hrs.)	L	T	P
1.1	Meaning, Nature and Significance of Communication Research (Classroom Lecture, Discussions)	2	1	-
1.2	Steps of Communication Research : Formulation of Research Problem, Research Objectives, Literature Review, Identifying Variables, Constructing Hypothesis, Research Questions (Classroom Lecture, Discussion, Practical Exercises)	2	1	1
1.3	Objectivity in Research (Classroom Lecture, Case Discussions)	2	-	-

डॉ. संजीव गुप्ता

विभागाध्यक्ष: जनसंघार विभाग

माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता
एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

M.A. (Mass Communication)

1.4	Types of Research: Academic and Applied, Qualitative and Quantitative (Classroom Lecture, Discussions)	2	-	-
1.5	Area of Communication Research. Areas of Research: Mass Media Analysis, Research in Print, Audio Visual Media, Advertising, Public Relations, Corporate Communication, Internet and Social Media. Research in Media Effects: Anti-Social and Pro-Social Effects (Classroom Lecture, Tutorials, Group Activities)	3	1	-

Unit-2	Research, Design and Methodology (Total hours- L+T+P=20hrs)	L	T	P
2.1	Universe/Population, Hypothesis and Variables (Classroom Lecture, Reading and Analysing Research Reports)	3	-	-
2.2	Sampling Technique : Selection, Types and Problems (Classroom Lecture, Reading and Analysing Research Reports)	4	1	1
2.3	Data Collection Sources: Primary and Secondary (Classroom Lecture)	2	1	-
2.4	Research Design and Types (Classroom Lecture, Tutorials, Preparing Research Designs)	L 3	1	-
2.5	Experimental and Field Research (Classroom Lecture, Reading and Analysing Research Reports)	3	1	-

Unit-3	Methods and Tools of Data Collection (Total hours- L+T+P= 15 hrs.)	L	T	P
3.1	Research Methods: Census, Survey Method, Case Study, Content analysis, Focused Group Studies, Interview, Holistic research, Narrative Analysis, Historical Methods (Classroom Lecture, Discussions)	3	1	-
3.2	Qualitative and Quantitative Techniques (Classroom Lecture, Reading and Analysing Research Reports)	2	1	-
3.3	Tools of Data Collection: Primary and Secondary Data (Classroom Lecture, Reading and Analysing Research Reports)	2	-	-
3.4	Questionnaire / Schedules, Observation- Participatory and Non – Participatory (Classroom Lecture, Discussions)	3	-	-
3.5	Reliability and Validity in Data Collection (Classroom Lecture, Tutorials)	2	1	-

Unit- 4	Processing and Displaying Data (Total hours- L+T+P= 20 hrs.)	L	T	P
4.1	Tabulation and Classification of Data (Classroom Lecture, PPT Presentation)	3	1	2
4.2	Statistics in Research: Importance of Measurement of Central Tendency, Dispersion, Correlation, Rating Scale , TRP, TAM ,Opinion Poll (Classroom Lecture, Discussions)	3	-	2

4.3	Basic steps in Data Analysis (Classroom Lecture, PPT Presentation)	2	-	1
4.4	Role of Statistics and Computer in Research (Classroom Lecture, Expert Lecture)	1	-	
4.5	Software Packages for Data Analysis specially SPSS (Classroom Lecture ,Expert Lecture,Tutorial, Practical)	3	-	2

Unit-5	Planning Research Proposal and Writing a Research Report (Total hours- L+T+P=20 hrs.)	L	T	P
5.1	Planning, Preparing, Designing & Presenting a Research Proposal (Classroom Lecture)	3	1	-
5.2	Writing Report of Research Project: Indexing Chapter Titles, Footnotes, Endnotes, Writing Bibliography, Citation, Appendices, Referencing Styles (Classroom Lecture, Reading and Analysing Research Report)	-	1	-
5.3	Graphical and Diagrammatic representation of Data, Drawing Conclusions (Classroom Lecture , PPT)	2		1
5.4	Executive Summary (Classroom Lecture, Tutorials)	2	1	-
5.5	Ethical Perspectives of Communication Research: Plagiarism, Misuse of Information, Ethical Issues in Collecting Data from Secondary Sources (Classroom Lecture, Discussion of Case studies regarding Ethics)	4	1	-

Practical/Project/Assignments:

- Framing innovative topics of communication research.
- Preparing questionnaire and schedule.
- Preparing a small research project.
- Any other assignment given by the concerned faculty.

Suggested Readings:

- Anderson, James A.(1987)., Communication Research Issues and Methods, New York, McGraw- HILL.
- Berger, A.A.,(2000). Media and Communication Research Methods: An introduction to qualitative and quantitative approaches, sage publications and thousands oaks, California.
- Dennis, M.Q.(2012), Mass Communication Theory, 6th south Asian Edition, Sage.
- Fiske, J.(1982). Introduction to communication studies, Routledge, London.
- Jackson, S.L.(2011). Research Methods: A modular approach, Cengage Learning John Fiske, 1982, Introduction to communication studies , Routledge.
- John sumer, (2000), A Guide to Empirical Research In communication sage publications, 2000, ISBN: 0761922229, 9780761922223.
- Kenney, Keith R.(2009), Visual communication Research Designs, New York: Routledge.

डॉ. संजीव गुप्ता

विभागाध्यक्ष: जनसंचार विभाग

माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता
एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

- Kothari, C.R.(1990), Research Methodology: Methods and Techniques, Vishwabharti Prakashan.
- Kishore, Prof. Devesh, Handbook of Communication Research, MCU publication (2013)

e- resources:

- <https://www.masterincommunications.com/features/guide-to-communication-research-methodologies>
- <https://Mass-Media-Research-Roger-Wimmer/dp/143908274X>
- https://www.researchgate.net/publication/319207471_HANDBOOK_OF_RESEARCH_METHODODOLOGY
- <https://www.questia.com/read/103346758/a-handbook-of-media-and-communication-research-qualitative>
- <https://www.questia.com/read/104796118/theory-and-research-in-mass-communication-contexts>
- <https://us.sagepub.com/en-us/nam/introducing-communication-research/book244431>

MAMC : IV SEM			Marks:100			Credits:6		
CCC11 : MEDIA LAWS AND ETHICS			Th	Pr	la	Contact hrs		
						L	T	P
80			-	20	4	2	-	

Course Objectives

- To create conceptual understanding about Media laws, its role and functions.
- To ensure media practicing under the constitution with social responsibility.
- To aware students to legal and ethical aspects of the media and its values.
- To give an overview of recent amendments and future challenges of media regulation.
- To understand media ethics and how its leads media persons and media establishments to the path of professional rectitude.
- To comprehend how media law and ethics empower media practitioners to perform their public duties with greater sense of confidence and commitment.

Learning Outcomes

- Student will be able to know Constitution Aspect of Indian Media.
- Student will be able to understand Laws and Regulation of Media.
- Student will be able to understand Media Ethics and its adaptation in media profession.
- Student will be able to understand media code and conduct and self regulatory.
- Student will be able to do fair and honest journalism with social responsibility.

CO-PO MAPPING

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	-	-	-	-	-	-	-	-	-	-	2	-	-	2
2	3	-	-	-	-	-	-	-	2	-	2	-	-	-	1
3	2	-	-	-	-	-	-	-	1	-	-	-	3	-	2
4	2	-	-	-	-	-	-	-	2	-	2	-	-	-	1
5	1	-	2	-	-	-	-	-	2	-	2	-	2	-	1

3-Strong, 2-Moderate, 1-Weak

Unit-1	Constitution and Media (Total hours- L+T+P=18 hrs.)	L	T	P
1.1	Media Laws: Concept, Nature, Scope and Significance (Classroom Lecture, Discussion)	2	-	-

डॉ. संजीव गुप्ता
विभागाध्यक्ष: जनसंचार विभाग

माखनलाल खतुर्वेदी राष्ट्रीय पत्रकारिता
एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

M.A. (Mass Communication)

1.2	Brief History of Media Laws with special reference to Statutory Regulations, Gagging Act, Vernacular Press Act and Other Laws (Classroom Lecture, Discussion)	2	-	-
1.3	Freedom of Speech and Expression: Concept, Historical Development of Freedom of Press, Constitutional Provisions, Right to Freedom, Provisions Related to Media, New Dimensions of Freedom of Speech and Expression, Reasonable Restrictions, Freedom of Press as Business, Immunity for Reporting Legislature, Universal Declarations of Human Rights, International Covenant on Civil and Political Rights, American Convention on Human Rights, European Convention on Human Rights (Classroom Lecture, Case Discussion)	3	1	1
1.4	Right to Privacy: Concept, Significance of Right to Privacy (Is it absolute right?, Purely interruption on the part of right to Phone taping related to privacy) (Classroom Lecture, Discussion)	2	1	2
1.5	Press & Privilege of Parliament and State Legislature, Relation between Legislature & Press, Constitutional Provisions, Privileges, Press vis-a-vis Parliament Privileges, Question of Codification of Privilege, Procedure to deal with case of Privilege, Precaution to avoid breach of Privilege or Contempt of House, Landmark case on breach of Parliamentary Privilege, Leading Case (Classroom Lecture, Case Discussion)	2	1	1

Unit-2	Varlous Acts related to Media (Total hours- L+T+P=18 hrs.)	L	T	P
2.1	Need of Contempt Of Court Law, Brief History, Meaning : Civil Contempt of Court, Criminal Contempt of Court, Scandalizing Court, Innocent publication Constitute Contempt, Journalistic defenses to Contempt of Court, Fair and Accurate Report of Judicial Proceeding, Fair Criticism of Judicial Act, Complaint in Good Faith against Judge of a Subordinate Court, Report of In Camera Judicial Proceeding, Other Important Provision, Contempt in the face of the Supreme Court or High Court, Cognizance of Criminal Contempt, Punishment of Contempt of Court: Apology, Appeals (Classroom Lecture, Discussion)	3	1	1
2.2	Copy Right Act 1957: Concept, No Copyright in News, ideas, Information., Terms of Copyright, Licenses, Infringement of Copyright, International Copyright, Civil Remedies for Infringement of Copyright, Penalties (Classroom Lecture, Case Discussion)	3	1	-
2.3	Working Journalist Act 1955: Need & Significance of Working Journalist Act, Meaning of Working Journalist Act, Special Benefit, Working Hour, Leave, Wage Board, Implementation of Wage Board	2	1	-
2.4	Right to Information Act 2005: Background and Significance, RTI Act : Definition, Exemptions, PIO's Duty & Function, Appeals, Central & State Information Commission: Constitute Function, & Power, Penalties (Classroom Lecture, Case Discussion)	2	-	1
2.5	Information Technology Act 2000: Objective, Definition, Authentication of Electronic Record, Legal Recognition of Digital Signature, Penalty for Damage to Computer, Computer System, computer Network etc., Offences of Hacking etc. (Classroom Lecture, Case Discussion)	2	-	1

Unit-3	Main Provision of IPC & CrPC for Media (Total hours- L+T+P=18 hrs.)	L	T	P
3.1	124(A) Sedition, 153(A) Promoting Enmity between Different Groups on Grounds of Religion, Race, Place of Birth, Residence, Language etc. 153(B) Imputation Assertions Prejudicial to National Integration (Classroom Lecture, Case Discussion)	3	1	-
3.2	171(G) False Statement in Connection with Election, 292 Sale, Etc, of Obscene Books etc. 293 Sale etc, of Obscene Object to Young Person, 294 (A) The Publication of any Advertisement relating to Unauthorized Lottery, 295(A) Deliberate and Malicious Acts intended to Outrage Religious Feeling of Any Class by insulting its Religion or Religious Belief (Classroom Lecture, Case Discussion)	3	1	-
3.3	Article 499 -504, Defamation: Concept, Civil And Criminal Law Of Defamation, Defamation, Slander and Libel, Difference between Defamation And Insult, Exceptions of Defamation, Difference between Civil and Criminal Defamation, Journalistic Defenses to Defamation, Filing of Complaints for Defamation, Punishment (Classroom Lecture, Case Discussion)	2	1	-
3.4	Cr.PC : Section 95 - Declaration to Seize the Publication, Section 96:Application Against Confiscation, Section 144: Order against Nuisance or Dreaded Offence, Section 108: Bond for Good Behavior (Classroom Lecture, Case Discussion)	3	1	-
3.5	Section 196: Permission of State Government Against Crime, Section 327: Court Open for Public, Section 91: Summon to present a Document, Section 93: Search Warrant (Classroom Lecture, Case Discussion)	2	1	-

Unit-4	Acts related to Media (Total hours- L+T+P=18 hrs.)	L	T	P
4.1	Official Secret Act: Significance of Official Secret Act, Section 5, Brief History of Act, Review of the Law & a Recent Case (Classroom Lecture, Case Discussion)	3	1	-
4.2	Press & Registration of Book Act: Procedure for Commencing and Carrying News paper, Cancellation of Declaration, Appeal, Registration Of Newspaper, Annual Report of Press Registrar, Ownership of the title (Classroom Lecture, Case Discussion)	3	1	-
4.3	Press Council Act: Concept and Background, Object of Indian Press council, Constitute, Function and Power of Press Council, Various Committee of Press Council, Procedure for filing Complaints, Suomoto Action, Debate on Power, The Press & Registration Appellate Board (Classroom Lecture, Case Discussion)	3	1	-
4.4	Cinematography Act: Background, Constitute of Film Censor Board, Advisory Panel, Certification of Film, Appeal, Penalty of Contraventions, Guideline to Board of Film Certification (Classroom Lecture, Case Discussion)	2	1	-

डॉ. संजीव गुप्ता

विभागाध्यक्ष, जनसंचार विभाग

माखनलाल शतुर्वेदी राष्ट्रीय पत्रकारिता
एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

4.5	Prasar Bharti Act: Background, Composition of PrasarBharti, Appointment of Chairman and other member, Term of office, Function & Power of Corporation, Funds, Power of Central Government to give directions (Classroom Lecture, Case Discussion)	2	1	-
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Unit-5	Media Code & Ethics (Total hours- L+T+P=18 hrs.)	L	T	P
5.1	Concept & Significance of Media Ethics, Ethics and The Law (Classroom Lecture, Discussion)	3	1	-
5.2	Ethical Values for Media Person, Values and Ethics of Journalism (Objectivity, Truth and Impartiality Balance and Independence) (Classroom Lecture, Expert Lecture, Discussion)	3	1	-
5.3	Code of Ethics, Meta Ethics, Normative Ethics. Issues in Applied Ethics, Code and Guidelines of Media Ethics, Ethical code of Press Council and Others Committees (Classroom Lecture, Expert Lecture)	3	1	1
5.4	All India Radio (AIR) Code for Election Coverage Doordarshan Commercial Code (Classroom Lecture, Expert Lecture)	2	1	-
5.5	ASCI Commercial Code, Editor Guild (Classroom Lecture)	2	-	-

Practicals/Project/Assignments:

(A) Study Of Following leading cases and presentation in class/seminar-

- Indian Express Newspapers vs The Union of India 1958 (Regarding violation of working Journalist act).
- Eenadu Editor RamojiRao case, 1984) (Regarding breach of Parliamentary/Legislative privileges).
- Blitz editor RK Karanjia case (JB Kripalani, Loksabha) 1961. (Regarding breach of Parliamentary/Legislative privileges).
- Rajagopal v/s State of Tamil Nadu (Auto Shankar Case) Supreme Court 1994. (regarding balance between the freedom of the press and the Right to privacy).
- Mr. 'X' vs Hospital 'Z' on 21 September, 1998. (regarding violence of Right to privacy).

(B)

- Arrange a seminar on the issue of freedom of press debate on obesity and film censor board.
- Prepare and present a case study on topical subject related to contempt of court or defamation case related to Media.
- Organize a debate on PrasarBharati and present scenario of AIR and DD.
- To organize a seminar and guidelines for parliamentary coverage on AIR and TV.
- Arrange discussion with leading advocates on media laws and invite senior journalist and editor to participate.

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- Any other assignment given by the concerned faculty.

Suggested Readings:

- Kumar, Surendra & Prabhakar, Manas : Bharat Mein Press Vidhi.
- Singh Dr. Shrikant : Jan madhyam Kanoon evam uttardayitva.
- Bandopadhyay P.K. and Arora Kuldeep : Journalistic ethics.
- Shrivastava, K.M. : Media Ethics, Veda to Gandhi & Beyond, Publication Division, MIB, Gol, New Delhi.
- Venkateswaran, K.S. : Mass Media law and Regulations in India, Published by AMIC.
- Aiyer, Venkat : Mass media law and regulation in India, AMIC publication.
- Basu, D.D. : Press law, prentice hall publication.
- Trikha, Dr. N.K. : Press Vidhi, Vishwavidyalaya Prakashan, Varanasi.
- Marilyn, JM : TV news ethics by Atelsk Focal press.
- Trikha, Dr. N.K. : Media Laws and Ethics, MCU Publication, Bhopal.


डॉ. संजीव गुप्ता

विभागाध्यक्ष: जनसंचार विभाग

माखनलाल खतुर्वेदी राष्ट्रीय पत्रकारिता
एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

MAMC : IV SEM			Marks:100			Credits:6		
CCC12: PUBLIC RELATIONS AND CORPORATE COMMUNICATION			Th	Pr	la	Contact hrs		
						L	T	P
			50	30	20	3	1	4

Course Objectives

- To develop an understanding of the role and scope of PR in an organisation.
- To explain the history and growth of PR and its emerging importance in different areas.
- To acquaint the students with the various PR tools and the different types of publics.
- To explain the concept of corporate communication and its expanded role in an organization.
- To explain the strategies, tactics, and techniques of corporate communication programs.

Learning Outcomes

- Understand the scope of public relations and meet the needs of diverse publics.
- Recognize the ethical component involved in responsible public relations practices.
- Identify the primary strategic functions of media relations, community relations, crisis management and the full-time positions available in each.
- Assess an organization's corporate communication needs and recommend effective solutions.
- Create a corporate communication campaign.

CO-PO MAPPING

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	3	-	-	-	-	-	-	2	-	3	2	1	2	-
2	1	-	-	-	-	-	-	-	2	-	2	2	3	2	2
3	2	2	-	2	2	-	2	-	1	-	-	2	-	-	-
4	-	3	2	2	2	-	2	-	1	-	1	-	-	-	-
5	1	3	3	2	-	2	2	-	1	-	-	1	-	-	-

3-Strong, 2-Moderate, 1-Weak

Unit-1	Public Relations- Concept and Process (Total Hours-L+T+P=20 hrs)	L	T	P
1.1	Public Relations- Concept, Definition, Role and Importance (Classroom Lecture, Case Studies, Group Discussions)	2	-	2
1.2	History and Development of PR in India (Classroom Lecture, Group Exercises)	2	-	1
1.3	Principles and Process of Public Relations (Classroom Lecture, Case Studies)	2	1	1

M.A. (Mass Communication)

डॉ. संजीव गुप्ता
 विभागाध्यक्ष: जनसंचार विभाग
 माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता
 एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

1.4	PR Consultancies-Structure, Role and Functions (Classroom Lecture, Case Studies, Group Discussions, Visit to PR Agency)	2	-	2
1.5	In House PR- Structure, Role and Functions, External Agencies (Classroom Lecture, Case Studies, Visit to Organisation)	2	-	2

Unit 2	Types of Publics (Total Hours-L+T+P=20 hrs)	L	T	P
2.1	Publics of PR (Classroom Lecture)	2	-	1
2.2	Tools of PR-House Journal, Annual Reports, News Releases, Speeches, Interviews (Classroom Lecture, Case Studies, Group Activities)	2	1	2
2.3	Types of PR-Public Sector, Private Sector (Classroom Lecture, Case Studies)	2		2
2.4	Government PR/Lobbying, Political PR, Service Sector, NGO (Classroom Lecture, Case Studies, Group Discussions, Presentation)	2	1	2
2.5	PR Practitioners-Responsibilities and Duties (Expert Lecture by PR Professional)	1	-	1

Unit- 3	PR setup (Total Hours-L+T+P=15 hrs)	L	T	P
3.1	Public Relations Setup and Structure, DPR, DAVP (Classroom Lecture, Case Studies ,Visit to DPR)	2	1	1
3.2	News Agency, PIB, DAVP, PR Organisations –IPRA, PRSA, PRSI, PRCI (Classroom Lecture, Case Studies)	2	-	1
3.3	Global PR, Online/Digital PR (Expert Lecture, Case Studies, Group Exercises)	2	-	1
3.4	Role And Importance of Media in PR (Classroom Lecture, Case Studies)	1	-	1
3.5	Ethics in Public Relations (Classroom Lecture, Case Studies, Group Discussions)	2	-	1

Unit-4	Introduction to Corporate Communication (Total Hours-L+T+P=20 hrs)	L	T	P
4.1	Corporate Communication-Definition, Role, Scope ,Functions and Relevance (Classroom Lecture, Group Discussions)	2	1	1
4.2	Concept Of Identity and Image, Image Building and Management (Classroom Lecture, Case Studies, Group Exercises)	2	1	1
4.3	Corporate Identity-Policy Planning, Core Communication Elements in Corporate Identity (Classroom Lecture, Case Studies, Group Exercises)	2	-	2
4.4	CC/PR in Brand Building (Expert Lecture, Case Studies, Group Exercises)	2	-	2
4.5	Corporate Communication's Evolving Role, Changing Trends (Classroom Lecture, Case Studies, Group Discussions)	2	-	2

डॉ. संजीव गुप्ता

विभागाध्यक्ष: जनसंचार विभाग

माखनलाल खतुवेदी राष्ट्रीय पत्रकारिता
एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

Unit -5	Corporate Strategies and Tools (Total Hours-L+T+P=15 hrs)	L	T	P
5.1	Elements of a Corporate Plan (Classroom Lecture, Group Exercises)	1	1	1
5.2	Corporate Social Responsibility, Corporate Citizenship (Classroom Lecture, Case Studies, Group Exercises, Screening of Corporate Ads and Films)	2	-	2
5.3	Public Service Communication, Social Communication (Classroom Lecture, Case Studies, Group Discussions)	2	-	1
5.4	Crisis Management and Communication-Types of Crisis and their Management (Classroom Lecture, Case Studies, Group Discussions)	2	-	1
5.5	Crisis Communication and Evaluation (Classroom Lecture, Case Studies, Group Discussions)	1	-	1

Practicals/Project / Assignments:

- Presentations on Government PR Campaigns.
- Designing House Journals.
- Case Studies of Indian Media organizations.
- Presentations on Corporate social responsibility initiatives of leading corporate.
- Case Studies of PR Agencies in India.
- Crisis Communication Presentations.
- Media Tracking of Current Corporate Issues/Crises.
- Presentation on new trends of corporate communications.
- Any other assignment given by the concerned faculty.

Suggested Readings:

- Gregory Anne (2008). Public Relations in Practice, 2 edition: Kogan Page India Pvt. Ltd..
- Jethwaney Jaishri & N N Sarkar(2015). Public Relations Management: Sterling Publishers.
- L'etang Jacquie(2008) Public Relations, Concepts, Practice and Critique: Sage Publications India.
- Moss Danny & Barbara Desanto (2011). Public Relations A Managerial Perspective. London: Sage Publications.
- Parsons, Patricia J (2005). Ethics in Public Relations: A Guide to Best Practice. London: Kogan Page.
- Smith D. Ronald(2012). Becoming a Public Relations Writer, 4 edition. New York:Routledge.
- Theaker Alison(2012). The Public Relations Handbook, 4 Edition:Routledge.
- Theaker Alison, Yaxley Heather(2013). The Public Relations Strategic Tool Kit .New York: Routledge.
- पंत एन.सी.(2004) जनसंपर्क, विज्ञापन एवं प्रसार माध्यम. नईदिल्ली: तक्षशिला प्रकाशन
- जेठवानी जयश्री, रविशंकर, नरेन्द्रनाथ सरकार (2000).विज्ञापन और जनसंपर्क. नईदिल्ली: सागर प्रकाशन
- डॉ. संजीव गुप्ता (2015) 'मॉस कम्युनिकेशन', श्रुति बुक्स, गाजियाबाद
- पी.पी. सिंह, डॉ. संजीव गुप्ता, 'जनसम्पर्क :बदलते आयाम' (2019) पब्लिक रिलेशन सोसायटी, एवं इन्दिरा पब्लिशिंग हाऊस, भोपाल (म.प्र)

e-resources :

- The Gauge
- brandillumination.com

MAMC : IV SEM	Marks:100			Credits:6		
CCE7 : ENTERTAINMENT COMMUNICATION	Th	Pr	la	Contact hrs		
				L	T	P
	50	30	20	4	1	2

Course Objectives

- To create understanding about various forms of Entertainment media.
- To enhance the critical and creative thinking skills.
- To make learners understand the dynamics in the Entertainment industry.
- To provide students with a concrete understanding of the possibilities and challenges inherent in producing entertainment content for the web.

Learning Outcomes

- Ability to understand the traditional forms of entertainment.
- Ability to understand about the role and responsibilities of media professionals in media entertainment industry.
- Students would be able to know how media industry shapes public knowledge and aesthetic experience.
- Students would be able to develop entertainment content for print and electronic media .
- Students would be able to know about how media industry works in the business of entertainment.

CO-PO MAPPING

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	2	3	2	-	-	-	2	-	2	-	-	3	-	-	2
2	3	-	2	2	-	-	-	-	-	-	-	2	3	-	2
3	2	-	-	-	-	-	-	-	3	-	3	2	2	-	2
4	3	-	2	2	1	2	2	-	2	-	2	2	-	-	-
5	3	-	2	2	-	-	2	-	-	-	-	1	-	-	2

3-Strong, 2-Moderate, 1-Weak

Unit-1	Introduction to Entertainment (Total hours- L+T+P=10 hrs)	L	T	P
1.1	Entertainment : Need and Significance, Introduction to Entertainment Industries (Classroom Lecture)	1	1	-
1.2	Entertainment as Communication, Concept and Development of Entertainment (Classroom Lecture)	1	1	-
1.3	Indian Aesthetics and Art, Ancient Indian Literature (Classroom Lecture)	1	1	-


1.4	Introduction to Rasa Sidhaant (Classroom Lecture)	1	1	-
1.5	Entertainment Content in various forms of Media (Print, Electronic and Online Media) (Classroom Lecture)	2	-	-

Unit-2	Theatre as Entertainment Medium (Total hours- L+T+P=20 hrs)	L	T	P
2.1	Indian Natya Shastra: Introduction (Classroom Lecture)	2	-	-
2.2	Traditional Indian Theatre (Folk Theatre Forms of India) (Classroom Lecture)	2	1	-
2.3	Classical and Contemporary, Stylized and Naturalistic Theatre (Classroom Lecture Field Visit)	2	-	1
2.4	Types of Theatre, Introduction to Dance, Music, Mime, Mask etc. (Classroom Lecture, Field Visit)	3	1	2
2.5	Case Study on Issues of the Content of Theatre Work (Classroom Lecture, Demonstration)	3	1	2

Unit-3	Radio and Television as Entertainment Medium (Total hours- L+T+P=20 hrs)	L	T	P
3.1	Radio and Television Content (Classroom Lecture, Classroom Discussion)	2	1	
3.2	Scripted Entertainment: News, Advertisement, Drama, Documentary, Comedy Shows (Classroom Lecture, Classroom Discussion)	3	1	
3.3	Unscripted Entertainment: Reality Shows, Talk Shows, Group Discussions (Classroom Discussion)	3	1	
3.4	Various Streams : Programmes based on Business, Sports, Science, Life-Style, Human Interest stories, Art and Culture, Fiction (Classroom Lecture, Classroom Discussion)	4	1	
3.5	Case Study on Impact of Content of Entertainment Programs on Society (Classroom Lecture, Classroom Discussion, Analysis of Content of Programmes of Radio and Television)	3	1	

Unit-4	Cinema as Entertainment Medium (Total hours- L+T+P=20hrs)	L	T	P
4.1	Early Indian Cinema – Historical Approaches, Studio Era (Classroom Lecture)	3	1	-
4.2	Analyzing the Work of any one "Author" (Satyajit Ray/Ritwik Ghatak/Mrinal Sen/Tapan Sinha/Shyam Benegal etc) Classroom Discussion, Analysis of their works.	3	1	-
4.3	Realism in Cinema, Melodrama in Cinema, Contemporary Cinema, Parallel Cinema, Art Cinema (Classroom Lecture)	3	-	1
4.4	Changing face of Indian Cinema in context of Globalization, Cinema and Society, Hindi Cinema, Regional Cinema (Classroom Lecture, Practical: Preparing News Reports)	3	-	1
4.5	Distribution, Music, Sales, Online Downloads, Rights (Classroom Lecture, Practical)	3	-	1

M.A. (Mass Communication)


 डॉ. संजीव गुप्ता
 विभागाध्यक्ष: जनसंचार विभाग
 माखनलाल खतुवेंदी राष्ट्रीय पत्रकारिता
 एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

Unit-5	Digital Media and Animation Industry (Total hours- L+T+P=20 hrs)	L	T	P
5.1	Introduction to Digital Media, Social Networking Applications(like youtube) (Classroom Lecture, Practical Lab)	3	-	2
5.2	Web Series as Global Television, Global Distribution, Mainstream Web TV(Case study on Netflix , Amazon etc.) (Classroom Lecture, Practical Exercise)	3	-	2
5.3	Fundamentals of Animation, Brief History of Animation(World & India), Gaming Industry (Classroom Lecture)	3	-	-
5.4	Industrial Career Opportunities in Animation Space, International Trends , Major International Studios (Classroom Lecture, Practical Lab Exercise)	3	-	2
5.5	Case Studies of International and Indian Successful Animation Films(Spider man, Batman, Krish, Hanuman etc.) (Classroom Lecture, Discussion)	2	-	-

Practical/Project/Assignments:

- Case study on impact of content of entertainment programs of Radio on society.
- Case study on impact of content of entertainment programs of Television on society.
- Watching and analysing the popular soap operas of earlier and recent times.
- Case study on impact of content of Cinema on society.
- Case study on impact of content of cartoon films on society.
- Any other assignment given by the concerned faculty.

Suggested Readings:

- Alter, J. A. 1990. Sociosemiotic Theory of Theatre. University of Pennsylvania Press.
- Bazin Andre. 2005. What Is Cinema? University of California Press.
- Friedman, Megan. "A Brief History of the Sundance Film Festival." *ÓTIME* (January 27, 2010).
- Ganti, Tejaswani, 2005, Bollywood: A Guide to popular Hindi Cinema, Routledge, New York.
- Horkheimer, Max and Theodore W. Adorno. Dialectic of Enlightenment: Philosophical Fragments Edited by Gunzelin Schmid Noerr (95-136). Translated by Edmund Jephcott. Stanford: Stanford University Press, 2002
- Kabir, Nasreen Munni. 1996. Guru Dutt: A Life in Cinema. Delhi: Oxford University Press.
- Lang, Brent. "Sundance Preview: Amazon, Netflix Bring Upheaval to Challenging Indie Market." *ÓVariety* (January 19, 2016) .
- Vasudevan, Ravi. 2011. The Melodramatic Public: Film Form and Spectatorship in Indian Cinema. Palgrave Macmillan.
- Willemen Paul and Rajadhyaksha Ashish , 2000, Encyclopaedia of Indian Cinema, British Film Institute, London.

e- resources:

- <http://content.time.com/time/arts/article/0,8599,1956952,00.html>
- <http://variety.com/2016/film/festivals/sundance-preview-film-festival-1201682435/>

MAMC : IV SEM	Marks:100			Credits:6		
CCE8: VISUALIZATION AND SCRIPT WRITING	Th	Pr	Ia	Contact hrs		
				L	T	P
	50	30	20	3	1	4

Course Objectives

- To develop the creative and critical thinking skills of students by exposing them to the techniques of brainstorming, concept development and execution of ideas.
- To expose the current trends in the script writing craft for films and television.
- To introduce students to the skills and knowledge in a range of writing and editing techniques required of the professional writer.
- To create an understanding of the concepts and processes of script writing.
- To enable students to work creatively with character, plot, theme, setting, dialogue, style, tone, genre, scene, sequence, act, climax and other elements of a well-crafted script.

Learning Outcomes

- Demonstrate understanding of techniques and principles of script writing.
- Demonstrate understanding of genres and elements of script writing for short film, feature film and television formats.
- Develop story, characters and dialogue for scripts.
- Convey story ideas both orally and in writing with clarity, conviction and style.
- Express a distinct and personal view of the world through story.

CO-PO MAPPING

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	2	2	2	-	-	-	-	-	2	-	1	1	-	-	2
2	2	2	2	-	-	-	-	-	2	-	1	1	-	-	2
3	2	2	3	-	2	1	2	-	2	-	-	2	2	-	-
4	2	3	3	-	-	-	-	-	2	-	-	2	-	-	-
5	-	3	-	-	-	-	-	-	1	-	2	2	2	-	2

3-Strong, 2-Moderate, 1-Weak

Unit-1	Idea Visualisation (Total Hours-L+T+P=20 hrs)	L	T	P
1.1	Idea Visualisation, Sources of Creative Ideas (Classroom Lecture, Group Exercises, Presentations, Word – Picture Association)	2	1	1
1.2	Idea Generation Techniques -Free Association, Divergent Thinking, Analogies and Metaphors, Lateral Thinking, Brainstorming, Picture Prompts, Scamper, Observation, Interaction, Imagination, Dreams, Creative Aerobics. (Classroom Lecture, Group Exercises, Presentations)	2	1	1

1.3	Importance and Role of Visuals (Classroom Lecture, Group Exercises, Observation Of Print Ads)	2	1	1
1.4	Perception and Persuasion (Classroom Lecture, Group Exercises)	2	1	1
1.5	Visual Manipulation and Ethics (Classroom Lecture, Group Exercises, Observation of Print Ads)	2	1	1

Unit-2	Introduction to Films and Television (Total Hours-L+T+P=15 hrs)	L	T	P
2.1	Inspiration-Where Stories Come from (Expert Lecture, Group Exercises)	2		1
2.2	Spotting Trends in Films and TV (Group Exercises, Observation of Path Breaking Films And TV Shows, Presentations)	2		1
2.3	How Industry Works (Lecture By An Industry Expert, Case Studies)	2		1
2.4	Films and Television-Different Formats (Expert Lecture, Group Exercises)	2		1
2.5	Genre-Romance, Science, Fiction, Action/Adventure, Thriller, Epic-Strengths and Weaknesses of Each. (Screening of Films, Observation, Group Discussions)	2		1

Unit-3	Setting the Scene and Plotting (Total Hours-L+T+P=15 hrs)	L	T	P
3.1	Choosing the Environment-how to make it work (Classroom Lecture, Case Studies, Group Exercises)	2	-	1
3.2	Types of Screenplay-Plot based, Character based ,Event based, Idea based, Place story (Classroom Lecture, Case Studies, Group Exercises ,Expert Lecture)	2	-	1
3.3	Plotting Three Act Dramatic Structure (Expert Lecture, Case Studies, Group Exercises)	2	-	1
3.4	Plot Points, Climax and Resolutions, Role of Sub Plots (Group Exercises)	2	-	1
3.5	Common mistakes while Plotting (Case Studies, Group Discussions)	2	-	1

Unit-4	Characters and Dialogues (Total Hours-L+T+P=20 hrs)	L	T	P
4.1	Common Types of Characters (Classroom Lecture, Observations of Films, Group Exercises)	3	1	1
4.2	Character Development (Classroom Lecture, Case Studies, Brainstorming Exercises)	2	1	2
4.3	Character Interaction (Classroom Lecture, Group Exercises)	3	-	1
4.4	Dialogue-importance (Classroom Lecture, Case Studies, Group Exercises)	2	-	1

डा. सजीव गुप्ता

विभागाध्यक्ष: जनसंचार विभाग

माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता
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M.A. (Mass Communication)

4.5	Making every word count (Case Studies, Group Discussions, Word-play Exercises)	3	-	-
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Unit-5	Craft and Techniques of Script writing (Total Hours-L+T+P=20 hrs)	L	T	P
5.1	Basic Components and Principles of Storyboard (Classroom Lecture, Case Studies, Group Exercises)	3	1	1
5.2	Formats of Story Board, Design, Composition and Colour (Expert Lecture, Case Studies, Group Exercises)	2	1	2
5.3	Light Sources and Depth of Field (Expert Lecture, Group Exercises)	3	-	1
5.4	Camera Angles, Movement, Framing ,Heights, Shot, Scene, Sequence (Expert Lecture, Group Exercises)	2	-	1
5.5	Digital Story Boards, Software Tools for Story Boarding (Workshop by Expert, Group Exercises)	3	-	-

Practicals/Project/Assignments:

- Create a picture or a visual representation for every goal you have — financial, career, recreation, new skills and abilities.
- Writing a short story on any current issue.
- Presentation on few iconic characters of Indian films and television.
- Develop a story board for a documentary film on any social issue.
- Develop a story board for a television show based on women empowerment.
- Develop a radio script for a radio show on a current topic.
- Write a screenplay for a film based on action/adventure.
- Any other assignment given by the concerned faculty.

Suggested Readings:

- Field S. (1994). Four Screenplays. Studies in American Screenplays: Delta.
- Field S. (2003). The Definitive Guide to Screenwriting, Ebury Press.
- Field, S. (2005). Screenplay: The Foundations of Screenwriting, Revised Edition: Delta.
- Ken Dancyger & Jeff Rush (2006). Alternative Scriptwriting: Successfully Breaking the Rules: Focal Press.
- Ken Dancyger & Patricia Cooper (2004). Writing the Short Film: Focal Press.
- Robert McKee (2006). Story (CD): HarperAudio.
- Rose, Gillian (2006). Visual Methodologies– An Introduction to the Interpretation of Visual Materials: Sage.
- Swain, D. and Swain, J.(1988). Film Scriptwriting: A Practical Manual: Focal Press.

e-resources :

- www.simplyscripts.com
- www.rawscripts.com

MAMC : IV SEM			Marks:50			Credits:3		
OE 4:CREATIVE WRITING			Th	Pr	Ia	Contact Hrs		
						L	T	P
			25	15	10	2	-	2

Course Objectives

- To explore the creative process through writing.
- To expand & refine vocabulary & style resources.
- To make the students familiar with the conventions of the craft of story writing & poetry.
- To develop an understanding of different techniques of writing for drama.
- To develop the skill of persuasive writing.

Learning Outcomes

- Understand the basic techniques and terminology of creative story writing.
- Understand the basic techniques and terminology of poetry writing.
- Develop a critical reading skill for critiquing fiction, essays, and poetry, both one's own and peers.
- Understand the importance of revision within the creative writing process.
- Define persuasion and summarize reasons to write persuasively.

CO-PO MAPPING

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	2	-	-	-	-	-	-	2	-	2	2	-	-	1
2	3	2	-	-	-	-	-	-	2	-	2	2	-	-	1
3	-	2	3	1	2	-	2	-	2	-	1	-	-	2	2
4	-	2	3	-	-	-	-	-	3	-	2	2	-	-	-
5	2	2	2	-	-	-	-	-	2	-	2	1	-	-	-

3-Strong, 2-Moderate, 1-Weak

Unit-1	Basic Writing Concepts (Total hours -L+T+P = 9 Hrs)	L	T	P
1.1	How to Write Consistently and Clearly (Classroom Lecture, Group Exercises)	1	-	1
1.2	Grammar Rules, Punctuation (Classroom Lecture, Group Exercises)	1	-	1
1.3	Types Of Sentences (Classroom Lecture)	1	-	1
1.4	Clauses, Voice and Mood (Classroom Lecture)	1	-	

डॉ. संजीव गुप्ता

विभागाध्यक्ष, जनसंचार विभाग

माखनलाल घतुर्वेदी राष्ट्रीय पत्रकारिता
एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

M.A. (Mass Communication)

1.5	Reading Skills (Classroom Lecture, Book Reading Sessions)	1	-	1
Unit-2	Short Story Writing (Total hours -L+T+P = 9 hrs)	L	T	P
2.1	Genre- Science Fiction, Adventure (Classroom Lecture, Group Exercises)	1	-	1
2.2	Genre-Horror, Romance (Classroom Lecture, Group Exercises)	1	-	1
2.3	Theme, Plot, Character, Point of View (Classroom Lecture, Group Discussions Group Exercises)	1	-	1
2.4	Setting, Tone, Symbolism (Classroom Lecture, Group Exercises, Group Discussions)	1	-	
2.5	Converting Short Stories into Screen Play (Classroom Lecture, Group Discussions)	1	-	1
Unit-3	Writing Verse (Total hours -L+T+P = 9 hrs)	L	T	P
3.1	Diction, Theme, Imagery, Figures of Speech (Classroom Lecture, Group Exercises)	1	-	1
3.2	Metre , Rhythm and Sound (Classroom Lecture, Group Exercises)	1	-	1
3.3	Structure and Form, Symbolism (Classroom Lecture, Group Discussions)	1	-	1
3.4	Converting Narrative into Poems (Expert lecture, Classroom Lecture, Group Exercises, Presentations)	1	-	-
3.5	Converting Poems into Narrative (Classroom Lecture, Group Discussions, Presentations)	1	-	1
Unit-4	Drama (Total hours -L+T+P = 9 hrs)	L	T	P
4.1	The basics of Drama and Theatre (Expert Lecture)	1	-	1
4.2	Theme, Developing Characters and Relationship with Other Characters (Expert Lecture, Group Discussions, Classroom Exercises)	1	-	1
4.3	Plot, Form ,Exploring Situations, Scene Building (Expert Lecture, Group Discussions, Group Exercises)	1	-	1
4.4	Dialogue Writing (Expert Lecture, Group Exercises)	1	-	-
4.5	Indepth Analysis of a Classic Play (Classroom Lecture, Visit to Bharat Bhavan, Screening of a Play, Presentation)	1	-	1
Unit-5	Persuasive writing (Total hours -L+T+P = 9 hrs)	L	T	P
5.1	What is Persuasion, Why Write Persuasively (Classroom Lecture, Ppt Presentation)	1	-	1

5.2	Brochures (Classroom Lecture, Brochure Designing Exercises, Presentations)	1	-	1
5.3	Hand outs , Pamphlets and Posters (Classroom Lecture, Learning by doing, Group Exercises, Presentations)	1	-	1
5.4	Speeches (Classroom Lecture, Case studies, Presentations, Study of Great Speeches)	1	-	
5.5	Writing Advertising Copy (Classroom Lecture, Copywriting Exercises, Presentations)	1	-	1

Practical/Projects/Assignments :

- Write a book review.
- Write short stories on science fiction, adventure, romance and horror.
- Convert a short story into a screenplay.
- Theatre workshop and screening of a play developed by the students.
- Presentation on the analysis of any classic drama staged recently in the city.
- Writing poems on various themes.
- Designing pamphlets for any product.
- Designing posters on any social issue.
- Speech writing exercises.
- Developing a print advertisement for any FMCG product.
- Any other assignment given by the concerned faculty.

Suggested Readings:

- Annie Dillard (2013). The Writing Life: Harper Perennial.
- Brandilyn Collins (2015). Getting into Character: Seven Secrets a Novelist Can Learn from Actors' 2 edition: Challow Press.
- Field, S. (2005). Screenplay: The Foundations Of Screenwriting Revised Edition :Delta.
- Field. S.(2003) The Definitive Guide to Screenwriting: Ebury Press.
- James Scott Bell (2004). Plot & Structure: Techniques and Exercises for Crafting a Plot that Grips Readers from Start to Finish, Fifth edition: Writer's Digest Books.
- Marie Arana (2003). Writers on How They Think and Work, 1 edition: PublicAffairs.
- Valladares June (2000). The Craft of Copy Writing. New Delhi, India: Sage Publications.
- William Strunk Jr. and E.B. White (2016). The Elements of Style, Grammar, Inc.

e- resources:

- stackexchange.com
- writertreasure.com
- writtent.com


 डॉ. संजीव गुप्ता
 विभागाध्यक्ष: जनसंचार विभाग

राजमन्थल चतुर्वेदी राष्ट्रीय पत्रकारिता
 एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

About University

Makhanlal Chaturvedi National University of Journalism and Communication (MCNUJC) was established 29 years ago. Carrying forward the legacy of excellence, it is a leader and pioneer in Mass Communication, Media, Journalism, Computer Applications, Digital media, and Management Education.

Established in 1990 by the Madhya Pradesh Government, MCNUJC is named after Pandit Makhanlal Chaturvedi, the great editor, poet, litterateur and freedom fighter. It is the first academic centre of excellence in the entire Asian sub-continent where professionals are developed in Communication, Media, and IT disciplines through traditional and modern methods of communication relevant to the current media needs. The University is also recognised under section 12(B) of UGC.

Sticking to the newest trends of Media and Information Technology, the University conducts postgraduate, undergraduate as well as skill-oriented diploma courses in Journalism, Broadcast Journalism, Advertising and Public relations, Electronic Media, New Media, Computer Applications Media management and Communication Research.

University has been a pioneer in launching many new job-oriented courses of significance, which have received enormous appreciation among employers. The University has a focused approach towards professional education, training and innovative methods of teaching and learning. Students get opportunity to study subjects of their choice under the Choice Based Credit System (CBCS) as per the industry needs. The University is equally appreciated for its research contribution through its research scholars leading to the award of PhD in Media and Computer Applications. Most of the faculty members of the university hold a PhD along with strong research contribution.

MCNUJC is a unique amalgamation of Media, IT professionals and academicians. Today, the university is also providing education to the remote rural areas with a wide network of over more than 1700 associated study institutes, where annually over one lakh students are studying in regular programmes. This is a grand indicator of the university's success, credibility, popularity and recognition.

Our faculty members are renowned for their dynamic approach, research and dedication. They are approachable and enthusiastic teachers who make their disciplines accessible and enjoyable. The university aims to transform dreams and ambitions of students into global opportunities for success. Alumni are placed in renowned print media institutions, channels, advertising agencies, public relations firms, graphic designing and multimedia world, information technology and computer industries and many of them occupy senior positions.

What makes MCNUJC the first choice for media, communication and IT education in the entire country is its comprehensive academics with exceptional industry exposure and quality education on affordable fee structure with the best professional environment.

Hon'ble Vice President of India is the Visitor of our university. The Chief Minister of Madhya Pradesh is the Chairman of the General Council and the Management Committee of the University. General Council is the supreme decision-making body of the university and it directs the academic and administrative activities of the university. Many distinguished people in the media like the Chairman of Press Council of India, representative of Editors' Guild, reputed information technology professionals, renowned teachers and well known personalities of the country and the state are nominated as the members of the General Council. The Management Committee of the university executes the policy and administrative matters. Leading University through managing, teaching and administering lie with the Vice Chancellor of the university. The Academic Council includes distinguished teachers of media and computers, senior professionals and heads of the university departments. It provides guidance and decides matter related to teaching, training, and research activities of the university. The Vice Chancellor is also the Chairman of the Academic Council.



The Registrar

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B-38, Press Complex, Zone-1, MP Nagar, Bhopal (M.P.) 462 011

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