

MA (Mass Communication)
(Two years full time degree course)
Scheme of Examination

1st Year Semester – I

PAPER CODE	NAME OF THE PAPER	THEORY	CE+AA	PRACTICAL	CREDIT	MARKS
MAMC 101	Theories and Evolution of Mass Communication	75	25	-	2	100
MAMC 102	Writing for Various Media	75	25	-	4	100
MAMC 103	New Media	75	25	-	4	100
MAMC 104	Computer Application for Media	75	25	-	4	100
MAMC 105	Effective Writing and Translation	75	25	-	4	100
MAMC 106	Practical	-	-	100	4	100
	TOTAL				22	600

1st Year Semester – II

PAPER CODE	NAME OF THE PAPER	THEORY	CE+AA	PRACTICAL	CREDIT	MARKS
MAMC 201	Media Law and Ethics	75	25	-	2	100
MAMC 202	Development Communication	75	25	-	4	100
MAMC 203	Advertising and Public Relations	75	25	-	4	100
MAMC 204	Television Program Production	75	25		4	100
MAMC 205	Media Program Management	75	25	-	4	100
MAMC 206	Practical	-	-	100	4	100
	TOTAL				22	600

2nd Year Semester – III

COURSECODE	NAME OF THE COURSE	THEORY	CE+AA	PRACTICAL	CREDITS	MAX.MARKS
MAMC 301	Research Methodology	75	25	-	2	100
MAMC 302	Indian Politics and Media	75	25	-	4	100
MAMC 303	Seminar and Presentation	-	-	100	4	100
MAMC 304	Project	-	-	100	4	100
MAMC 305	Science and Technology Communication	75	25	-	4	100
MAMC 306	Practical	-	-	100	4	100
	TOTAL				22	600

2nd Year Semester – IV

COURSECODE	NAME OF THE COURSE	THEORY	CE+AA	PRACTICAL	CREDITS	MAX.MARKS
MAMC 401	Research Application	75	25	-	2	100
MAMC 402	Media And Society	75	25	-	4	100
MAMC 403	Dissertation	-	-	100	4	100
MAMC 404	Internship	-	-	100	4	100
MAMC 405	Documentary Production	75	25	-	4	100
MAMC 406	Practical	-	-	100	4	100
	TOTAL				22	600
		Credits 22x4 =88Credit Marks 600x4=2400Marks				

Credit Distribution:-

15Hrs Theory Classes= 1 Credit

30Hrs Practical Classes=1 Credit

1. 3 Credit Classes= Minimum 60 Classes in a Semester= **4 Theory Classes Per Week**
2. 4 Credit Classes=Minimum 80 Classes in a Semester=**6 Theory Classes Per Week**
3. 4 Credit Practical Classes=Minimum 160 Classes in a Semester=**11 Classes Per Week**

MA in Mass Communication
Course of Studies MAMC
Semester – I

Paper – I

MAMC-101 Theories and Evolution of Mass Communication

Maximum Marks –75

Minimum Passing Marks – 30

Note – Scheme of Examination

- | | | |
|---|--|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each=05×10
With internal choice of one question from each unit | =50 Marks |

Unit 1: Evolution of Mass Communication

- Introduction to Mass Communication
- Early forms of communication: Oral Tradition, Pictograms, and Hieroglyphics
- Development of Writing Systems: Cuneiform, Hieroglyphics, Chinese Characters
- Printing Revolution: Gutenberg Press and its Impact
- Rise of Newspapers and Pamphlets

Unit 2: Emergence of Modern Mass Media

- The Telegraph and its Impact on Communication
- Photography and its Role in Mass Communication
- Birth of the Film Industry
- Radio Broadcasting and Its Influence
- Rise of Television and Its Effect on Society

Unit 3: Post-Independence Mass Communication

- Growth of Print Media in Independent India
- Role of Radio and Television in Nation-Building
- Evolution of Cinema Post-Independence
- Impact of Globalization on Indian Media
- Technological Advancements in Mass Communication

Unit 4: Normative Theories of Mass Communication

- Libertarian theory
- Social responsibility theory
- Authoritarian theory
- Soviet communist theory

Unit 5: Theories of Media Effects

- Hypodermic needle theory
- Two-step flow theory
- Agenda-setting theory
- Cultivation theory
- Uses and gratifications theory.

Reference Books

"Media Ethics: Issues and Cases" by Philip Patterson and Lee Wilkins

"Media and Modernity: A Social Theory of the Media" by John B. Thompson

"The History of Broadcasting in India" by Sameer Jain

"Media Effects: Advances in Theory and Research" by Jennings Bryant and Mary Beth Olive

Paper – II

MAMC-102 Writing for Various Media

Maximum Marks –75

Minimum Passing Marks – 30

Note – Scheme of Examination

- | | | |
|---|--|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each=05×10
With internal choice of one question from each unit | =50 Marks |

Unit 1: Introduction to Writing for Media

- Overview of Journalism and Mass Communication Writing
- Distinctive Features of Writing for Print, Broadcast, and Online Media
- Understanding Audience and Purpose in Media Writing

Unit 2: Writing for Print Media

- News Writing and Reporting
- Feature Writing
- Editorial and Opinion Writing

Unit 3: Writing for Broadcast Media

- Writing for Radio
- Writing for Television
- Documentary Scriptwriting

Unit 4: Writing for Online Media

- Writing for Websites
- Blogging and Content Creation
- Social Media Writing and Engagement

Unit 5: Writing for Specialized Media

- Writing Press Releases and Media Kits
- Copywriting for Advertising
- Corporate Communication Writing

Reference Books

"Writing for Digital Media" by Brian Carroll

"The Yahoo! Style Guide: The Ultimate Sourcebook for Writing, Editing, and Creating Content for the Digital World" by Yahoo!

"Content Strategy for the Web" by Kristina Halvorson and Melissa Rach

"Strategic Corporate Communication: A Selection of Articles by Indian Authors" edited by Suchitra Bindra and Ritu Sharma

Paper – III

MAMC-103 –New Media

Maximum Marks –75

Minimum Passing Marks – 30

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 =25 Marks
- 2 05 long Answered questions of 10 Marks each=05×10
With internal choice of one question from each unit =50 Marks

Unit 1: Introduction to New Media

- Definition and evolution of new media
- Characteristics and features of new media
- Impact of new media on journalism and mass communication

Unit 2: Social Media and Journalism

- Role of social media in journalism
- Ethics and challenges in social media journalism
- Citizen journalism and social media

Unit 3: Online News Production

- Structure and organization of online news platforms.
- Content management systems and digital publishing tools
- Multimedia storytelling techniques

Unit 4: Digital Marketing and Advertising

- Fundamentals of digital marketing
- Role of social media in advertising
- Digital advertising trends and strategies

Unit 5: Legal and Ethical Issues in New Media

- Intellectual property rights in the digital age
- Cyber laws and regulations
- Privacy and surveillance issues in new media

Reference Books

"Digital Marketing: Strategy, Implementation and Practice" by Dave Chaffey and Fiona Ellis-Chadwick

"Cyber Laws and IT Protection" by Pavan Duggal

Paper – IV

MAMC-104 – Computer Applications for Media

Maximum Marks –75

Minimum Passing Marks – 30

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 =25 Marks
- 2 05 long Answered questions of 10 Marks each=05×10
With internal choice of one question from each unit =50 Marks

Unit 1: Introduction to Computers

- Overview of computer hardware and software
- Understanding the basic components of a computer system
- Introduction to operating systems and file management

Unit 2: Basics of Video Editing Software

- Introduction to popular video editing software (Adobe Premiere Pro, Final Cut Pro)
- Interface familiarization and basic tools
- Importing, organizing, and managing media files

Unit 3: Basics of Audio Editing Software

- Introduction to popular Audio editing software (Audacity)
- Interface familiarization and basic tools
- Importing, organizing, and managing audio files
- Sound design principles

Unit 4: Page Designing

- Principles of Page Designing.
- Layout and Composition.
- Typography and Fonts.
- Graphics and Images in Page Design.
- Software for Page Designing: Adobe InDesign.

Unit 5: Website Designing

- Introduction to Website Designing.
- Web Designing Tools :-WIX, Squarespace, Webflow, WordPress
- Website Navigation and User Experience.
- Adding multimedia elements to websites.
- Content Management Systems (CMS) and Website Hosting.

Reference Books

"Adobe Premiere Pro CC Classroom in a Book" by Maxim Jago

"Audio Production Basics with Pro Tools | First" by Frank D. Cook

"Desktop Publishing" by Sandeep Nagal (Tech Publishing)

Paper – V

MAMC-105 –Effective Writing and Translation

Maximum Marks –75

Minimum Passing Marks – 30

Note – Scheme of Examination

- | | | |
|---|--|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each=05×10
With internal choice of one question from each unit | =50 Marks |

Unit 1: Fundamentals of Effective Writing

- Understanding the principles of effective writing
- Importance of clarity, coherence, and conciseness in writing
- Techniques for improving writing skills

Unit 2: Writing for Different Media Platforms

- Adaptation of writing styles for various media platforms (print, online, broadcast)
- Understanding the requirements and constraints of different mediums
- Crafting engaging content for diverse audiences

Unit 3: Translation Techniques and Strategies

- Introduction to translation theory
- Types of translation (literal, idiomatic, cultural, etc.)
- Challenges and solutions in translation

Unit 4: Cultural and Contextual Considerations in Translation

- Cultural nuances in translation
- Contextual understanding and its impact on translation
- Ethics and responsibilities in translation

Unit 5: Practical Applications and Projects

- Practical exercises in writing and translation
- Real-world projects to apply theoretical knowledge
- Feedback and reflection on individual and group projects

Reference Books

"On Writing Well: The Classic Guide to Writing Nonfiction" by William Zinsser

"Writing for Multimedia and the Web" by Timothy Garrand

"Translation Studies" by Susan Bassnett and André Lefevere

"Translation, Rewriting, and the Manipulation of Literary Fame" by André Lefevere

Paper – VI

MAMC-106 –Practical

Maximum Marks – 100

Minimum Passing Marks – 40

Assignment shall be given to the students ranging from the various subject of the semester, Students will have to submit their given assignments and make a presentation in front of internal and external expert to be appointed by Vice Chancellor followed by a Viva-voce

MA MASS COMMUNICATION
Course of Studies MAMC
Semester – II

Paper – I

MAMC-201 – Media Law and Ethics

Maximum Marks –75

Minimum Passing Marks – 30

Note – Scheme of Examination

- | | | |
|---|--|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each=05×10
With internal choice of one question from each unit | =50 Marks |

Unit 1: Introduction to Media Laws and Ethics

- Understanding the concepts of media laws and ethics
- Evolution and importance of media laws in India
- Fundamental Rights and Freedom of Press
- Ethics in Journalism

Unit 2: Indian Legal System and Media

- Structure of Indian Legal System
- Constitutional Provisions related to media
- Press Council of India and its role
- Defamation Laws in India

Unit 3: Regulatory Framework for Media

- Broadcasting Laws and Regulations
- Cable Television Networks Regulation Act
- Telecommunication Regulatory Authority of India (TRAI)
- Cyber Laws and Media

Unit 4: Ethical Dilemmas in Journalism

- Privacy and Confidentiality
- Sensationalism vs. Responsible Reporting
- Conflict of Interest
- Bias and Objectivity in Reporting

Unit 5: Contemporary Issues and Debates

- Fake News and Misinformation
- Media Ownership and Control
- Cultural Sensitivity in Media

Reference Books

"Mass Media Laws and Regulations in India" by Apar Gupta

"Cyber Laws Simplified: A Practical Guide for Everyone" by Vivek Sood

"Mass Communication Ethics and Laws" by P.K. Pattnaik

Paper – II

MAMC-202 Development Communication

Maximum Marks –75

Minimum Passing Marks – 30

Note – Scheme of Examination

- | | | |
|---|--|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each=05×10
With internal choice of one question from each unit | =50 Marks |

Unit 1: Introduction to Development Communication

- Understanding the concept of development communication
- Historical overview and evolution
- Theoretical frameworks in development communication
- Role of media in development

Unit 2: Theories and Models of Development Communication

- Diffusion of Innovation Theory
- Participatory Communication
- Agenda Setting Theory
- Entertainment-Education Approach

Unit 3: Media and Development

- Role of print media, electronic media, and digital media in development
- Case studies of successful development communication campaigns
- Challenges and limitations in utilizing media for development

Unit 4: Community Engagement and Participation

- Importance of community engagement in development communication
- Participatory approaches in development projects
- Empowering marginalized communities through communication

Unit 5: Challenges and Future Trends in Development Communication

- Globalization and its impact on development communication
- Ethical considerations in development communication
- Emerging trends and technologies in the field
- Future prospects and directions

Reference Books

- "Development Communication: Theory and Practice" by Uma Narula
"Participatory Communication: Working for Change and Development" by Paolo Mefalopulos
"Communication for Development and SoCE+AAI Change" by Jan Servaes
"Development Communication: Reframing the Role of the Media" by Thomas L. McPhail

Paper – III

MAMC-203 Advertising and Public Relations

Maximum Marks –75

Minimum Passing Marks – 30

Note – Scheme of Examination

- | | | |
|---|--|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each=05×10
With internal choice of one question from each unit | =50 Marks |

Unit 1: Introduction to Advertising and Public Relations

- Understanding the concepts of advertising and public relations
- Historical evolution and development
- Role and significance in modern media landscape

Unit 2: Advertising Strategies and Campaign Planning

- Target audience identification and analysis
- Setting objectives and budget allocation
- Creative strategies and message development
- Media planning and buying

Unit 3: Public Relations Techniques and Tools

- Press releases, media kits, and press conferences
- Crisis communication and reputation management
- Corporate social responsibility (CSR) and community relations
- Digital PR and social media strategies

Unit 4: Advertising and PR Ethics and Regulations

- Ethical considerations in advertising and PR campaigns
- Legal framework and regulations governing advertising and PR in India
- Industry codes of conduct and professional standards

Unit 5: Trends and Innovations in Advertising and PR

- Emerging trends in advertising and PR practices
- Impact of technology and digital media
- Case studies and analysis of successful campaigns

Reference Books

"Advertising and Integrated Brand Promotion" by Thomas O'Guinn, Chris Allen, and Richard J. Semenik

"Advertising Management" by Rajeev Batra, John G. Myers, and David A. Aaker

"The New Rules of Marketing and PR" by David Meerman Scott

"Advertising Law in India" by Shubha Ghosh and Arul George Scaria

"Advertising Next: 150 Winning Campaigns for the New Communications Age" by Tom Himpe

Paper – IV

MAMC-204 Television Program Production

Maximum Marks –75

Minimum Passing Marks – 30

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 =25 Marks
- 2 05 long Answered questions of 10 Marks each=05×10
With internal choice of one question from each unit =50 Marks

Unit 1: Introduction to Television Production

- Overview of Television Production Process
- Role of Television in Mass Communication
- Television Program Formats
- Understanding Audience Preferences

Unit 2: Pre-production Phase

- Concept Development and Research
- Scriptwriting Techniques for Television
- Budgeting and Scheduling
- Casting and Location Scouting

Unit 3: Production Phase

- Camera Techniques and Composition
- Lighting Fundamentals for Television
- Sound Recording and Design
- Directing and Production Management

Unit 4: Post-production Phase

- Editing Principles and Techniques
- Visual Effects and Graphics
- Colour Correction and Grading
- Sound Editing and Mixing

Unit 5: Distribution and Broadcasting

- Distribution Platforms: Broadcast, Cable, and Online
- Marketing and Promotions for Television Programs
- Legal and Ethical Considerations in Broadcasting
- Future Trends in Television Program Distribution

Reference Books

"Television Production Handbook" by Herbert Zettl

"The Complete Film Production Handbook" by Eve Light Honthaner

"The Technique of Film and Video Editing: History, Theory, and Practice" by Ken Dancyger

"Television Broadcasting" by R. Sathyanarayana

Paper – V

MAMC-205 –Media Program Management

Maximum Marks –75

Minimum Passing Marks – 30

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 =25 Marks
- 2 05 long Answered questions of 10 Marks each=05×10
With internal choice of one question from each unit =50 Marks

Unit 1: Introduction to Media Program Management

- Overview of media program management
- Role of media managers in various platforms
- Importance of effective program management in media organizations
- Understanding audience dynamics and market trends

Unit 2: Planning and Development of Media Programs

- Conceptualizing media programs
- Budgeting and resource allocation
- Project management techniques
- Audience research and program development
- Legal and ethical considerations in program development

Unit 3: Production and Execution

- Production process in media programming
- Team management and coordination
- Use of technology in program production
- Quality control and assurance
- Crisis management in production

Unit 4: Distribution and Marketing Strategies

- Distribution channels in media
- Marketing strategies for media programs
- Audience engagement and retention
- Digital distribution platforms and trends
- Monetization strategies

Unit 5: Evaluation and Performance Metrics

- Performance evaluation methodologies
- Key performance indicators in media program management
- Audience measurement techniques
- Feedback mechanisms and analysis
- Adaptation and improvement strategies

Reference Books

"Media Management: A Practical Guide" by Bridgette W. Gunnels

"The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying" by Helen Katz

"Digital Media Production" by Lynne Gross and Brian Gross

"Media Selling: Television, Print, Internet, Radio" by Charles Warner

Paper – VI

MAMC-206-Practical

Maximum Marks – 100

Minimum Passing Marks – 40

Assignment shall be given to the students ranging from the various subject of the semester, Students will have to submit their given assignments and make a presentation in front of internal and external expert to be appointed by Vice Chancellor followed by a Viva-voce

MA MASS COMMUNICATION
Course of Studies MAMC
Semester – III

Paper – I

MAMC-301-Research Methodology

Maximum Marks –75

Minimum Passing Marks – 30

Note – Scheme of Examination

- | | | |
|---|--|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each=05×10
With internal choice of one question from each unit | =50 Marks |

Unit 1: Introduction to Research Methodology

- Understanding the concept of research
- Types of research
- Research process and its components
- Importance and scope of research methodology in Journalism and Mass Communication

Unit 2: Research Design

- Formulating research problems and objectives
- Types of research designs (qualitative, quantitative, mixed-methods)
- Sampling techniques and sample size determination
- Data collection methods (interviews, surveys, content analysis, etc.)

Unit 3: Data Analysis and Interpretation

- Introduction to statistical analysis techniques
- Data processing and cleaning
- Descriptive statistics
- Inferential statistics and hypothesis testing
- Qualitative data analysis methods (thematic analysis, content analysis)

Unit 4: Ethical Considerations in Research

- Understanding research ethics
- Informed consent and confidentiality
- Plagiarism and academic integrity
- Ethical issues specific to journalism and mass communication research

Unit 5: Writing and Presenting Research Findings

- Structure and organization of research reports
- Writing styles and citation formats
- Effective presentation techniques
- Peer review process and publishing research in academic journals

Reference Books

"Research Methodology: Methods and Techniques" by C.R. Kothari

"Research Methods for Media and Communication" by Niranjana Murthy

"Statistical Methods for Communication Science" by Andrew F. Hayes

"Research Ethics: Cases and Materials" by Robin Levin Penslar

"Publishing Research in English as an Additional Language: Practices, Pathways and Potentials"
by Margaret Cargill and Sally Burgess

Paper– II

MAMC-302 –Indian Politics and Media

Maximum Marks –75

Minimum Passing Marks – 30

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 =25 Marks
- 2 05 long Answered questions of 10 Marks each=05×10
With internal choice of one question from each unit =50 Marks

Unit 1: Introduction to Indian Politics

- Overview of the Indian political system
- Evolution of the Indian Constitution
- Fundamental Rights and Duties
- Directive Principles of State Policy
- Political ideologies in India

Unit 2: Institutions of Indian Democracy

- Parliament: Structure and Functions (Legislative)
- President, Vice President, and Prime Minister: Roles and Powers (Executive)
- Judiciary: Structure and Functions (Judiciary)
- Election Commission: Role in Indian Democracy

Unit 3: Federalism in India

- Centre-State Relations
- Constitutional Provisions for Federalism
- Issues and Challenges in Indian Federalism
- Inter-State Relations

Unit 4: Political Parties and Electoral Politics

- Major Political Parties in India
- Electoral Process: Elections, Voting Patterns, and Electoral Reforms
- Coalition Politics in India
- Role of Money and Muscle Power in Elections

Unit 5: Social Movements and Political Dynamics

- Role of Social Movements in Indian Politics
- Women's Movement, Dalit Movement, and Environmental Movement
- Naxalite Movement and Insurgencies
- Impact of Globalization on Indian Politics

Reference Books:

"Indian Polity" by M. Laxmikanth

"Our Parliament" by Subhash C. Kashyap

"Federalism in India" by Baldev Raj Nayar

"Social Movements in India" by Ghanshyam Shah

"Politics after Television: Hindu Nationalism and the Reshaping of the Indian Public" by Arvind Rajagopal

Paper– III**MAMC-303 –Seminars and Presentation**

Maximum Marks –100

Minimum Passing Marks – 40

All the students shall have to prepare at least 5 Seminar Papers and submit the Courses in the Proper format to the department and make a PPT Presentations of the same before a panel of the internal examiners this will be followed by a summary presentation before a panel of external examiners

Paper – IV**MAMC-304-Project**

Maximum Marks –100

Minimum Passing Marks – 40

Assignment shall be given to the students ranging from the various subject of the semester, Students will have to submit their given assignments and make a presentation in front of internal and external expert followed by a Viva

Paper – V

MAMC-305-Science and Technology Communication

Maximum Marks –75

Minimum Passing Marks – 30

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 =25 Marks
- 2 05 long Answered questions of 10 Marks each=05×10
With internal choice of one question from each unit =50 Marks

Unit 1: Introduction to Science Communication

- Understanding the role of science communication in society
- Historical overview of science communication
- Models and theories of science communication

Unit 2: Science Journalism

- Principles and ethics of science journalism
- Techniques of science reporting
- Challenges and opportunities in science journalism in India

Unit 3: Digital Media and Science Communication

- Role of digital media in science communication
- Social media platforms for science communication
- Creating effective multimedia science content

Unit 4: Science Communication Campaigns

- Designing and executing science communication campaigns
- Case studies of successful science communication campaigns in India
- Evaluating the effectiveness of science communication campaigns

Unit 5: Science and Policy

- Interplay between science, policy, and the media
- Communicating scientific evidence to policymakers
- Role of science communication in shaping public policy

Reference Books

"Science Communication: An Introduction" by Laura Bowater and Kay Yeoman

"Science Journalism in India: Challenges and Opportunities" edited by S. Gurusurthy and N. J. Nair

"Digital Media Strategies for Engaging the Public in Science" by Brian Brown

"Science, Policy, and Politics: A Handbook for Science Communicators" by David P. McCallister and David M. Hardesty Jr.

Paper – VI

MAMC-306-Practical

Maximum Marks – 100

Minimum Passing Marks – 40

Assignment shall be given to the students ranging from the various subject of the semester, Students will have to submit their given assignments and make a presentation in front of internal and external expert to be appointed by Vice Chancellor followed by a Viva-voce

MA MASS COMMUNICATION
Course of Studies MAMC
Semester – IV

Paper – I

MAMC-401-Research Application

Maximum Marks –75

Minimum Passing Marks – 30

Note – Scheme of Examination

- | | | |
|---|--|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each=05×10
With internal choice of one question from each unit | =50 Marks |

Unit 1: Introduction to Research

- Understanding Research in Journalism and Mass Communication
- Research Process
- Research Design
- Sampling Techniques
- Data Collection Methods

Unit 2: News Course and Magazine Research

- Introduction
- Types of Research
- Website Usability Research

Unit 3: Research in Electronic Media

- Introduction
- Rating Research
- Non-rating Research

Unit 4: Research in Advertising

- Copy Testing
- Media Research
- Campaign Assessment Research
- Qualitative Techniques in Advertising Research
- Advertising Research and the Internet

Unit 5: Research in Public Relations

- Types of Public relation Research
- Research in Public Relations Process
- Public Relation Research- Internet and Social Media

Reference Book

- "Research Methodology: Methods and Techniques" by C.R. Kothari
"Research Methodology in Mass Communication" by R.L. Varshney
"Statistical Methods for Communication Science" by Andrew F. Hayes
"Research Ethics: Cases and Materials" by Robin Levin Penslar

Paper– II

MAMC-402- Media and Society

Maximum Marks –75

Minimum Passing Marks – 30

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 =25 Marks
- 2 05 long Answered questions of 10 Marks each=05×10
With internal choice of one question from each unit =50 Marks

Unit 1: Introduction to Media and Society

- Understanding Media: Definitions and Concepts
- Historical Overview of Media in India
- Media Systems and Structures in India
- Role of Media in Democracy

Unit 2: Media Ethics and Regulation

- Ethical Issues in Media Practice
- Press Freedom and Censorship in India
- Media Laws and Regulations
- Role of Regulatory Bodies

Unit 3: Media and Cultural Identity

- Representation of Culture in Media
- Media and Cultural Hegemony
- Cultural Diversity in Indian Media
- Impact of Globalization on Indian Media Culture

Unit 4: Media and Social Change

- Role of Media in Social Movements
- Media and Development Communication
- Media's Impact on Social Issues (e.g., Gender, Environment, Human Rights)
- Participatory Media and Citizen Journalism

Unit 5: Media Literacy and Media Effects

- Understanding Media Influence
- Media Literacy: Critical Thinking and Analysis
- Effects of Media on Society (e.g., Violence, Stereotypes, Consumerism)
- Strategies for Media Literacy Education

Reference Books

- "Media and Society in India" by Pradip Ninan Thomas
"Media Ethics: Issues and Cases" by Philip Patterson and Lee Wilkins
"Indian Media in a Globalised World" by Shuddhabrata Sengupta
"Media and Social Change in India" by Kanchan K. Malik
"Media, Gender and Identity: An Introduction" by David Gauntlett

Paper – III

MAMC-403 Dissertation and Viva Voce

Maximum Marks – 100

Minimum Passing Marks – 40

All the students shall have to undertake a dissertation on the subject approved by the department, they shall have to submit the Dissertation report in a proper format during the given time period, their report together with the PPT will be examined by the panel of Examiner including an external examiner to be appointed by Vice Chancellor followed by a Viva-voce

Paper– IV

MAMC-404-Internship

Maximum Marks –100

Minimum Passing Marks –40

Each Student in this Semester will have to Undergo an Internship Period of 4-6 Weeks in any of the Organization related to the Field of journalism and Mass Communication and Produce the Certification of the completion of the internship together with the detailed Internship Report followed by Viva-voce

Paper – V
MAMC-405-Documentary Production

Maximum Marks –75
Minimum Passing Marks – 30

Note – Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 =25 Marks
- 2 05 long Answered questions of 10 Marks each=05×10
With internal choice of one question from each unit =50 Marks

Unit 1: Introduction to Documentary

- Understanding the concept of documentary
- History and evolution of documentary filmmaking
- Types and styles of documentaries
- Ethics and responsibilities in documentary production

Unit 2: Pre-production Process

- Research and idea generation.
- Conceptualization and scriptwriting
- Budgeting and financing
- Legal and ethical considerations

Unit 3: Production Techniques

- Cinematography and camera techniques
- Sound recording and design.
- Lighting and composition
- Interviewing skills

Unit 4: Post-production Process

- Editing principles and techniques
- Incorporating archival footage and graphics
- Sound editing and mixing
- Colour grading and finishing touches

Unit 5: Distribution and Exhibition

- Distribution strategies and platforms
- Film festivals and competitions
- Marketing and promotion
- Impact assessment and audience engagement

Reference Books

- "Introduction to Documentary" by Bill Nichols
"Writing, Directing, and Producing Documentary Films and Videos" by Alan Rosenthal
"The Bare Bones Camera Course for Film and Video" by Tom Schroepel
"In the Blink of an Eye: A Perspective on Film Editing" by Walter Murch
"Selling Your Film Without Selling Your Soul" by Reid Rosefelt.

Paper – VI

MAMC-406-Practical

Maximum Marks – 100

Minimum Passing Marks – 40

Assignment shall be given to the students ranging from the various subject of the semester, Students will have to submit their given assignments and make a presentation in front of internal and external expert to be appointed by Vice Chancellor followed by a Viva-voce

