

**DIRECTORATE OF DISTANCE EDUCATION
GURU JAMBHESHWAR UNIVERSITY OF
SCIENCE & TECHNOLOGY, HISAR**

**COURSE CURRICULUM FOR
MASTER OF MASS COMMUNICATION (FIRST YEAR)
[MMC 1ST YEAR]
OR
POST GRADUATE DIPLOMA IN
MASS COMMUNICATION [PGDMC]
[THROUGH DISTANCE EDUCATION]**

SCHEME OF EXAMINATION

MMC- 101	HUMAN COMMUNICATION	100 Marks
MMC- 102	MASS COMMUNICATION	100 Marks
MMC- 103	PRINT MEDIA	100 Marks
MMC- 104	ELECTRONIC MEDIA	100 Marks
MMC- 105	ADVERTISING & CORPORATE COMMUNICATION	100 Marks
MMC- 106	PRODUCTION PORTFOLIO	100 Marks

DETAILED SYLLABUS

MMC- 101 HUMAN COMMUNICATION 100 MARKS

- Definition, Concept, Elements & Functions of Communication
- History of Human Communication
- Sociology of Communication & Socialization
- Forms of Communication
- Intrapersonal Communication
- Interpersonal Communication
- Group Communication (*Public, Crowd, Small Group*)
- Mass Communication
- Non-verbal Communication and Body Language
- Models of Communication: *SMR Model, SMCR Model, Shannon & Weaver's Model, Laswell's Model, Osgood's Model, Dance's Model, Schramm's Model, Gerbner's Model, New Combe's Model, Convergent Model, Gate Keeping Model.*
- Communication & Behavioral Sciences

MMC- 102 MASS COMMUNICATION**100 MARKS**

- Definition, Nature, Features & Scope of Mass Communication
- Interface between Interpersonal & Mass Communication
- Media of Mass Communication
 - (a) Newspaper, Magazine, Radio, TV, Books
Film Records & Cassettes, Internet.
 - (b) Advertising & Public Relations & Public Affairs.
 - (c) Traditional Media
- History of Mass Media in India:
Newspapers & Magazines, Radio, Television, Films, etc.
- Media Systems
- Theories of Mass Communication
 - (a) Hypodermic Needle Theory
 - (b) Need Gratification Theory
 - (c) Cultural Ratification Theory
 - (d) Individual Difference Theory
 - (e) Play Theory
 - (f) Commercial Theory
 - (g) Two Step & Multi Step Theory
 - (h) Selective Exposure, Selective Perception & Selective Retention
Theory
- Effect of Mass Communication
- Infotainment- An Introduction
- Mass Communication & Developing Societies

MMC- 103 PRINT MEDIA**100 MARKS****REPORTING**

- Newspapers: An Introduction; Concept, Types, Structure, Reach
& Future of Newspapers
- Concept of News, Types of News

- Gathering News: News Sources
- Methods of Gathering News:
 - i) Observation
 - ii) Interviews
 - iii) Reference Material
- Reporters, Correspondents & Stringers: Roles & Responsibilities
- Types of Reporting:
 - (a) Covering Incidents & Events
 - (b) Sports Reporting
 - (c) Parliamentary Reporting
 - (d) Campus Reporting
 - (e) Art & Culture Reporting
 - (f) Political Reporting
 - (g) Economy, Development, Business & Computer Reporting
- Writing Features, Articles & Editorials

EDITING

- Concept & Principles of Editing
- Role of Editorial Staff: Sub Editor, News Editor, and Photo Editor
- Editing Practices: Editing News Agency Stories, Editing Press Releases; Editing Features & Articles
- Photo Editing
- Proof Reading & Editing Symbols

MMC- 104

ELECTRONIC MEDIA

100 MARKS

RADIO

- Introduction to Radio as a Mass Medium - History, Role, Reach & Future
- Radio Broadcasting: History of Radio Broadcasting; AM & FM Transmission; Reception of Signals.
- Radio Programme Production
 - Basic Equipments: Microphones & Recorders.

Stages of Radio Programme Production

Techniques of Information Gathering for News- Covering Events & Interviewing

Compilation of Information & Script writing for Radio news bulletin

- Editing for Radio- An Introduction
- AIR: Structure & Services

TELEVISION

- Introduction to Television as a mass medium- History, Role, Reach & Future
- Television Broadcasting: History of Television Broadcasting; Cable TV, DTH
- TV Programme Production
 - Basic Equipments: Microphones & Recorders.
 - Stages of TV Programme Production
 - Compilation and Script writing for TV news bulletin
- Editing for TV- An Introduction
- Doordarshan: Structure & Services

MMC- 105 ADVERTISING & CORPORATE COMMUNICATION 100 MARKS

ADVERTISING

- Definition, Scope & Concept of Advertising
- History & Development of Advertising
- Types of Advertising, Examples of Advertisements.
- Creativity in Advertising: Appeals, Visualization, Copywriting & Layout.
- Various Media of Advertising
- Introduction to Advertising Campaign
- Advertising Agency: Structure & Functions.

CORPORATE COMMUNICATION & PUBLIC RELATIONS

- Concepts of Corporate Communication & Public Relations:
Definitions, Role & Functions

- Types of Public & their Importance
- Principles & Function of Public Relation in Govt. & Private Sectors.
- Press Conferences.
- Press Releases.
- Business Communication: Meetings, Presentations, Negotiations, Letters, Memos, Reports & Minutes
- Image Building, Publicity, Propaganda & Public Opinion.
- Tools of Public Relations.

MMC- 106	PRODUCTION PORTFOLIO	100 Marks
	<u>Assignments</u>	<u>No. of items</u>
-	Editing Tele-printer copies	10
-	News Stories - Covering Major Events in Your area	10
-	Book Review (Any Recent book)	01
-	Film Reviews (Any two Recent Films)	02
-	TV Review (Current Serials or Programmes)	02
-	Script writing for Radio News	02
-	Script writing for TV News	02
-	Print Advertisements:	
	a) Classified	05
	b) Display classified	05
	c) Display	03
-	Posters	02
-	Pamphlets	02
-	Brochure	02
-	Leaflets	02

All assignments are to be submitted in the form of a Production Portfolio not later than 30 days after the theory examinations.

Note: In all papers, if not mentioned otherwise, there will be 8 questions out of which five will have to be answered. All questions will carry equal marks. The question papers will cover whole of the syllabus as far as possible.

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18-19, Opp. Bishnoi Mandir, Parijat Chowk, Hisar (Phone: 236053)