

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

**COURSE CURRICULUM FOR  
M.A. MASS COMMUNICATION (SECOND YEAR)  
[MMC 2<sup>ND</sup> YEAR]  
[THROUGH DISTANCE EDUCATION]**

**SCHEME OF EXAMINATION**

**Papers**

MMC- 201	-	MEDIA WRITING	100 Marks
MMC - 202	-	MEDIA PRODUCTIONS	100 Marks
MMC - 203	-	MEDIA MANAGEMENT	100 Marks
MMC - 204	-	MEDIA LAWS	100 Marks
MMC - 205	-	MEDIA RESEARCH	100 Marks
MMC - 206	-	PRODUCTION PORTFOLIO	100 Marks

<b>MMC- 201</b>	<b>MEDIA WRITING</b>	<b>100 MARKS</b>
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- Introduction to Creative Writing  
Fundamentals of Writing  
Structure and Content of Writing
- Writing News Stories, News Analysis & Backgrounders.
- Features- News Features, Personality Features, Human Interest Features.
- Book Reviews, Film Reviews, and Television Reviews.
- Photo Features, Photo Edition & Caption Writing.
- Article & Editorial Writing.
- Basics of Writing for Radio and Television
- Script Writing for Various Radio and TV Programmes.
- Copy Writing for Print Ads & Publicity Materials.
- Script Writing for Radio & TV Ads.
- Writing for Public Relations: Press Releases, Minutes, Memos,

Report Writing; Writing for House Journals.

**MMC- 202      MEDIA PRODUCTIONS      100 MARKS**

- Introduction to Various Printing Processes - Letter Press, Offset, and Screen Printing
- Type Setting: Hand Composing, Mechanical Composing,
- Type Setting using Computers.
- Desk Top Publishing.
- News Paper & Magazine Page Make Up.
- Technology of Radio Broadcasting - AM & FM
- Technology of Television Broadcasting: Up Linking and Down Linking; Terrestrial Transmission; Satellite Transmission.
- Introduction to Various Audio Equipments: Microphones, Recorders & Mixers.
- Video Camera: Formats, Parts, and Functions.
- Sound & Light Equipments for Video Production.
- Various Stages of Video production: Pre- Production, Production & Post- Production.
- Editing Equipments.
- Types of Editing, Editing for Video & Audio Programmes.
- Satellites, Optical fibers, Computers, Modem: Their application in Media Productions.
- Planning, Production and Placing of Information Campaigns (Advertising Campaigns, Public Relations Campaigns & Political Campaigns).
- Computer Animation & Multi Media - An Introduction
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**MMC- 203      MEDIA MANAGEMENT      100 MARKS**

- Media Scene in India - Private & Government Media.
- Traditional Media and their use in Mass Communication.
- Foreign Media in India.
- Organizational Structure of Newspapers and Magazines.

- Economics of Newspaper & Magazine Production.
- News Print Policy.
- Organizational Structure of Radio & TV: AIR, Doordarshan & Private TV Channels.
- Cinema Industry in India: Structure, Organization & Economics.
- News Agencies of India - Structure and Functioning.
- Structure and Function of Ad Agencies and Ad Departments.
- Structure and Function of PR Departments and Consultancies.
- Ad Agency Commission System and PR Consultancy Fees.
- Budgeting of Ad & PR Campaigns.
- Selection and Empanelling of Ad Agencies & PR Consultancies.
- Important Media Organizations of the World: BBC, VOA, ABC, CNN, NBC, AP, AFP, ITAR TASS, Reuters.

**MMC- 201**

**MEDIA LAWS**

**100 MARKS**

- Right to Information.
- Media Laws - Requirements & Implementations.
- Laws of Libel & Defamation.
- Contempt of Court and Contempt of Legislature.
- Official Secrets Act.
- Press & Books Registration Act.
- Copy Right Act.
- Press Council of India.
- Acts & Committees Relating to Wages of Working Journalists.
- AIR and DD's Code of Broadcasting News and Advertising.
- Prasar Bharti Act.
- Cable TV Regulation Act.
- Cinematograph Act and Film Censorship.
- Ethics and Controversies in Advertising.
- Code of Ethics for Advertising by *Advertising Council of India*.
- DAVP's Code of Advertising

- Various Laws of Advertising in India.
- Codes & Ethics and Public Relations.  
PRSI Code of Ethics  
IPRA Code of Ethics
- Editorial Ethics (Editor's Guild)
- Professionalism in Media, Self-Regulation, Censorship.
- Reports of Committees and Commissions regarding Media in India.  
Verghese Committee                      Chanda Committee  
PC Joshi Committee                      Bacchawat Committee  
First Press Commission                      Second Press Commission

**MMC- 205**

**MEDIA RESEARCH**

**100 MARKS**

- Need, Role, Importance of Media Research.
- Concept of research - Role, Function and Importance.
- Social Research & Communication Research.
- Basic Elements of Media Research.
- Methods of Media Research (Census, Survey, Observations, Clinical Studies, Case Studies, Interviews)
- Theory and Practice of Sampling.
- Research Design.
- Questionnaires- Preparation and Administration.
- Handling Data  
Collection of Data from Various Sources  
Tabulation  
Interpretation
- Content Analysis - Qualitative & Quantitative.
- Feed back and Feed forward.
- Report Writing
- Media Research as a Tool of Reporting.
- Advertising Research

- Statistical Methods in Media Research - Mean, Mode, Median, Standard deviation, Chi-Square Test.

<b>MMC- 206      PRODUCTION PORTFOLIO</b>		<b>100 MARKS</b>
<b>ASSIGNMENTS</b>	<b>NUMBER OF ITEMS</b>	
- Editing Tele-printer Copies	10	
- Newspaper Page Make-Up (Front Page, Editorial Page & Any Other Page)	03	
- Dummy of a Tabloid (Minimum Four Pages)	01	
- News Stories - Covering Major Events in Your Area	05	
- Book Review (Any Recent book)	01	
- Film Reviews (Any two Recent Films)	02	
- TV Reviews (Current TV Serials or Programmes)	02	
- Script Writing for Radio News	02	
- Script Writing for other Radio Programmes	02	
- Script Writing for TV News	02	
- Script Writing for Advertising (Radio-2, TV-2)	04	
- Print Advertisements:		
(a) Classified	05	
(b) Display classified	05	
(c) Display	03	
- Posters	02	
- Pamphlets	02	
- Brochure	02	
- Leaflets	02	
- Press Releases	05	
- Dummy of House Journal (minimum 8 pages)	01	
- Questionnaire for Research	02	

All assignments 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 9 questions out of which five will have to be answered. All questions will carry equal marks. The question paper will cover whole of the syllabus as far as possible.

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***Printed at : NUMAC BALAJI OFFSET  
18-19, Opp. Bishnoi Mandir, Parijat Chowk, Hisar (Phone: 236053)***