

**DIRECTORATE OF DISTANCE EDUCATION**  
**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**COURSE CURRICULUM**  
**FOR**  
**MASTER OF MASS COMMUNICATION (FIRST YEAR)**  
**[MMC 1<sup>ST</sup> YEAR]**  
**OR**  
**POST GRADUATE DIPLOMA IN MASS COMMUNICATION [PGDMC]**  
**THROUGH DISTANCE EDUCATION**

**COURSE SCHEME**

**Pass Marks 35% in each paper**

Paper Code	Nomenclature of Paper	Max Marks		Total
		External	Internal	
MMC 101	Human Communication	70	30	100
MMC 102	MASS COMMUNICATION	70	30	100
MMC 103	PRINT MEDIA	70	30	100
MMC 104	ELECTRONIC MEDIA	70	30	100
MMC 105	ADVERTISING & CORPORATE COMMUNICATION	70	30	100
MMC- 106	PRODUCTION PORTFOLIO	70	30	100
Total		420	180	500

**Note: 1. There will be two sections A & B. (35+35=70). In section A there will be ten short answer type questions out of which the candidate will be required to attempt any seven questions (7×5=35). In section B there will be three questions with internal choice and the candidate will be required to attempt all questions (2×12)+(1×11)=35.**

**2. 30% of the maximum marks are allocated for internal assessment in each paper based on two assignments (handwritten) of 15% marks each.**

## MMC- 101 HUMAN COMMUNICATION

**Max. Marks: 100**

**External: 70, Internal: 30**

**Time: 3Hrs**

- 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

**Note:**

1. **There will be two sections A & B. (35+35=70). In section A there will be ten short answer type questions out of which the candidate will be required to attempt any seven questions (7×5=35). In section B there will be three questions with internal choice and the candidate will be required to attempt all questions (2×12)+(1×11)=35.**
2. **30% of the maximum marks are allocated for internal assessment based on two assignments (handwritten) of 15% marks each.**

## **MMC- 102 MASS COMMUNICATION**

**Max. Marks: 100**

**External: 70, Internal: 30**

**Time: 3Hrs**

- **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

**Note:**

1. **There will be two sections A & B. (35+35=70). In section A there will be ten short answer type questions out of which the candidate will be required to attempt any seven questions (7×5=35). In section B there will be three questions with internal choice and the candidate will be required to attempt all questions (2×12)+(1×11)=35.**
2. **30% of the maximum marks are allocated for internal assessment based on two assignments (handwritten) of 15% marks each.**

## **MMC- 103    PRINT MEDIA**

**Max. Marks: 100**

**External: 70, Internal: 30  
Time: 3Hrs**

### **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

### **Note:**

1. **There will be two sections A & B. (35+35=70). In section A there will be ten short answer type questions out of which the candidate will be required to attempt any seven questions (7×5=35). In section B there will be three questions with internal choice and the candidate will be required to attempt all questions (2×12)+(1×11)=35.**
2. **30% of the maximum marks are allocated for internal assessment based on two assignments (handwritten) of 15% marks each.**

## **MMC- 104 ELECTRONIC MEDIA**

**Max. Marks: 100**

**External: 70, Internal: 30  
Time: 3Hrs**

### **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

### **Note:**

1. **There will be two sections A & B. (35+35=70). In section A there will be ten short answer type questions out of which the candidate will be required to attempt any seven questions (7×5=35). In section B there will be three questions with internal choice and the candidate will be required to attempt all questions (2×12)+(1×11)=35.**
2. **30% of the maximum marks are allocated for internal assessment based on two assignments (handwritten) of 15% marks each.**

**MMC- 105 ADVERTISING & CORPORATE COMMUNICATION**  
**Max. Marks: 100** **External: 70, Internal: 30**  
**Time: 3Hrs**

**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.

**Note:**

1. There will be two sections A & B. (35+35=70). In section A there will be ten short answer type questions out of which the candidate will be required to attempt any seven questions (7×5=35). In section B there will be three questions with internal choice and the candidate will be required to attempt all questions (2×12)+(1×11)=35.
2. 30% of the maximum marks are allocated for internal assessment based on two assignments (handwritten) of 15% marks each.

## MMC- 106 PRODUCTION PORTFOLIO

**Max. Marks: 100**

<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

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