

DIRECTORATE OF DISTANCE EDUCATION
GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
M.A. MASS COMMUNICATION (SECOND YEAR)
[MMC 2ND YEAR]

SCHEME OF EXAMINATION

| Paper Code | Nomenclature of Paper | Max Marks | | Total |
|------------|-----------------------|-----------|----------|-------|
| | | External | Internal | |
| MMC 201 | MEDIA WRITING | 70 | 30 | 100 |
| MMC 202 | MEDIA PRODUCTIONS | 70 | 30 | 100 |
| MMC 203 | MEDIA MANAGEMENT | 70 | 30 | 100 |
| MMC 204 | MEDIA LAWS | 70 | 30 | 100 |
| MMC 205 | MEDIA RESEARCH | 70 | 30 | 100 |
| MMC- 206 | PRODUCTION PORTFOLIO | 70 | 30 | 100 |
| Total | | 420 | 180 | 500 |

MMC- 201 MEDIA WRITING

Max. Marks: 100

External: 70, Internal: 30
Time: 3Hrs

- 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.

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- 202 MEDIA PRODUCTIONS

Max. Marks: 100

External: 70, Internal: 30

Time: 3Hrs

- 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

Note:

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

MMC- 203 MEDIA MANAGEMENT

Max. Marks: 100

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

- 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.

Note:

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MMC- 204 MEDIA LAWS

Max. Marks: 100

External: 70, Internal: 30
Time: 3Hrs

- 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

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

MMC- 205 MEDIA RESEARCH

Max. Marks: 100

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

- 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.

Note:

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

MMC- 206 PRODUCTION PORTFOLIO

Max. Marks: 100

| Assignments | Number of Items |
|---|-----------------|
| - 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 |

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