

MASTER OF ARTS IN MASS COMMUNICATION (MAMC)

(Two years full time Post Graduate course)

Scheme of Examination

FIRST SEMESTER

PAPER CODE	NAME OF THE PAPER	COURSE	THEORY	CE+AA	PRACTICAL	MAX. MARKS
MAMC 101	Theories of Mass Communication	CC	75	25	-	100
MAMC 102	History of Mass Communication	CC	75	25	-	100
MAMC 103	Print Media	CE	50	25	25	100
MAMC 104	New Media	CE	50	25	25	100
MAMC 105	Computer Applications for Media	OE	50	25	25	100

SECOND SEMESTER

PAPER CODE	NAME OF THE PAPER	COURSE	THEORY	CE+AA	PRACTICAL	MAX. MARKS
MAMC 201	Media Laws & Ethics	CC	75	25	-	100
MAMC 202	Development Communication	CC	75	25	-	100
MAMC 203	Rural & Tribal Communication	CE	50	25	25	100
MAMC 204	Audio Visual Communication	CE	50	25	25	100
MAMC 205	Planning and Social Policy	OE	50	25	25	100

THIRD SEMESTER

PAPER CODE	NAME OF THE PAPER	COURSE	THEORY	CE+AA	PRACTICAL	MAX. MARKS
MAMC 301	Communication Tools & Techniques	CC	75	25	-	100
MAMC 302	Communication Research	CC	75	25	-	100
MAMC 303	Advertising	CE	50	25	25	100
MAMC 304	Public Relations	CE	50	25	25	100
MAMC 305	Film Appreciation	OE	50	25	25	100

FOURTH SEMESTER

PAPER CODE	NAME OF THE PAPER	COURSE	THEORY	CE+AA	PRACTICAL	MAX. MARKS
MAMC 401	International Communication and Inter-cultural Communication	CC	75	25		100
MAMC 402	Dissertation & Viva-Voce	CC	(75 marks- Dissertation + 25 marks- Viva-Voce)			100
MAMC 403	Human Rights and Media	CE	50	25	25	100
MAMC 404	Theatre & Film Studies	CE	50	25	25	100
MAMC 405	Seminar and Attachment	OE	(50 marks- Seminar + 50 Marks- Attachment)			100

MASTER OF ARTS IN MASS COMMUNICATION (MAMC)

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Scheme of Examination

TOTAL CREDITS – 80

FIRST SEMESTER

PAPER CODE	NAME OF THE PAPER	COURSE	THEORY Credit	CE+AA Credit	PRACTICAL Credit	MAX. MARKS
MAMC 101	Theories of Mass Communication	CC	3	1	-	4
MAMC 102	History of Mass Communication	CC	3	1	-	4
MAMC 103	Print Media	CE	2	1	1	4
MAMC 104	New Media	CE	2	1	1	4
MAMC 105	Computer Applications for Media	OE	2	1	1	4
		TOTAL CREDITS				20

SECOND SEMESTER

PAPER CODE	NAME OF THE PAPER	COURSE	THEORY	CE+AA	PRACTICAL	MAX. MARKS
MAMC 201	Media Laws & Ethics	CC	3	1	-	4
MAMC 202	Development Communication	CC	3	1	-	4
MAMC 203	Rural & Tribal Communication	CE	2	1	1	4
MAMC 204	Audio Visual Communication	CE	2	1	1	4
MAMC 205	Planning and Social Policy	OE	2	1	1	4
		TOTAL CREDITS				20

THIRD SEMESTER

PAPER CODE	NAME OF THE PAPER	COURSE	THEORY	CE+AA	PRACTICAL	MAX. MARKS
MAMC 301	Communication Tools & Techniques	CC	3	1	-	4
MAMC 302	Communication Research	CC	3	1	-	4
MAMC 303	Advertising	CE	2	1	1	4
MAMC 304	Public Relations	CE	2	1	1	4
MAMC 305	Film Appreciation	OE	2	1	1	4
		TOTAL CREDITS				20

FOURTH SEMESTER

PAPER CODE	NAME OF THE PAPER	COURSE	THEORY	CE+AA	PRACTICAL	MAX. MARKS
MAMC 401	International Communication and Inter-cultural Communication	CC	3	1	-	4
MAMC 402	Dissertation & Viva-Voce	CC	(3 credits- Dissertation + 1 credits- Viva-Voce)			4
MAMC 403	Human Rights and Media	CE	2	1	1	4
MAMC 404	Theatre & Film Studies	CE	2	1	1	4
MAMC 405	Seminar and Attachment	OE	(2 credits- Seminar + 2 credits- Attachment)			4
		TOTAL CREDITS				20

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Scheme of Examination

FIRST SEMESTER

PAPER CODE	NAME OF THE PAPER	COURSE	THEORY	CE+AA	PRACTICAL	MAX. MARKS	Min. Passing MARKS
MAMC 101	Theories of Mass Communication	CC	75	25	-	100	40
MAMC 102	History of Mass Communication	CC	75	25	-	100	40
MAMC 103	Print Media	CE	50	25	25	100	40
MAMC 104	New Media	CE	50	25	25	100	40
MAMC 105	Computer Applications for Media	OE	50	25	25	100	40
						500	225(45%)

SECOND SEMESTER

PAPER CODE	NAME OF THE PAPER	COURSE	THEORY	CE+AA	PRACTICAL	MAX. MARKS	Min. Passing MARKS
MAMC 201	Media Laws & Ethics	CC	75	25	-	100	40
MAMC 202	Development Communication	CC	75	25	-	100	40
MAMC 203	Rural & Tribal Communication	CE	50	25	25	100	40
MAMC 204	Audio Visual Communication	CE	50	25	25	100	40
MAMC 205	Planning and Social Policy	OE	50	25	25	100	40
						500	225(45%)

THIRD SEMESTER

PAPER CODE	NAME OF THE PAPER	COURSE	THEORY	CE+AA	PRACTICAL	MAX. MARKS	Min. Passing MARKS
MAMC 301	Communication Tools & Techniques	CC	75	25	-	100	40
MAMC 302	Communication Research	CC	75	25	-	100	40
MAMC 303	Advertising	CE	50	25	25	100	40
MAMC 304	Public Relations	CE	50	25	25	100	40
MAMC 305	Film Appreciation	OE	50	25	25	100	40
						500	225(45%)

FOURTH SEMESTER

PAPER CODE	NAME OF THE PAPER	COURSE	THEORY	CE+AA	PRACTICAL	MAX. MARKS	MAX. MARKS
MAMC 401	International Communication and Inter-cultural Communication	CC	75	25		100	40
MAMC 402	Dissertation & Viva-Voce	CC	(75 marks- Dissertation + 25 marks- Viva-Voce)			100	40
MAMC 403	Human Rights and Media	CE	50	25	25	100	40
MAMC 404	Theatre & Film Studies	CE	50	25	25	100	40
MAMC 405	Seminar and Attachment	OE	(50 marks- Seminar + 50 Marks- Attachment)			100	40
						500	225(45%)

Master of Arts in Mass Communication

Course of Studies(MAMC)

Semester – I

Paper – I

MAMC-101 THEORIES 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-I	Human communication Nature & Process, Functions of Communication, Verbal and Non-verbal Communication, Intra personal and Inter-Personal communication, Definitions of Mass Communication,
Unit-II	Different Models of Mass Communication - Lasswell Model, Shannon and Weaver Model, Osgood Model, Gerbner Model, Westley & Maclean Model and Schramm Model,
Unit-III	Theories of Communication, Development Media Theory, Democratic Media Theory, Cognitive Dissonance Theory, Selectivity Theory, Public Opinion and Propaganda Theory, Normative Theory, Authoritarian theory, Social Responsibility theory. Gate-Keeping Approaches to selection of content, Agenda Setting Theory, Uses and Gratification Theory.
Unit-IV	Indian Perspectives on Communication Theory: Communication Approaches of Vedic era, Buddha, Nanak, Kabir, Vivekanand, Mahatma Jyotiba Phule, Gandhi, Ambedkar,
Unit-V	Foundation of Real Tradition (Vachik Parampara) of Communication, Bharat Muni's Natyashastra and Ras-siddhanta, Sadharanikaran in Indian cultural practices.

Reference Books

1. Mass Communication Theory : Dennis Mc Qnail
2. Principles of Mass Communication : Jan R.Hakemulder
3. Communication and Mass Communication in India : J.V. Vilanilam
4. Mass Communication & Journalism : D.S.Mehta
5. t u l p k j f l) k r v k j 0 ; o g k j & t - o h - f o y k f u y e
6. l p k j d f l) k u r & Á - v k ' k k g h x M j M k - e / k t u j M k - l ' k h y k i k B d
7. l Á " k . k j f l) k u r , o Á f r # i & M k - J h d k u r f l g
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Paper - II

MAMC 102 HISTORY 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-I	Early communication systems; Manuscript newspaper, development of printing , early efforts to publish newspapers in different parts of India. Birth of the Indian language press ; contribution of Raja Ram Mohan Roy, The Indian press and freedom movement ; Mahatma Gandhi and his journalism; social, political and economic issues before Independence and the Indian press; Important personalities of Indian Journalism.
Unit-II	History of Journalism; history of the Hindi language journalism, Indian news agencies, The press in India after Independence; social, political and economic issues and the role of the Indian press problems and prospects- (Issues like green revolution, privatization, globalization, WTO.)
Unit-III	Radio: History & Development of Radio as a medium of mass communication, Emergence of AIR, Radio as an instrument of propaganda during the World War II, commercial broadcasting , FM radio ; state and private initiatives.
Unit-IV	Television; Development and Role of television as a medium of mass communication, historical perspective of television in India, Satellite and Cable Television in India,
Unit-V	Films: History of Cinema, Concept of film language, Indian cinema after Independence; parallel cinema, commercial cinema. Documentaries, Issues and Problems of Indian Cinema,

Reference Books

- | | |
|--|----------------------------------|
| 1. History of Journalism | : Aruna Saptrishi |
| 2. The Rise and Growth of Hindi Journalism | : Ram Ratan Bhatnagar |
| 3. Cinema in Developing Countries | : Publication Division New Delhi |
| 4. fgUnh i=dkfjrk dk ogn bfrgkl | & vtu frokjh |
| 5- fgUnh i=dkfjrk&dy] vkt v@j dy | & l j'k x@re |
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| 9 Hkkjr e l pkj ek/;e | & Mk- l t ho Hkkukor |

PaperIII

MAMC 103 PRINT MEDIA

Maximum Marks – 50
Minimum Passing Marks – 20

Unit-I	News: definition, concept, elements, values, sources, lead writing, Types of News Different types of Lead and Intro, Reporting; crime, weather, speech, accident, disaster, court, legislature, election, riots, war/conflict/tensions, Interviewing ; types of interview, purpose, techniques, Reporting as the base of any newspaper, principles, objectivity, accuracy, brevity, clarity and fact based, Importance of Verification, balance, fairness, correct attribution.
Unit-II	Political reporting, Parliament and assembly reporting, Diplomatic reporting, Scoops and exclusives and specialized reporting – science, sports, economic, development, agriculture, commerce, gender and allied areas Reporting for magazines.
Unit-III	Interpretative and Investigative reporting ; purpose, source, styles, techniques, Column writing development, reporting, criticism, review, feature writing, news analysis, back grounding, rejoinders and Photo features
Unit-IV	Structure and functions of the editorial set-up of a newspaper, Specific language inputs: Usage tips Words and phrases to avoid, Specific grammatical problems, Editing: Concept and Purpose, Functions of News editor and Sub-editor; Writing, editing, layout and design, Editing; meaning, Understanding the publication – its audience and ideology, style book, editing to fit available space, Responsibilities of sub-editor/editor.
Unit-V	Writing headlines; structure, types, use of typography, do's and don'ts, role of punctuation in headings, Writing effective captions, Intros and rewriting leads, Page makeup and Layout : Principles & Practice, Photo-editing, Magazine Editing: Layout and Graphics.

Reference Books:

- | | |
|-----------------------------------|----------------------|
| 1. News Reporting and Writing | - Melvin, Mencher |
| 2. News Reporting and Editing | - K.M. Srivastava |
| 3. Practical Newspaper Reporting | - Harris and Spark |
| 4. Reporting rolling stone style | - Paul Scanlon |
| 5. Investigation Reporting | - David Spark |
| 6. News Reporting and Editing | - Jan R.Hakenulder |
| 7. Reporting: Radio and TV | - B.N.Ahuja |
| 8. lekpkj y[ku d fl)ku r ,o rduhd | & Mk- l t ho Hkkukor |
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| 13. vk&Fkd i=dkfjrk | & Mk- n;kuUn |

Paper IV

MAMC 104 NEW MEDIA

Maximum Marks – 50
Minimum Passing Marks – 20

Unit-I	Characteristics of new media: Why New Media and Social Media?, Blogs, RSS, and Microblogging, Social Objects, Social Networks.
Unit-II	New Media and Convergence: The Genesis, The New Paradigm, Its Affect on Data Networks, Application Convergence, Technology convergence, Institutional convergence institutional convergence, Convergence Regulation, A powerful motor for job creation and creation and growth, India on The Threshold of Convergence
Unit-III	Blogging & Twittering: Concepts, Usages, impact on society, Traditional vs New Media,
Unit-IV	Citizen journalism : Theory, History, Birth of Blogs and the Indymedia Movement, Objectivity, Quality, Legal repercussions, “Citizen journalism” versus “grassroots media”, Proponents of citizen journalism.
Unit-V	E mails – Personal, business communication between individuals and organizations, changing characteristics of the same, Social networking sites, Business sites, Blogs, The changing nature of communication and perception of interpersonal and social communication due to the various developing possibilities of the Internet,

Reference Books:

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Paper IV

MAMC 105 COMPUTER APPLICATION FOR MEDIA

Maximum Marks – 50
Minimum Passing Marks – 20

Unit-I Web Media

- Landscape of Cyberspace
- Online Journalism
- Virtual Communities & Online Newspaper
- Modern Method of Data Collection
- Alternative & Participatory media

Unit-II Multimedia

- Concept and Evolution of Multimedia
- Use of Multimedia in Electronic Media
- Components of Multimedia : Graphics, Text, Video and Sound

Unit-III Hypermedia Text Formats

- Hypertext Markup Language
- Page description Languages
- i) Portable Documents Format (PDF)
- ii) Post script
- Virtual reality modeling language (VRML)
- Dynamic hypertext markup language (DHTML)

Unit-IV Image and Graphics

- Introduction to Digital Image, Type and Properties of graphics
- Fundamental Digital Image and File Formats
- Introduction to Coral Draw

Unit-V Animation

- Animation : Meaning and Types
- Classification : Movie Animation & Computer Animation
- Concept of 2D & 3D Animation

Reference books

1. Soochnapradhyogikiavampatrakarita by malik, ashok
2. Encyclopedia of animation techniques by Richard taylor
3. Producing animation by Catherine winder
4. Knowledge management in the digital newsroom by stephin Quinn
5. Young people and new media by Sonia, livingstone
6. Dictionary of internet by Dsouza Y.K.
7. Multimedia magic – BPB publication multimedia making by van vaughen
8. TMH publication – Coral Draw by sing-BPB
9. 3D max fundamentals – techmedia

Master of Arts in Mass Communication

Course of Studies(MAMC)

Semester – II

Paper – I

MAMC-202 Media Law & Ethics

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

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|---|---|-----------|
| 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-I	Principles and ethics of journalism, Freedom of speech and expression and their limitation
Unit-II	(Article 19(1)(A)), Freedom of Press; History of Press Laws in India, Concept of Defamation; Libel and Slander, Contempt of Courts Act 1971, Intellectual Property Rights Act, Sedition.
Unit-III	The Press and Registration of Books Act, 1867, Copyright Act 1957, The Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955,
Unit-IV	IT Act; Cyber laws and Cable Television Act, Right to Privacy,
Unit-V	Media's ethical problems including privacy, Right to Information, Press Council of India. The broadcast code of All India Radio; The code of commercial advertisements of All India Radio and Doordarshan.

Reference Books

- | | |
|--------------------------------------|---------------------|
| 1. Principles & Ethics of Journalism | - Jan R. Hakemulder |
| 2. Media Ethics & Law | - Jan R. Hakemulder |
| 3. The laws of the Press | - Durga Das Basy |
| 4. vk/kfud lekpkj i= Ác/ku | & vfuy dekj ij`fgr |
| 5. ehfM;k Ác/ku | & l/khj l`uh |
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| 9. Ál dkuu v@j i=dkfjrk | & Mk ltho Hkkukor |
| 10. tuek/;e v@j Ál dkuu | & Mk JhdKUr flg |
| 11. lekpkj i= Ác/ku | & Mk xykc d`Bkjh |
| 12. lekpkj i= 0;oLFkk iu | & vur x`iky `koM |
| 13. lekpkj i= lxBu ,o Ác/k | & Mk ltho Hkkukor |

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-I	Development : Meaning, Concept, Process and Models of Development, Theories; origin, approaches to development, problems and issues in development, characteristics of developing societies, development dichotomies, gap between developed, developing and under developed societies.
Unit-II	Development communication: Meaning, Concept, Definition, Philosophy, Process, Theories, Role of Media in Development Communication, Social, Cultural and Economic barriers, Development communication policy, Dominant Paradigm, Panchayati Raj – planning at national, state, regional, district, block and village levels.
Unit-III	Agricultural communication and rural development: The genesis of agricultural extension, extension approach system, agricultural communication, diffusion of innovation, models of agricultural extension,
Unit-IV	Development support communication: population and family welfare, health, education and society, environment and development, problems faced in development support communication, Development of Weaker Sections & Rural Communication.
Unit-V	Civil Societies, Global civics of poverty, Community, Participation, Civil Societies & Media, Writing development messages for rural audience,

Reference Books

- | | |
|----------------------------------|-------------------------|
| 1. Development and Communication | – G.N.S.Raghvan |
| 2. Ipkj Økflur vøj fo'o tuek/;e | & ÁepUn ikr tfy |
| 3. foKku ,o fodkl Ipkj | & Mk- I tho Hkkukor |
| 4. tulpkj vøj fodkl | & vtu dekj cut h |
| 5. tuek/;e lÁ" k ,o fodkl | & nolæ bLI j |
| 6. i=dkfjrk ,o fodkl Ipkj | & Mk- vfuy dekj mik/;k; |

Paper – III

MAMC-203 RURAL & TRIBAL COMMUNICATION

Maximum Marks – 50
Minimum Passing Marks – 20

Unit-I	Development: Development Programme and their implementation, Rural Journalism: Problems and Prospects inter personal and group communication, opinion leaders.
Unit-II	Role of mass media in rural and Tribal areas, Indigenous communication system in tribal areas, Hat Bazaar, Social gatherings, Barter (Exchange) and Reciprocity.
Unit-III	Traditional system of communication, Folk theatre, folk dance, folk music, puppetry fairs and festivals, participatory, Rural and Tribal appraisal, use of traditional media for rural and Tribal communication, Government agencies and use of traditional media.
Unit-IV	Methods of Rural and Tribal survey, Agricultural communication: meaning of scope, Rural press and their role in development coverage.
Unit-V	Impact of mass media on Rural Audience, Feedback, Rural communication problems and prospects with special reference to Chhattisgarh, Traditional media of Chhattisgarh.

Reference Books

1. Approaches of Tribal Development Chaturbhuj Sahu –Adhyan Publishers & Distributors.
2. Tribal Development, Post Globalizations- Rabirnaraya Mishra
3. Communicably Rural Development strategies & alternatives –Rashmi Jain- Rawat Publications.
4. Folk Art & Social Communication –D.D.Mukhopadhyaya-Publication Divisions.
5. Tribal Development-Progress-R.K.Dixit & Dr. R.S. Meena.Rita Publications.
6. Rural Development,Katar Singh- Sage Publications.
7. Tribal Development in India-G.C Rath-sage Publications.

Paper – IV

MAMC-204 AUDIO VISUAL COMMUNICATION

Maximum Marks – 50
Minimum Passing Marks – 20

Unit-I	Radio Programme production process and techniques, aspects of sound recording – types of microphones and their uses, field recording skills, radio feature production, radio documentary production, studio chain; live studio broadcast with multiple sources, news production.
Unit-II	Writing for radio; Styles of radio writing for radio commercials, illustrating copy, compiling, radio news programmes; writing; writing intro to bytes, writing headlines, teasers and promos, Recent trends and techniques of Radio Jockey, interview techniques, news capsuling and radio commentary.
Unit-III	Visual communication ; Difference between communicating with still pictures and video, shooting with TV camera, camera mounting, colour balance, basic shots and camera movement, Basic's of TV Production; TV lighting in field, using reflectors, Lighting grid – luminaries, Studio lighting – three-point key and low key lighting; properties, studio sets and make-up.
Unit-IV	Writing for television : Writing for TV, TV news writing; marking copy in production language, Writing for television programmes ; research, visualization and production script, TV documentary production, Screen play writing,
Unit-V	Television reporting : visualizing news/ENG research, interview techniques; piece to camera and Voice over; sequencing and editing news packages; investigative reporting, economic reporting, sports reporting, human interest stories, Television news editing : planning, production and compilation of news programmes, writing lead /intro to news packages, headlines writing, teasers and promos.

Reference Books

- | | |
|---------------------------------------|--------------------|
| 1. Radio and TV Journalism | - Jan R.Hakemulder |
| 2. Audio-Visual Journalism | - B.N.Ahuja |
| 3. Radio & TV Journalism | - K.M. Shrivastava |
| 4. Broadcasting in India (sage) | - P.C. Chatterjee |
| 5. Film, Television and Theatre | – Ashish Pandey |
| 6. Broadcast Journalism | –Jan R.Hakemulder |
| 7. Digital Television Journalism | –Balakrishna Aiyer |
| 8. jfM; " Á l kj .k | &d@'ky 'kek |
| 9. byDVkfud ehfM;k | & l thø Hkkukor |
| 10. Vyhfotu lekpkj | & ,p-,p-tnh eLrQk |
| 11. Vyhfotu y[ku fl)kur ,o Á;"x | & den ukxj |
| 12. Vyhfotu leh[kk fl)kur v@j 0;ogkj | &l/kh'k ip@jh |

Paper – V

MAMC-205 PLANNING AND SOCIAL POLICY

Maximum Marks – 50
Minimum Passing Marks – 20

Unit-I	Concept of Social Policy, Social Welfare Policy and Economic Policy and their Interrelationship, Social Policy and Constitutional Provisions, Achievements.
Unit-II	Process of Social Policy Formulation, Contribution of Research, Role of Interest groups, Problem of conflict of interests and its solutions, Social Policies in Different Sectors.
Unit-III	Social Planning: Concepts of Social and Developmental Planning, Scope and Goal of Social Services.
Unit-IV	Machinery and Process of Planning: Levels of Social Planning – Centre, State, District and Block Levels, NITI Aayog – Organization, Structure and Functions, Needs for Decentralization; Panchayati Raj
Unit-V	Objective of Growth and Social Justice, Health, Education, Family Welfare and Social Welfare, Anti-poverty programs and Advocacy.

Reference Books

1. Bandyopadhyay, D. (1997) – People's Participation in Planning Kerala Experiment, Economic & Political Weekly, Sept. 24 2450-54.
2. Bose, A.B. – social Welfare planning in India, New Delhi: ECAEF (Mimeo.)
3. Bulmer, M.et. Al. (1989) – The Goals of Social Policy, London: Union Hyman.
4. Chakraborty, S. (1987) – Development Planning – Indian Experience, Oxford: Claredon Press.
5. Dandekar, V.M. (1994)- Role of Economic Planning in the 1990s & Beyond, Economic and political Weekly, Vol. XXIX, No. 24 1457-1464.
6. Dagupta, N.B., J.L. Raina, H.M. Jauhari & Others – Nehru's Planning in India, Dehli: Concept Publication Co.
7. Ganapathy, R.S. & others (1985)- Policy Analysis in India, Dehli: Sage Publications. Gosh, A. (1992)-Planning in India; the Challenge for the Nineties, New Dehli: Sage Publications.
8. Jhingan, M.L. – The Economics of Development & Planning, New Delhi: Konark Publishers Pvt.Ltd.
9. Kulkarani, P.D.- Social Planning in India, Bombay : TISS
10. Kulkarni, P.D. (1982) – Social Policy and India, Bombay:TISS
11. Kulkarni, P.D. (1979) – Social Policy and Social Development in India, Madras: Association of Schools of Social Work in India.
12. Roy, Sumit (1994)-Social Policy: The Means and Ends Question, Indian Journal of Public Administration, Vol. 1.1, Jan-March.
13. Rastogi, P.N. (1992) Policy Analysis and Problem – Solving for Social Systems, New Dehli: Sage Publications.
14. Sumit (1997)- Globalization, Structural Change and Poverty, Economic and Political Weekly, Aug. 16-23, 2117-2132.
15. Seth, M.L. (1998)- Theory & Practice of Economic Planning, New Delhi: S. Chand & Pvt. Ltd. Visvaavarya, M.- Reconstructing India, London : P.S. King.

Master of Arts in Mass Communication
Course of Studies(MAMC)
Semester – III

Paper – I

MAMC-301 COMMUNICATION TOOLS & TECHNIQUES

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-I	Information , Advisory, Problem Solving, Informational Meeting, Advisory Meeting – Problem Solving Meetings - Problem solving Conference - Considering Possible Solutions - Acting on the decisions - Insight into conference – Criteria – Techniques - Group Situations - Individual Situation – Questioning - Techniques, Directions.
Unit-II	Techniques of Communication, Method of Communications, Communication by Symbol, Communication Components.
Unit-III	Media of Communication, Written Communication, Oral Communication, Visual Communication.
Unit-IV	Culture and Communication, techniques of good communication, The seven ‘C’s of Communication, Letters, News letter, Postcards.
Unit-V	Folk and Tribal Communication.

Reference Books

- | | |
|--|----------------------|
| 1. Communication | – Larry L. Barker |
| 2. The Dynamics of Mass Communication | – Joseph R. Dominick |
| 3. Process, Effect of Mass Communication | – Wiber Schramm |
| 4. Interpersonal Communication | - Spitzerg |
| 5. Media, Culture and Society | – Colins |

Paper – II

MAMC-302 Communication Research

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-I	Communication Research; Scope, Objectives and significance, Elements of research, scientific approach, Research and Communication theories, importance of communication research,
Unit-II	Hypothesis Research Problem for Research design, Types of research; Empirical research, Exploratory, Diagnostic, Experimental, Survey, Action and evaluation research. Sampling; types, merits and limitations, Techniques of research; Observation, Interview, Questionnaire, content analysis,
Unit-III	Data Processing and analysis, Data coding, Factor analysis, multivariate techniques, Measurement techniques, Scaling, Correlation and Regression, Diagrammatic Representation of Data.
Unit-IV	Media research; evaluation, feedback, feed forward, media habits, public opinion surveys, pre-election studies and exit polls, Print Media & Readership Survey,
Unit-V	Techniques of Writing project reports and research paper, Footnotes and References, Bibliography.

Reference Books

- | | |
|--|---|
| 1. Introduction to Mass Communication Research | – Borman |
| 2. Opinion Leadership in India | – Lalit Sen |
| 3. Trends in Content analysis | – Pool |
| 4. Research in Mass Media | - Sharma and Chaturvedi |
| 5. Communication Research | – Pamela & Michail |
| 6. etfM;k 'k'/k | & v'dkj pronh |
| 7- Reserch methodology in Management and communication | & Prof. Sabit Kumar mishra & Dr. Shahid Ali |
| 6- Communication Research | - Ranjit Kumar |

Paper – III

MAMC-303 Advertising

Maximum Marks – 50

Minimum Passing Marks – 20

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|----------|--|
| Unit-I | Evolution and growth of advertising, definitions of advertising, relevance of advertising in the marketing, various media for advertising; national and global advertising scene. |
| Unit-II | Ad agency management, Various depts. in Ad agency, Client related issues and the process, pitching for accounts, agency-client interface : the parameters, creative and media briefing process, |
| Unit-III | Advertising tools and practice; consumer behaviour: analysis, definitions and factors; defining consumer behaviour and its various factors; external environment, culture, sub-culture, social class, social group, family, internal states-perception, learning, motivation, personality, lifestyle and attitudes, etc. |
| Unit-IV | Brand management; definition, concepts and evolution of brand management, component of a brand; strategy and structure, brand equity, image and personality, corporate brand, Defining creativity, stages in the creative process, creative brief, advertising appeals, language copy, USP. |
| Unit-V | Process of motivation and theories of motivation, Advertising research; scope and objectives, research as a decision making tool. |

Reference Books

1. Advertising Policy and Practice : Driver
2. Advertising, Theory and Practice : Chunawala
3. Advertising, Marketing & Sales Management : Thakur
4. Advertising Media Planning : Sisors
5. Foundation of Advertising : Chunawala

Paper – IV

MAMC-304 Public Relations

Maximum Marks – 50
Minimum Passing Marks – 20

Unit-I	Public Relations; concept, nature and scope, public relations to corporate communication, elements of PR, PR and allied disciplines; publicity, propaganda, public affairs, lobbying, advertising. International Public Relations; a brief history, the pioneers, and recent trends. Public Relations in India; historical development, status in industry, recent trends.
Unit-II	Concept of public in public relations; public opinion formation and measurement, Methods and principles of persuasion, Communication and public relations. Tools and Methods of public relations; interpersonal, selective media, mass media in PR.
Unit-III	Organization and functions of PR department; PR executives- Role, Quality and Qualifications, Interface with other departments, Internal PR departments, external consulting agencies.
Unit-IV	Strategic Public Relations Programming; research, planning and budgeting, setting objectives, execution of PR programmes, evaluating PR efforts, PR campaign for tourism promotion, family planning, health environment protection, illiteracy, rural uplift. PR practices, Industry public sector, private sector, MNCs; educational institutions, defence, railways. NGOs; central and state governments, DAVP, PIB, Field publicity, and district public relations office.
Unit-V	Corporate Image, Identity and Reputation; monitoring and management, Internal communication methods and techniques; House Journal, Bulletin Boards, Open House, Suggestion systems, Video magazines / Internal TV. press conferences, press briefs, rejoinders, facility visits, tour up facility.

Reference Books

- | | |
|-------------------------------|--------------------------------------|
| 1. Public Relations in India | – J. M. Kaul |
| 2. Practical Public Relations | – Scott Cutlip |
| 3. Corporate Communication | – Jeep Cornelissh |
| 4. Public Relations | – Shrutika Kasor |
| 5. tulid fl)kUr v@j 0;ogkj | &Mk- l'khy f=onh] Mk 'kf'kdKUr 'kDyk |

Paper – V

MAMC-305 Film Appreciation

Maximum Marks – 50
Minimum Passing Marks – 20

Unit-I : Brief History of cinema

History of cinema, The pioneers from Lumiere Brothers, Milies, Hollywood silent era, American talkies, Film Genre, Case study of famous movies- Rosomon, Citizen Ken, Pather Panchali, Sholey, Charulata, Gone with the winds etc.

Unit-II : Language of cinema

Camera Movements, angles & Shots, Continuous action, compression & expansion of time and concepts of editing.

Unit-III : Stages of Film Production

Pre-production

Production –

- Camera – Lens, filters and gels
- Lighting – Cinematic Lighting

Post Production

Distribution, Promotion & Release

Unit-IV: Scriptwriting

Scriptwriting formats, step outline & shot break down

Screen Play, Storyboarding & shooting script

Script selection

Writing proposal

Unit-V: Production

Key members of film production unit

Role of producer & director

Role of production manager

Budgeting & budgeting formats

Scheduling & Reece

Casting and source of casting

Reference Books

Master of Arts in Mass Communication

Course of Studies(MAMC)

Semester – IV

Paper – I

MAMC-401 Inter-cultural 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-I	Political, economic and cultural dimensions of international communication; communication and information as a tool for equality and exploitation; McBride commission's report.
Unit-II	Impact of new technology on communication, globalization and information prompted cultural imperialism, transnational media ownership and violence against media persons,
Unit-III	Culture as a social institution – eastern and Western perspective; Intercultural communication-definition, process, philosophical and functional dimensions, modern mass media as vehicle of intercultural communication, barriers in intercultural communication.
Unit-IV	Folk media – character, concept and functions, folk media as an instrument of intercultural communication, survey of folk media in Chhattisgarh.

Reference Books

- | | |
|-----------------------------------|---|
| 1. Inter Cultural Communication | -Fred E-Jandt- Sage Publications. |
| 2. Inter Cultural Communication | -Dr. D.S. Verma Pert Books. |
| 3. Inter Cultural and Development | - Communicative a 21 Century Perspective
- Bella mody sage Publications. |
| 4. International Communication | - Naval Prabhaker & Narendra Basu
- Commonwelth publisher |
| 5. Inter Cultural Communication | - Agenda for Developing Countries
- Kanwar & Mathur – Allied publisher limited |

Paper – II

MAMC-402 Dissertation & Viva-voce

Maximum Marks – 100
Minimum Passing Marks – 40

Every student will have to do a dissertation in any area of mass Communication detailed in the curriculum under the guidance of regular faculty. The objective of the dissertation is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research-based effort and should Endeavour to create new knowledge in any area of mass communication.

Paper – III

MAMC-403 Human Rights and Media

Maximum Marks – 50
Minimum Passing Marks – 20

Unit-I	Concept and, Evolution of human rights, universal declaration of human rights, media and human rights in international perspective.
Unit-II	Universal human right of thought and expression, freedom of speech and expression under Indian Constitution,
Unit-III	Writing on human rights; sources of news, problems of writing about human right issues.
Unit-IV	The role of media in protecting human rights violations, investigative journalism, persuasive journalism and media activism, media lobbying. Conflict resolution and Media- the International, national and regional perspectives.
Unit-V	Human Rights organization institutes, Law & Personalities.

Reference Book

1. Human Rights, Development of under privileges – Anuradha kumar sarup & sons pulisher.
2. Human Rights & Media – Dr. Manohar Prabhakar & Dr. Sanjeev Bhagnawat – Universities Book House(P) Limited
3. Human Rights in India- B.P. Singh Singhal- Deep&Deep Publications (Problems and Perspectives)
4. Manavadhikar Aur Pichda Varga- S.C Lamba, - Avishkar Publications
5. Manavadhikar, Vesh & Disha,- D.R. Bhara & A. Shukla,- Pointer publisher
- D. Mishra
6. Manavadhikar Aur Rajya- Asha Kaushik- Points Publisher.

Paper – IV

MAMC-404 THEATRE AND FILM STUDIES

Maximum Marks – 50
Minimum Passing Marks – 20

- Unit-I Theatre: History India & western, Development of theatre, Theatre Criticism & Analysis, Theatre in Chhattisgarh, Theatrical style of India, natya sashtra
- Unit-II Theatre personalities: Habib Tanveer, satyadev Debey, Baba karalh & other, Importance of Theatre- Analytical Concepts
- Unit-III Film: History & Development, Censorship, Regional films in Chhattisgarh/Chhattisgarhi Cinema, Impact of Cinema on Culture,
- Unit-IV Film Direction, Legends in Directing & Film Making, Doyens of Indian Cinema, Film Production – Pre production, Production and Post Production, Script Writing,
- Unit-V Film appreciation, FTII, Film archive of India, Satyajit Ray Film & Television institute of India, Film critic/Review, film festivals, Documentary Film, Production.

Practical – Acting, Body language (yoga & Body moments) Improvbatm, voice & Speech, Products Process, Products Documentary film products/short film making.

Paper – V

MAMC 405 Seminars and Attachment

Maximum Marks – 50

Minimum Passing Marks – 20

Every student will have to write 5 seminar paper or contemporary issued relating to media and Communication. All the students are required to make oral presentation of their seminar papers and submit the Dare to the head for valuation.

Attachment

Maximum Marks – 50

Minimum Passing Marks –20

Each student will have to undergo a four-week or more attachment in any of the local regional or national media such as newspapers, magazines, radio, television, agencies of advertising and public relations /corporate communication, or any other identified by the students and faculty jointly / individually Each Student should submit a certificate from the organization about his/her completion of internship.