

MASTER OF SCIENCE IN ELECTRONIC MEDIA

SYLLABUS

**TWO YEARS M.Sc. ELECTRONIC MEDIA
(FULL TIME) PROGRAMME
(w.e.f. 2019 – 2021)**

**KUSHABHAU THAKRE
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Master of Science in Electronic Media
(Three years full time degree course)
Marking Scheme

Subject / Paper		Type of Course	Credit	Max. MKS	Min. Passing MKS
Semester – I					
MSEM 101	Basics of Communication (TH) CE+AA	C	4	75 25	30 10
MSEM 102	Development of Electronic Media (TH) CE+AA	C	4	75 25	30 10
MSEM 103	Electronic Media Journalism (TH) CE+AA	C	4	75 25	30 10
MSEM 104	Camera Techniques (TH) CE+AA	C	4	75 25	30 10
MSEM 105 (A)	- Information of Technology & Media (TH) CE+AA - Indian Politics and International Relations (TH) CE+AA	E	4	75 25	30 10
MSEM 105 (B)					
MSEM 106	Practical and viva-voce (out of the practical of 100 marks in semester I & III 50 marks practical shall be of language.)	C	4	100	40
Grand Total				600	240 (45%)

Subject / Paper		Type of Course	Credit	Max. MKS	Min. Passing MKS
Semester – II					
MSEM 201	Radio Programme Production (TH) CE+AA	C	4	75 25	30 10
MSEM 202	Television Programme Production (TH) CE+AA	C	4	75 25	30 10
MSEM 203	Media Law and Ethics (TH) CE+AA	C	4	75 25	30 10
MSEM 204	Advertising and Public Relation (TH) CE+AA	C	4	75 25	30 10
MSEM 205 (A)	• Electronic Media Commercials (TH) CE+AA	E	4	75 25	30 10
MSEM 205 (B)	• News Writing and Editing (TH) CE+AA				
MSEM 206	Practical and viva-voce	C	4	100	40
Grand Total				600	240 (45%)

Subject / Paper		Type of Course	Credit	Max. MKS	Min. Passing MKS
<u>Semester – III</u>					
MSEM 301	Script Writing for Electronic Media (TH) CE+AA	C	4	75 25	30 10
MSEM 302	Media Planning and Management (TH) CE+AA	C	4	75 25	30 10
MSEM 303	Media Research (TH) CE+AA	C	4	75 25	30 10
MSEM 304	Media issues and Current Affairs (TH) CE+AA	C	4	75 25	30 10
MSEM 305 (A)	- Digital Video Technology & Television Production (TH) CE+AA - Web Media and Production (TH) CE+AA	E	4	75 25	30 10
MSEM 305 (B)					
MSEM 306	Practical and viva-voce	C	4	100	40
Grand Total				600	240 (45%)

Subject / Paper		Type of Course	Credit	Max. MKS	Min. Passing MKS
<u>Semester – IV</u>					
MSEM 401	Television Journalism (TH) CE+AA	C	4	75 25	30 10
MSEM 402	Dissertation & Presentation	C	4	100	40
MSEM 403	Attachment (Internship)	C	4	100	40
MSEM 404	Project on Video Production	C	4	100	40
MSEM 405 (A)	- Radio Journalism and Production (TH) CE+AA - Development Communication (TH) CE+AA	E	4	75 25	30 10
MSEM 405 (B)					
MSEM 406	Practical and viva-voce	C	4	100	40
Grand Total				600	240 (45%)

Note - Scheme of Examination for all Theory Papers

- 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 =25 Marks
- 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) =50 Marks

Unit -1 Communication

- 1.1 Concept, Meaning and Definition of communication
- 1.2 Elements of Communication
- 1.3 Process of Communication
- 1.4 Functions of Communication
- 1.5 Types Of communication
 - (a) Intra-personal & Inter-Personal Communication
 - (b) Group Communication
 - (c) Verbal and Non-Verbal communication
- 1.6 7Cs of Communication
- 1.7 Language as a Vehicle of Communication
- 1.8 Mass Communication: Concept, Meaning and Definition
- 1.9 Elements & Process of Mass Communication

Unit-2 Models of Communication

- 2.1 Linear Communication Model
 - (a) Lasswell's Model
 - (b) Aristotle's Model
 - (c) Berlo's Model
- 2.2 Transactional Model :
 - (a) Barlund's Model
 - (b) Shannon & Weaver Model
- 2.3 Interactive model
 - (a) Schramm's Model
 - (b) white's Model
- 2.4 Osgood's Model
- 2.5 Westley & Maclean's Model

Unit-3 Theories of Communication (part-1)

- 3.1 Normative Theories of Mass Communication
 - (a) Authoritarian theory
 - (b) Free Press Theory
 - (c) Social responsibility Theory
 - (d) Communist Theory
- 3.2 Personal Influence Theory
 - (a) Two Step Flow
 - (b) Multi-Step Flow

Unit-4 Theories of Communication (part-2)

- 4.1 Hypodermic Needle Theory (Magic Bullet Theory)
- 4.2 Sociological theories Of Mass Communication
 - (a) Cultivation theory
 - (b) Agenda Setting Theory
- 4.3 Psychological or Individual Difference Theory
 - (a) Selective Exposure
 - (b) Selective Perception
- 4.4 Development Communication Theory
- 4.5 Participant Mass Communication Theory

Unit-5 Speech & IEC

- 5.1 Concept of IEC and its Implementation
- 5.2 Speech
 - (a) Characteristics of a good speech & Speaker
 - (b) Effective & impressive speech
 - (c) Style & Language of speech
 - (d) Public speech
- 5.3 Information & Media:
 - (a) The Role and Functions of Mass Communication in the Society
 - (b) Information as Wealth & Power:
Concept of free flow Information
NWICO

MSEM- 102
Development of Electronic Media

Maximum Marks-75
Minimum Marks -30
Minimum Marks30

UNIT-I Folk Media

- Folk Street play Puppet
- folk song and folk dance

UNIT-II Radio

- Nature of Radio as medium of Communication
- Development of Radio in India
- Educational and commercial Radio
- Private Radio and Emergence of FM radio and Entertainment.
- Radio and Rural development, Community radio
- Organisational Structure of Radio
- Various programmes of Radio
- Radio In today world.

UNIT-III Television

- Nature of Television as medium of Communication
- Origin and Development of Television in India
- Organisational Structure of Television
- Introduction to various Genre television programmes
- Role of television in development
- Doordarshan vs Private Television Channels
- New Trends In TV Channels.

UNIT-IV Film

- Nature of film as medium of Mass Communication
- Development of film in India
- Film and social issues
- Parallel cinema, commercial cinema and documentaries
- Challenges and issues of film Industries.

UNIT-V New Media

Development of new media
Development of new media
Online journalism
Web portals
Convergence of Media
Social Media: Issues and Challenges

Books Recommended:

- Stefen Prince, Movies and Meaning: An Introduction to Film, Allyn and Bacon. London, 1997.
- Chatterjee P.C., Broadcasting in India, Sage, New Delhi,1990.
- Kumar J. Keval, Mass communication in India, Jaico Publishing House, Bombay,(New Ed.)
- A Manual for New Agency Reporters. IIMC, New Delhi, allied publishers Pvt. Ltd., New Delhi.
- हरिमोहन रेडियों और दूरदर्शन पत्रकारिता
- शर्मा कौशल, रेडियो प्रसारण
- सिंह देवव्रत, भारतीय इलेक्ट्रॉनिक मीडिया
- श्रीवास्तर संजीव हिन्दी सिनेमा का इतिहास
- डॉ संजीव गुप्ता: मास कम्यूनिकेशन, श्रुति बुक्स, गाजियाबाद

MSEM- 103
Electronic Media Journalism

Maximum Marks-75
Minimum Marks -30

Unit-1 Basics of News

- 1.1 NEWS: Meaning, Definition and Types
- 1.2 Elements of News and News Values
- 1.3 Sources of News
- 1.4 Principles of News Writing
 - (a) Inverted Pyramid (b) Parts of News (c) Steps of News Writing
- 1.5 Reporting: Various types of reporting technique
- 1.6 Reporter: Qualities and Characteristics of a Good Reporter

Unit-2 News Editing and Presentation

- 2.1 Principles of News editing
- 2.2 Process of editing, writing Lead and Headlines
- 2.3 Qualities and characteristics of a News Editor
- 2.4 Qualities and characteristics of an Anchor

Unit-3 Radio Journalism

- 3.1 Basic Principles of Radio News Writing
- 3.2 Radio News: Language, word time & presentation
- 3.3 Format of Radio News and its elements
- 3.4 Qualities of News Reader
- 3.5 Elements of Radio News
 - (a) Sound effect (b) Recording process (c) Tempo
- 3.6 Types of radio News Bulletin

Unit-4 Television Journalism

- 4.1 Principles of TV News writing and Editing, language of visuals
- 4.2 Format of TV News and its elements
- 4.3 TV News Format
 - (a) Std/Anc (b) Package (c) Std Bite (d) Sot/Bite (e) Walk through
 - (f) Tictac (g) Ticker (h) PTC (i) Phono-live (j) Vox-pop
 - (k) Dry news/ news with graphics
- 4.4 TV News Studio & PCR
- 4.5 Role and responsibilities of News team members

Unit-5 Web Journalism

- 5.1 Growth & Development of online journalism in India
- 5.2 Characteristics
 - (a) Interactive (b) Convergent (c) Networked (d) Hypertext
- 5.3 Introduction to major News portals
- 5.4 principle of writing for News Portal
- 5.5 Content production team for web media

MSEM- 104
Camera Techniques

Maximum Marks-75
Minimum Marks -30

Unit I - Video Camera

1. What is Video Camera,
2. Block Diagram of Video Camera,
3. Types of Camera in Broadcast (Fixed lens & Interchangeable lens),
4. Components of Broadcast Camera,
5. Sensor in Broadcast Camera (Size & Type), (CCD & CMOS),
6. Different Controls of Video Camera.
7. Preparing Camera for Shooting.

Unit II - Types of Lenses used in Video Camera

1. Fixed Lens Camera,
2. Interchangeable Lens Camera,
3. Use of different lenses in different shooting purpose (Tele-lens, Zoom lens, Wide angle lens, Macro lens & Fisheye lens),
4. Different Accessories of Video Camera (Tripod, Dolly, Track trolley, Jib, Glider, Steady-Cam, Crane, Drone).

Unit III - Composition & Camera setup for Production

1. Lighting for Video,
2. White Balance, Black Balance, Back Focus, Colour Temperature, Iris, Shutter & Focus,
3. Camera Movement
(Pan, Tilt, follow focus, Zoom, Track in, Track out, Pedestal, Dolly),
4. Basic Camera Compositions & Framing
(Close up, Medium Closeup, Extreme Closeup, Mid Shoot, Wide Shoot, Ultra-Wide Shot, Extra Wide Shot, Two Shot, Group Shot, Point of view, Over the shoulder shot).

Unit IV -Audio for Video

1. Microphone used in Video Production (Shotgun, Handheld, Lapel, Boundary),
2. Use and handling of cable in Mic & Wireless Mic,
3. Use of Limiter on Audio Recording,
4. Reading Audio level meter & Audio Gain Control,
5. Use of windshield & Pop filter.

Unit V - Camera Technique

1. ENG Camera Technique,
2. EFP Camera Technique,
3. Studio Camera Technique,
4. Multi-Cam Vs Single Camera,
5. Video format on Camcorder & VTR
(Beta, Betacam, Betacam SP, Betacam SX, Digi Beta, DVCPro, DVCProHD, XD Cam, HD Cam, AVCHD, DV, MiniDV, DVCam, HDV).

Reference:

- Photography in Focus by Mark Jacobs
- Basic photography by MJ Langford
- On camera by Harris Watts.
- Television Production by Burrows/ Wood Pub. W.C. Brown IQWA USA.
- Television Production by Allan Wurtzel, McGraw Hills Book Co. New Delhi.
- Television Production by Zettl Herbert
- The Technique of Television Production by Gerald Millerson

- Broadcasting/cable and Beyond by Joseph R. downick
- Shooting Digital Video by Jon Fauer.
- The Film-Maker's Hand-Book, A Comprehensive Guide for The Digital Age by Steven Pincus

Unit I Introduction to Computer

1. History & Evolution of Computer,
2. Fundamentals of Computer,
3. Hardware & Software (Different parts of Computer & its functions),
4. Operating System (Window & Mac).

Unit II Digital Communication

1. Role of Computer in Communication revolution,
2. Uses of Computer in Radio & Television Production,
3. Video Conferencing.

Unit III Software used in Media Production

1. Introduction to Photoshop,
2. Introduction to Coral Draw,
3. Introduction to MS Office,
4. Introduction to Adobe Primer,
5. Introduction to Adobe After Effect,
6. Introduction to FCP,
7. Introduction to Soundforge.

Unit IV Audio/Video Editing Software

1. Adobe Primer,
2. Final Cut Pro,
3. Adobe After Effect,
4. Soundforge.

Unit V Graphic Contains in Media

1. Concept of Graphics & Information,
2. Designing Graphics for News,
3. Graphics for TV Montages,
4. Credit scroll,
5. Title.

Books Recommended:

- Multimedia by Vishnu Priya Singh.
- Multimedia on the PC by Sinclair, BPB Publication.
- Articles in newspaper and magazines.
- 'Computer Today' magazine.
- Internet Complete by Sybex BPB Publication.
- ABC of Internet by Crumlish, BPB Publication.
- ABCs of DOS .5 by Miller BPB Publication.
- Multi Media & Cyber Journalism, Dr. Anil K. Rai 'Ankit', Shree Publishers & Distributors, New Delhi.
- Understanding Digital Media and Weblog Journalism, Dr. Anil K. Rai 'Ankit', Shree Publishers, New Delhi.
- The Film-Maker's Hand-Book, A Comprehensive Guide for The Digital Age by Steven Pincus

Elective Subject {B}

**MSEM- 105 [B]
Indian Government, Politics and International Relation**

**Maximum Marks-75
Minimum Marks -30**

UNIT-I Constitutional framework

- Constitutional framework- historical background, company rule, making of constitution
- Demand for the constitutional assembly
- Committees of the constituent assembly
- Implementation of constitution, preamble features
- Politics at the district level - Panchayati raj, elections and governance

UNIT-II Nature of the party system

- Study of the major national parties and of some of the more important regional parties, and their social bases
- Effects of fragmentation of parties on the formation and working of governments at the centre and the states
- Parliamentary system in India- loksabha, rajyasbha, president
- Fundamental rights, fundamental duties, directive principles

UNIT-III the Electoral System

- Process stresses and strains, secularism and communalism in India
- Problems and trends
- Centre-state relations
- Reports on centre-State relation

UNIT-IV A course on Indian governance

- E-governance,
- Civil issues, Hard status
- Delivery Mechanism
- Dispute Resolutions.

UNIT-V

- Brief study of international relation-foreign policies of India, UK, USA, Russia,
- UN and its agencies and their functions
- regional organizations such as ASEAN, SAARC, OIC, OAC
- India's relations with China, Pakistan, South Asian countries, West Asian countries, Africa, Europe and America.

MSEM- 106
Practical & Viva-voce

Maximum Marks-100
Minimum Marks -40

The practical examination will be based on the applications of theory papers taught to them during current semester period and it will be evaluated through practical production and written work followed by viva – voce.

Unit- I Audio Technology

- Nature and types of microphones
- Selection and placement of microphones
- Audio control and sound effect
- Stereo and mono sound
- Recording techniques and Voice Recording Process.

Unit- II Format of Radio Programmes

- Generic element: content and format
- News, talk, discussion, news reel, radio feature, Drama, commentaries, commercials, phone in programme and other relevant programmes
- Radio Magazines, Interviews, Music Classical, Folk, Light

Unit- III Radio and Voice

- Role and responsibilities of a news reader
- Common errors in pronunciation
- Modulation and voice quality
- Elements of Radio writing and its presentation
- Characteristics and qualities of a good announcer
- Qualities and responsibilities of Broadcasting Ethics of RJ

Unit- IV Field based Programmes

- Team member for field production
- Radio news gathering, writing and editing
- Necessary equipments for field based programme
- Radio interview
- Types and Preparation of interview

Unit- V Studio Production

- Structure of Radio studio and News Room
- Recording of programs With Practical Demo.
- Selection of sound effects, audio editing and mixing techniques
- Process of planning, scheduling and transmission
- Evaluation of programmes and quality control

Books Recommended:

- Awasthy G.C. :Broadcasting in India, Allied publishers, Mumbai, 1965.
- Chatterji, P.C. :Broadcasting in India, Sage, New Delhi, 1988.
- Masani, Mehra :Broadcasting and People, National Book Trust, New Delhi,1997.
- Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
- Akash Bharti National Broadcast Trust : Publication Division, New Delhi, 1987.
- White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
- Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.
- Macliesh Robert, Radio Production Techniques. Macmillan. NY.
- Nostrum William J. Van. The Script Writers' Handbook.
- Sim Harris & Paul Chantler, Local Radio, Focal press.
- मनीषी द्विवेदी, रेडियो पत्रकारिता एवं प्रसारण सिद्धांत
- हरिमोहन, रेडियो और दूरदर्शन पत्रकारिता

MSEM- 202
Television Programme Production

Maximum Marks-75
Minimum Marks -30

Unit I Introduction to TV Program

1. Conceptualization of TV Programme,
2. Genre of Television Programme (Interview & Panel Discussion, News Bulletin, News Feature, Chat Show, Fiction & Non-fiction, Documentary & Docudrama, Tele-Film, Shop Opera, Serial, TV Commercial & Reality Show.)
3. TV Crew Members (Programme & Engineering),
4. Programme Production Process.

Unit II Light & Audio for TV Programme Production

1. Importance of Lighting,
2. Different types of Lighting techniques Used in TV Programme,
3. 3 Point Lighting,
4. Light Reflectors,
5. Lighting Effects
6. Microphone used in TV Production (Shotgun, Lapel, Handheld, Boundary),
7. Selection & Placement of Microphone.

Unit III Aesthetics of Visuals

1. Types of Shots,
2. Camera Angles,
3. Pictorial Compositions,
4. Visual Literacy.

Unit IV Editing Fundamental & Concept

1. Significance of Video Editing (Nature, Aesthetics, Elements),
2. Online Edit & Offline Edit,
3. Modern NLE System,
4. Post Production Equipment
 - a. Digitization & Storage of Raw Footages,
 - b. NLE System & Vision Mixer,
 - c. Video Player & Recorder (VTR, DVR),
 - d. Microphone, Cable, Audio Mixer, Headphone, Studio Monitor,
 - e. VFX System (2/3D Model Developer, Colour Correction,
 - f. Digital Video Effects

Unit V Techniques & Aesthetics

1. ENG, EFP & Studio Production,
2. Multi Cam,
3. Single Camera Production,
4. In Camera Editing
5. Set, Scenery, Props, Costumes & Wardrobes,
6. Makeup Techniques,
7. Tools of Makeup, Types of Makeup.

Books Recommended:

- Awasthy G.C.: Broadcasting in India, Allied publishers, Mumbai, 1965.
- Chatterji, P.C.: Broadcasting in India, Sage, New Delhi, 1988.
- Masani, Mehra: Broadcasting and People, National Book Trust, New Delhi, 1997.
- Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
- Akash Bharti National Broadcast Trust: Publication Division, New Delhi, 1987.
- White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
- Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.
- Macliesh Robert, Radio Production Techniques. Macmillan. NY.
- Nostrum William J. Van. The Script Writers' Handbook.
- Sim Harris & Paul Chantler, Local Radio, Focal press.
- The Film-Maker's Hand-Book, A Comprehensive Guide for The Digital Age by Steven Pincus

MSEM- 203
Media laws & Ethics

Maximum Marks-75
Minimum Marks -30

Unit- I Constitution of India

- Brief introduction to constitution of India
- Fundamental rights and duties
- Freedom of speech and expression
- Right to privacy
- Constitutional amendment
- Judiciary and media
- Contempt of Court Act

Unit- II Media Commissions and Committees

- Press Commissions
- Various Committee on Broadcasting: Chanda Committee, Verghese Committee, Joshi Committee
- Working Journalist Act 1955
- Press Council of India
- Concept of Media Council

Unit- IV Media and Laws

- Indian Penal Code 1860
- Criminal Procedure Code 1973
- Copy Right Act 1957, IPR
- Official Secrets act 1923
- Right to Information Act 2005
- Civil and Criminal law of defamation

Unit- III Electronic Media Laws

- Cinematography Act 1952
- Prasar Bharti Act 1990
- Cable TV Network regulation Act 1995
- Information Technology Act 2000
- Convergence Laws
- TRAI, Cyber Law and regulation, Cyber crime

Unit- V Media Codes and Ethics

- Concept of ethics, importance and need of ethics in electronic media, Paid News.
- Ethical issues communal and sensational
- Parliamentary Privileges
- Guidelines for Parliamentary coverage
- ASCI commercial code, Broadcasting code and ethics
- Mc Bride Commission and its finding

Books Recommended:

- Press Vidhi by Nand Kishore Trikha
- Journalistic Ethics by PK Badhopadhyay and Kuldeep S. Arora
- Janmadhyam: Kanoon Evem Uttardayitva - Dr. Shrikant Singh
- Press Laws by DD Basu, Prentice Hall Pub.
- Mass Media Laws and Regulations in India, AMIC Publication
- Bharat Mein Press Vidhi by Surender Kumar Manohar Prabhakar
- हमार संविधान, सुभाष कश्यप
- प्रेस विधि, नंद किशोर

MSEM-204
Advertising and Public Relations

Maximum Marks-75
Minimum Marks -30

Unit- I

- 1.1 Origin and Development of Advertising
- 1.2 Nature and Scope,
- 1.3 Definition
- 1.4 Creativity in Advertising.
- 1.5 Types of Advertising
- 1.6 Advertising and Propaganda, Publicity and PR – Advertising Agency; Structure, Organization, Functions, Ad Copy, Writing, Visualization, Process, Layout, Principles, Characteristics, Types and Strategies of Advertising media.

Unit- II

- 2.1 Brand Positioning – Media Planning, USP, Selection of Time and Space in Print and Electronic
- 2.2 Media – Scheduling Advertisements – Ad Campaign, Process, Strategies, Concepts and Principles of Marketing
- 2.3 Economic, Social, Cultural, Psychological and Ethical aspects of Advertising –
- 2.4 Ad Research, Techniques of pre-test and Post-test, Consumer behaviour, Process of Market research.

Unit- III

- 3.1 PR- Definition and functions.
- 3.2 Origin of PR
- 3.3 Growth of PR in India
- 3.4 Element of public relations, components and tools of PR
- 3.5 Public Relations in central and state govt departments
- 3.6 Publicity, propaganda and public opinion
- 3.7 Process of PR- planning, implementation, research, evaluation

Unit- IV

- 4.1 PR Strategy
- 4.2 House Journal: need importance and content
- 4.3 Characteristics and qualifications of PR personnel
- 4.4 PR codes of ethics
- 4.5 PR and social responsibility
- 4.6 Professional organizations in public relation, PRSI, PRCI

Unit- V

- 5.1 Organizational setup of corporate public relation
- 5.2 Industrial PR;
- 5.3 Stages of PR campaign, Planning PR campaign and evolution of Feedback, PR counselling and consultancy, PR in support of sales promotion,
- 5.4 Corporate Social Responsibility in India: Best practices.

Books for References:

1. Sam Black- Practical Public relations
2. Sam Black- Role of Public relations in management
3. S.M. Cutlip and A.C.Center- Effective public relations
4. Canefield and Moore- Public relations
5. Narasimha Reddy- How to be a good PRO
6. Anil Basu- Public relations, Problems and Prospects
7. Essential of Advertising – Chandan Singh and Malhan
8. Advertising Procedure – Otto Kleppner
9. Ogilvy in Advertising – David Ogilvy
10. Advertising Principles and Practice – Sethia and Chunawalla
11. Brand Positioning – Sengupta Subroto, Tata Mac Graw Hill Publishing Company
12. Advertising – Ahuja and Chhabra
13. Advertising basics- J.V.Vilanilam and A.K.Vargheese, Sage publications, New Delhi, 2004.
14. जनसम्पर्क सिद्धांत और व्यवहार: डॉ. सुशील त्रिवेदी एवं डॉ. शशिकांत शुक्ल, हिंदी ग्रंथ अकादमी
15. मास कम्युनिकेशन, डॉ.संजीव गुप्ता, श्रुति बुक्स, गाजियाबाद

MSEM-205 (A)
Electronic Media Commercials

Maximum Marks-75
Minimum Marks -30

UNIT-I INTRODUCTION

1. Meaning and Definition of Commercials
2. Development of Advertisements in India
3. Elements of Advertisements
4. Types of Electronic Media Advertisements and their Functions : **P.S.A.**
5. Advertising Appeals
6. Socio Economic Effects of Advertising

UNIT-II TARGETTING

1. Introduction
2. Commercials for Consumer, Corporate, Industries, Retail, Trade, Professional, and Social Target Groups
3. Advertising of Different Product and Service Segments
4. Target Group Specific Advertising
5. Media Selection (Selecting Space and Time in : Radio, TV, Internet and Ambient - Media)

UNIT - III PRODUCTION PROCESS

1. Advertisement production Process
 - A. Ideation
 - B. Conceptualization
 - C. Copywriting
 - D. Shooting, Recording
 - E. Post Production (Editing)
 - F. Final Output
2. Rough Cut and Fine Cut
3. Scheduling (and Scheduling Techniques)
4. Ad Campaign
5. IMC (Integrated Marketing Communication) and It's Role in Marketing

UNIT - IV OTHER ASPECTS

1. Advertisement Planning
2. Media Buying
3. Testing Advertisement Effectiveness (Evaluation)
4. Advertising agency (Structure and Functions)
5. Commissioned, Royalty and Sponsored programmes
6. Publicity vs Propaganda

Unit-V

1. Basic knowledge of apex bodies in advertising and their code of conduct :
 - A. AAAI
 - B. ASCI
 - C. PRSI
 - D. PRAI
2. Research in Advertising
3. Public Relations
4. Case Studies of Renowned Ad Filmmakers of India
5. Analysis of Famous Electronic Media Commercials and Campaigns

References :

- Handbook of Advertising Management by Roger Barton, McGraw Hill Pub.
- Media Planning by J R Adams, Business Books, 1971
- The Global Media – New Missionaries of Global Capitalism by Edverd
- Herman and Robert McChesney, Madhyam Publication
- Cable Quest' monthly magazine published by cable operator's association
- ASCI code of advertisement
- Creative Advertising- Theory and Practice by Andre E. Mariarty
- Advertising Management by Dr. MM Varma,
- Break ke Baad by Sudheesh Pachauri

MSEM-205 (B)
News Writing and Editing

Maximum Marks-75
Minimum Marks -30

Unit-1

Organizational structure of editorial department of TV and Radio News
Role and responsibilities of TV and Radio News editorial staff
General principles and functions of News editing

Unit-2

Newsman's language
sentences and their structure in news
Tenses in news writing
paraphrasing and transition devices in news writing

Unit 3- INTRODUCTION TO EDITING

3.1- Copy Editing- An Overview
3.2-Aspects of Copy Editing
3.3-Vedio Editing

Unit4- QUALITIES OF THE EDITORIAL STAFF of a News Channel

4.1-Editorial Staff- An Introduction
4.2-Qualities of Good Journalists
4.3-Qualities of Editorial Staff
4.4-Qualities of Sub Editors.
4.5-Roles and Responsibilities of Editorial Staff.
4.6.-News Desk

Unit 5 Process of Editing

5.1-Editing Process for Electronic Media
5.2 - Headlines Writing
5.3- Main body of TV News
5.4- Use of Visuals with TV News Bulletin.

Books for References:

News Editing – Bruce II Westley
The Art of Editing – P.K. Baskette and Jiz Sissors
The Sub-Editor's Companion – Michael Hides
The Simple Sub's Book – Lealie Sellers
Books to Read.
1. Baskette Floyd K, Sissors Z. Jack and Brooks Brain S. (1982)-"The Art of Editing" published Macmillan Publishing Company, New York and Collin Macmillan Publishers, London
2. Teel Leonard Ray and Taylor Ron (1985)- " An Introduction of Journalism: Into the Newsroom", Published by Prentice Hall of India Private Limited, New Delhi.
3. Dayal, Manoj (1991)- "Victor Gritsyuk, A Great Photo Journalist", Published in an English daily 'National Mail', Bhopal dated 6th January 1991.
4. Parthasarathy, Rangaswamy (1990),.- "Basic Journalism", Published by Macmillan.
5. Mencher Melvin (1990) - "Basic New Writing" Published by Universal Book Stall, New Delhi
6. Kamath, M.V. (I 995) - "**Professional Journalism**" published by Vikas Publishing House Pvt. Ltd.,
7. George, T.J.S. (I 989) - "**Editing - A Handbook For Journalists**" published by the Indian Institute of Mass Communication, New Delhi
8-Keith, Michael C & Krause, Joseph M. (1989) — "The Radio Station" published by Focal Press, Boston, London.
9-Chatterji, P.C. (1993) — " Indian Broadcasting".

MSEM- 206
Practical & Viva-voce

Maximum Marks-100
Minimum Marks -40

The practical examination will be based on the applications of theory papers taught to them during current semester period and it will be evaluated through practical production and written work followed by viva – voce.

Unit-1 Script Writing

Script An Introduction
Script: meaning and types of script
Basics of Scripting
Role of a scriptwriter in media, Elements of good script,
Concept of content and form.
Selection of Topics
Process of scripting

UNIT 2

Idea formation,
Research,
Sequencing
Opening and concluding.

Unit 3 SCRIPT WRITING FOR RADIO AND TV

Characteristics of Radio
Types of Radio Programs
Writing for Radio Programs
Radio Scripting and Language
Writing to sound
Element of radio script
Stages of scripting and editing.

Unit4- Script Writing for TV

Writing for Television Programs
Writing for educational documentaries
Writing for tele serials
Writing for a feature film
Review of famous movie scripts
Review of scripts written for entertainment programs
Scripts for short-films
The concept of time in script.
Scripting for TV commercials

Unit-5 a

5.1-Concept of spoken language, Relation between narration and visuals,
5.2-**Script layout:** treatment,
5.3 **Screen play:** One page and split page
5.4-Shooting and editing script
5.5-Writing for fictional and non fictional program

Unit-5 b Story Boarding For Advertisement

5.1--Preparation Before Writing Advertising Copy
5.2-Need and Expectations of Target Groups.

- 5.3-Idea Generation for Advertising, Idea to Copy
- 5.4-Characteristics of Advertising Copy
- 5.5-Steps of Storyboard Writing
- 5.6-Features of Good Advertising Copy, Functions of Advertising Copy
- 5.7-Appeals in Advertising and Copy Writing, Emotional Appeals, Rational Appeals, Selecting Appeals
- 5.8--Writing Jingles for Radio
- 5.9--Writing for Television Commercials.

Reference Books:

- News, Public relations and Power, Simon Cottle, Sage Publications, New Delhi, 2003
- Media making, Lawrence Grossberg, Sage Publications, New Delhi, 1998
- Managing Presentations, Savita Bhan Wakhlu, Sage Publications, New Delhi, 2000
- Advertising, Liz Mcfall, Sage Publications, New Delhi, 2004
- Participatory Video, Shirley A. White, Sage Publications, New Delhi, 2003
- Media Organisation and production, Simon Cottle, Sage Publications, New Delhi, 2003.
- Video production handbook, Gerald Millerson, Focal Press, 2008
- Directing the Documentary, Michael Rabiger, Focal Press, 2009.
- Advertising basics, J.V.Vilani & A.K.Varghese, Sage Publications, New Delhi, 2004
- जैडी मुस्तफा, टेलीविजन समाचार
- जोशी मनोहर श्याम, पटकथा लेखन एक परिचय

- The Essential TV Directions Hand Book – Peter Jarvis.
- Television Production – Zelte
- Television Programme making – Colin mast.
- सुधा जी.एस., प्रबंध सिद्धांत एवं कला
- शर्मा एम.सी., चतुर्वेदी सी.एल. प्रबंध के सिद्धांत

MSEM- 303

Media Research

Maximum Marks-75

Minimum Marks -30

Unit-1 Introduction to Media Research

Nature, Meaning and Importance of Research, Types of Research – Pure and Applied – Types of Media Research, Objectivity in Research - Area of media research - Planning to research, Challenges and Prospects of Media Research

Unit-2 Media Research Process and Sampling

Review of Related Literature – Defining Research Problem – Research Objectives – Hypothesis,
Meaning, Characteristics and Importance – Variables – Types and Characteristics, Sampling: Meaning & Types of Sampling, Probability & Non-Probability – Types of Probability Sampling

Unit – 3 Data collection tools & Techniques

Questionnaire, Schedules, Observation, Interview Method ,Content Analysis, Case study, Historical Research, Experimental Research, Rating,-Non rating Research, Field study, Source of data-Primary & Secondary source

Unit – 4 Data Collection

Questionnaire, Interview Guide, Observation Methods and Rating Scales Data Analysis – Statistical Analysis – Use of Pre-Programmes Computer packages for Analysis – SPSS, Writing Research Reports.

Unit – 5 Use of computer in research

Use of computer in research, Research report writing, Process to prepare research paper, dissertation and thesis, Categorization of research report, Indexing and bibliography, Graphic and diagrammatic representation of data, Use of Graphics & Visual Material in Research

Books Recommended:

- Social Research and Statistics by R.N. Mukerjee, Vivek Prakashan, Delhi
- Scientific Method and Social Research by B. N. Ghosh, Sterling Publishers N. Delhi 92
- 'Samaajik Shodh Aur Saankhyiki' by Ravindernath Mukerjee, Vivek Prakashan
- Media Shodh, Prof. Manoj Dayal, Haryana Hindi Granth Academy, Panchkula, Haryana
- Scientific Social Surveys and Research – Pauline V Young
- Research: An Introduction – Robert Ross
- Sociological Research Methods – William J Good, Paul K Gat
- Research in Education – John H Best, James V Than
- Experimental Design in Behavioral Research – K D Broota
- Research Methodology Methods Techniques – C R Kothari
- Social Statistics – Burt M Blalock Jr.
- Behavioral research – Fred N Kerlinger
- TV Kheda – A Social Evaluation of SITE – Aggarwal and Malik
- Mass Media and Rural development: A Study of Village Communication in Bihar – A K Singh
- Research and Communication Management – V P Micheal
- Communication Research for Development – The ISRO Experience – Joshi Aggarwal
- Qualitative Communication Research Methods – Thomas R Linglog

Quantitative Research Methods for Media Studies: Census, Survey, Content Analysis.

Qualitative Research Methods for Media Studies: Case – study, Content Analysis, Focus Group Discussion, Observation,

MSEM - 304
Media issues and Current Affairs

Maximum Marks – 75
Minimum Marks – 30

UNIT-I

- 1.1 Contemporary Media Issues –fake news, paid news, online journalism, social media and citizen rights
- 1.2 Print Media, Electronic Media
- 1.3 Film Media, Web Media

UNIT-II

- 2.1 Top 10 Print, television radio media Industry of India and world: Introduction only.
- 2.2 Advertising and PR Agency in India and world: Brief intro major agencies
- 2.3 press freedom index, television rating point, ABC and its reports, press council of India, Ramnath Goenka excellence in journalism awards.

UNIT-III

Issues: International, National, Regional and local, Political, Social, Health, Environment and security issues

UNIT-IV

- 4.1 International and National Agencies: UNO, World Bank, UNDP, SAARC, RBI, IMF, WTO, ASEAN

UNIT-V

- 5.1 Nature of Indian economy
- 5.2 Basic economic terms: per capita income, gross domestic product, inflation, budget, stock market
- 5.3 Indian Agriculture and recent related plans, role of agriculture in Indian economy
- 5.4 Agro business issues and challenges.

Books Recommended:

- Manorma year book
- Jagam year book
- India – Publication division
- Bharti samaj sansthayen aur sanskriti
- भारत की सांस्कृतिक विरासत
- भारतीय संविधान

MSEM- 305 (A)
Digital Video Technology & Television Production

Maximum Marks-75

Minimum Marks -30

Unit I Digital Video Fundamentals

1. Digital Video Technology,
2. Working Principle of Digital Video Camera,
3. Colour Geometry,
4. Primary & Secondary Colour System,
5. Additive & Subtractive Colour Principle.

Unit II Digital Video Compression Technology

1. Video Compression (MPEG-1, MPEG-2, MP4, DTC, GOP, I Frame),
2. Different Television Standard (PAL, NTSC, SECAM, SD, HD, 4K),
3. Luma & Chroma,
4. Interlace & Non-interlace Video,
5. Audio Video Interleave.

Unit III Different Functional Camera Control

1. Zoom, Servo, Manual, Remote,
2. Camera Control Unit, Gen Lock,
3. Auto/ Manual Focus Control, Back Focus Adjustment, Macro Focus,
4. View Finder & Video Monitor types & it controls.
5. Audio Control (Audio Gain, Limiter, Phantom Power)

Unit IV Camera Lens

1. Fixed Lens Camcorder,
2. Interchangeable Lens Camcorder (Different Lens Mount),
3. Types of Interchangeable Lenses
 - a. Tele-lens,
 - b. Wide Angle Lens,
 - c. Zoom Lens,
 - d. Special Lens (Macro, Micro & Fisheye),
4. Different Filters
 - a. ND Filter,
 - b. UV Filter,
 - c. Colour Correction Filter,
 - d. Polarizer,
 - e. Special Effect Filters (Star, Multi, Soft & Center focus),
5. Colour Temperature (White Balance, Need & Importance).

Unit V Video Editing

1. NLE System,
2. Digital to Analogue Converter,
3. Time Code & Black Burst Stamping,
4. Coping to tape,
5. Rendering Video for different Format & Platforms,
6. Up Scaling & Down Scaling of Video.

Reference:

1. Photography in Focus by Mark Jacobs.
2. Basic photography by MJ Langford.

3. On camera by Harris Watts.
4. Television Production by Burrows/ Wood Pub. W.C. Brown IQWA USA.
5. Television Production by Allan Wurtzel, McGraw Hills Book Co. New Delhi.
6. Television Production by Zettl Herbert.
7. The Technique of Television Production by Gerald Millerson.
The Film-Maker's Hand-Book, A Comprehensive Guide for The Digital Age by
Steven Pincus.

MSEM- 305 (B)
Web Media and Production

Maximum Marks-75
Minimum Marks -30

Unit I Internet as a medium of Communication

1. History & Evolution of Internet,
2. Characteristics of New Media,
3. New Media Aesthetics,
(Content, Colour & Font, Templet, Navigation Bar, Hyperlink).

Unit II Computer & Mobile as tool

1. Blogosphere,
2. Vlog,
3. Podcast,
4. Search Engine,
5. Social Media.

Unit III Online Journalism

1. Online Reporting,
2. Language & Style of Online Journalism,
3. Tools for News gathering (The News Agencies, Google Advance search, Google Reader, RSS feed & Periodicals),
4. News Documents in Cyber space,
5. Do's & Do nots on Online Reporting,
6. Online Editing Requirement (Content, Conciseness, Clarity, Layout, Style),
7. Online Headline,
8. Web site Design (Purpose, Communication, Typeface, Colour, Images, Navigation, Grid base layout, "F" pattern design, Loading Time, Mobile Compatibility).

Unit IV Ethics in New Media

1. Obscenity,
2. Privacy,
3. Copyright,
4. Libel,
5. Cyber Law.

Unit V Writing for Web

1. Technical Writing (Objectives & Importance),
2. Content for Web Writing,
3. Web Production, Elements, Design & Aesthetics.

Reference Books:

1. Designing TCP/IP Internetworks, Bennet Geoff, Galgotia Publications Pvt.Ltd, 1998, New Delhi.
 2. A Text Book of Internet & Web Page Design, Srivastav Raj Kumar, Dominant Publishers and Distributors, 2001, New Delhi.
 3. The Internet Book, Comer Douglas.E., Prentice Hall of India Private Limited, 2003, New Delhi.
 4. Internet With Web Page, Web Site Design Bible, Underdahl Brain & Underdahl Keith, Idg Books India (P) Ltd, 2000, New Delhi.
 5. Webmasters Handbook, Galgotia, Prima Publishing, 0, New Delhi.
 6. Hands On Html, Robertson Greg, Bpb Publications, 1999, New Delhi.
 7. Mastering Html 4 Premium Edition, Ray Deborah.S. & Ray Eric.J., Bpb Publications, 1999, New Delhi.
 8. The Complete Reference Web Design, Powell Thomas.A., Tata McGraw-Hill Publishing Company Limited, 2000, New Delhi.
 9. Professional Web Design - Theory and Technique On The Cutting Edge, Holzschlag Molly.E., Galgotia Publications Pvt. Ltd, 1997, New Delhi.
- The Film-Maker's Hand-Book, A Comprehensive Guide for The Digital Age by Steven Pincus.

MSEM- 306
Practical & Viva-voce

Maximum Marks-100
Minimum Marks -40

The practical examination will be based on the applications of theory papers taught to them during current semester period and it will be evaluated through practical production and written work followed by viva – voce.

Unit -I Basic of Television News

- What makes a news story
- Journalistic Television genre - news, current affairs programme, news documentary, talk show, chat show, Panel discussion, interview.

Unit- II Television Reporting

- News Source & Collection
- News Sense
- Reporting Skill
- Piece to camera
- Vox Pop
- Live and Phono Reporting
- bite selection

Unit - III Quality of a news coster

- Quality of a t.v. journalist - Reporting skill, aggressiveness, fairness, sensitivity, curiosity etc.
- Role and Importance of an anchor
- Good habits of an Interviewer
- Studio etiquette

Unit- IV Making of a news bulletine

- Functioning of a news room - input and output division
- Television news team - role and responsibilities
- Run down and Structure of a news bulletin
- Research for news and news Programmes

Unit- V Specialized Television Reporting

- Political reporting
- Social Culture reporting
- Economic reporting
- Science & environment reporting
- Sports reporting, legal reporting
- Investigative reporting
- Submission of a 10 minutes news bulletine at the end of semester

Books Recommended :

- Broadcast news Writing, Reporting and producing by Ted White, Focal press
- Broadcast journalism by Andrew Boyd, Focal Press
- Multi skilling for television production by Peter Ward, Alan Birmingham
- Broadcast Journalism : Basic Principles by SC Bhatt
- Globalization of News by Boyd Barrett, Oliver and Ratingen, Sage Pub
- Dash Ajay Broadcasting Journalism
- Ahuja B.N., audio visual / Journalism
- बाजपेयी पुण्य प्रसून, ब्रेकिंग न्यूज

MSEM- 402
Dissertation & Presentation

Maximum Marks-100
Minimum Marks -40

Each student will be assigned to a teaching faculty member for guidance and supervision of dissertation in consultation with the Head of Department at the beginning of the fourth semester. Four copies of the dissertation will be submitted through supervisor before commencement of the theory examination.

A certificate stating that the dissertation is the outcome of student's own research/work conducted during the semester shall be submitted with dissertation. The dissertation shall be examined by a panel of two examiners consisting of one faculty member (supervisor) and one external examiner appointed by the Vice chancellor through a presentation by the student followed by viva – voce. The minimum pass marks to dissertation project will be 40 percent.

In this paper, the students will be asked to prepare a dissertation and it will be based on emerging and contemporary media issues. It will cover research activities in media studies. The dissertation may be divided into following chapters:

- Introduction
 - Literature Review
 - Methodology
 - Data Analysis and Interpretation
 - Finding and Discussion
 - Summary, Conclusion, Suggestions and Limitations
- References
Appendix

MSEM- 403
Attachment (Internship)

Maximum Marks-100
Minimum Marks -40

Each student will have to undergo a four week or more attachment in any of the local, regional or national any media organizations 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.

Evaluation of Attachment

- Each student will make presentation of 15 minutes.
- To be evaluated by panel of faculty members/ professionals Constituted by Head of the Department.

MSEM- 404
Project on Video Production

Maximum Marks-100

Minimum Marks -40

Video Program Production Project- Each student will take up a video production project in-group. Subject of the project will be assigned by the concerned faculty Shooting of the program will be allowed within the radius of 10 Km. of Raipur City. Editing and Shooting facilities including transportation will be provided by the department for this purpose student will have to purchase video CD of his/her own.

Evaluation of the video project has been divided into four parts.

- (A) Student will have to submit a written proposal of the production in the department. This will contain subject, objective, target audience, planning, script, budget etc. of the program having total 25 marks.
- (B) Final video program production will be evaluated out of 50 marks on the basis of collective as well as individual performance in production as assigned by the concerned guide.
- (C) Student will have to face a viva voce individually also. In which they are to answer all queries of the evaluating panel about production. This will be of 25 marks.

MSEM- 405 (A)
Radio Journalism and Production

Maximum Marks-75
Minimum Marks -30

UNIT – I INTRODUCTION

1. Introduction to Radio Journalism
2. Radio reporting:
 - A. Field reporting, B. Reporting specialized areas, C. investigative reporting
 - D. Voice dispatches E. Interview Techniques
3. Presentation :
 - A. Structuring a radio report B. News Capsuling
 - C. Radio Commentary
4. Specialised Radio Reporting :
 - A. Economic Reporting B. Political Reporting C. Cultural Reporting
 - D. Sports Reporting E. Crime Reporting F. Development Reporting

UNIT –II FORMATS OF NEW BASED RADIO PROGRAMMES

1. Announcement 2. Talks 3. Features 4. Documentaries 5. Discussion
6. Interviews 7. News

UNIT – III WRITING FOR RADIO

1. Writing for radio: Spoken language writing
2. Writing for programmes : Writing for Radio Commercials/PSA
3. Illustrating copy with sound effects
4. News writing :
 - A. Structuring radio-copy B. Editing agency copy C. Reporter's copy
 - D. Compiling radio news programmes
5. Writing intro to Bytes, Headlines, Teasers and Promos.

UNIT – IV VOICE TRAINING

1. Effective use of voice :
 - A. Enunciation B. Flow C. Pronunciation
 - D. Modulation
2. Online Interview techniques
3. Moderating skills for radio discussion programmes
4. Handling interactive live transmission.

UNIT – V RADIO PROGRAMME PRODUCTION

1. Radio program production process and techniques
2. Role of Music and Background Music
3. Aspects of Sound :
 - A. Types of Microphones and their Uses B. Acoustics C. Field recording skills
 - D. Mono and Stereo Sound
4. Qualities and responsibilities of RJ
5. Analysis of Various Radio Programmes (Via Air and FM Channels)

References :

- Awasthy G.C.: Broad casting in India, Allied publishers, Mumbai, 1965.
- Chatterji, P.C.: Broadcasting in India, Sage, New Delhi, 1988.
- Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
- Akash Bharti National Broadcast Trust: Publication Division, New Delhi, 1987.
- Hellard Robert, Writing for television and radio, Words worth Publishing Company, Belmont, 1984.
- Edger E.Willis & Henary B.Aldrige, Television and Radio, Prentice Hall.
- Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.
- Smith E. Leslie, Perspective on radio and TV. Harper & Raw NY.
- Macliesh Robert, Radio Production Techniques. Macmillan. NY.
- Singhal, Arvind, & Rogers, Everett, India's Information revolution. Sage. New Delhi.

MSEM- 405 (B)
Development Communication

Maximum Marks-75
Minimum Marks -30

UNIT – I INTRODUCTION

1. Development- Concept and meaning
2. Indicators of Development
3. Characteristics of developing and developed countries
4. Gap Between Developed and developing societies
5. Processes and theories of Development
6. Strategies and Barriers

UNIT – II DEVELOPEMENT COMMUNICATION

1. Meaning, Concept and Definition
2. Role of media in Development Communication
3. Strategies in development communication
4. Social, Cultural and economic barriers
5. Development communication policy – Strategies and action plans
6. Democratic decentralization,
7. Panchayati Raj - planning at national, state, regional, district, block and village levels.

UNIT – III AGRICULTURAL COMMUNICATION

1. The genesis of agricultural extension
2. Extension approach system
3. Diffusion of innovation model of agricultural extension
4. Case studies of communication support to agriculture.
5. Development support communication
 - A. Population and family welfare, Health, Education and Society
 - B. Environment and development
 - C. Problems faced in development support communication

UNIT – IV RURAL DEVELOPMENTAND ENVIRONMENT

1. Developmental and rural extension agencies :
 - A. Governmental,
 - B. Semi-government
2. Problems faced in effective communication
3. Writing development messages for rural audience
4. Sustainable Development
5. Role of NGO's and their brief introduction

UNIT – V DEVELOPEMENT AND SOCIETY

1. Alternatives Approaches to Development
 1. Issues :Water, shelter, poverty, hunger, food shortage
2. Problems faced in effective communication
3. ICT, Internet and Mobile Telephony for Development
4. The Need for National and International Regulations
5. Media, Development and Social Change
6. Traditional Media and Development

References:

- N.Jayaweer and Amunagama(Eds): Rethinling Development communication.
- Duchi(Ed)- Development communication at Grass root level
- R.Ostman- Communication and Indian Agriculture
- U.Narula and B.W.Pearce- Development as Communcication.
- Folk Media For Development – Dr. N. Usha Rani
- Folk Media & Communication – Ranganath H.K.
- Traditional Folk Songs – Shyam Parmar
- Folk Arts And Social Communication – Durgadas Mukhopadhyia
- Role Of Traditional Folk Media In Rural India – N. Vijaya
- Folk Theatre In India – Gargi Balawant
- The Indian Theatre – Mulk Raj Anand
- Complete Book On Puppetry In India – Curre D.
- The Passing Of Traditional Society – Daniel Lerner
- Traditional Folk Media In India – Shyam Parmar

MSEM- 406
Practical & Viva-voce

Maximum Marks-100
Minimum Marks -40

The practical examination will be based on the applications of theory papers taught to them during current semester period and it will be evaluated through practical production and written work followed by viva – voce.