

BABA FARID GROUP OF INSTITUTIONS



“Mass Communication is a collective term used to describe the academic study of various means of communication by which individuals and entities relay information to large segments of the population all at once through mass media. And mass media is that particular medium through which the information is communicated to a large section of the audience. In a nutshell, Mass Communication is the study of mass media and mass media includes all types of medium used to convey the information to the audience. Examples of mass media include newspapers, magazines, cinema films, radio, television, etc. The graduates of Mass Communication programs work in a variety of fields in news media and publishing, public relations and research institutes. The recent past has seen India awaken to the call of media and this fact has led to major developments in the Mass Communication study-sectors across India, which in turn has led to the establishment of various media houses- be it newspaper agencies or TV channels or advertising firms, etc. Today, the media plays a very important role in every individual's life. Initially, common people were not very bothered about what the media was doing and media was strictly restricted to the government and the business houses. But today, every common man's problem is constantly reflected through media. And there is hardly any section of the society or any issues that are not taken up by the media. In fact, media has become a platform where common men can raise their problems and demand justice to any issue that is in circulation. Media has indeed become an integral part of a common man's life. Media stands as an attractive career prospect to the youth of today.”

--Mr. Deepak Chandra Goel
In-Charge
Department of Mass Communication



SYLLABUS OF B.A. (MASS COMMUNICATION)

IST YEAR

PAPER-1 INTRODUCTION TO MASS COMMUNICATION

UNIT

Journalism and Mass Communication- nature- scope, Mass Communication-definition - process; mass media and modern society- function - mass media and democracy.

UNIT 2

Early effort in printing - news paper- types of news paper- contents- characteristics and types; print media in India: an overview; book as medium of communication-types of books- books publishing in India.

UNIT 3

Early communication system in India- First Indian news paper; print media in nineteenth century; India press and Indian freedom movement - brief history of major English and Indian language news paper and magazine in India.

UNIT 4

Ownership of print medias- types - merits and demerits; organizational structure of news news paper - function of the staff; editorial, advertising, circulation dept.; patterns of news paper ownership and management in India procedure to launch a publication; marketing practices in print media.

UNIT 5

Press commission- Press Council; DAVP,INS,ABC,union of mediemen and media women-professional organisation-PIB-other public information agencies-of both state and central govt.

PAPER-2 REPORTING AND EDITING- I

UNIT I

News:Definiton,news values,sources of news,news gathering methods.Reporting:Princler of reporting, function and responcibilities,wrinting news- lead types of lead; body-technique of re-writing-techniques of rewriting news agency copy.

UNIT II

Reporting: reporting techniques-qualities of a reporter-news element,sources-types-pitfalls and problems in reporting-attribution-off-the record-embargo-pool reporting;follow-up-advocacy.intrpretation,investgation.

UNIT III

Reportin-crime,court,society,culture,politics,commerce and business,education reporting;practicals.

UNIT IV

Editing:Definition,Nature and need for editing:Principles of editing, editional desk, copy editing,preparation of copy for press-style sheet-editing symbols,proofreading symbols and their significance.

Headling-princiles types and techniques.

UNIT V

Practicals of reporting and editing.

PAPER-III: WRITING FOR MASS MEDIA

UNIT I

Historical background of writing- elements of language-writing as coding of contents-language for medical communication.

UNIT II

Principles and methods of effective writing, rules of grammar, sentence construction; paragraphing, narration; adjectives and adverb, tenses, sequence, logic.

UNIT III

Creating in writing- features, articles, profiles, interview stories-business writing, letters.

UNIT IV

Writing for target groups special interest audiences.

UNIT V

Translations techniques-media reviews of arts, performing arts and cinema; practical exercises applicable to all units.

PAPER-IV: INDIAN CONSTITUTION AND MEDIA LAWS

UNIT I

Introduction of India Constitution, characteristics, preamble-directives of state policy, fundamental rights, fundamental duties, citizenship.

Unit 2

The legislature-the executive-the cabinet-the judiciary-powers and functions; the President, union list, emergency declaration, separation of powers.

Unit 3

Media freedom-media systems-media economics and freedom; advertisers and pressure groups; lobbying; trade unionism; political parties; internal freedom.

Unit 4.

Indian Constitution and freedom of mass media, reasonable restrictions, censorship; political philosophies of media freedom; Press and Registration of Books Act, 1867.

Unit 5.

Official secrets-sedition-Drug and Magic Remedies (Objectionable) Advertisement Act, 1954, obscenity, copyright, monopolies and restrictive trade practices, Press Council, ombudsman, right to information, right to reply, codes of ethics, confidentiality of sources of information.

PAPER-5: COMPUTER APPLICATION FOR MASS MEDIA

UNIT 1

Introduction to computer, Characteristics, Application of computers; History and generation of computers; types of computers; computer organization-CPU and its functions; Input-output devices, functions of input unit, output units, auxiliary storage and media, hardware and software.

data processing concepts-data and information, data concepts, stages of data processing.

UNIT 2

Introduction to MS-Windows, features, concept of OLE; MS-Office and its applications; MS-Word with features, proofing tools, text formatting, working with graphics and web pages; MS-Excel with feature-working with formulas, working with graphs and chart, setting up worksheet for printing; power point- design templates; notes; handouts and masters.

UNIT 3

Photoshop- working with layers, colour selection, image adjustment, filters. different file format-PSD, JPE, BMP, JPEG, PED.

Pagemaker, working with text, page setup, formatting techniques, graphic and drawings.

UNIT 4

Multimedia - definitions, uses, multimedia and CD-ROM, pictures and music, movies and animations, integrations of computer and television, principles of animation, use of video broadcast, video standards; NTSC-PAL-SECAM-HDTV, video editing.

UNIT 5

Web-different web browsers, searching the web; Internet-Introduction, evolution, basics of sending and receiving e-mail, specific mail programs; Usenet-new group, article, news reader, reading news via online service; legal challenges-copyright issues; social issues; economic issues- ethical issues.

PAPER-6 PUBLICATION RELATIONS/ CORPORATE COMMUNICATION

UNIT 1

Public relation-definition-PR as a communication function- history of PR growth of pr in india PR publicity, propoganda and public openion -PR as a management function.

UNIT 2

stages of pr- planning- implement-research-evaluation - PR practioners and media relations - press confrences - press releases-other pr . tools.

UNIT 3

Communication with publics - internal and external - community relations - employee relations; PR India - public and private sectors ; PR councils ; PR agencies ; PR and advertising - PR for media institutions.

UNIT 4

Shareholders relations - dealer relations ; PR for hospitals - PR for charitable institutions; defence PR; PR for NGO's pr for political parties and celebrities; crisis management - Case studies

UNIT 5

PR research -techniques, PR and Law , pr and law new technology , code of ethics for pr ,international pr, profficional organisation of pr, emerging trends in pr employee relations; PR India - public and private sectors ; PR councils ; PR agencies ; PR and advertising - PR for media institutions.

UNIT 4

Shareholders relations - dealer relations ; PR for hospitals - PR for charitable institutions; defence PR; PR for NGO's pr for political parties and celebrities; crisis management - Case studies

UNIT 5

PR research -techniques, PR and Law , pr and law new technology , code of ethics for pr ,international pr, profficional organisation of pr, eme

IInd YEAR

PAPER-VII:INTRODUCTION TO AUDIO-VISUAL MEDIA

UNIT:I

Audio-radio:radio as a medium of Mass Communication,characteristics of radio-historical perspective, with special refrence to India;types of owenership,audience,commercial radio, educational radio,emerging trends,AM,FM, franchising,community radio.

UNIT II

Television:television as a medium of Mass Communication, Characteristics,ownership; organisational structure of Doordarshan,satellite television channels,cabel television,educational television, commercial television, recent trends in television broadcasting.

UNIT III

Film: Film-nature,historical background, technical aspects of film production, film industry in India,status,issues,problems,regional cinema,future prospects,language and grammer.

UNIT IV

Writing for Radio: Script writing for news,talk,discussion,play,feature,commercials,interviews etc.,finer aspects of radio language; impact of new technology on media language,feature,talks.

UNIT V

Writing for television-news,feature,interviews,documentaries,short talk.

PAPER-VIII: REPORTING AND EDITING-II

UNIT I

Advance exercises in editing,re-writing,page make-up and layout, rewriting the copy of mofussil correspondent, editing political and foreign copy.

UNIT II

Interpreative reporting, investigative reporting, writing speacial articles and columns. Book reviews, film reviews, TV programme reviews, theatre and cultural programmes reviews.

UNIT III

Rural Reporting: agriculture- practices,caste community relations,rural-urban relations.

UNIT IV

Structure and functions of newsroom of daily, weekly newspaper and periodicals,different and their functions.

UNIT V

Advance reporting exercises in features, interview,proceedings of the meetings of panchayat, municippal corporation and legislative assembly.

UNIT VI

Field Reporting: assigments to be given by the concerned faculty. Visit to news paper offices.

PAPER-X: ECONOMIC DEVELOPMENT AND PLANNING IN INDIA

UNIT I

Economic development: concept and general perspective common characteristics of underdevelopment; India as a developing economy and its international standing. Strategies of development: balanced vs unbalanced growth strategy; wagegood strategy; basic need strategy; Mahalanobis heavy import strategy; export led growth strategy.

UNIT II

Capital Accumulation as factor in economic growth; role of education in economic development; population and economic development, aspects of human development, education, poverty and inequality of income distribution, problems associated with these and approaches towards their solution. Changes in the sectoral distribution of national income, per capita income and labour force since independence. Assessment of the Indian growth experience with respect to these.

UNIT III

Agriculture: role of agriculture in India's economic development, factors influencing productivity in agriculture, institutional factors, technological factors, pattern of ownership; prices and availability of finance.

UNIT IV

Public sector in India and its role in the growth process; role of the small scale and cottage; industries and government's policy with respect to these; problems of industrial sickness.

Unit V

External Sector: Role of foreign aid, capital and MNC in India's growth process. Foreign trade: composition and direction. India's balance of payments problem; impact of liberalization particularly since 1991 on Indian economy- WTO and IMF conditionalities, pattern of ownership; prices and availability of finance.

UNIT IV

Public sector in India and its role in the growth

IIIIRD YEAR

PAPER-1 BROADCAST JOURNALISM & PRODUCTION

UNIT 1: RADIO

radio programming, aspects of sound recording - types of microphones and their uses, using sound bytes, studio production and radio newsreels and current affairs programs, studio interviews, studio discussions, news writing and editing for radio, field reporting, interview techniques, presentation, news capsule and radio commentary.

unit II: television

Shooting with TV camera - camera mounting, colour balance, basic shoots and camera movements, studio lighting, video editing techniques - cut, mix and dissolve, use of cutaway - AB roll editing, digital effects and post production, shooting - multicamera shooting - shooting & editing schedule; TV programs - planning studio programmes - cues and commands, formats of TV programs, TV news writing, making copy in production language, writing for TV programs, TV reporting, interview techniques, piece to camera and voice over, TV anchoring : voice broadcast skills - enunciation, flow of modulation, facing camera - eye contact.

Paper 2

Unit I

elements of design & Graphics, visualization, convergence and divergence - conceptualization - functions & significance, fundamentals of creativity in art - logic - style - value - tools of art - illustration & Graphs.

Unit 2

Basic elements and principles of Graphics, design layout and production, typeface families - kinds - principles of good typography; spacing - measurement - point system

Unit 3

type composition - manual - mechanical - lino - Ludlow - Photo , DTP, Use of computer software, character generation - use of multimedia.

Unit 4

Printing methods - letterpress , cylinder , rotary, gravure - screen, offset , plate making, types of papers , magazine layout; pagination; designing & printing of cover pages; safety measures in printing press.

Unit 5

Color printing - color combinations - color scanning, color separation , color correction, color positives , color negatives; preparation of bromides; air pulls

Paper 3

INDIAN GOVT. , POLITICS AND INTERNATIONAL RELATIONS

Unit 1

govt. making, working of federalism, issues in govt. at state & central levels of state autonomy in India. Politics at district level - panchayati raj, elections and governance.

Unit 2

Nature of party system - study of major national parties and some of the more important regional parties, and their social basis, effects of fragmentation of parties on the formation and working of the govt. at the centre and the states.

Unit 3

the Electoral system - Process, stresses and strains, secularism and communication in india- problem & trends, centre state relations and reports on centre state relations.

Unit 4

A course of Indian government and politics must address itself to the most fundamental problems of our society in an attempt to understand the reasons behind their existence and the seeming indifference, general study of the government in states and their performance since independence.

Unit 5

Brief study of international relations - foreign politics of India, UK, USA, Russia, UN and its agencies and their function; regional organization such as ASEAN, SAARC, OIC, OAC, India's relations with China, Pakistan, South Asian countries, Africa, Europe & America.

PAPER 4

Unit 1

concept of development; development indicators, approaches to development, dilemmas of development; development policy, development planning.

UNIT 2

Development Journalism- concept - relevance; development communication meaning - strategies in development communication- dominant paradigm- its critiques.

Unit 3

Social cultural and economic barriers to development communication, approaches to development; use of media and inter-personal communication; channels for development; case studies in Indian context.

Unit 4

Participatory model mechanistic and organic models of development for communication; diffusion of innovation; extension, dependency, Gandhian Model.

Unit 5

Creation of Development Messages - language, context, social environment, areas of rural development, health, population, agriculture, Panchayati Raj, campaigns and their evaluation - case studies in Indian context.

Paper 5: SPORTS JOURNALISM

A brief history of sports journalism; a study of the sports pages of leading Indian dailies and well known Sports magazines; sports news, sports features; curtain raisers; sports pictures, their kinds and editing; profile of sports stars; special supplements; covering important meets and international sports events; ethics of sports writing; pictorial essays special columns, round-ups, weekly or fortnightly columns; human interest stories; importance of rules and laws, the place and importance of umpiring; organization of sports Dept.; sports coverage on AIR and Doordarshan; planning design and layout. The qualities for sports writers, facilities; task of organizers; coaches; compilation of statistics, reference materials; Indian & international sports awards

Paper 6

The student shall carry assignment in reporting, feature and editorial writing, subediting, proof reading and periodical work during the session. The students should also maintain a record file of the work done during the session and all this will be evaluated by the external and internal examiners together. Classroom attendance, behavior and team work are also included in it.

Field and institutional Visit - the students are required to go on extensive field visits pertaining to the practical assignments. Besides these 15 days institutional visit, print media - Electronic media - advertising - Public relation - Establishments are expected from the students. The students are required to prepare detailed reports of such visits for the presentation at the time of viva- voce for evaluation. This will be of 20 marks out of total 100 marks.

Basic elements and principles of graphics, design layout and production; typeface families;