

**GURU GOBIND SINGH  
INDRAPRASTHA UNIVERSITY**

***TWENTY NINTH MEETING***  
**OF THE**  
**ACADEMIC COUNCIL**

DATE : 29<sup>th</sup> October 2010

TIME : 11:00 A.M.

VENUE : Conference Room

**MINUTES**



**KASHMERE GATE, DELHI-110403**

**TWENTY NINETH MEETING OF THE ACADEMIC COUNCIL  
TO BE HELD ON 29.10.2010**

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29.42	To report about the programmes MFIKPD, MPFI (FE), B.Sc. (MLI), MA/M.Sc. (Criminology) and M.Sc. (Forensic Science), PGDDPR, B.Sc. (MTR), MAHM, MCPHM being offered in Govt. / Self financing provisionally affiliated Institutes of the University.	17



- Item No.29.38 To consider the establishment of "Centre for Pharmaceutical Sciences" in the University.

The Council considered and approved the proposal for the establishment of "Centre for Excellence in Pharmaceutical Sciences" in the University.

- Item No.29.39 To ~~report~~ the approval granted by the Hon'ble Vice Chancellor to the credits for the Migrated students from other Universities to GGSIP University for the following programmes.

The Council noted and approved the proposed schemes of credit for the students who are admitted from other Universities as per the University's Ordinance related to Migration.

- Item No.29.40 To consider and approve the amendment in Clause (1) of the Ordinance: 7 relating to 'Migration of Students.'

The item was withdrawn and shall be placed before the Council with appropriate modifications.

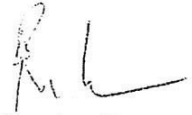
- Item No.29.41 To consider the proposed/ revised syllabi and the scheme of examination of MJMC-II year and MMM-I year

The Council considered and approved the proposed/ revised Syllabi and the Scheme of Examinations for the MJMC-II year and MMM-I year.

- Item No.29.42 To report about the programmes MHRPD, MPH (FE), B.Sc. (MLT), MA/M.Sc. (Criminology) and M.Sc. (Forensic Science), PGDDPR, B.Sc. (MTR), MAHM, MCPHM being offered in Govt. / Self financing provisionally affiliated Institutes of the University.

The Council deliberated on the subject resolved that this Agenda Item be appended alongwith the Minutes of this meeting of the Academic Council and if there would be any observation of any member of the Council then the same shall be communicated to the Registrar for onward submission of the same in the next meeting of the Council.

The Meeting came to an end with a vote of thanks to the chair.

  
(Dr. Bhaskar P. Joshi)  
Registrar/ Secretary to Academic Council



Annexure 'A' of Agenda Item No. AC-11.01  
(Total Page A-11-101-18) 41.01/A-01  
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

Sector - 16C Dwarka, New Delhi - 110078

F.No. IPU/JR(C)/40th AC/2016/ 47

Dated: 05.03.2016

**Subject- Proceedings of the 40<sup>th</sup> meeting of Academic Council.**

Please find enclosed herewith the proceedings of the 40<sup>th</sup> meeting of Academic Council of Guru Gobind Singh Indraprastha University held on Tuesday, 1<sup>st</sup> March 2016 at 11.30 a.m. in the Conference Hall of the University, Administrative Block-'A' wing, Dwarka Campus, New Delhi-110078 for approval.

Observations, if any may kindly be communicated to the office of the undersigned within week, consequent to no observation(s), communicated, the proceedings will be assumed as deemed approved.

Jt. Registrar (Coordination)

[coordination112@gmail.com](mailto:coordination112@gmail.com)

09868527302/011-25302135

Dated: 05.03.2016

F.No. IPU/JR(C)/40<sup>th</sup> AC /2016 /47

- 1) All Deans and Directors of Guru Gobind Singh Indraprastha University
- 2) Prof.P.K.Julka, Dept. of Clinical Oncology, AIIMS, New Delhi.
- 3) Prof.M.C.Sharma, School of Education, (IGNOU), New Delhi.
- 4) Prof.M.P.Gupta, Department of Management Studies, IIT, Delhi.
- 5) Prof.A.K.Maitra, Former Director, School of Planning & Architecture, Delhi.
- 6) Prof.Karmeshu, School of Computer & System Sciences, JNU, New Delhi.
- 7) Prof. Surender kumar, Deptt. of Chemical Technology, IIT Roorkee, Uttarakhand.
- 8) Prof.J.P.Khurana, Dept. of Plant Molecular Biology, Faculty of Interdisciplinary & Applied Sciences, University of Delhi, South Campus.
- 9) Prof. Lallan Prasad, Retired Head and Dean of Dept. of Business Economics, Faculty of Applied Social Sciences, University of Delhi, South Campus.
- 10) Shri Arvind Misra, Former Dean, Faculty of Law, Dr. B.R. Ambedkar University, Agra, Ex.Director /Head, Post Graduate Deptt. of Law Agra College, Agra Former OSD (Law) to H.E. the Governor of UP, Lucknow.
- 11) Shri Sandeep Gupta, CEO, Academy of Embedded Technology, Delhi.
- 12) Prof. J.K. Garg, Professor, University School of Environment Management
- 13) Dr.Amar Pal Singh, Professor, University School of Law & Legal Studies.
- 14) Dr. Manpreet Kang, Associate Professor, University School of Humanities & Social Sciences
- 15) Dr. Meenu Kapoor, Associate Professor, University School of Biotechnology
- 16) Dr. Vaishali Singh, Associate Professor, University School of Basic and Applied Sciences

**Copy for kind information of the Competent Authority:**

- (i) AR to the Vice Chancellor GGSIP University
- (ii) SO to the Pro-Vice Chancellor GGSIP University
- (iii) AR to the Registrar GGSIP University

Jt. Registrar (Coordination)

[coordination112@gmail.com](mailto:coordination112@gmail.com)

09868527302/011-25302135





## GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

### FORTIETH MEETING

OF THE

### ACADEMIC COUNCIL

*DATE : 01<sup>st</sup> March, 2016 (Tuesday)*

*TIME : 11:30 a.m. onwards*

*VENUE : CONFERENCE ROOM*

### PROCEEDINGS

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SECTOR - 16C, DWARKA, NEW DELHI.

INDEX OF AGENDA ITEMS

AGENDA No.	AGENDA ITEM(S)	Page No.
AC40.01	To confirm Proceedings of the 39 <sup>th</sup> meeting of Academic Council, held on 25 <sup>th</sup> June, 2015.	07
AC40.02	Action Taken Report on the Proceedings of 39 <sup>th</sup> meeting of the Academic Council, held on 25 <sup>th</sup> June, 2015.	07
AC40.03	To ratify the decision to include additional information, for all programmes of studies governed by the revised the University Ordinances No. 10 and 11.	07
AC40.04	To ratify the notification of the guidelines to address the operational difficulties arisen due to revision of the University Ordinances No. 10, 11 and repealing of the University Ordinance No.27, for the 2014-2015.	07-08
AC40.05	To ratify the decision regarding the specification of degrees as per the University Grants Commission (UGC), Gazette Notification dated 05 <sup>th</sup> July, 2014 No.F.5-1/2013 (CPP-II).	08
AC40.06	To inform the Academic Council regarding the specification of degrees to be conferred in the Eleventh Convocation of the Guru Gobind Singh Indraprastha University.	08
AC40.07	To consider and approve the list(s) of subject experts to be appointed for various purposes by the Guru Gobind Singh Indraprastha University.	08
AC40.08	To consider and approve the modified eligibility criteria, for creation of posts i.e., "As per Guru Gobind Singh Indraprastha University Recruitment Rules" in place of "As per UGC norms", as had been approved earlier by Academic Council in its 39 <sup>th</sup> meeting held on 25.06.2015 w.r.t University School of Humanities and Social Sciences.	09
AC40.09	To consider and approve the creation of teaching posts for the present and proposed courses in the University School of Biotechnology (USBT) , to fulfil the manpower needs for teaching, research and entrepreneurship development in biotechnology to be implemented w.e.f. the academic session 2016-2017.	10
AC40.10	To ratify the delinking of the B.Tech. and M.Tech. degrees and to run a single M.Tech. programme (in place of the two at present) as per the revised curriculum, scheme of examinations and admission criteria to be implemented by the University School of Biotechnology (USBT) from the academic session 2016-2017.	10-11
AC40.11	To ratify the implementation of revised scheme and syllabus for M.Tech. (Food Processing Technology) course, offered by the University School of Biotechnology (USBT) , from the academic session 2015-2016.	11



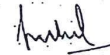
AGENDA No.	AGENDA ITEM(S)	Page No.
AC40.12	To ratify the implementation of revised scheme and syllabus for Ph.D. course work, offered by the University School of Biotechnology (USBT), from the academic session 2015-2016.	11
AC40.13	To ratify the implementation of revised scheme and syllabus for Ph.D. course work offered by the University School of Law & Legal Studies (USLLS), from the academic session 2015-2016.	11
AC40.14	To ratify the implementation of revised scheme of evaluation and syllabus for Master of Law (One year), Alternative Dispute Resolution (ADR) course offered by the University School of Law & Legal Studies (USLLS), from the academic session 2015-2016.	12
AC40.15	To ratify the implementation of syllabus, course curriculum, scheme of evaluation, eligibility criteria and admission procedure of M.Phil. (Psychiatric Social Work) course offered by the University School of Medical and Para Medical Health Sciences (USMPHS), from the academic session 2015-2016.	12
AC40.16	To ratify the implementation of revised course curriculum and scheme of examinations for the following programmes offered by University School of Environment Management (USEM), from the academic session 2015-2016:- (i) M.Sc. (Environment Management) (ii) M.Sc. (Biodiversity and Conservation) (iii) M.Sc. (Natural Resource Management) (iv) Ph.D. (Environment Sciences)	12-13
AC40.17	To ratify the implementation of revised scheme and syllabus of Ph.D. course work of University School of Education (USE), from the academic session 2015-2016.	13
AC40.18	To ratify the implementation of revised scheme and syllabus for Ph.D. courses in the discipline of (i) Physics (ii) Chemistry and (iii) Mathematics offered by the University School of Basic & Applied Sciences (USBAS) from the academic session 2015-2016.	13
AC40.19	To consider and approve the academic disciplines and syllabus for Research Aptitude Test, for the Ph.D. programmes offered by the University School of Engineering & Technology (USET), to be implemented from the academic session 2016-2017.	14
AC40.20	To ratify the implementation of the minor modification(s) in the scheme and syllabus of the Bachelor of Technology (B.Tech.) programmes approved by the Board of Studies of the University School of Engineering & Technology (USET):- (i) Electronics & Communication Engineering (ii) Mechatronics (iii) Computer Science & Engineering (iv) Electrical Engineering (v) Electrical & Electronics Engineering	15

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41.01/A-05

AGENDA No.	AGENDA ITEM(S)	Page No.
AC40.21	To consider and approve the implementation of the minor modification(s) in the existing scheme and syllabus of Master of Technology (M.Tech.) in the following programmes approved by the Board of Studies of the University School of Information and Communication Technology (USICT), from the academic session 2015-2016:- M.Tech.(Regular Programme):-(i)Information Technology, (ii) Computer Science & Engineering,(iii) Information Security , (iv)Electronics & Communication Engineering, (v)Digital Communication, (vi)Signal Processing, (vii) RF & Microwave Engineering and (viii)VLSI Design M.Tech.(Weekend Programme):- (i) Computer Science & Engineering (ii) Information Technology (iii) Electronics & Communication Engineering	15-16
AC40.22	To ratify the Admission Brochure of the University for the Academic Session 2016-2017.	16
AC40.23	To consider and approve the institution of an Award (Gold Medal) in the name of Late Dr. Bhaskar Prakash Joshi (Ex-Registrar, Guru Gobind Singh Indraprastha University).	16
	Table Agenda	
AC40.24	To ratify the extension of last date of submitting eligibility proof by November 2, 2015 for result awaited students of Engineering, B. Arch. & Professional Programmes (Except MBBS / BDS / PGMCC / SSMC), admitted during Academic Session 2015-2016.	17





practicability, Academic sub-committee considered the same (31<sup>st</sup> July, 2015) and recommended following guidelines to address the operational difficulties arisen for student batches admitted till Academic Session 2014-15:

- (i) The promoted student shall be promoted to the next Academic session.
- (ii) The not promoted student shall be promoted to the next Academic session (If required, automatically readmission will be done)
- (iii) Non-promotion due to detention shall also be waived off from this Academic session.

With the approval of the Vice Chancellor, the above guidelines have been implemented. The Academic Council ratified the decision of the Vice Chancellor to implement the above guidelines for the student batches admitted till academic session 2014-15. *Annexed as Annexure 'C' of Agenda Item*

Agenda Item No. AC40.05: To ratify the decision regarding the specification of degrees as per the University Grants Commission (UGC), Gazette Notification dated 05<sup>th</sup> July, 2014 No.F.5-1/2013(CPP-II).

The University Grants Commission in its Regulation of 2014 regarding nomenclature of degrees specified a list of degrees and required that all degrees offered/awarded by Universities must be within the framework specified in the UGC Regulations 2014 notified vide gazette notification dated 5<sup>th</sup> July 2014. A Regulation entitled "Nomenclature of Degrees/Diplomas", and the table of equivalence of past degrees awarded, has been framed in pursuance of the above referred UGC Regulations by the University as recommended by a committee constituted by the Competent Authority. The Academic Council after deliberations ratified the University Regulations entitled "Nomenclature of Degrees/Diplomas" and the table of equivalence of past degrees awarded. *Annexed as Annexure D of Agenda Item No. AC 40.05 (Page D-01 to D-07).*

Agenda Item No. AC40.06: To inform the Academic Council regarding the statistics of the degrees to be conferred in the Eleventh Convocation of the Guru Gobind Singh Indraprastha University.

The Academic Council placed on record its pleasure to note that the University is holding its 11<sup>th</sup> Convocation on 18<sup>th</sup> March, 2016. The Academic Council noted the statistics of the degrees to be conferred on the day of 11<sup>th</sup> Convocation of the GGS Indraprastha University. *Annexed as Annexure 'E' of Agenda Item AC 40.06 (Page E-01).*

Agenda Item No. AC40.07: To consider and approve the list(s) of subject experts to be appointed for various purposes by the Guru Gobind Singh Indraprastha University.

The Academic Council was informed that the list(s) of subject experts to be appointed for various purposes by the Guru Gobind Singh Indraprastha University have not been reviewed and revised for a long time. The University has introduced a large number of new academic programmes in recent years, some of the programmes syllabi/schemes have been revised and nominations of some of the earlier subject experts are need to be reviewed keeping in view the present requirement. Therefore, the lists of subject experts have been prepared by the University taking experts from reputed institutes like IITs/IIMs/Central/State Universities. The Academic Council approved the lists (placed before it) of subject experts to be appointed for various purposes which includes constitution of statutory bodies, selection committees, selection of faculties.

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**Guru Gobind Singh Indraprastha University**

**SCHEME OF EXAMINATION**

**&**

**SYLLABI**

**of**

**MASTER OF MASS MEDIA**

**/**

**MASTER OF ARTS (MASS COMMUNICATIONS)\***

**for**

**First and Second Semester**

**(w.e.f. 2010 – 2011 Academic Session)**



**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY**

**KASHMERE GATE, DELHI-110 403**

**Entrepreneurship | Employability | Skill Development**

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**KASHMERE GATE, DELHI-110 403**

# Guru Gobind Singh Indraprastha University

(Detailed Syllabus of Courses to be Taught in the First Two Semesters Each of 28 Credits)

## FIRST SEMESTER

Course Code	Course Title	L	T/P	Credits
<b>Theory</b>				
MMM 101	Introduction to Social Sciences	5	-	5
MMM 103	Introduction to Indian Literature	5	-	5
MMM 105	Development of Media : Industries, Professions & Careers	4	-	4
MMM 107	Introduction to Still Photography & Cinema	4	-	4
MMM 109	Communication Theory	4	-	4
<b>Practical</b>				
MMM 151	Still Photography Lab	-	6	3
MMM 153	Seminar-Presentation	-	6	3
	<b>Total</b>	<b>22</b>	<b>12</b>	<b>28</b>

## SECOND SEMESTER

Course Code	Course Title	L	T/P	Credits
<b>Theory</b>				
MMM 102	Journalism : Concepts & Principles	5	-	5
MMM 104	Advertising & Public Relations : Concepts & Principles	5	-	5
MMM 106	Media Laws & Ethics	4	-	4
MMM 108	Media Economics & Management	4	-	4
MMM 110	Communication Research	4	-	4
<b>Practical</b>				
MMM 152	Print Media Lab		6	3
MMM 154	Project		6	3
	<b>Total</b>	<b>22</b>	<b>12</b>	<b>28</b>

# **Guru Gobind Singh Indraprastha University**

## **THIRD & FOURTH SEMESTERS**

The Third and Fourth semesters will have 26 credits each and the following specializations will be offered during this period:

1. Broadcast Journalism
2. Online Journalism
3. Print Journalism
4. Advertising and Corporate Communication
5. TV Production

In the fourth semester each student will be required to submit his/her Master's Thesis that will be of 10 credits.

*Note:*

1. The total number of credits of the MMM Programme : 108
2. Each student shall be required to appear in examination of all theory and practical/lab courses. However, for the award of the degree a student shall be required to earn minimum 102 credits.



# Guru Gobind Singh Indraprastha University

## FIRST SEMESTER

### INTRODUCTION TO SOCIAL SCIENCE

<b>Course Code: MMM 101</b>	<b>L : 5</b>	<b>T/P : 0</b>	<b>CREDITS : 5</b>
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*Marks of end term theory paper: 60*

*Marks of internal assessment: 40*

#### Unit I Social Science

1. Social Science : Concept , Scope and Significance
2. Relationship between Social Science & Natural Science
3. Different branches of Social Science and their interrelationships
4. Major Perspectives and Emerging Trends

#### Unit II Sociology

1. Sociology : Concept ,Scope & Significance
2. Social Groups; Family, Marriage & Kinship
3. Religion, Culture & Society
4. Social Stratification; Caste & Class in India: Trends and Challenges

#### Unit III History

1. History : Concept, Scope and Significance; Historiography
2. Sources of History
3. World Civilization: an Outline
4. Milestones of Indian History; Freedom Movement, Partition and its Aftermath

#### Unit IV Economics

1. Economics : Concept, Scope & Significance
2. Different branches of Economics; Different types of Economies, Markets and Companies
3. Basic Concepts : Demand and Supply, Consumer Behavior, Inflation, Deflation, Recession, Demographics and Psychographics
4. Indian Economy : A brief Historical outline; Five Year Plans, Budget; Liberalization, Globalization, Swadeshi; Emerging Trends and Challenges

#### Unit V Political Science

# Guru Gobind Singh Indraprastha University

1. Political Science : Concept, Scope & Significance
2. Emergence of State; Different Types of Political Systems
3. Features of Indian Political System; Major Political Parties and Movements
4. Indian polity: Emerging Trends and Challenges

## Suggested readings (books):

1. Hardayal, Lala. Hints for Self Culture. Jaico. Mumbai.2005
2. Minogue, K. Politics. OUP. New York. 2005
3. Carr, E H. What is History?
4. Freedman, M. Democracy. OUP. New York. 2005
5. Bruce, Steve. Sociology. OUP. New York. 2005
6. Dasgupta, Partha. Economics. OUP. New York. 2005
7. Encyclopedia Britannica (for relevant facts and concepts)
8. Latest NCERT( + 2 ) Books: Indian Society, Indian Polity Indian History, World History, Indian Economy

**Magazines: Seminar, Frontline, EPW for Emerging Trends**

## Guidelines for Examiners/ Papersetters

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students.

## Internal Assessment:

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II

## **Guru Gobind Singh Indraprastha University**

to be held after 12 weeks of study.

- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

# Guru Gobind Singh Indraprastha University

## FIRST SEMESTER

### INTRODUCTION TO INDIAN LITERATURE

Course Code: MMM 103	L : 5	T/P : 0	CREDITS : 5
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Marks of end term theory paper: 60

Marks of internal assessment: 40

#### Unit-I Literature in Early Indian Languages (A brief outline of each indicated text)

1. Vedic and Post-Vedic Literature ( Sanskrit: The Four Vedas: *Rig, Yajur, Saam, Atharva; the Early Upanishads; Panchtantra Fables*)
2. Epic Literature ( Sanskrit: *The Ramayana; The Mahabharata*)
3. Classical Literature ( Sanskrit: Kalidasa: *Abhijnanshakuntalam*)
4. Sangam Literature
5. Prakrit Literature ( Baddakaha); Pali Literature ( Jatakkatha)

#### Unit-II Early Literature in Contemporary Indian Languages (A brief outline of the trends as represented by the Indicated Poets /Litterateurs)

1. Thiruvalluvar( Tamil) Vemana( Telugu) Kumara Vyasa( Kannada), Cheramakavi( Malayam)
2. Baba Bulleshah( Punjabi) , Tukaram(Marathi), Narsinh Mehta ( Gujarati), Lalded ( Kashmiri)
3. Amir Khusro , Vidyapati, Kabirdas, Meera Bai , Tulsidas (Hindi)
4. Nazeer, Meer, Ghalib(Urdu)
5. Chandidas( Bengali), Sarala Das( Oriya), Shankardeb( Assamese)

#### Unit-III The First War of Independence & Indian Literature (A brief outline of each indicated text and its context in detail)

1. Godse: *Maanjha Pravaas*, tr. by Amritlal Nagar
2. Mitra: *Neel Dorpon*
3. Ghadar Ke Phool(Ed.), tr. by Amritlal Nagar
4. Varma: *Jhansi Ki Raani*
5. Rai: *A House Divided*

#### Unit –IV Modern Literature in Contemporary Indian Languages ( An over view of each indicated text and its context)

## Guru Gobind Singh Indraprastha University

1. Modern Poetry: Selected Poems (Tagore: *Chitto Jetha Bhaishunya*; Nirala: *Wah Todti Patthar*; Faiz: *Mujhse Pehli Si Muhabbat Mere Mehboob Na Maang*)
2. Novels: Selected Novels ( Kamleshwar: *Kitane Pakistan*; Senapati: *Chhah Maad Aath Gunth*; Rushdie: *Midnight's Children*)
3. Stories: Selected Stories ( Premchand: *Kafan*; Tagore: *Kabuliwala*; Manto: *Toba Tek Singh*)
4. Dramas: Selected Dramas( Harishchandra: *Andher Nagari*; Karnad: *Tughlaq*; Tendulkar: *Ghasiram Kotwaal*)
5. Autobiography( Gandhi: *My Experiments With Truth*); Travelogue ( Sankrityayan: *Ghumakkarshshtra*)

### Unit- V Major Thinkers

#### (A) Western

1. Marx
2. Sartre

#### (B) Indian

1. Tagore
2. Gandhi

### Suggested readings:

1. Indian Literature (ed.) : An Introduction. Delhi University-Pearson Longman. Delhi. 2006
2. The Individual and Society: Essays, Stories and Poems(ed.). Delhi University-Pearson Longman. Delhi. 2006
3. Singer, Peter. Marx. OUP. New York. 2005
4. Parekh, Bikhu. Gandhi. OUP. New York. 2005
5. Flynn, Thomas. Existentialism. OUP. New York. 2005
6. Borodov. Indian Philosophy in Modern Times. Progress publishers. Moscow. 1985.
7. Sahitya Akademi Monographs/Biographies on relevant authors/poets



# Guru Gobind Singh Indraprastha University

## Guidelines for Examiners/ Paper-setters

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students.

### Internal Assessment:

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

# Guru Gobind Singh Indraprastha University

## FIRST SEMESTER

### Development of Media: Industries, Professions & Careers

Course Code: MMM 105	L : 4	T/P : 0	CREDITS : 4
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*Marks of end term theory paper: 60*

*Marks of internal assessment: 40*

#### Unit I Books: The First Mass Medium

1. The Development of Language and the Exchange of Meaning with Verbal and Nonverbal Symbols; Evolution of Written Language; Cave paintings to Alphabets; Clay and Stone to Portable Media
2. Books as Scrolls; Books with Bound Pages; Printed Books
3. Books as Contemporary Mass Medium; Types of Books
4. The Publishing Process: from Typed Manuscript to Finished Book; Types of Publishers; The Digital Future of Books: Electronic Publishing & Reading; The Publishing Industry: An Overview
5. Professions & Careers in Book Publishing

#### Unit II Newspapers and Magazines

1. Newspapers: Mass Society Medium; The First Newspapers Worldwide and Those in India; Emergence of the Penny Press; Societal Impact on the Growth of Newspapers; Newspapers as Tool of Cultural Innovation; Types of Newspapers in Today's World
2. Role of Press in Freedom Movements Globally and that in India; The Growth of Indian Newspapers: A brief Overview; Developments Shaping Today's Newspapers: Wire Services & Syndicates; Changing Patterns of Ownership; The Future of the Newspaper
3. The Development of Magazines Globally and that in India; Types of Magazines; Changing Attributes of Magazines with the Passage of Time; Magazine as a Social Reform Tool and a Source of Entertainment; The challenge of Television;
4. The Magazine as an Industry; The Future of Magazines
5. Professions & Careers in Newspapers and Magazines

#### Unit III Motion Pictures

1. Development of Technology: From Shadows on the Wall to a Powerful Entertaining Medium

## **Guru Gobind Singh Indraprastha University**

2. Film as a Medium in Today's World: Its Functions, Themes and Styles; The content of Hollywood & Bollywood Films: A Comparison
3. Sex, Crime, Politics & Films; Censorship and socio-political Dynamics; Film critics and Awards
4. The Film Industry: Economics and Audience; The Making of a Film and its Stakeholders; The Global Film Industry: An Overview; The Future of Film medium in the Age of Internet
5. Professions & Careers in Films

### **Unit IV Radio & Television**

1. Radio: The Development Technology – from Communicating over a wire to Communicating with waves; The first Broadcast Medium, The Economics of Radio
2. The Best years of radio: Great Depression & world War II; The Challenge of TV, Radio's role in a Media Basket, and the Future of Radio; Radio in contemporary India: FM and Community Radio—The Road Ahead
3. TV: an Overview of Technology Development; The Coming of Colour: The Days of Fast Adoption; Growth of National, Regional and Local TV Viewers
4. Competing Technologies: Cable systems, VCR & DVDs, DBS, DTH; The Economics of Television and the Challenges of Content Producers; The Future of Television
5. Professions and Careers in Radio and Television

### **Unit V New Media**

1. Internet and Convergence of Technologies
2. Rapid Growth in Mobile technologies
3. The New Media and the New economy: Online Business and Services , The Information Super Highway; Any Time Anywhere Service or the Addressable Audience in a Global Village
4. The New Media Impact the Old; The Old media Go Digital and Online; The Customized Content Grows Fastest; The Future of New Media
5. Professions and Careers in New Media

### **Suggested readings:**

1. Baran, S J. Introduction to Mass Communication. Mc-Graw Hill. New York. 2005
2. DeFleur & Dennis. Understanding Mass Communication. Houghton Mifflin Co. Boston. 2007
3. Folkerts & Lacy. The Media in Your Life. Pearson Education. Delhi. 2005.
4. Harper, Christopher. The New Mass Media. Houghton Mifflin Co. Boston. 2007
5. Singhal and Rogers. India's Communication Revolution. Sage.
6. Kumar, KJ. Mass Communication in India. Jaico. Mumbai. 2007
7. Natrajan. History of Press in India. Publications Division. Delhi
8. Kohli-Khandekar. Indian Media Business. Response Books. Delhi. 2010

## **Guru Gobind Singh Indraprastha University**

9. Sahay, Uday. Making News(ed.). OUP. Delhi. 2009

### **Guidelines for Examiners/ Paper-setters**

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students.

### **Internal Assessment:**

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
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# Guru Gobind Singh Indraprastha University

## FIRST SEMESTER

### Introduction to Still Photography & Cinema

Course Code: MMM 107	L : 4	T/P : 0	CREDITS : 4
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*Marks of end term theory paper: 60*

*Marks of internal assessment: 40*

#### Unit I Introduction

1. Brief History of Photography; Evolution of Camera Obscura
2. Approaches to Photography : Amateur, Professional & Independent
3. Structure and Functioning of a Camera
4. Types of Cameras on the basis of Design and Format
5. Structure and Functioning of an SLR Camera

#### Unit II Camera Parts, Lighting & Composition

1. Parts of a Camera; Accessories of Camera; Aperture; Exposure and Depth of Field
2. Rules and Conventions of Composition
3. Properties of Light; Lighting Equipment ; 3 Point Lighting
4. Darkroom processing and printing techniques; Digital printing; Types of papers and printers
5. Photo editing

#### Unit III Indian Cinema: A Brief outline

1. The Medium of Cinema: A brief Historical Outline
2. The Birth of Indian Cinema: Pioneers of Silent Cinema; Impact of Sound on Indian Cinema; Studio System; Cinematography Act of 1918; Indian National Movement and Cinema; Growth of Star System ; New Wave Cinema; Saga of 'Angry Young Man'
3. Regional cinema: Bengali, Marathi , Telugu, Tamil , Kannada , Malyalam, Bhojpuri , Punjabi , etc.
4. Gender Issues and the Indian Cinema
5. Impact of Digital world on Indian Film Industry; Indian Cinema and Globalization; Trends and Challenges

#### Unit IV Analyzing Films of Eminent Directors

- (A) Indian  
(B) North American (Hollywood); French ; German ; Italian  
(C) Russian ; Japanese; Iranian



# Guru Gobind Singh Indraprastha University

## Unit V Cinematic Theories

- Auteur Theory
- Formalistic Theory
- Structuralist Theory
- Feminist Theory
- Psychoanalytical Theory

### Suggested readings:

1. London & Upton .Photography. Prentice Hall. 2005
2. Langford, Michael. The complete Guide to Digital Photography. Sterling Publishing Company. 2008
3. Gokulsing & Dissanayake. Indian Popular Cinema: A Narrative Cultural Change. Trentham Books. 2004
4. Gulzar, Nihalani, Chatterjee. Encyclopedia of Hindi Cinema. Popular Prakashan, 2003
5. Geoffrey Nowell-Smith. The Oxford History of World Cinema. Oxford University Press. 1997
6. Maltby. Hollywood Cinema. Wiley – Blackwell. 2003
7. Dixon, Andrew, Foster. A short history of film. Rutgers University Press. 2008
8. Kaur and Sinha. Popular Indian Cinema through a Transnational Lens . SAGE. 2005

### Guidelines for Examiners/ Papersetters

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students.

### Internal Assessment:

## **Guru Gobind Singh Indraprastha University**

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
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# Guru Gobind Singh Indraprastha University

## FIRST SEMESTER

### Communication Theory

Course Code: MMM 109	L : 4	T/P : 0	CREDITS : 4
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*Marks of end term theory paper: 60*

*Marks of internal assessment: 40*

#### UNIT I Introduction

1. Communication: Comparative Definitions, Process and Elements
2. Means of Communication ; Types of Communication
3. Communication, Culture and Society; Intercultural Communication, International Communication
4. 7'Cs of Communication; Communication Barriers : Definition and Types
5. A Historical Overview of Communication Theories

#### UNIT 2 Models of Communication

1. Definition of a Model
2. Interpersonal or Face to Face Communication Model
3. Intrapersonal or Auto Communication Model
4. Two Individual's Experience Model , Participatory Model
5. Major Proponents of Models: Aristotle, Wilbur Schramm, Charles E. Osgood, David Barlow, E.X. Dance, Lasswell's, Claude Shannon & Warren Weaver, Murphy, et al.

#### UNIT III Mass Communication Theories

1. Definition, Elements and Functions of Mass Communication
2. A Historical Overview of Early Mass Communication Theories: Hypodermic Theory ; Individual Difference Theory; Selective Exposure, Selective Perception and Selective Retention Theory
3. Sociological Theories: Cultivation Theory, Agenda-Setting Theory , The Uses & Gratification Theory , Dependency Theory
4. Normative Theories: Authoritarian Theory , Libertarian Theory, Social-Responsibility Theory , Soviet Media ; Development Communication Theory , Democratic-Participation Theory
5. Technological Determinism Theory

#### UNIT IV Models of Mass Communication

# Guru Gobind Singh Indraprastha University

1. George Gerbner's Model
2. New Comb's Model
3. Gate-Keeping Model
4. The Four Models of Mass Communication by Denis McQuail : The Transmission Model; The Expressive Model; The Publicity Model; The Reception Model
5. The Step Models: The One-Step Model; The Two Step Model; The Multi Step Model

## UNIT V Mass Media & Development

1. Development: Meaning, Paradigms and Indicators
2. Various Approaches to Development Communication: Participatory Communication approach; Development Support Communication – Extension
3. Role of Media in Promoting Development: Traditional Media, Print Media, Cinema, Broadcast Media New Media
4. Issues in Development Communication: Digital Divide, Gender Divide, Regional Divide; Illiteracy and Poverty at Local, Country and Global Levels
5. Information Cooperation and Exchange, etc.

### Suggested readings:

1. Fiske. Introduction to Communication Studies. Methuen.
2. Mc Quail. Communication: An Introduction. Sage
3. Kumar, KJ. Mass Communication in India. Jaico. Mumbai. 2007 Watson.
4. Kaul, A. Communication. PHI. Delhi.
5. Shramm. Mass Media and National Development.
6. Aggarwal & Gupta. Handbook and Journalism & Mass Communication. Har Anand. Delhi.
7. A Dictionary of Communication & Media Studies. James Watson & Anne Hill.

### Guidelines for Examiners/ Paper-setters

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.

## **Guru Gobind Singh Indraprastha University**

Choice to students	Within a unit, internal choice must be given to students.
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### **Internal Assessment:**

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

# Guru Gobind Singh Indraprastha University

## FIRST SEMESTER

### STILL PHOTOGRAPHY LAB

<b>Course Code: MMM 151</b>	<b>L : 0</b>	<b>T/P : 6</b>	<b>CREDITS : 3</b>
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*Marks of end term practical exam: 60*

*Marks of internal assessment: 40*

#### **Exercises/ Assignments:**

1. Giving ideas on subjects for photo shoots and finalizing some for shoots.
2. Learning techniques of photography.

[The above two are individual assignments, meant for internal assessment]

#### **Productions:**

1. Five news photographs.
- . Five feature photographs.

[The above are group productions, meant for external evaluation]

# Guru Gobind Singh Indraprastha University

## FIRST SEMESTER

### SEMINAR PRESENTATION

<b>Course Code: MMM 153</b>	<b>L : 0</b>	<b>T/P : 0</b>	<b>CREDITS : 3</b>
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*Marks of end term practical exam: 60*

*Marks of internal assessment: 40*

#### **Presentations:**

The students will be asked to make two presentations on their chosen topics. They are, however, advised to pick up topics from the subjects that they are studying in I semester.

#### **Internal Assessment: 40 Marks**

Assessment will be made on the basis of the following:

- . Selection of original and innovative topic
- . Research work done by the student
- . Quality of the presentation made
- . Response to queries posed by audience

#### **External Evaluation: 60 Marks**

External evaluation should be done on the basis of the following:

- . Relevance of the topic chosen for presentation
- . Quality of the content in the presentation
- . Confidence and commitment shown by the students in the presentation
- . Response to questions asked by the examiner during presentation



# Guru Gobind Singh Indraprastha University

## SECOND SEMESTER

### Journalism: Concepts & Principles

Course Code: MMM 102	L : 5	T/P : 0	CREDITS : 5
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*Marks of end term theory paper: 60*

*Marks of internal assessment: 40*

#### Unit I Journalism: An Overview

1. Journalism defined
2. Journalism as a profession
3. Journalism as different from Advertising Public Relations
4. Freedom of the Press & its limitations
5. Journalism : Society, Democracy & Development

#### Unit II Basic Concepts

1. What is News? News values
2. Structure of a News Story
3. Types of News/Journalistic story
4. Defining appropriate taste : Stereotyping, Mythmaking, Obscenity, Graphic Images
5. What makes News?

#### Unit III Journalistic Tools

1. Objectivity & accuracy ; dealing with arguments and facts, bogus and misleading information
2. Digging for information: background material, developing and building sources
3. Interview, its types and questions for an interview
4. Graphics, cartoon, illustrations: both as tools and journalistic content
5. Statistical tools to the aid of journalists

#### Unit IV News Media Organizations

1. Press commission and Press Council
2. Trade and Professional bodies – INS, ILNA, AINEC, IFWJ, NUJ, Etc.
3. National and State level press information organizations
4. NRS and ABC, RNI
5. News Broadcasters' Association

# Guru Gobind Singh Indraprastha University

## Unit V Issues and trends in Contemporary Journalism

1. Contemporary Journalism – English and Indian Language, National and Regional, Locals, Neighborhood
2. Citizen journalism, Media activism and media trial
3. Public interests vs Private profit; Public interest vs Government control
4. Paid News, Embedded Journalism
5. Journalism as a PR tool

### Suggested readings:

1. Hargreaves, Ian. Journalism – A Very Short Introduction. OUP. New York. 2005
2. Hough, George. News Writing. Kanishka Publishers. Delhi. 2007
3. Kamat, MV. Professional Journalism Macmillan. Delhi.
4. Burns, LS. Understanding Journalism. Vistaar. Delhi. 2002.
5. Harcup, Tony. Journalism: Principles & Practice. Sage. London. 2004.

### Guidelines for Examiners/ Papersetters

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students.

### Internal Assessment:

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# Guru Gobind Singh Indraprastha University

## SECOND SEMESTER

### Advertising & Public Relations: Concepts & Principles

Course Code: MMM 104	L : 5	T/P : 0	CREDITS : 5
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*Marks of end term theory paper: 60*

*Marks of internal assessment: 40*

#### Unit I Advertising: Concept and Meaning

1. Advertising : definition, nature and characteristics
2. Advertising as a tool of integrated marketing communication
3. Evolution of advertising across the globe
4. Growth and development of advertising in India
5. Effects of advertising : PEST impact
6. Ethics in advertising, role of advertising councils etc.

#### Unit II Advertising : Forms and Functions

1. International, National, Regional, Local
2. Hard Sell and Soft Sell
3. Generic, product and consumer
4. Corporate Advertising; B2B and B2C approaches
5. Agencies: organizational structure and functions

#### Unit III Advertising: Process and Theories

1. Basic Models in Advertising : AIDA, AIDCA, Hierarchy of Effects Model, VIPS, ELM
2. Stern's Model of Advertising Communication
3. Communication theories in advertising
4. Theoretical constructs and perspectives in advertising
5. Advertising as a hidden persuader

#### Unit IV Public Relations: Origins and Genesis

1. Defining Public Relations: Definition and Need
2. Historical origins of PR in the world
3. Public Relation in India
4. Publicity, Propaganda and PR : Similarities and differences
5. Objectives of PR; Types of PR : Conventional to contemporary

#### Unit V PR: Publics, Practices and Perspectives

# Guru Gobind Singh Indraprastha University

1. Public Relations in the ICS Mix, Publics : Meaning composition
2. Theoretical foundations of Public Relations as a communication/management function
3. Contemporary trends and practices in PR in India
4. Tools of Public Relations, Media Engagement
5. Social responsibility and Public Relations

## Suggested readings:

1. Jethwaney, J. Advertising Management. OUP. Delhi.2009.
2. Lewis and Nelson. Handbook of Advertising. NTC Business Books. USA. 2000.
3. Ghosh, Subir. Public Relations-- In The Indian Context. Rupa & Co. Delhi. 2005.
4. Folkerts & Lacy. The Media in Your life. Pearson Education. Delhi. 2004.
5. Ries & Ries. The Fall of Advertising and Rise of PR. Harper Business. New York. 2002.
6. Newsom, Turk, Kruckeberg. This is PR ( 9<sup>th</sup> edition). Wadsworth. USA.

## Guidelines for Examiners/ Paper-setters

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
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Choice to students	Within a unit, internal choice must be given to students.

## Internal Assessment:

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# Guru Gobind Singh Indraprastha University

## SECOND SEMESTER

### Media Laws & Ethics

<b>Course Code: MMM 106</b>	<b>L : 4</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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*Marks of end term theory paper: 60*

*Marks of internal assessment: 40*

#### Unit I Constitution of India

1. Constitution of India : An Introduction
2. Fundamental Rights, Duties and Directive Principles
3. Provision for amending the constitution
4. Freedom of expression
5. Election Commission and its machinery

#### Unit II Laws as applicable to media

1. Protecting national security, public order and law & order
2. Access to information laws (RTI) and procedures; Rules of court reporting, contempt of court, sub-judice
3. Freedom of expression & protection of vulnerable groups, protection of social values, obscenity; scope of censoring
4. The law and professional standards relating to privacy, protection of confidential sources
5. Laws relating to election coverage; some international instruments affecting the media

#### Unit III History of Media Laws in India

1. Press & Registration of Books Act 1867, Telegraph Act, Cinematograph Act 1953
2. Contempt of Courts Act 1971, Civil and Criminal Laws of Defamation
3. Official Secrets Act
4. Copyright Act, IT Act
5. Cable Network Act

#### Unit IV Ethics – A

1. Introduction to media ethics
2. History of media ethics, role of conventions
3. Personal and group ethics, global media ethics
4. Principles of independence, accountability and conflict of interest
5. Objectivity, fairness and accuracy

# Guru Gobind Singh Indraprastha University

## Unit V Ethics – B

1. New technologies: Hidden cameras; Legality and ethics of sting operations
2. Graphic images
3. Cheque book journalism/paid news/embedded journalism
4. Media crisis & global issues
5. Future of media ethics (Journalism, Advertising, PR, Entertainment)

### Suggested readings:

1. Kashyap, S C. Our Constitution. NBT. Delhi. 2005.
2. Neelamalar. Media Law and Ethics. PHI Learning. Delhi. 2010.
3. Clifford G., et al. Media Ethics (6<sup>th</sup> edition). Longman. New York. 2002.
4. Prasad, Kiran. Media Law and Ethics: Readings in Communication Regulation (2 Vols-Set). B R Publishing. Delhi. 2009.
5. Folkerts & Lacy. The Media in Your life. Pearson Education. Delhi. 2004.

### Guidelines for Examiners/ Paper-setters

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
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Choice to students	Within a unit, internal choice must be given to students.

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# Guru Gobind Singh Indraprastha University

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## SECOND SEMESTER

### Media Economics & Management

Course Code: MMM 108	L : 4	T/P : 0	CREDITS : 4
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*Marks of end term theory paper: 60*

*Marks of internal assessment: 40*

#### Unit I Introduction to Media Economics

1. Definition & scope
2. Economics & media economics
3. Micro & macro economics
4. Fundamental economic problems; supply & demand
5. Consumer behavior, demographics & psychographics

#### Unit II Media Organization & Media Markets

1. Media organization : Definition, its nature and importance, organizational culture, media organizations as communication systems
2. Media markets : definition & scope, dual market products & geographic dimensions, industrial organization model
3. Market structures
4. Theories of the firm: applicability and limitations to media markets
5. Market conduct and performance, evaluating media markets

#### Unit III Structure and operation of media organizations in India

1. Newspaper business management: ownership patterns, line and staff management in a newspaper organization, factors affecting newspaper production, circulation, management, housing & arranging the newspaper production plant
2. Managing broadcast media organizations: organizational hierarchy of public and private television channels, radio stations in India, factors affecting its growth
3. Growth of digital media; Emerging trends in Internet mobile sectors in term of new services, revenue models and job types
4. Organizational structure of advertising agencies and public relation firms
5. Roles and responsibilities of the personnel in the organizational hierarchy



# Guru Gobind Singh Indraprastha University

## Unit IV Management concepts and their applications to media organizations

1. Principles of management
2. Leadership, staffing and motivation
3. Planning
4. Budget/ financial management
5. Market research and audience analysis

## Unit V Issues in media economics & management

1. Issues in media economics: consolidation of media industries, technology convergence , globalization
2. Various social, political and economic forces influencing the media industry
3. Regulatory mechanism & policy challenges
4. Ethics of media management: public interest vs private profit; public interest vs Govt. control
5. Legal issues in advertising, personnel management, mergers and acquisitions

### Suggested readings:

1. Albarran. Media Economics. Surjeet Publications. Delhi. 2007.
2. Samuelson & Nordhaus. Economics. Tata McGraw Hill. New York. 2005.
3. Kung, Lucy. Strategic Media Management. Sage. London. 2009.
4. Albarran. Electronic Media Management. Thomson-Wadsworth.2005.
5. Baran, S J. Introduction to Mass Communication. McGraw Hill. New York. 2004.
6. Kohli-Khandekar. Indian Media Business. Response. Delhi.2010.

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Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.

## **Guru Gobind Singh Indraprastha University**

Choice to students	Within a unit, internal choice must be given to students.
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### **Internal Assessment:**

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

# Guru Gobind Singh Indraprastha University

## SECOND SEMESTER

### Communication Research

Course Code: MMM 110	L : 4	T/P : 0	CREDITS : 4
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*Marks of end term theory paper: 60*

*Marks of internal assessment: 40*

#### Unit I Introduction

1. Meaning & definition of Research; Objectives of Research
2. Kinds of Research
3. Development of Mass media Research; Motivating factors of Media Research
4. Media Research and the Scientific method
5. Research methods

#### Unit II Research Procedure

1. Selection of Research Topic; Determination of topic relevance
2. Survey of Literature
3. Hypothesis
4. Research Design:
  - a. Diagnostic Research Design
  - b. Exploratory Research Design
  - c. Descriptive Research Design
  - d. Experimental Research Design
5. Data collection & Report writing

#### Unit III Tools and Techniques of Research

1. Universe population, Sample
2. Meaning and Definition of Sampling Technique
  - a. Census
  - b. Probability
  - c. Non probability
3. Questionnaire
4. Schedule
5. Survey

#### Unit IV Research Applications

## Guru Gobind Singh Indraprastha University

1. Research in Print Media – Readership, circulation, typography and make-up
2. Research in Electronic Media – TAM, TRP, Page Views, Unique Visitors, Ranking etc.
3. Research in Advertising: copy testing, media research, campaign assessment research, use of qualitative techniques
4. Research in public relations: Types, process
5. Production Research; Content analysis – Qualitative & Quantitative

### Unit V Technology & Ethics

1. Use of SPSS
2. Internet Data Collection approaches
3. Advantages and disadvantages of Internet research
4. Future of Internet & Research; Research trends
5. Ethics in Research

### Suggested readings:

1. Folkerts & Lacy. The Media in Your life. Pearson Education. Delhi. 2004.
2. Jensen & Jankowski. Handbook of Media and Communication Research. Routledge. London. 2002.
3. Wimmer & Dominick. Mass Media Research. Wadsworth Cengage. Delhi. 2006.
4. Berger, Asa. Mass Communication Research Methods. Sage.
5. Hansen, Andres et al., *Mass Communication Research Methods*, Macmillan Press. Ltd, London, 1998.

### Guidelines for Examiners/ Papersetters

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students.

### Internal Assessment:

## **Guru Gobind Singh Indraprastha University**

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

# Guru Gobind Singh Indraprastha University

## SECOND SEMESTER

### PRINT MEDIA LAB

Course Code: MMM 152	L : 0	T/P : 6	CREDITS : 3
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*Marks of end term practical exam: 60*

*Marks of internal assessment: 40*

#### Exercises/ Assignments:

##### 1. Newspaper reading and analysis

- . Reading the newspapers/magazines and analysis of contents by the students in the class
- . Writing critical assessment of newspapers/ magazines and submission of report for evaluations

##### 2. DTP learning

- . Working on the computer and learning the use of DTP software by the students

- . Making and designing of pages with the help of their learning and skills

##### 3. Printing press visits

- . Printing press visits by the students for learning the process of printing
- . Submission of a report based on their learning and understanding

[The above three are individual assignments, meant for internal assessment]

#### Productions:

##### 1 Weekly / fortnightly newspaper carrying one/two sheets (2 or 4 pages) in A4 or A3 size

- . Preferably computer print outs, to be photocopied for getting multiple copies
  - . In-house (USMC and on campus) distribution of limited number of copies produced
- ##### 2. Monthly/ bi monthly newsletter of 4 to 8 pages in A4 or A3 size, preferably in colour

- . The made-up pages to be taken to a job press for printing
- . On campus and off campus distribution, also in media institutes and industry

##### 3. Half-yearly magazine of 16 to 24 pages, printing in B/W and colour

- . The made-up pages to be taken to a job press for printing
- . On campus and off campus distribution, also in media institutes and industry

[The above three are group productions, meant for external evaluation]

#### Internal Assessment: 40 Marks

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- . The above mentioned three individual assignments submitted by the students in writing with due respect to deadlines
- . The initiative taken by students in group production, also the level of cooperation and adjustment in the group

### **External Evaluation: 60 Marks**

The evaluation will be done on the basis of:

- . The quality of productions undertaken by a group
- . The individual contribution of a student to group productions
- . The testing of the knowledge and understanding of the subject by the external examiner



# **Guru Gobind Singh Indraprastha University**

## **SECOND SEMESTER**

### **PROJECT**

<b>Course Code: MMM 154</b>	<b>L : 0</b>	<b>T/P : 6</b>	<b>CREDITS : 3</b>
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#### **Selecting the topic:**

- The students have freedom to choose the topic which is close to their heart. They are, however, advised to pick up topics which have some contemporary value.

#### **Writing the paper:**

- The students are required to write a report based on their research and data collection on the chosen topic. The report is to be written like a research paper.

#### **Presentation of paper:**

- The students will be asked to make presentation of their research papers in the class. For presentation they are advised to use the synopsis while the copies of the research paper can be distributed among the students.

#### **Evaluation:**

- The Project carries 100 marks. The report will be evaluated by a Board of Examiners comprising one Internal and one External examiner to be appointed by the Vice Chancellor.

# Guru Gobind Singh Indraprastha University

## Guru Gobind Singh Indraprastha University

### Specialisation in New Media & Convergence

#### Third Semester

Course Code	Paper	L	T/P	Credits
<b>Theory</b>				
MMNM 201	Information Technology for Media	4	-	4
MMNM 203	Cyber Media Writing	4	-	4
MMNM 205	Mobile & Visual Communication	4	-	4
<b>Practical</b>				
MMNM 251	Cyber Media Writing Lab	-	6	3
MMNM 253	Mobile & Visual Communication Lab	-	6	3
MMNM 255	Minor Project	-	-	4
MMNM 257	Industrial Training Report*	-	-	4
	<b>Total</b>	<b>12</b>	<b>12</b>	<b>26</b>

*\*The industrial training is to be undertaken soon after the End Term Second Semester Examination for a period of minimum four weeks. The Industrial Training Reports submitted by the students will be evaluated in the Third Semester by a Board of Examiners.*

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Specialisation in New Media & Convergence

## Fourth Semester

Course Code	Paper	L	T/P	Credits
<b>Theory</b>				
MMNM 202	E-business Journalism	4	-	4
MMNM 204	Internet Advertising & PR	4	-	4
<b>Practical</b>				
MMNM 252	Internet Advertising & PR Lab	-	8	4
MMNM 254	Major project	-	-	10
MMNM 256	Comprehensive Viva	-	-	4
	<b>Total</b>	<b>8</b>	<b>8</b>	<b>26</b>

Note :

1. The total number of credits of the MMM programme : 108
2. Each student shall be required to appear in examination of all theory and lab courses. However, for the award of the degree a student shall be required to earn the minimum 102 credits.

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## THIRD SEMESTER

### INFORMATION TECHNOLOGY FOR MEDIA

Course Code: MMNM 201	L : 4	T/P : 0	CREDITS : 4
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Marks of end term theory paper: 60

Marks of internal assessment: 40

#### Objective of the course:

- i. To make the students understand the utility of information technology particularly its applications in media
- ii. To expose the students to the world of internet and its extensive use for interactivity
- iii. To familiarize the students with web based broadcasting

#### Unit I [Internet and Convergence]

L-10

1. Understanding the internet, its applications in media
2. Computer network fundamentals – cable, NIC, router, hub, bridge gateway, types of network, LAN, MAN, WAN
3. Static and dynamic websites and portals
4. Convergence of technologies
5. Convergence and contemporary media

#### Unit II [IT Applications]

L-12

1. The 24x7 media concepts
2. Web publishing – tools and applications
3. Electronic and cyber media
4. Blogs and vlogs – emerging online tools
5. Newseum

#### Unit III [New Tools for Journalism]

L-10

1. Web newspapers
2. Blogs, vlogs and blog aggregator
3. Ethical issues in blogging and other internet writings
4. E-Commerce applications
5. MIS tools for internet management

#### Unit IV [Online Editing]

L-8

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1. Developing and editing contents and stories on internet
2. File transfer protocols and uploading images and text
3. Creating graphics and animation
4. Editing software for various media
5. Displaying images in web pages, inserting images, supporting file formats, JPEG, TIFF, PNG, GIF

## Unit V [Web Broadcasting]

L-10

1. Concepts of web based TV and radio transmission
2. Concepts of IPTV and satellite based broadcast
3. Satellite transmission
4. Internet research
5. Online research tools

## COURSE CODE: MMNM 201

**Case Studies :** The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

## Guidelines for Examiners/ Papersetters

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students, eg.  '← →.' or '← →.'

## Internal Assessment:

- Weightage of 15 marks will be taken from the Minor Test-I to be held



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after six weeks of study.

- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

## Suggested Readings:

1. James G. Stovall                      Web Journalism: Practice and Promise of a New Medium
2. Shelley Powers                      Dynamic Web Publishing, Techmedia, 1998.
3. C. Xavier                              World Wide Web Design with HTML, Tata Mcgraw Hil
4. Ronal Dewolk                      Introduction to Online Journalism, Allyn & Bacon, 2001
5. John Vernon Pavlik                      New Media Technology, Allyn & Bacon, 1997
6. Leon and Leon                      Introduction to Information Technology, Leon Tech World.
7. Om Gupta                              Information technology in Journalism, Kanishka Publishers
8. J. Chakravarthy                      Cyber Media Journalism, Authors Press
9. Durai                                      Dictionary of Digital Journalism, Authors Press
10. R. Singhal                              Computer Application for Journalism, Ess Publishers
11. Chris Priestman                      Web Radio: Radio Production for Internet Streaming , 2001
12. Joanne Mattern                      From Radio to the Wireless Web (Transportation and Communication Series) , 2002)
13. Chetan Shrivastava                      Introduction to Information Technology
14. T.C. Bartee                              Digital Computer Fundamentals, Mc Graw Hill Publication
15. Lawrence Lessi                      Free Culture, Penguin
16. Paschal Preston                      Reshaping Communication, Sage Publication

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## THIRD SEMESTER

### CYBER MEDIA WRITING

Course Code: MMNM 203	L : 4	T/P : 0	CREDITS : 4
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Marks of end term theory paper: 60

Marks of internal assessment: 40

#### Objective of the course:

- To give the students an understanding of writing for the cyber media
- To tell the students the intricate things about writing for web based newspapers, radio and television
- To apprise the students of the importance blogs as means of one's expression

#### Unit I [Content Development on Internet]

L-10

- Writing for news websites and portals
- The concept of usability/navigation in a website
- E-features and stories
- Writing for different groups and e-magazines
- Developing e-media help lines and help groups

#### Unit II [Writing for e-newspapers]

L-10

- Writing for web newspapers and portals
- Writing news and non news contents
- Purpose and rationale of writing
- Difference and similarities with print media
- Developing online project reports with hyperlinks based source quotes

#### Unit III [Internet Advertising]

L-10

- The concept and practice of interactive packaging
- Advertising on internet – branding & presentation
- Technology for the e-ad designing and uploading
- Marketing through internet: understanding the psychographic and demographic profile of target audience
- Writing as per audience demand
- Concept and practice of design

#### Unit IV [Blog Writing]

L-10

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1. Effective blog writing
2. Use of blog writing in generating social awareness
3. Prominent bloggers
4. Netiquettes

## Unit V [Writing for Web TV and Web Radio]

L-10

1. Global scenario of TV and radio on internet
2. E-scripting for web TV and web radio
3. Modules on news and feature writing formats for web TV
4. News and feature writing formats for web radio
5. Web TV and web TV as PR tool

**Case Studies :** The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

**COURSE CODE: MMNM 203**

### Guidelines for Examiners/ Papersetters

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students, eg. '← →.' or '← →.'

### Internal Assessment:

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.

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- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

## Suggested Readings:

1. David Kline; Dan Burstein; Arne de Keijzer      Blog, CDS Books, Oct 2005
2. By Stuart Allan      Online News: Journalism and the Internet, 2006
3. Cecilia Friend, Jane B. Singer      Online Journalism Ethics: Traditions and Transitions, 2007
4. [Richard Craig](#)      Online Journalism: Reporting, Writing, and Editing for New Media, 2006
5. Om Gupta, Ajay S. Jasra      [Internet Journalism In India](#)
6. H.M.Dietel, P.J.Dietel, T.R.Neito,      Internet and world wide web – how to program, Addison Wiley, 2000
7. Mindy McAdams      Flash Journalism: How to Create Multimedia News Packages, 2005
8. Roger F. Fidler      Mediamorphosis , Pine Forge Press, 2007
9. Erwin Kenneth Thomas, Brown H. Carpenter      Mass Media in 2025 : Industries, Organisation, People & Nation, Greenwoon Publishing Group
10. Leah A. Lievrouw, Sonia Livingstone      The Handbook of New Media, Sage Publications, 2007
11. Steve Jones      Encyclopedia of New Media, Sage Publications
12. Jon Samsel      Writing for Interactive Media, Allworth Press

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**THIRD SEMESTER**

**MOBILE & VISUAL COMMUNICATION**

<b>Course Code: MMNM 205</b>	<b>L : 4</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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*Marks of end term theory paper: 60*

*Marks of internal assessment: 40*

**Objective of the course:**

- i. To apprise the students of the importance of the mobile phones as tools of convergence
- ii. To make the students understand the use of mobile for social purpose
- iii. To motivate them to understand and use mobile for news purpose and in corporate communication

**Unit I [Mobile Communication Technology – Media Perspective]**

**L-10**

1. Mobile technology as new media in communication
2. Advertising concepts using mobile
3. Journalism through mobile phones
4. Generating various alerts
5. Mobile ethics and its intrusion in society
6. SMS and MMS

**Unit II [Media Advocacy through Convergence]**

**L-10**

1. Synchronization and convergence with other cross-platform technologies
2. Mobile as a powerful tool for political, business and social campaigns.
3. Mobile for promotional media
4. Mobile PR - its reach and impact
5. E-privacy, rules and regulations and government norms

**Unit III [Convergence of Technologies]**

**L-10**

1. Mobile as a media tool for web TV and web radio convergence
2. Data transfer technologies
3. Conferencing for better communication
4. Satellite conferencing on mobile based technologies with web TV, web radio with other online gadgets
5. Mobile synchronization with other digital technologies

**Unit IV [Mobile Applications for Social Cause]**

**L-10**

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1. Financial and social advantages for all types of campaigns
2. Technology of the future
3. Integration and user generated content
4. Satellite communication in disaster and crisis management
5. Use of mobile in crime investigation, other administrative purpose

## Unit V [Mobile as Camera]

L-10

1. Basics of photography
2. Technical know-how of camera
3. Approach to visual composition
4. Use of mobile as camera
5. Capturing visuals/stills
6. Editing of photos

## COURSE CODE: MMNM 205

**Case Studies :** The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

## Guidelines for Examiners/ Papersetters

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students, eg. '← →.' or '← →.'

## Internal Assessment:

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.

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- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

## Suggested Readings:

- |     |   |  |
|-----|---|--|
| 1.  | Stephen Quinn, Vincent F. Filak   | Convergent Journalism an Introduction: Writing and Producing Across Media , Focal Press , 2005           |
| 2.  | Sandeep Singhal,  | “The Wireless Application Protocol, Writing Applications for Mobile Internet”, Pearson Education, 2000   |
| 3.  | Mitch Meyerson, Mary Eule Scarborough                                       | Mastering Online Marketing, 2007   |
| 4.  | David W. Schumann and Esther Thorson  | Internet Advertising: Theory and Research (Advertising and Consumer Psychology, 2007                     |
| 5.  | Robbin Lee Zeff   | Advertising on the Internet, , 1999  |
| 6.  | Tony Wakefield, Dave McNally, David Bowler, and Alan Mayne                  | Introduction to Mobile Communications: Technology, Services, Markets (Informa Telecoms & Media, 2007     |
| 7.  | Manuel Castells, Mireia Fernandez-Ardevol, Jack Linchuan Qiu, and Araba Sey | Mobile Communication and Society: A Global Perspective (Information Revolution and Global Politics, 2006 |
| 8.  | Gregg Berryman  | Notes on Graphics Design & Visual Communication, Crisp Publications                                      |
| 9.  | M.J. Miller, BVucetic, Les Berry  | Satellite Communications; Mobile & Fixes Services, Kluwar Academic Publisher, 1993                       |
| 10. | David Tse & Pramod Vishwanath   | Fundamentals of Wireless Communication, Cambridge University Press                                       |
| 11. | Mishcha Schwartz  | Mobile Wireless Communication, Cambridge University Press, 2005  |
| 12. | Joachim R Hoflich, Maren Harlman  | Mobile Communication in Everyday Life, Frank & Timme Publication, 2006                                   |



**Guru Gobind Singh Indraprastha University**

**THIRD SEMESTER**

**CYBER MEDIA WRITING LAB**

<b>Course Code: MMNM 251</b>	<b>L : 0</b>	<b>T/P : 6</b>	<b>CREDITS : 3</b>
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*Marks of end term practical exam: 60*

*Marks of internal assessment: 40*

**Objective of the course:**

- i. To apprise the students of growing importance of information technology for communication purposes
- ii. To encourage them to write and develop contents for media

***Exercises/Assignments :***

The students will undertake the following exercises/assignments either individually or in groups.

1. Web Journal : Design and develop web journal with self-written stories and features / articles etc
2. Blogs : Design and produce blogs : journalistic writing – opinions and analysis
3. CMS Website : Develop and run a website of CMS
4. Web TV contents: Develop stories for web based TV programmes
5. Web Radio contents : Develop advertising jingles/news/social campaign for web radio
6. CMS Web Radio: Develop and run a web radio of CMS

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**THIRD SEMESTER**

**MOBILE & VISUAL COMMUNICATION LAB**

<b>Course Code: MMNM 253</b>	<b>L : 0</b>	<b>T/P : 6</b>	<b>CREDITS : 3</b>
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*Marks of end term practical exam: 60*

*Marks of internal assessment: 40*

**Objective of the course:**

- i. To encourage the students use mobile phones for various communication purposes
- ii. To train the students in use of mobile phones for visual communication

***Exercises/Assignments :***

The students will undertake the following exercises/assignments either individually or in groups.

1. Develop SMS and MMS for political, social and advertising campaigns. Also to evaluate the impact of campaign
2. Survey / research on the various applications of mobile communication. Submit a comprehensive report based on the study
3. Record the bytes and produce small audio and video clips, covering news/non news contents
4. Photo shoots in the field for learning the skills of photography
5. Capturing stills on mobile phones and editing them in mobile

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**THIRD SEMESTER**

**MINOR PROJECT**

<b>Course Code: MMNM 255</b>	<b>L : 0</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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**Objective of the course:**

- i. This lab course aims at the growth of students as thinking being who feel concerned on vital contemporary issues. The research based project would enable students to analyse, investigate, organise and write their work adopting a certain methodology.
- ii. It will motivate students to conduct research and collect relevant material on chosen issues or topics.

**Selecting the topic :**

- The students have freedom to choose the topic which is close to their heart. They are, however, advised to pick up topics which have some contemporary value.

**Writing the paper:**

- The students are required to write a report based on their research and data collection on the chosen topic. The report is to be written like a research paper.

**Presentation of paper:**

- The students will be asked to make presentation of their research papers in the class. For presentation they are advised to use the synopsis while the copies of the research paper can be distributed among the students.

**Evaluation :**

- The Minor Project carries 100 marks. The report will be evaluated by a Board of Examiners comprising one Internal and one External examiner to be appointed by the Vice Chancellor.

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**THIRD SEMESTER**

**INDUSTRIAL TRAINING REPORT**

<b>Course Code: MMNM 257</b>	<b>L : 0</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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**Objective of the course:**

- i. This lab course ensures the students an opportunity of getting hands on training in media organisation
- ii. Through the training they would gain a knowledge of practical application of all they have learned in the classroom and the lab of the institute in real life situation
- iii. This training also provides them the platform to learn how to do the documentation of their functional exposure to media

**Industrial Training and Report Writing :**

Soon after the End Term Second Semester Examination, each student will undergo Industrial Training for at least four weeks in a media organisation. After the training, he/she will submit an Industrial Training Report based on his/her experience and learning during media attachment. The report should be submitted within four weeks of the start of the session in the Third Semester.

**Evaluation :**

The Industrial Training Report carries 100 marks. The report will be evaluated by a Board of Examiners comprising one Internal and one External examiner to be appointed by the Vice Chancellor.

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**FOURTH SEMESTER**

**E-BUSINESS JOURNALISM**

<b>Course Code: MMNM 202</b>	<b>L : 4</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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*Marks of end term theory paper: 60*

*Marks of internal assessment: 40*

**Objective of the course:**

- i. To apprise the students of the growing importance of technology in journalism, particularly internet
- ii. To educate the students in the applications of e-based technology in modern day journalism

**Unit I [Journalism : Concept & Trends]**

**L-10**

1. Concept of journalism, changing trends
2. Use of technology in modern journalism
3. Influence of market on journalism
4. Dependence of journalism on internet
5. Advantages/disadvantages of web based journalism

**Unit II [Introduction to E-business Journalism]**

**L-10**

1. Concepts and applications of e-business
2. Elements of business on internet
3. Advantages and case studies of e-business,
4. Financial reporting on internet, constraints and limitations
5. Online business communication technologies and resources

**Unit III [B2B and B2C Concepts on Emerging Business Platforms]**

**L-10**

1. Business-to-business and business-to-consumer relations
2. Emerging trends in internet commerce
3. Applications of e-commerce and reporting of business stories on net
4. E-commerce constraints and advantages
5. Global markets, e-business payments and transactions

**Unit IV [Online Reporting and Editing]**

**L-10**

# Guru Gobind Singh Indraprastha University

1. Writing stories, articles, features for web publications
2. News stories, business reporting and online editing
3. E-commerce applications
4. Limitations and constraints in e-commerce reporting
5. Advantage of e-reporting over traditional reporting
6. Online archives and digital libraries

## Unit V [Writing for Web Radio, Web TV and Mobile]

L-10

1. Scripting for web medium mass communication tools
2. The language of internet
3. Basic ethics and limitations for web writing
4. Customization of cyber writing for media convergence
5. e-business development

### COURSE CODE: MMNM 202

**Case Studies:** The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

### Guidelines for Examiners/ Papersetters

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students, eg.  '← →.' or '← →.'

### Internal Assessment:

- Weightage of 15 marks will be taken from the Minor Test-I to be held



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after six weeks of study.

- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

## Suggested Readings:

- |                                   |  |
|-----------------------------------|--|
| 1. K.M.Shrivastava                | News Agencies : from Pigeon to Internet  |
| 2. David Whiteley                 | E-Commerce, Tata McGraw Hill, 2000   |
| 3. Jayshree Bose                  | Co-opetition and strategic collaboration: the new age business strategy, ICFAI Press |
| 4. David Taylor. Asley D. Terhune | Doing e-business, wiley publication 2007   |
| 5. Douglas Holmes                 | e-gov: e- business strategies for government, Nicholas Brealey Publishing            |
| 6. Erik Brynjolfsson, Glen Urban  | Straategies for e-business success< Jossey –Bass publications                        |
| 7. Tawfic Jelassi & Albert Enders | Strategies for e-business, Prentice Hall   |

**Guru Gobind Singh Indraprastha University**

**FOURTH SEMESTER**

**INTERNET ADVERTISING & PR**

<b>Course Code: MMNM 204</b>	<b>L : 4</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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*Marks of end term theory paper: 60*

*Marks of internal assessment: 40*

**Objective of the course:**

- i. To apprise the students of the usefulness of internet in the field of advertising
- ii. To educate the students in designing the advertisements by using the digital technology
- iii. To make the students understand the importance of internet in public relations

**Unit I [Basics of Advertising]**

**L-10**

1. Definition, concept, nature and scope of advertising
2. Types of advertising and innovations
3. Advertising on internet as different from print, radio and television
4. Use of internet as a strategic information warfare
5. Definition, process and need of public relations
6. PR as a communication tool

**Unit II [Advertising on Internet – Branding & Presentation]**

**L-10**

1. Concepts of internet advertising
2. Advantages of internet advertising
3. Digital presentation on internet
4. Brand promotion on internet, global reach and international clients
5. Introduction to Macromedia Flash and Gif Animations

**Unit III [The Concept and Practice of Interactive Packaging]**

**L-10**

1. Elements of interactive packaging of internet advertising
2. Interactive media and packaging, hyperlink based advertisements
3. Developing flash based simple animations and gif animations
4. Packaging of a web-based interactive advertising campaign
5. Search marketing and e-mail marketing

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## Unit IV [Technology for E-ad Designing and Uploading]

L-10

2. Digital ad designing for internet
3. File transfer protocols
4. File size constraints and compressions used in uploading advertisements
5. FTP software and their applications in uploading HTML files & pictures
6. FTP Software applications in updating existing websites

## Unit V [PR on Internet]

L-10

1. PR in international perspective, social networking, advantages and disadvantages, awareness campaigns
2. Role of online PR in political, social, commercial campaigns
3. Strategies for integrating on line and off line PR
4. Elements, styles and methods of PR operations on internet
5. Online PR in global scenario and business communication

**COURSE CODE: MMNM 204**

**Case Studies :** The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

### Guidelines for Examiners/ Papersetters

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students, eg. '← →.' or '← →.'

### Internal Assessment:

## Guru Gobind Singh Indraprastha University

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

### Suggested Readings:

1.	Foley, Van Dam, Feiner, Hughes	Computer Graphics Principles & Practice, 2000.
2.	Ralf Skinmetz and Klana Naharstedt	Multimedia: Computing, Communications and Applications, Pearson, 2001
3.	Susan Sweeney, Andy Maclellan and Ed Dorey	3G Marketing on Internet, Maximum Press, 2007
4.	Harvey M. Deitel, PJ Deital and Tam R. Nieto	e- business and e- commerce , Willi publishers, 2007
5.	David M. Schumann	Advertising and World Wide Web, Lawrence Erlbanum Associate Publisher.2007

**Guru Gobind Singh Indraprastha University**

**FOURTH SEMESTER**

**INTERNET ADVERTISING & PR LAB**

<b>Course Code: MMNM 252</b>	<b>L : 0</b>	<b>T/P : 8</b>	<b>CREDITS : 4</b>
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*Marks of end term practical exam: 60*

*Marks of internal assessment: 40*

**Objective of the course:**

- i. To train the students in designing and uploading advertisements on the internet
- ii. To motivate the students to make use of internet for launching a PR campaign

***Exercises/Assignment***

1. Design and prepare advertisements for website
2. Learn uploading of advertisements on websites
3. Develop a campaign (product and social advertising) for internal and place them on CMS website or on a pseudo server or on a free website
4. Develop a PR campaign on some contemporary issue and judge its effectiveness

# **Guru Gobind Singh Indraprastha University**

## **FOURTH SEMESTER**

### **MAJOR PROJECT**

<b>Course Code: MMNM 254</b>	<b>L : 0</b>	<b>T/P : 0</b>	<b>CREDITS : 10</b>
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#### **Objective of the course:**

- i. This lab course is targeted to motivating the students to do a quality research based study.
- ii. This will enable the students to make use of the research methodology studied in the second semester for studying a vital issue.
- iii. This will help the students appreciate the importance of research in media studies.

#### **Selecting the topic :**

The students are expected to choose the topic which is of some academic value or social importance and which gives them scope of using the research methodology. They can even pick up the topic on which they would have worked in the Third Semester as part of “Minor Project” if there is enough space for expanding/further studying that topic.

#### **Writing the report :**

The students will write a comprehension report based on their study. It should be written by using the parameters laid down in research methodology.

#### **Evaluation :**

The Major Project carries 100 marks. The report will be evaluated by a Board of Examiners comprising one Internal and one External examiner to be appointed by the Vice Chancellor.

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## **FOURTH SEMESTER**

### **COMPREHENSIVE VIVA VOCE**

<b>Course Code: MMNM 256</b>	<b>L : 0</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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**Objective of the course:** The Viva Voce is aimed at testing the knowledge, learning and understanding that the student would have acquired during the course of two-year studies at this master's programme.

#### **Comprehensive Viva :**

There shall be Comprehensive Viva Voce at the completion of this master's programme Master of Mass Media. It will carry 100 marks.

#### **Evaluation :**

Comprehensive Viva Voce will be conducted by a Board of Examiners comprising the Director/Dean and two external experts, of whom one would be preferably from the industry. The quorum shall be deemed to have been met if 2 out of 3 members are present.



**Guru Gobind Singh Indraprastha University**  
**Specialisation in Corporate Communication**

**Third Semester**

<b>Course Code</b>	<b>Paper</b>	<b>L</b>	<b>T/P</b>	<b>Credits</b>
<b>Theory</b>				
MMCC 201	Principles & Concepts of Corporate Communication	4	-	4
MMCC 203	Business Communication & Visual Language	4	-	4
MMCC 205	Basics of Advertising, Designing & Graphics	4	-	4
<b>Practical</b>				
MMCC 251	Business Communication & Visual Language Lab	-	6	3
MMCC 253	Advertising, Designing & Graphics Lab	-	6	3
MMCC 255	Minor project	-	-	4
MMCC 257	Industrial Training Report*	-	-	4
	<b>Total</b>	<b>12</b>	<b>12</b>	<b>26</b>

*\*The industrial training is to be undertaken soon after the End Term Second Semester Examination for a period of minimum four weeks. The Industrial Training Reports submitted by the students will be evaluated in the Third Semester by a Board of Examiners.*

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## Specialisation in Corporate Communication

### Fourth Semester

Course Code	Paper	L	T/P	Credits
<b>Theory</b>				
MMCC 202	Corporate Communication Practices & Strategies	4	-	4
MMCC 204	Integrated Marketing Communication & Events	4	-	4
<b>Practical</b>				
MMCC 252	Integrated Marketing Communication & Events Lab	-	8	4
MMCC 254	Major project	-	-	10
MMCC 256	Comprehensive Viva	-	-	4
	<b>Total</b>	<b>8</b>	<b>8</b>	<b>26</b>

Note :

3. The total number of credits of the MMM programme : 108
4. Each student shall be required to appear in examination of all theory and lab courses. However, for the award of the degree a student shall be required to earn the minimum 102 credits.

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## THIRD SEMESTER

### PRINCIPLES AND CONCEPTS OF CORPORATE COMMUNICATION

<b>Course Code: MMCC 201</b>	<b>L : 4</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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*Marks of end term theory paper: 60*

*Marks of internal assessment: 40*

#### Objective of the course:

- i. To understand the concepts and evolution of corporate communication in the context of organisations
- ii. To discuss the role and scope of CC in corporate brand management and image factors
- iii. To review media especially the trade media and its relevance to the practice of CC

#### Unit I [Understanding Organisational Communication]

**L-10**

1. Defining structure of an organisation
2. Various kinds of organisations
3. Management hierarchy
4. Various kinds of communication in an organisation
5. Role and scope of corporate communication
6. Interface of corporate communication department with various management disciplines

#### Unit II [Understanding Corporate Communication]

**L-12**

1. Definitions, concept and genesis of CC
2. Difference and similarities between PR and CC
3. CC and public affairs, CC and corporate affairs
4. Publics in CC - Financial publics, media, opinion makers, government, elected representatives
5. Present state of CC
6. Organising corporate communication activities
7. Areas of strategic thinking in corporate communication
8. Ethics and laws in corporate communication

#### Unit III [Corporate Communication Tools]

**L-11**

1. Lobbying
2. Sponsorship
3. Financial communication
4. Corporate reputation
5. Corporate identity
6. Media mileage

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## Unit IV [Financial Communication]

L-12

1. Defining financial communication
2. Growth and role of financial communication in present context
3. Overview of Indian financial system
4. Capital market – stock exchanges, SEBI- functioning and mandate
5. Financial institutions
6. financial products (bonds, debentures, shares, esops et al)
7. Legal and ethical aspects in financial communication
8. Financial communication campaigns

**COURSE CODE: MMCC 201**

## Unit V [Corporate Identity and Corporate Brand Management]

L-11

1. Defining corporate identity
2. Intergrating corporate identity into communication process
3. Making of house styles- the wherewithal
4. Case studies in corporate identity
5. Definition and role of corporate image
6. Corporate brand management

**Case Studies :** The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

### Guidelines for Examiners/ Papersetters

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students, eg. ‘← →.’ or ‘← →.’.

### Internal Assessment:

## Guru Gobind Singh Indraprastha University

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

### Suggested Readings :

1	Richard R Dolphin	The Fundamentals of Corporate Communication, Butterworth Heinmann
2	Donald R G	Corporate Reputation, London: Kogan page
3	Tom Means	Business communication, Thomson
4	Pitman Jackson	Corporate Communication for Managers, Pitman Publishing
5	Paul Argenti Paul	The Power of Corporate Communication, NY: McGraw Hill
6	Clow E Kenneth	Integrated Advertising, Promotion and Marketing Communication, New Jersey, Prentice Hall
7	Jaishri N Jethwaney	Public relations, ND: Sterling
8	Kutlip Centre & Broom	Effective Public Relations, Prentice Hall, New Delhi
9	Sukul Lomash & P.K.Mishra	Business policy and strategic management, Vidya Vikash Publishing house, New Delhi
10	H.R. Machiraju	Indian Financial System, Vidya Vikash Publishing house, Delhi
11	Neeru Vashishth & Namita Rajput	Business Organisation and Management, Kitab Mahal, Allahabad, 2005
12	Charu Arora	Indian Economy and Reforms, Authors Press, New Delhi, 2008

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## THIRD SEMESTER

### BUSINESS COMMUNICATION & VISUAL LANGUAGE

<b>Course Code: MMCC 203</b>	<b>L : 4</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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*Marks of end term theory paper: 60*

*Marks of internal assessment: 40*

#### Objective of the course:

- i. To acquaint students about the basis of internal communication of a business organisation
- ii. To make them skilled in verbal, non-verbal and all types of written communication covering various stakeholders
- iii. To give hand-on-skills on planning an effective presentation

#### Unit I [Understanding Business Communication]

**L-10**

1. Definition and scope of business communication
2. Business target audience, their psychology and expectations
3. Effective business messages
4. Basic forms of communication
5. Communication structure in an organisation, line and staff management
6. Physical and psychological barriers in business communication

#### Unit II [Communication in Team and Intercultural Communication]

**L-12**

1. Verbal Communication: Model, elements, oral communication skills and the art of conversation- listening and conversational control
2. Non-verbal Communication: non-verbal cues, common characteristics and guidelines for developing non-verbal communication skills
3. Groups Dynamics and conflicts in teams
4. Effective communication in small and large groups: debates, discussion, meetings, seminars and presentations, negotiation and persuasion skills
5. Communication across cultures- Cross cultural variables, the cultural adjustment curve, stages of cultural consciousness, nuances of intercultural communication

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## **Unit III [Language for Business Communication]**

**L-10**

1. Role and importance of language in communication
2. Language heterogeneity and imbalances
3. Effective speaking and writing
4. Finer points and nuances in spoken, written and journalistic language
5. Understanding of language for media
6. Language for creative writing and promotional literature
7. Language and sensitivity to various audiences



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**COURSE CODE: MMCC 203**

## **Unit IV [Creating Contents for Internal/External Use]**

**L-12**

1. Principles of effective writing: the style of technical communication
2. Routine good news, goodwill messages
3. Bad news messages and persuasive messages
4. Writing proposals, minutes, memo, notice, circulars and business reports, technical articles
5. Content creation for cyber media - e-mail, e-contents, blogs, designing of corporate web pages
6. Content writing for mobile phone, SMS
7. Slide presentations
8. Audio, video presentations

## **Unit V [Communication through Visuals and Pictures]**

**L-12**

1. Planning visuals- tables, photographs, diagrams, drawings, maps and charts, flash cards
2. Photography – its role in corporate communication
3. Technical know-how of camera, lenses, films and accessories
4. Approach to visual composition and lighting
5. Photo editing
6. Assembling a portfolio

**Case Studies :** The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

### **Guidelines for Examiners/ Papersetters**

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students, eg. ‘← →.’ or ‘←

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	→.?
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## Internal Assessment:

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

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## **COURSE CODE: MMCC 203**

### **Suggested Readings:**

- |    |  |   |
|----|--|---|
| 1  | Denis Mc Quail   | Mc Quail's Mass Communication Theory, Sage Publications, New Delhi, 2001            |
| 2  | Stanley J Baran &<br>Dennis K Devis                          | Mass Communication Theory – Foundation, Ferment and Future, Thomson Wadsworth, 2000 |
| 3  | C S Rayadu   | Communication, Himalaya Publishing House, Mumbai                                    |
| 4  | P.D Chaturvedi   | Business Communication, Pearson Education, Delhi                                    |
| 5  | Bovee Thill Schatzman  | Business Communication Today, Pearson Education, Delhi                              |
| 6  | S.P. Robins  | Organizational Behaviour, Prentice hall, New Delhi                                  |
| 7  | James A. Folts,<br>Ronald P. Lovell &<br>Fred C. Zwahlen Jr. | Handbook of Photography, Delmel Thomsan Learning, 2002                              |
| 5  | Michael Langford   | Basic Photography, Focal Press, 2003  |
| 9  | O.P. Sharma  | Practical Photography, Hind Pocket Books, 2001                                      |
| 10 | Zaheer Husain Khan   | A Guide to Photography, School of Foto Film and Television, Delhi – 35, 2006        |

# Guru Gobind Singh Indraprastha University

## THIRD SEMESTER

### BASICS OF ADVERTISING, DESIGNING & GRAPHICS

Course Code: MMCC 205	L : 4	T/P : 0	CREDITS : 4
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Marks of end term theory paper: 60

Marks of internal assessment: 40

#### Objective of the course:

- i. To make the students acquire conceptual understanding of advertising and its principles.
- ii. To acknowledge them the organisation and function of an ad agency.
- iii. To make them learn different steps of an advertising campaign.
- iv. To instill a creative skill for the production of advertising material.

#### Unit I [Introduction to Advertising]

L-10

1. Definition, concept, nature and scope
2. Pioneers in advertising in India and across the globe
3. Types of advertising and innovations
4. Advertising as a communication process: Stern's model of advertising communication
5. Theories in advertising (CPT, circus theory, the laundry metaphor)
6. Institutional/Corporate advertising

#### Unit II [Advertising Agencies]

L-10

1. Organization structure, pattern, definition
2. Types of advertising agencies
3. Function of different departments of ad agencies
4. Services rendered by modern ad agency
5. Agency compensation

#### Unit III [Campaign Planning]

L-12

1. Ad campaign: Meaning and types
2. Setting Objectives
3. Budgeting
4. Process of planning and executing the ad campaign
5. Pretesting, concurrent and post testing a campaign
6. Pitch Presentations: format and style
7. Types of ad media: above the line and below the line media vehicles
8. Media planning - media mix, media selection, media buying, and media analysis NRS, ABC, TAM, TRP

#### Unit IV [Ad Copy, Creativity and Designing]

L-12

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1. Homework concept, models of creativity in advertising
2. Visualisation
3. Advertising copy formats
4. Scripts, storyboards
5. Advertising art, design
6. Design principles – design vocabulary and syntax
7. Basic approaches to design
8. Evaluation of design

**COURSE CODE: MMCC 205**

## Unit V [Understanding Graphics]

**L-12**

1. Concept and theory of graphics
2. Creativity in relation to graphics
3. Steps involved in developing graphics
4. Components of graphics – typography, picture, layout
5. Typography – physical structure, aesthetic and function
6. Picture – physical form, appropriateness and source
7. Layout – layout terms, stag of layout, people behind a layout
8. Use of graphics in advertising

**Case Studies :** The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

## Guidelines for Examiners/ Papersetters

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students, eg.  ‘← →.’ or ‘← →.’.

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## Internal Assessment:

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

## Suggested Readings:

- |   |                                 |  |
|---|---------------------------------|--|
| 1 | Jaishri Jethwaney & Shruti Jain | Advertising Management, Oxford University Press                                |
| 2 | Batra Myers and Aaker           | Advertising Management, Printice Hall, New Delhi                               |
| 3 | O'Guinn, Allen, Semenik         | Advertising and Integrated Brand Promotion, Vikas Publication house, New Delhi |
| 4 | Frank Jefkins                   | Advertising, Tata Mcgraw Hill, New Delhi                                       |
| 5 | J.V. Vilanilam & A.K. Verghese  | Advertising Basics, Response Books, New Delhi, 2004                            |
| 6 | Vilmshurst John & Mackay Adrian | The Fundamentals of Advertising Butterworth Henemann, Oxford                   |
| 7 | Aaker David A & Mayers John G   | Advertising Management, Prentice Hall of India, New Delhi                      |
| 8 | N N Sarkar                      | Designing Print Production, Sager Publications, New Delhi, 1998                |
| 9 | NN Sarkar                       | Art and Print Production, Oxford University Press, New Delhi                   |

# Guru Gobind Singh Indraprastha University

## THIRD SEMESTER

### BUSINESS COMMUNICATION & VISUAL LANGUAGE LAB

Course Code: MMCC 251	L : 0	T/P : 6	CREDITS :3
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*Marks of end term practical exam: 60*

*Marks of internal assessment: 40*

#### Objective of the course:

- i. The objective of the course is to improve technical communication skills of the students.
- ii. The practical sessions intend to teach finer aspects of corporate correspondence so as to accouter them for internal and external communication in the media industry.
- iii. This lab emphasises on the importance of communication through visuals particularly photographs.

#### *Exercises/Assignments/Presentations :*

1. Verbal Communication: Debates and group discussion on contemporary business and economic issues, exercises in listening comprehension
2. Nonverbal Communication: Ad Mad Show
3. Written Communication: Different types of business letters (request and reply), memos, report writing, proposals and web mailers, minutes of the meeting
4. Organise an in-house Seminar on corporate mergers and acquisitions
5. Presentations: The students are required to prepare a PowerPoint (supported by audio visual aids) presentation on a contemporary corporate case
6. Photo shoots in the field for learning the skills of photography
7. Shooting exercises in artificial light in the studio
8. Assembling a portfolio

# Guru Gobind Singh Indraprastha University

## THIRD SEMESTER

### ADVERTISING, DESIGNING & GRAPHICS LAB

Course Code: MMCC 253	L : 0	T/P : 6	CREDITS :3
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Marks of end term practical exam: 60

Marks of internal assessment: 40

#### Objective of the course:

- i. The students need to be trained to acquire skills in copywriting and design of advertisements in print, audiovisual media and the new media vehicles.
- ii. The focus of the practical sessions should be on imparting specialised skills required in the advertising industry.
- iii. This lab aims at enhancing the creativity of students by undertaking exercises in designing and graphics.

#### Exercises/Assignments/Campaigns:

1. **Drafting Advertising content/documents:** Agency brief, Creative brief, Ad plan, Advertising budget and Audience segmentation and account planning document
2. **Production of institutional advertisements for print media:** Detailed analysis/review of institutional/corporate advertisements in newspapers and magazines, copywriting for corporate ads in print, how to make an advertising campaign in print
3. **Radio Spots:** Radio commercial script, writing radio jingles, producing a radio spot
4. **Television Commercials:** TV commercial script, preparation of TVC storyboard
5. **Outdoor/transit ads:** Poster, billboard, banner, traveling displays
6. **Designing :** leaflet, handbill, pamphlet, catalogue/ brochure etc

**Media planning:** how to make media plans and media schedules

All the sessions in the semester lead to a full-fledged advertising campaign

Students are supposed to conduct a complete mock advertising campaign through target segmentation, account planning, media planning, and copy writing adopting required production process



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## THIRD SEMESTER

### MINOR PROJECT

Course Code: MMCC 255	L : 0	T/P : 0	CREDITS : 4
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#### Objective of the course:

- iii. This lab course aims at the growth of students as thinking being who feel concerned on vital contemporary issues. The research based project would enable students to analyse, investigate, organise and write their work adopting a certain methodology.
- iv. It will motivate students to conduct research and collect relevant material on chosen issues or topics.

#### Selecting the topic :

The students have freedom to choose the topic which is close to their heart. They are, however, advised to pick up topics which have some contemporary value.

#### Writing paper:

The students are required to write a report based on their research and data collection on the chosen topic. The report is to be written like a research paper.

#### Presentation of paper:

The students will be asked to make presentation of their research papers in the class. For presentation they are advised to use the synopsis while the copies of the research paper can be distributed among the students.

#### Evaluation :

The Minor Project carries 100 marks. The reports will be evaluated by a Board of Examiners comprising one Internal and one External examiner to be appointed by the Vice Chancellor.

## THIRD SEMESTER

# **Guru Gobind Singh Indraprastha University**

## **INDUSTRIAL TRAINING REPORT**

<b>Course Code: MMCC 257</b>	<b>L : 0</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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### **Objective of the course:**

- iv. This lab course ensures the students an opportunity of getting hands-on training in media organisations.
- v. Through the training they would gain knowledge of practical application of all they have learned in the classroom and the lab of the institute in real life situation.
- vi. This training also provides them the platform to learn how to do the documentation of their functional exposure to media.

### **Industrial Training:**

Soon after the End Term Semester Examination, each student will undergo Industrial Training for at least four weeks in a media organisation. After the training, he/she will submit an Industrial Training Report based on his/her experience and learning during media attachment. The report should be submitted within four weeks of the start of the session in Third Semester.

### **Evaluation:**

The Industrial Training Report carries 100 marks. The report will be evaluated by a Board of Examiners comprising one Internal and one External examiner to be appointed by the Vice Chancellor.

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## FOURTH SEMESTER

### CORPORATE COMMUNICATION PRACTICES & STRATEGIES

<b>Course Code: MMCC 202</b>	<b>L : 4</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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*Marks of end term theory paper: 60*

*Marks of internal assessment: 40*

#### Objective of the course:

- i. To introduce the application of corporate communication to achieve organisational goals
- ii. To discuss the role of strategy in corporate communication
- iii. To give hands-on skills in conceiving and implementing corporate communication programmes
- iv. To discuss trade media, its relevance and use in corporate communication

#### Unit I [Strategy in Corporate Communication]

L-10

1. Defining strategy and its role
2. Campaign planning - problem definition, defining TA, identifying channels, implementation, feedback
3. Areas of strategic consideration - internal TA, brand management, lobbying, public affairs/issue management
4. Case studies in corporate communication campaigns

#### Unit II [Internal Communication and Media Writing]

L-12

##### A. Internal Communication

1. Role and scope of internal communication with employees
2. Various tools of internal communication - house journal, video magazine, idea boxes, open houses, brainstorming sessions, clubs, extra-curricular activities
3. Hands-on skills on editing and production

##### B. Media Writing

1. Various kinds of writing for media - press releases, press backgrounders, rejoinders, press communiqué, making clips of electronic media
2. Understanding requirements of print vs electronic media, mainstream vs, local media, general vs trade media
3. Hands-on-skills on media writing

#### Unit III [Crisis Communication]

L-12

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1. Defining conflict
2. Defining disasters, various kinds of disasters
3. Role and scope of corporate communication in damage salvage
4. Use of media in times of crisis
5. Case studies in conflict resolution and crisis handling

## Unit IV [Corporate Social Responsibility]

L-10

1. Defining CSR
2. Role, scope and need for CSR
3. CSR and image management
4. Case studies in CSR

**COURSE CODE: MMCC 202**

## Unit V [CC Campaigns, Research and Evaluation]

L-12

1. Role of research in CC
2. Various areas of research in CC
3. Public opinion research, media tracking, media evaluation, campaign evaluation, pre and post test, demographic and psychographic research
4. Evaluating CC programmes
5. Communication audit

**Case Studies :** The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

### Guidelines for Examiners/ Papersetters

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short

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	notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students, eg.  ‘← →.’ or ‘ ← →.’.

### Internal Assessment:

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

### Suggested Readings:

- |    |                       |  |
|----|-----------------------|--|
| 1  | Richard R Dolphin     | The fundamentals of corporate communication, Butterworth Heinmann                        |
| 2  | Donald R G            | Corporate Reputation , London: Kogan Page  |
| 3  | Tom Means             | Business Communication, Thomson  |
| 4  | Pitman Jackson        | Corporate Communication for Managers, UK: Pitman Publishing                              |
| 5  | Paul Argentli Paul    | The Power of Corporate Communication, NY: McGraw Hill                                    |
| 6  | Clow E Kenneth        | Integrated Advertising, Promotion and Marketing Communication, New Jersey, Prentice Hall |
| 7  | Jaishri N Jethwaney   | Public Relations (ND: Sterling)  |
| 8  | Sam Black             | Practical Public Relations, Universal Book Stall, Delhi                                  |
| 9  | Kutlip centre & Broom | Effective Public Relations, Prentice Hall, New Delhi                                     |
| 10 | D.S. Mehta            | Handbook of Public Relations in India, Allied Pub. Ltd, Mumbai                           |
| 11 | K.R. Balan            | Corporate Public Relations, Sterling, New Delhi  |

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## FOURTH SEMESTER

### INTEGRATED MARKETING COMMUNICATION AND EVENTS

<b>Course Code: MMCC 204</b>	<b>L : 4</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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*Marks of end term theory paper: 60*

*Marks of internal assessment: 40*

#### Objective of the course:

- To instill an understanding of integrated marketing communication and its management
- To make aware of branding, its features and broad development
- To give an idea of event management as a part of IMC
- To enable the students organise events effectively with the understanding of risks and revenue generation

#### Unit I [Integrated Marketing Communication]

**L-10**

1. Definition
2. Model of Integrated Marketing Communication
3. Types of IMC: Sales promotion, Personal Selling, Event Management, Advertising, PR and Direct Marketing
4. Role of IMC in Product promotion
5. Target audience – their psychology and expectations

#### Unit II [Marketing Management]

**L-10**

1. Core concepts of marketing: understanding the product, product mix, market research and principles of marketing and business plans and functions of marketing
2. Marketing Mix – 5Ps
3. Marketing plan
4. Corporate Marketing Strategies: Viral Marketing, Ambush Marketing, Guerilla Marketing and Buzz Marketing
6. Direct Marketing: advantages, disadvantages and efficacy
7. Communication in relations to product life cycle

#### Unit III [Brand Management]

**L-12**

1. Brand: the concept and meaning
2. Characteristics of a brand
5. Brand awareness, Brand experience, brand equity and brand extension
6. Brand Image
7. Brand building on the net
8. Brand promotion: plans and strategies

#### Unit IV [Event for Marketing Communication]

**L-12**

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1. Concept and definition
2. Event as a communication tool
3. Event as a marketing tool
4. Need for events in corporate communication
5. Types of Events
6. Event conceptualisation and planning
7. Customization, programming and service management
8. 5Cs of event and target audience research: SWOT and PEST
9. Preparing budget: master and functional budgets
10. Venue decision, ambience, logistics and hospitality management

**COURSE CODE: MMCC 204**

## Unit V [Revenue Generation and Risk Management]

**L-12**

1. Sponsorship: types, Sponsorship proposal, plan and sponsorship programme
2. Staffing, training and managing human capital (HRM)
3. Event publicity and marketing
4. Fund Raising, ticketing, grants
5. Cash flow management, event accounting
6. Types of controls, evaluation
7. Risk management – safety and security
8. Crisis/ disaster management

**Case Studies :** The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

## Guidelines for Examiners/ Papersetters

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students, eg.  '← →.' or '← →.'



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## Internal Assessment:

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

## Suggested Readings:

1	Phillip Kotler	Principles of Marketing, Prentice Hall, New Delhi
2	Manendra Mohan	Advertising Management, Tata Mcgraw Hill, New Delhi
3	Subrato Sen Gupta	Brand Positioning, Tata Mcgraw Hill, New Delhi
4	Joe Marconi	The Brand Marketing Book, NTC Business Books, Delhi
5	Clow & Baack	Integrated Advertising Promotion and Marketing Communication, Prentice Hall, New Delhi
6	Bruce E Skinner, Vladimir Rukavina	Event Sponsorship, Publisher Wiley 2002
7	Anton Shene, Bryn Parry	Successful Event Management, Thomson Learning, 2004
8	Judy Alley	Event Planning, John Wiley and Sons, 2000

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## FOURTH SEMESTER

### INTEGRATED MARKETING COMMUNICATION AND EVENTS LAB

Course Code: MMCC 252	L : 0	T/P : 8	CREDITS :4
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Marks of end term practical exam: 60

Marks of internal assessment: 40

#### Objective of the course:

- i. This practical course aims to equip the students for the marketing communications industry.
- ii. It is targeted to train them for various specialised aspects of event management.

#### Exercises/Assignments:

1. **IMC documentation for the corporates:** Making business plan, marketing plan promotional plan for corporate events.
2. **Conceptualising an event:** Event brief/concept note and event proposal
3. **Planning an event:** Event plan /project plan, activity charts and checklists
4. **Logistics and operation:** Floor plan/venue design, Action plans and budget preparation. sponsorship proposal/plan, forms and charts
5. **Publicity and marketing:** Stand design, stall and stage management, designing publicity material, letters and invites
6. **Media and events:** Writing news/press releases, preparation of media kit and organising a press conference

The practical sessions in the semester lead to organisation and management of an event.

*Students are supposed to plan an event as an IMC technique, promote and publicise it adopting the tools of IMC and IBP and evaluate it.*

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## **FOURTH SEMESTER**

### **MAJOR PROJECT**

<b>Course Code: MMCC 254</b>	<b>L : 0</b>	<b>T/P : 0</b>	<b>CREDITS : 10</b>
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#### **Objective of the course:**

- i. This lab course is targeted to motivating the students to do a quality research based study.
- ii. This will enable the students to make use of the research methodology studied in the second semester for studying a vital issue.
- iii. This will help the students appreciate the importance of research in media studies.

#### **Selecting the topic:**

The students are expected to choose the topic which is of some academic value or social importance and which gives them scope of using the research methodology. They can even pick up the topic on which they would have worked in Third Semester as part of “Minor Project” if there is enough space for expanding/further studying that topic.

#### **Writing the report:**

The students will write a comprehension report based on their study. It should be written by using the parameters laid down in research methodology.

#### **Evaluation:**

The Major Project carries 100 marks. The reports will be evaluated by a Board of Examiners comprising one Internal and one External examiner to be appointed by the Vice Chancellor.

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## **FOURTH SEMESTER**

### **COMPREHENSIVE VIVA VOCE**

<b>Course Code: MMCC 256</b>	<b>L : 0</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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**Objective of the course:** The Viva Voce is aimed at testing the knowledge, learning and understanding that the student would have acquired during the course of two-year studies at this master's programme.

#### **Comprehensive Viva:**

There shall be Comprehensive Viva Voce at the completion of this master's programme Master of Mass Media. It will carry 100 marks.

#### **Evaluation:**

Comprehensive Viva Voce will be conducted by a Board of Examiners comprising the Director/Dean and two external experts, of whom one would be preferably from the industry. The quorum shall be deemed to have been met if 2 out of 3 members are present.

**Guru Gobind Singh Indraprastha University**

**Specialisation in Journalism & News Media**

**Third Semester**

<b>Course Code</b>	<b>Paper</b>	<b>L</b>	<b>T/P</b>	<b>Credits</b>
<b>Theory</b>				
MMJN 201	Journalism : Concept & Practices	4	-	4
MMJN 203	Fundamentals of Reporting & Editing	4	-	4
MMJN 205	Advance Reporting, Writing & Photo Journalism	4	-	4
<b>Practical</b>				
MMJN 251	Reporting & Editing Lab	-	6	3
MMJN 253	Advance Journalism & Photo Lab	-	6	3
MMJN 255	Minor Project	-	-	4
MMJN 257	Industrial Training Report*	-	-	4
	<b>Total</b>	<b>12</b>	<b>12</b>	<b>26</b>

*\*The industrial training is to be undertaken soon after the End Term Second Semester Examination for a period of minimum four weeks. The Industrial Training Reports submitted by the students will be evaluated in the Third Semester by a Board of Examiners.*

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**Specialisation in Journalism & News Media**

**Fourth Semester**

<b>Course Code</b>	<b>Paper</b>	<b>L</b>	<b>T/P</b>	<b>Credits</b>
<b>Theory</b>				
MMJN 202	Specialised Areas in Contemporary Journalism	4	-	4
MMJN 204	News Production, Presentation & Anchoring	4	-	4
<b>Practical</b>				
MMJN 252	News Production, Presentation & Anchoring Lab	-	8	4
MMJN 254	Major project	-	-	10
MMJN 256	Comprehensive Viva Voce	-	-	4
	<b>Total</b>	<b>8</b>	<b>8</b>	<b>26</b>

Note :

5. The total number of credits of the MMM programme : 108
6. Each student shall be required to appear in examination of all theory and lab courses. However, for the award of the degree a student shall be required to earn the minimum 102 credits.

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## THIRD SEMESTER

### JOURNALISM : CONCEPT & PRACTICES

<b>Course Code: MMJN 201</b>	<b>L : 4</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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*Marks of end term theory paper: 60*

*Marks of internal assessment: 40*

#### Objective of the course:

- i. To create a conceptual understanding about journalism in the perspective of society and other fields of mass communication
- ii. To make the students aware of ethical aspects of journalism, its function to support democratic set-up and development
- iii. To give knowledge of tools, forms, content of journalistic and non-journalistic matter of mass media
- iv. To bring a perception about practice of journalism in broadcast media
- v. To make students understand the upcoming co-relation between journalism and new tools of communication

#### Unit I [Journalism : Concept and Changing Trends]

**L-10**

1. Concept of journalism
2. Journalism and society - social obligations
3. Journalism as different from advertising
4. Journalism as different from public relations
5. Journalism redefined – changing trends in India and other countries
6. Paid journalism, advertorials, latest developments
7. Growing influence of market

#### Unit II [Journalism : Role and Responsibilities]

**L-10**

1. Participatory journalism - role of receivers, citizens' journalism
2. Media activism – issues of privacy, social responsibility and ethics
3. Trial by media – debate on benefits and dangers
4. Investigative journalism – contemporary trends, sting operations
5. Journalism and democracy
6. Journalism and development

#### Unit III [Journalism and Print Media]

**L-12**

1. Journalism as practiced in print media
2. Newspaper journalism - contents, language and expression
3. Magazine journalism - its distinct features, present trend
4. News agency journalism – importance and relevance in changing media scenario
5. News Vs non-news journalism – trends in non-news journalism
6. English and language journalism, national and regional journalism

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7. Cartoons, caricatures, illustrations in newspapers/magazines

## Unit IV [Journalism and Broadcast Media]

L-12

### A. Radio

1. Journalism as practiced in radio
2. Radio news-comparison with print news and TV news
3. Radio news bulletins and their formats in AIR, BBC and other broadcasters
4. Radio news in private sector – broadcasts of private FM channels
5. Dissemination of useful information – traffic, sports update, weather etc

## COURSE CODE: MMJN 201

### B. TV

1. Journalism as practiced in TV
2. TV news-comparison with print and radio news
3. TV News bulletins and their formats in DD and private satellite channels
4. Changing news formats on private satellite channels
5. News broadcast on foreign channels - BBC, CNN and other

## Unit V [Journalism and New Media]

L-12

### A. Cyber Media

1. Journalism as practiced in cyber media
2. Web newspapers
3. Web radio
4. Web television
5. Blogs and their relevance

### B. Mobile

1. Mobile as a tool for practicing journalists
2. Mobile as a tool of newsgathering, recording the bytes
3. Mobile for news and information dissemination
4. News on mobile phones, news for free, news alerts
5. News on demand, subscription for news
6. Use of mobile in citizens' journalism

**Case Studies :** The teachers and students must refer to important and relevant case studies



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at appropriate places while dealing with major issues and topics.

## Guidelines for Examiners/ Papersetters

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students, eg.  '← →.' or '← →.'.

## Internal Assessment:

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

## COURSE CODE: MMJN 201

## Suggested Readings:

- |                                     |   |
|-------------------------------------|---|
| 17. Swati Chauhan and Navin Chandra | Modern Journalism : Issues and Challenges, Kanishka Publishers, New Delhi, 2005     |
| 18. Tony Harcup                     | Journalism : Principles and Practice, New Delhi, 2004                               |
| 19. Walt Harrington                 | Intimate Journalism : The Art and Craft of Reporting Everyday Life, New Delhi, 1999 |
| 20. J. C. Chaudhary                 | Introduction to Journalism and Mass Communication, Authors Press, Delhi, 2008       |

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- |     |   |   |
|-----|---|---|
| 21. | David Berry                                       | Ethics and Media Culture, Focal Press, New Delhi, 2000  |
| 22. | Jan R Hakemulder, Fay AC<br>De Jonge and PP Singh | News Agency Journalism, Anmol Publications, New Delhi<br>1998   |
| 23. | Tom Koth  | Journalism in the 21 <sup>st</sup> Century : Online Information, Electronic<br>Databases and the News, Adamantine Press Ltd |
| 24. | Jim Hall  | Online Journalism, Pluto, 2001  |
| 25. | Jason Whittaker                                   | Web Production (II Edition), Routledge, 2001  |
| 26. | Jagdish Chakravarthy                              | Cyber Media Journalism : Emerging Technology, Delhi, 2003   |
| 27. | Mike Ward   | Journalism Online, London, 2002   |
| 28. | Chris Priestman                                   | Web Radio, Focal Press, New Delhi, 2004   |
| 29. | John Herbert                                      | Journalism in Digital Age, Focal Press, New Delhi, 2000   |
| 30. | M V Kamath  | Modern Journalism, Vikas Publishing House, New Delhi  |
| 31. | Richardson  | Analysing Newspapers, Palgreave Macmillan, 2007   |
| 32. | Shyam Nath  | Assessing the State of Web Journalism, Authors Press, Delhi,<br>2005  |

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## THIRD SEMESTER

### FUNDAMENTALS OF REPORTING & EDITING

<b>Course Code: MMJN 203</b>	<b>L : 4</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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*Marks of end term theory paper: 60*

*Marks of internal assessment: 40*

#### Objective of the course:

- To give a concept of news and news reporting while dealing with credibility of source and social responsibility so as to strengthen the understanding how it differs from other kinds of writings
- To explain the structure of news writing
- To update the students on changing face of crime reporting and the coverage of local beats
- To make them understand the editorial structure and the newsroom functions
- To make them learn the norms of different kind of editing, headlining and layouting

#### Unit I [Basics of News Reporting]

L-11

1. Understanding news – the changing definitions
2. News elements, qualities of news
3. News value – determinants of news value
4. Types of news, hard and soft news
5. News sources – credibility of source, need for attribution
6. Objectivity in reporting, social responsibility
7. Reporting for news media – newspapers/magazines, news agencies
8. Role and responsibilities of a reporter

#### Unit II [Basics of News Writing]

L-11

1. Structure of news report
2. Basic elements of news report
3. Writing the news lead, types of lead
4. Writing a news story, rewrite, follow up, developing story
5. Writing general stories – personals, briefs, speeches, meetings, special events
6. Writing simple stories – illness, deaths, funerals, obituaries, seasons, weather, natural disasters
7. Reporting setup of a print media organisation
8. Coverage of press conference and writing a story

#### Unit III [Crime Reporting and Local/Metro Beats]

L-12

1. Law enforcement agencies at the state/central level, intelligence agencies
2. Criminal justice system – important laws and their applications
3. Crime reporting in print – its changing face
4. Crime reporting in TV, reconstruction of crimes
5. Organised crimes, laws to deal with such crimes

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6. Crime against women and children, human rights violations
7. Economic offences and their reporting
8. Reporting from district courts
9. Civil and civic administration beat
10. Health, education and other local/metro beats

## **COURSE CODE: MMJN 203**

### **Unit IV [Editorial Department and Newsroom]**

**L-10**

1. Editorial structure of newspaper, magazine and news agency
2. Editorial hierarchy and job of various functionaries
3. Office of editor, his role and responsibilities
4. Newsroom set up and news desks
5. Newsroom functions – the changing scenario
6. News Editor – role and responsibilities

### **Unit V [Copy Editing, Headline and Layout]**

**L-12**

1. Copy editing – editing the copy in a newspaper, magazine and news agency
2. Style Sheet – editorial instructions for editors
3. Rewriting, copy reading and correcting the copy
4. Headlining – characteristics/features, types/ patterns
5. Rules/principles of headline writing
6. Changing trend of headline writing – influence of other media
7. Designing and layout
8. Making the page of a newspaper/magazine

**Case Studies :** The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

### **Guidelines for Examiners/ Papersetters**

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3

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questions	marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students, eg.  '← →.' or '← →.'

### Internal Assessment:

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

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**COURSE CODE: MMJN 203**

## **Suggested Readings:**

- |    |                                    |   |
|----|------------------------------------|---|
| 1  | Rangaswami Parthasarathy           | Here is the News : Reporting for Media, Sterling Publishers, 1994                   |
| 2  | George A Hough                     | News Writing, Kanishka Publications, New Delhi, 1998                                |
| 3  | Brian S. Brooks                    | Workbook for News Reporting and Writing, Boston, 1999                               |
| 4  | Brian S. Brooks and Etal           | News Reporting and Writing, Boston : Bedford, St. Matins, 1999                      |
| 5  | Ambrish Saxena                     | Fundamentals of Reporting and Editing, Kanishka Publications, New Delhi, 2007       |
| 6  | M K Joseph                         | Basic Source Material for News Writing, Anmol Publications, New Delhi, 1998         |
| 7  | M L Setin and Susan F Petrro       | The News Writer's Handbook, Surjeet Publication, New Delhi                          |
| 8  | Manoranjan Tripathy                | Introduction to News Reporting, 2007  |
| 9  | Wynford Hicks                      | Writing for Journalists, Routledge, London, 2000                                    |
| 10 | June A Valladares                  | The Craft of Copywriting, Response Books, Sage Publications, New Delhi              |
| 11 | Wynford Hicks & Tim Homes          | Sub-editing for Journalists, Routledge, London, 2001                                |
| 12 | F W Hodgson                        | Subediting : A Handbook of Modern Newspaper Editing & Production, Focal Press, 1987 |
| 13 | Ron F. Smith and Loraine MO Connel | Editing Today, Lowastate University Press 1996                                      |
| 14 | Dorthy A Bowles, Australia         | Creative Editing, Thomson Wadsworth, 2004   |
| 15 | H.Y. Sharda Prasad                 | Editors on Editing, National Book Trust, 1993                                       |

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## THIRD SEMESTER

### ADVANCE REPORTING, WRITING & PHOTO JOURNALISM

<b>Course Code: MMJN 205</b>	<b>L : 4</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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*Marks of end term theory paper: 60*

*Marks of internal assessment: 40*

#### Objective of the course:

- To give the students an understanding of political reporting covering parliament, elections and national issues
- To instill a knowledge of international issues, external affairs and diplomacy so as to broaden the perspective of students
- To make them efficient in special fields of reporting and learn the methods of writing
- To develop among students skills of writing contents for cyber media and mobile
- To give an applied knowledge of photography, related tools and fields to enable student apply it in journalism

#### Unit I [Political Reporting and Domestic Affairs]

**L-12**

1. Political parties and their functioning at the national level
2. State politics and regional parties
3. Coverage of Centre-State relations
4. Parliamentary reporting, Assembly reporting
5. Coverage of national issues and regional disputes
6. Issues of internal security, conflict reporting
7. Election Commission, coverage of elections at central/state level
8. Coverage of various ministries/departments of central/state governments
9. Reporting from Supreme Court/High Courts

#### Unit II [Diplomatic Reporting and International Issues]

**L-11**

2. Reporting India's political and diplomatic relations with other countries
3. Covering diplomatic missions - embassies/high commissions
4. International issues having direct/indirect bearing on India
5. Covering international organisations and their conferences
6. Defence reporting, military alliances, coverage of wars
7. Coverage of India's trade relations with other countries
8. WTO and other trade organisations

#### Unit III [Specialised Reporting and Writing]

**L-11**

1. Reporting various types of interviews, writing interview based features
2. Reporting for news magazine, writing articles and cover story
3. Reporting and writing for non-news magazines

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4. Writing news and non-news features
5. Writing for editorial page and oped – edits, middles
6. Writing columns, special articles
7. Writing for weekend pull-outs and supplements

**COURSE CODE: MMJN 205**

## **Unit IV [Writing for New Media]**

**L-10**

### **A. Cyber Media**

1. Writing news contents for cyber media
2. Writing non-news contents for cyber media
3. Writing of blogs/opinion articles

### **B. Mobile**

1. Writing news for mobile phones
2. Writing non-news contents for mobile phones

## **Unit V [Photo Journalism]**

**L-12**

1. Photography in historical perspective, its role in communication
2. Technical know-how of camera, lenses, films and accessories
3. Approach to visual composition and lighting
4. Various beats of photography - portrait, wildlife, landscape, sports, war, fashion, entertainment and advertising
5. Role and responsibilities of photo journalist
6. Photo editing - selection of photograph, cropping, caption writing
7. Photo feature on topical issues

**Case Studies :** The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

### **Guidelines for Examiners/ Papersetters**

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based



## Guru Gobind Singh Indraprastha University

	on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students, eg.  ‘ $\leftarrow \rightarrow$ .’ or ‘ $\leftarrow \rightarrow$ .’.

### Internal Assessment:

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

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**COURSE CODE: MMJN 205**

## **Suggested Readings:**

- |    |  |  |
|----|--|--|
| 1  | David Randall  | The Universal Journalist, London, 2002   |
| 2  | Bruce Garrison   | Advance Reporting, LEA, 1992   |
| 3  | Raymond Kuhn and Eric Neven                                  | Political Journalism : New Challenges, New Practice, London, 2002                              |
| 4  | VC Natarajan & A.K. Chakraborty                              | Defence Reporting in India : The Communication Gap, Tishul Publications, 1995                  |
| 5  | David Randall  | The War Correspondent, London, 2002  |
| 6  | Barbic Zelizer and Stuart Allan                              | Journalism after September 11, New York, 2002  |
| 7  | Ajai K Rai   | Kargil Conflict and the Roel of Indian Media, Institute for Defence Studies and Analysis, 2004 |
| 8  | Cheryl Sloan Wray  | Writing for Magazines : A Beginners' Guide, NTC Publishing Group                               |
| 9  | J William Click and Russel N. Baird                          | Magazine Editing & Production, WCB Brown & Benchmark, 1994                                     |
| 10 | Ron Reeder Brad Hinkel                                       | Digital Negatives, Focal Press, 2007   |
| 11 | Steve Heath  | Multimedia and Communications Technology, Elsevier, 2003                                       |
| 12 | James A. Folts,<br>Ronald P. Lovell &<br>Fred C. Zwahlen Jr. | Handbook of Photography, Delmel Thomsan Learning, 2002   |
| 13 | Michael Langford   | Basic Photography, Focal Press, 2003   |
| 14 | O.P. Sharma  | Practical Photography, Hind Pocket Books, 2001   |
| 15 | Zaheer Husain Khan   | A Guide to Photography, School of Foto Film and Television, Delhi – 35, 2006                   |

# Guru Gobind Singh Indraprastha University

## THIRD SEMESTER

### REPORTING & EDITING LAB

Course Code: MMJN 251	L : 0	T/P : 6	CREDITS : 3
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*Marks of end term practical exam: 60*

*Marks of internal assessment: 40*

#### Objective of the course:

- i. This lab course will make the students learn to write news and different kind of writings related to journalism
- ii. Students would also know the steps of reporting as news collection, selection of facts according to news value, news writing pattern and news filing
- iii. On the other hand they will also learn the editing, organising and producing print material

#### Exercises/Assignments:

##### 1. News Reporting

- Reporting and writing a crime story based on a field assignments
- Reporting and writing a news story by covering a local beat

##### 2. News Writing

- Writing a personal/brief based on given points
- Writing a report on speech / meeting by using the points given by the teacher
- Writing a report on illness/death/obituary based on given points

##### 3. Press Conference

- Organising mock press conferences in groups
- Writing news reports based on coverage of press conferences

##### 4. Copy editing

- Editing of the copy given by the teacher in the class
- Rewriting of the given copy for an improvement in its quality

##### 5. Headlining

- Putting headlines on stories assigned by the teacher

##### 6. Layouting

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## ■ Preparing layout of the front page of a daily

### Print production :

1. *Annual Magazine* :The students need to take out an annual magazine of 24 to 32 pages to be printed in B/W and colour.
2. *Research Journal* : A research journal is to be published carrying the research papers written by MMM students. Some papers can also be invited from outside.

The above publications will be distributed on the campus, educational institutions and media organisations.

# Guru Gobind Singh Indraprastha University

## THIRD SEMESTER

### ADVANCE JOURNALISM & PHOTO LAB

Course Code: MMJN 253	L : 0	T/P : 6	CREDITS : 3
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*Marks of end term practical exam: 60*

*Marks of internal assessment: 40*

#### Objective of the course:

- i. One step ahead of simple news writing and editing, in this lab course students will understand the norms of specialised writing and political, legislative and diplomatic reporting.
- ii. The lab will also apprise students of writing for new media like mobile and internet.
- iii. They would practically be made to learn the photography and its utilisation for news.

#### Exercises/Assignments :

##### 1. Advance Reporting

- Writing political reports based on field assignments or points given by the teacher
- Writing diplomatic reports based on field assignments or points given by the teacher

##### 2. Specialised Writing

- Writing cover story for a news magazine based on input collected by the students
- Writing an editorial piece or middle for the edit page of a daily
- Writing a column /special article/ feature for a newspaper or magazine

##### 3. Writing for new media

- Writing contents (news/non news) for a website
- Writing blogs by the students for expressing their opinion
- Writing news for mobile phones

##### 4. Photo Journalism

- Photo shoots in the field for learning the skills of photography
- Shooting exercises in artificial light in the studio
- Photo coverage of some news event on the campus or outside
- Caption writing exercises given by the teacher
- Compilation of photographs taken by a students and preparing a photo file

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## **Guru Gobind Singh Indraprastha University**

### **MASTER OF MASS MEDIA (MMM)**

#### **THIRD SEMESTER**

#### **MINOR PROJECT**

<b>Course Code: MMJN 255</b>	<b>L : 0</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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#### **Objective of the course:**

- i. This lab course aims at the growth of students as thinking being who feel concerned on vital contemporary issues. The research based project would enable students to analyse, investigate, organise and write their work adopting a certain methodology.
- ii. It will motivate students to conduct research and collect relevant material on chosen issues or topics.

#### **Selecting the topic:**

- The students have freedom to choose the topic which is close to their heart. They are, however, advised to pick up topics which have some contemporary value.

#### **Writing the paper:**

- The students are required to write a report based on their research and data collection on the chosen topic. The report is to be written like a research paper.

#### **Presentation of paper:**

- The students will be asked to make presentation of their research papers in the class. For presentation they are advised to use the synopsis while the copies of the research paper can be distributed among the students.

#### **Evaluation:**

- The Minor Project carries 100 marks. The report will be evaluated by a Board of Examiners comprising one Internal and one External examiner to be appointed by the Vice Chancellor.

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## **THIRD SEMESTER**

### **INDUSTRIAL TRAINING REPORT**

<b>Course Code: MMJN 257</b>	<b>L : 0</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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#### **Objective of the course:**

- vii. This lab course ensures the students an opportunity of getting hands on training in media organisation.
- viii. Through the training they would gain knowledge of practical application of all they have learned in the classroom and the lab of the institute in real life situation.
- ix. This training also provides them the platform to learn how to do the documentation of their functional exposure to media.

#### **Industrial Training and Report Writing :**

Soon after the End Term Second Semester Examination, each student will undergo Industrial Training for at least four weeks in a media organisation. After the training, he/she will submit an Industrial Training Report based on his/her experience and learning during media attachment. The report should be submitted within four weeks of the start of the session in the Third Semester.

#### **Evaluation :**

The Industrial Training Report carries 100 marks. The report will be evaluated by a Board of Examiners comprising one Internal and one External examiner to be appointed by the Vice Chancellor.

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## FOURTH SEMESTER

### SPECIALISED AREAS IN CONTEMPORARY JOURNALISM

<b>Course Code: MMJN 202</b>	<b>L : 4</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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*Marks of end term theory paper: 60*

*Marks of internal assessment: 40*

#### Objective of the course:

- To make the students understand the concept of development and coverage of development issues on media.
- To give the students a knowledge of economy and business related issues with focus on capital market.
- To acknowledge the students with all the norms of different sports for their applications in sports reporting with focus on cricket.
- To develop an understanding of the current scheme of fashion and life style coverage in newspapers and TV channels.
- To apprise the students about the latest developments in the world of cinema and TV entertainment.

#### Unit I [Development journalism]

**L-10**

1. Role of journalism in development
2. Writing/preparing development stories for print/electronic media
3. Reporting development issues – health, education, poverty alleviation
4. Coverage of emerging areas in development – environment, human rights
5. Indicators of economic development – GDP and infrastructure development
6. Rural coverage in mainstream print and electronic media
7. Issues of urban development and their reporting in mainstream media
8. Newspapers/magazines and radio/TV channels focused on development

#### Unit II [Stock market and Business Journalism]

**L-13**

1. Understanding nature of Indian economy, economic planning, economic reforms
2. Coverage of issues pertaining to privatisation and disinvestments
3. Export and import, FDI and FII, FEMA, Foreign Exchange Reserve
4. Corporate sector, agriculture, services, manufacturing and industrial sector, SEZ
5. Coverage of banking sector – PLR, bank rate, repo/reverse repo, CRR, SLR
6. Reporting inflation, WPI, CPI, rupee appreciation and depreciation
7. Understanding stock market in national and global context, impact on economy
8. Coverage of capital market – Sensex and Nifty, role of SEBI
9. Union Budget, revenue generation, taxation, government expenditure
10. Business newspapers, magazines, radio/TV channels and their contents

#### Unit III [Cricket and Sports Journalism]

**L-13**

1. Sports reporting, basic requirement



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2. Qualities of a good sports reporter
3. Contents of sports section in a daily, sports journals
4. Sports channels and their programmes, sports news on main channels
5. Basics and requirement for sports commentary on radio and TV
6. Sports scripting, use of sports vocabulary
7. Rules and regulations of different sports
8. Cricket reporting and analysis
9. Cricket organisations, major tournaments
10. Equipments, umpiring and other technical tools

**COURSE CODE: MMJN 202**

## **Unit IV [Fashion and Life Style Journalism] L-8**

1. Contemporary fashion and life style media
2. Insight into specialist markets
3. Forecasting/trends in reporting
4. Techniques and terminologies
5. Newspapers/magazines and TV channels on life style

## **Unit V [Film and Entertainment Journalism] L-12**

1. An overview of Indian film industry
2. Contemporary trends in Indian cinema
3. Notable film makers and their films
4. Entertainment industry and its expansion, TV channels on entertainment
5. Entertainment programmes – TV serials, reality shows, laughter shows etc
6. Coverage of films/entertainment in newspapers, film journals
7. Film/Entertainment coverage on TV news channels

**Case Studies :** The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

### **Guidelines for Examiners/ Papersetters**

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be

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	based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students, eg.  '← →.' or '← →.'

### Internal Assessment:

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

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**COURSE CODE: MMJN 202**

## **Suggested Readings:**

1. Alan Chalkely : Manual of Development Journalism, Press Institute of India, New Delhi
2. Alan Chalkely : Rural Development Journalism, Press Institute of India, New Delhi
3. Srivinas R Melkote & H Leslie Steves : Communication for Development in the Third World : Theory and Practice for Empowerment, Sage Publications
4. Charu Arora Indian Economy and Reforms, Authors Press, New Delhi, 2008
5. EC Thomas Economic and Business Journalism, Sterling Publishers Pvt. Ltd.
6. Steen Sports Journalism: A Multimedia Primer , 2007
7. Steve Craig Sports Writing: A Beginner's Guide , 2002
8. Phil Andrews Sports Journalism: A Practical Introduction, 2005
9. Hennessy, B. Writing Feature Articles; A Practical Guide to Methods and Markets., Oxford: Focal Press, 1997
10. Crane, D. Fashion and its Social Agendas; class gender and identity in clothing, University of Chicago Press, 2000
11. Barnard, M Fashion as Communication. London. Routledge, 2002
12. James Monaco How to Read a Film, Oxford
13. Eric Rhodes A History of Cinema, Penguin
14. Govind Nihlani, Encyclopedia of Indian Cinema  
Saibal Chatterjee & Gulzar
15. Wimal Dissanayke Indian Popular Cinema : A Narrative of Cultural Change, Trentham Books

# Guru Gobind Singh Indraprastha University

## FOURTH SEMESTER

### NEWS PRODUCTION, PRESENTATION & ANCHORING

<b>Course Code: MMJN 204</b>	<b>L : 4</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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*Marks of end term theory paper: 60*

*Marks of internal assessment: 40*

#### Objective of the course:

- i. To develop an understanding about various steps involved in the production of radio and TV news.
- ii. To apprise students with an idea of various channels of communication used in broadcast media.
- iii. To make them skilled in writing, intonation, diction, pronunciation and presentation of news on audio-visual media.

#### Unit I [Radio News Production]

L-12

1. Reporting for radio, writing the news story
2. Structure of radio news report, various formats
3. Newsroom functions, editing of copies for newspool
4. Compilation of news bulletin, bunching the stories
5. Selection of stories for bulletin, editing and headlining
6. Writing and recording the voice cast, voice dispatch
7. Arranging/recording the sound bites, radio editing
8. Production of news and current affairs programmes
9. Production of non-news and entertainment programmes

#### Unit II [TV News Production]

L-12

1. Reporting for TV, writing the news story
2. Structure of TV news report, news bulletins
3. Newsroom functions in TV news channel
4. Writing, presenting and recording of piece-to-camera
5. Copy editing and video editing of a news report
6. Writing and recording of voice over
7. Packaging, headlining
8. Producing a news bulletin, run down
9. Production of current affairs programmes
10. Production of non-news and entertainment programmes

#### Unit III [Communication on Audio Video Media]

L-12

1. Verbal oral communication, audio/sound signals, silence

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2. Visual communication – still/moving pictures, graphics, animation etc
3. Kinesics – body language, gestures, postures, actions and expressions
4. Proxemics – use of time and space
5. Temporal communication – physical environment, colours and design
6. Nature and definition of verbal language, written and oral language
7. Words as symbols, content words and function words
8. Speech, types of speech and their functions
9. Voice and its quality, pronunciation and diction
10. Non-verbal audio elements in verbal language

## COURSE CODE: MMJN 204

### Unit IV [Presentation and Anchoring on Radio]

L-10

2. Concept behind “good on-air delivery”
3. How to “sell” yourself in a recording/broadcast studio
4. Presenting news bulletins and news based programmes
5. Conducting interviews, moderating panel discussions
6. Presenting/comparing non-news programmes on AIR
7. Anchoring of entertainment programmes on AIR channels
8. Anchoring on private FM channels, radio jockey, disc jockey announcing
9. Anchoring of live and recorded programmes
10. Script for anchoring, changing language and expression
11. Equipments used by anchors - mike, phone, computer, console etc

### Unit V [Presentation and Anchoring on TV]

L-10

1. Presenting news bulletins and news based programmes on DD, private satellite channels
2. Conducting interviews inside and outside studios
3. Conducting panel discussion, audience based programmes
4. Anchoring of entertainment programmes – comedy shows, reality shows etc
5. Anchoring of live and recorded programmes
6. Coordination with floor manager and other production staff in the studio and PCR
7. Use of computer/laptop, teleprompter, mike and other equipments in anchoring

**Case Studies :** The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

### Guidelines for Examiners/ Papersetters

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Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students, eg.  ‘← →.’ or ‘← →.’.

### Internal Assessment:

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

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**COURSE CODE: MMJN 204**

## **Suggested Readings:**

- |     |                    |   |
|-----|--------------------|---|
| 1.  | Aditya Sengupta    | Electronic Journalism - Principles and Practices, Authors Press, Delhi 2006 |
| 2.  | Pradeep Mandav     | Visual Media Communication, Authors Press, Delhi, 2005                      |
| 3.  | Valerie Geller     | Creating Powerful Radio, Focal Press, New Delhi 2004                        |
| 4.  | Michael C. Keith   | The Radio Station, Focal Press, New Delhi, 2007                             |
| 5.  | Ted White          | Broadcast News, Focal Press, New Delhi, 2007                                |
| 6.  | Rick Thompson      | Writing for Broadcast Journalists, Routledge, London, 2005                  |
| 7.  | Jenne Mills        | The Broadcast Voice, Focal press, New Delhi, 2004                           |
| 8.  | David Sonnenschein | Sound Design, M.W. Productions, 2001  |
| 9.  | Janet Trewin       | Presenting on TV and Radio, Focal Press, New Delhi                          |
| 10. | Stuart W Hyde      | TV & Radio Announcing, Kanishka Publishers, New Delhi                       |

# Guru Gobind Singh Indraprastha University

## FOURTH SEMESTER

### NEWS PRODUCTION, PRESENTATION & ANCHORING LAB

Course Code: MMJN 252	L : 0	T/P : 8	CREDITS : 4
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*Marks of end term practical exam: 60*

*Marks of internal assessment: 40*

#### Objective of the course:

- i. This lab course enables the students to understand radio and TV news in the changed perspective.
- ii. The student will pass through the process of news production involving reporting, editing and presentation.
- iii. The students will be made to learn the intricacies of communication on audio-visual media.
- iv. An opportunity will be provided to the students to develop the skills of anchoring on radio and television.
- v. The students will be prepared to be an entry-level broadcaster with the knowledge and applicable skills necessary to write and announce the news.

#### *Exercises/Assignments/Presentations:*

##### 1. Radio news

- Reporting of event and recording of sound byte
- Writing and editing of news report
- Recording of voice cast
- Production of bulletin in group

##### 2. TV News

- Reporting of event and writing the script
- Writing, presenting and recording of PTC
- Copy editing and video editing of news report
- Writing and recording of voice over
- Packaging, production of bulletin in group

##### 3. Anchoring

- Exercises on delivery, pronunciation, voice modulation and diction
- Training in handling of equipments, coordination with production staff
- Anchoring of radio news bulletin
- Anchoring of TV news bulletin
- Anchoring of non-news/entertainment programmes for radio
- Anchoring of non-news/entertainment programmes for TV



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## FOURTH SEMESTER

### MAJOR PROJECT

Course Code: MMJN 254	L : 0	T/P : 0	CREDITS : 10
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#### Objective of the course:

- i. This lab course is targeted to motivating the students to do a quality research based study.
- ii. This will enable the students to make use of the research methodology studied in the second semester for studying a vital issue.
- iii. This will help the students appreciate the importance of research in media studies.

#### Selecting the topic :

The students are expected to choose the topic which is of some academic value or social importance and which gives them scope of using the research methodology. They can even pick up the topic on which they would have worked in the Third Semester as part of “Minor Project” if there is enough space for expanding/further studying that topic.

#### Writing the report :

The students will write a comprehension report based on their study. It should be written by using the parameters laid down in research methodology.

#### Evaluation :

The Major Project carries 100 marks. The report will be evaluated by a Board of Examiners comprising one Internal and one External examiner to be appointed by the Vice Chancellor.

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## **FOURTH SEMESTER**

### **COMPREHENSIVE VIVA VOCE**

<b>Course Code: MMJN 256</b>	<b>L : 0</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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**Objective of the course:** The Viva Voce is aimed at testing the knowledge, learning and understanding that the student would have acquired during the course of two-year studies at this master's programme.

#### **Comprehensive Viva :**

There shall be Comprehensive Viva Voce at the completion of this master's programme Master of Mass Media. It will carry 100 marks.

#### **Evaluation :**

Comprehensive Viva Voce will be conducted by a Board of Examiners comprising the Director/Dean and two external experts, of whom one would be preferably from the industry. The quorum shall be deemed to have been met if 2 out of 3 members are present.

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## Specialisation in TV Production

### Third Semester

Course Code	Paper	L	T/P	Credits
<b>Theory</b>				
MMTV 201	Production, Direction & Ethical Issues	4	-	4
MMTV 203	Techniques of Camera & Light	4	-	4
MMTV 205	Sound & Post Production Techniques	4	-	4
<b>Practical</b>				
MMTV 251	Camera & Light Lab	-	6	3
MMTV 253	Sound & Editing Lab	-	6	3
MMTV 255	Minor Project	-	-	4
MMTV 257	Industrial Training Report*	-	-	4
	<b>Total</b>	<b>12</b>	<b>12</b>	<b>26</b>

*\*The industrial training is to be undertaken soon after the End Term Second Semester Examination for a period of minimum four weeks. The Industrial Training Reports submitted by the students will be evaluated in the Third Semester by a Board of Examiners.*

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## Specialisation in TV Production

### Fourth Semester

Course Code	Paper	L	T/P	Credits
<b>Theory</b>				
MMTV 202	Production Styles, Marketing & Commissioning	4	-	4
MMTV 204	Script & Screenplay Writing	4	-	4
<b>Practical</b>				
MMTV 252	Script & Screenplay Lab	-	8	4
MMTV 254	Major Project	-	-	10
MMTV 256	Comprehensive Viva Voce	-	-	4
	<b>Total</b>	<b>8</b>	<b>8</b>	<b>26</b>

Note :

7. The total number of credits of the MMM programme : 108
8. Each student shall be required to appear in examination of all theory and lab courses. However, for the award of the degree a student shall be required to earn the minimum 102 credits.

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## THIRD SEMESTER

### PRODUCTION, DIRECTION & ETHICAL ISSUES

Course Code: MMTV 201	L : 4	T/P : 0	CREDITS : 4
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Marks of end term theory paper: 60

Marks of internal assessment: 40

#### Objective of the course:

- i. To create awareness and conceptual understanding about TV production
- ii. To create a sense of directorial techniques in TV production
- iii. To make students aware of intricacies involved in legal and ethical issues

#### Unit I [Basics of Production]

L-10

1. TV/Video as medium of communication
2. Characteristics of television
3. Formats of television programme
4. Key equipments involved in TV production
5. Key personnel involved in TV production
6. Impact of new media in TV production

#### Unit II [Stages of Production]

L-11

1. Pre production – idea, outline, research, screenplay, script, storyboard, breakdown of the script, proposal writing, budget, floor plans
2. Production – single camera techniques, multi camera techniques
3. Post production – editing, dubbing, voiceover, music and sound mixing
4. Publicity and distribution : various methods of advertising, publicity material

#### Unit III [Director in Pre-Production]

L-11

1. Director's role - director as artist, psychologist, technical adviser, coordinator
2. Preproduction activities – process message, production method, production team and communication, scheduling, script formats, script marking, floor plan and location sketch
3. Visualisation and sequencing – formulating the process message, medium requirements, interpreting the floor plans and location sketch
4. Script analysis

#### Unit IV [Director in Production and Post Production]

L-12

1. Director's terminology
2. Multi camera directing procedures – directing from control room, PCR intercom systems

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3. Directing rehearsals – script reading, dry run or blocking rehearsal, walk-through, camera and dress rehearsals, walk-through/camera rehearsal combination, preparing a time line
4. Directing the show – standby procedures, on-the-air procedures
5. Single camera directing procedures – visualisations, script breakdown, rehearsals, videotaping
6. Post production activities

## COURSE CODE: MMTV 201

### Unit V [Legal and Ethical Issues]

L-12

1. Libel, slander and privacy
2. News productions – the public's right to know, public property, context, public figures, trespassing, hidden cameras, names and numbers, police orders, ethical aspect
3. Non news productions – profit and publicity, content, intended audience
4. Copyrights – violations, fair use rules, piracy, exclusivity, public domain materials
5. Certification of films and ethical standards
6. Legal issues in insurance

**Case Studies :** The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

### Guidelines for Examiners/ Papersetters

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students, eg.  '← →.' or '← →.'

### Internal Assessment:

- Weightage of 15 marks will be taken from the Minor Test-I to be held

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after six weeks of study.

- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

## Suggested Readings:

- |   |                   |   |
|---|-------------------|---|
| 1 | Herbert Zettl     | Television Production Handbook, Thomson Wadsworth, 2006       |
| 2 | Corey & Mark      | Cinema, Law & the State in Asia, Palgrave Mcmillan,           |
| 3 | Shakuntala Banaji | Reading Bollywood, Palgrave Mcmillan, 2006                    |
| 4 | Ohnian & Philips  | Digital Film making, Focal Press, 2000                        |
| 5 | R.L. Hartwig      | Basic TV Technology, Focal Press, 2005                        |
| 6 | Gross & Word      | Digital Movie making, Cenage Learning, 2007                   |
| 7 | Mamer             | Film Production Technique, Cenage Learning, 2007              |
| 8 | Andrew Utterback  | Studio Television Production and Directing, Focal Press, 2007 |

## COURSE CODE: MMTV 201

- |    |                             |  |
|----|-----------------------------|--|
| 9  | Ralph Donalds, Thomas Spann | Fundamentals of TV Production, Surjeet Publications, New Delhi     |
| 10 | Gates Richard               | Production Management For Film And Video, Focal Press, 2004        |
| 11 | Gerald Millerson            | Effective TV Production, Focal Press, 1993                         |
| 12 | Francis Glebas              | <a href="#">Directing the Story</a> , Focal Press, 2007            |
| 13 | Cathrine Kellison           | <a href="#">Producing for TV and New Media</a> , Focal Press, 2007 |
| 14 | Angela Wadia                | Film, Television and Radio Production, Kanishka Publishers         |

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## THIRD SEMESTER

### TECHNIQUES OF CAMERA & LIGHT

<b>Course Code: MMTV 203</b>	<b>L : 4</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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*Marks of end term theory paper: 60*

*Marks of internal assessment: 40*

#### Objective of the course:

- To develop an understanding about the processing of video signals
- To explain the technicalities of video camera, lens and support system
- To understand the elements of visual communication
- To make the students learn the basics and creative use of lighting techniques

#### Unit I [Basics of Video]

**L-8**

- Theory of moving pictures
- Video image - frame and fields, scanning of image, interlace and progressive scanning
- Colour video system - NTSC, PAL, SECAM
- Video signal – luminance, chrominance, hue, saturation, composite and component video system, DTV Systems

#### Unit II [Video Camera]

**L-14**

- Parts of camera
- Camera chain - camera control unit, sync generator and power supply
- Types of camera - analog and digital camera, studio cameras, ENG/ EFP cameras and consumer camcorders
- Optical system –  
Types of Lenses: prime lens, zoom lens, special purpose lens

Characteristics of lenses: focal length, lens angle and size of image sensor,

focus, light transmission: iris and f-stop, depth of field

- Electronic characteristics -  
aspect ratio, resolution, gain, light sensitivity and operating light level, video noise and signal to noise ratio, shutter, contrast, white balance
- Operational characteristics - operational characteristics in studio camera, ENG/ EFP cameras and camcorders
- Filters for camera: built-in filters and external filters
- Video tape recording formats



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## 9. Camera support system

### Unit III [Creating the Shots: Language of Camera and Composition]

L-12

1. Types of shots: long shots, mid shot, close up etc
2. Angle of shots: low angle shot, high angle shot, eye level shot, bird's eye view, point of view
3. Movement: pan and tilt, wheeled camera support, dolly, crane, arm, handheld camera, special rigs
4. Focus effects: deep focus, shallow focus, shifting focus
5. Lens perspective
6. Meaning of composition, importance and functions of composition
7. Rules of composition: emphasis/point of interest, headroom, rule of thirds, diagonal rule, contrast, looking and walking space etc
8. Compositional decisions: how to compose a good photograph
9. Role of light in composition

COURSE CODE: MMTV 203

### Unit IV [Lighting for Video]

L-10

1. Nature of light - wave and particle nature
2. Light waves - electromagnetic spectrum, visible spectrum
3. Behaviour of light falling on object
  - Absorption, reflection (specular, diffused), transmission (direct, diffused), refraction, dispersion, scattering, diffraction
  - Illumination: subject illumination with point and broad source, formations of harsh and soft shadows
  - Brightness of an object: amount of light it reflects, the intensity and distance of illumination source, inverse square law of illumination
4. Lighting instruments and lighting controls
  - Field lighting instruments, studio lighting instruments, lighting control equipment
5. Light intensity, types of lamps, colour temperature and colour media

### Unit V [Lighting Techniques]

L-12

1. Lighting in a studio
  - a. Lighting approach: one point, two point and three point lighting

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- b. Specific lighting techniques: flat lighting, continuous action lighting, large area lighting, cameo lighting, silhouette lighting, chroma key area lighting, controlling eye and boom shadows
- 2. Lighting in the field
  - a. Shooting in day light
  - b. Shooting in indoor light
  - c. Shooting at night
- 3. Pictorial Treatment
  - a. Emphasis on surface detail, illumination for solid, realism in lighting, atmospheric lighting
- 4. Special lighting effects: day for night, lighting for rain, smoke and fire sequences

**Case Studies :** The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

### Guidelines for Examiners/ Papersetters

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students, eg. '← →.' or '← →.'

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**COURSE CODE: MMTV 203**

## **Internal Assessment:**

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

## **Suggested Readings:**

1	Herbert Zettl	Television Production Handbook, Thomson Wadsworth, 2006
2	Fil Hunter, Paul Fuqua	Light: Science and Magic: An Introduction to Photographic Lighting, Focal Press, 2007
3	Wheeler	High Definition & 24p Cinematography, Focal Press, 2007
4	Dan Rahmel	Nuts and Bolts of Film Making, Focal Press, 2007
5	Alan Bermingham	Location Lighting for Television, Focal Press, 2003
6	Blain Brown	Motion Picture and Video Lighting, Focal Press, 2007
7	Robert B. Musburger	Single-Camera Video Production, Focal Press, 2005
8	Cathrine Kellison	Producing for TV and Video, Focal Press, 2005
9	Andrew Utterback	Studio Television Production and Directing, Focal Press, 2007
10	Gerald Millerson	Effective TV Production, Focal Press, 1993
11	Ralph Donalds, Thomas Spann	Fundamentals of TV Production, Surjeet Publications, New Delhi

## **THIRD SEMESTER**

# Guru Gobind Singh Indraprastha University

## SOUND & POST PRODUCTION TECHNIQUES

Course Code: MMTV 205	L : 4	T/P : 0	CREDITS : 4
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Marks of end term theory paper: 60

Marks of internal assessment: 40

### Objective of the course:

- i. To create in students the perception about the aesthetics of sound
- ii. To explain the techniques of audio equipments used in TV Production
- iii. To make them learn the different kinds of post production works
- iv. To make them understand the different practices in editing

### Unit I [Sound Aesthetics]

L-8

1. Types of sound – voice, natural sound, music, sound effects
2. Sound perspective and sound presence
3. Constructing the audio portion of a programme – narrator Vs no narrator, on camera and off camera questions, natural sound, music and sound effects, making a track chart
4. The visual impact of microphones

### Unit II [Sound for Video - Technical Factors]

L-12

1. Sound in video field production
2. Sound: technical bases
3. Microphone characteristics
4. Camera mounted microphones, external microphones, wired and wireless microphones
5. Recording sound on a portable camcorder
6. Mixers
7. Standardised recording procedures, monitoring sound, hints for recording good sound, special problems in recording sounds
8. Equalizing and filtering to improve sound quality
9. Dubbing: adding sound to prerecorded videotape
10. Additional sound recording and playback devices

### Unit III [Editing Aesthetics]

L-12

1. Language and grammar of editing
2. Role of the editor – creative editor, technical editor, editor as graphic artist
3. Theory of editing – continuity editing, montage, Eisenstein/Pudovkin/Kuleshov style
4. Functions of the editing – combine, shorten, correct, build
5. Types of continuity and montage
6. Transition and effects

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7. Sound in editing
8. Graphics and design

**COURSE CODE: MMTV 205**

## **Unit IV [Post Production Editing Works]**

**L-12**

1. Editing modes – off and online editing
2. Linear editing systems – single source systems, expanded single source systems, multi source editing systems
3. Control track and time code editing
4. Linear editing features and techniques
5. A-B rolling and A-B roll editing
6. Non linear editing systems
7. Non linear editing features and techniques
8. Editing of celluloid based programmes on non-linear editing system

## **Unit V [The Practice of Editing]**

**L-12**

1. Action sequences
2. Dialogue sequences
3. Comedy sequences
4. Chase sequences
5. Montage sequences
6. Documentary
7. Educational films
8. News and current affairs programme

**Case Studies :** The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

### **Guidelines for Examiners/ Papersetters**

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3

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questions	marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students, eg.  ‘← →.’ or ‘← →.’.

### Internal Assessment:

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

### COURSE CODE: MMTV 205

### Suggested Readings:

- |    |                     |   |
|----|---------------------|---|
| 1  | Herbert Zettl       | Television Production Handbook, Thomson Wadsworth, 2006                       |
| 2  | Baxter              | A Practical guide to Television sound Engineering, Focal press, 2007          |
| 3  | David Miles Huber   | Audio Production Techniques for Video, Focal Press, 2007                      |
| 4  | David Sonnen Schein | Sound Design, MW Productions, 2001  |
| 5  | A.U. Case           | Sound Fx, Focal Press, 2004   |
| 6  | Jenne Mills         | The Broadcast Voice, Focal Press, 2004  |
| 7  | Sam Kauffmann       | Avid Editing: A Guide for Beginning and Intermediate Users, Focal Press, 2006 |
| 8  | Tomlinson Holman    | Surround Sound : Up and running, Focal Press 2007                             |
| 9  | Jay Rose            | Audio Postproduction for Film and Video, Focal Press, 2008                    |
| 10 | Richard Harrington  | Photoshop for Video, Focal Press, 2007  |

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- |    |                                |   |
|----|--------------------------------|---|
| 11 | Ken Dancyger                   | The Technique of Film and Video Editing, Focal Press, 2006        |
| 12 | Gerald Millerson               | Effective TV Production, Focal Press, 1993                        |
| 13 | Ralph Donalds, Thomas<br>Spann | Fundamentals of TV Production, Surjeet Publications, New<br>Delhi |

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## THIRD SEMESTER

### CAMERA & LIGHT LAB

Course Code: MMTV 251	L : 0	T/P : 6	CREDITS : 3
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*Marks of end term practical exam: 60*

*Marks of internal assessment: 40*

#### Objective of the course:

- i. To secure an operational knowledge of various cameras and lighting equipments
- ii. To demonstrate an understanding of the equipments and production skills necessary for effective picture making

#### Exercises/Assignments :

1. Demonstration of video camera, its anatomy and functions
2. Video camera handling practice on stand and on shoulder, working on composition
3. Practice of different types of shots, camera movements and camera angles
4. Shooting small continuity, using single camera
5. Multicamera shooting practice
6. Demonstration of lights, its anatomy and functions
7. Practice of different lighting techniques
8. Creating special effects by using camera, lights and filters



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## THIRD SEMESTER

### SOUND & EDITING LAB

<b>Course Code: MMTV 253</b>	<b>L : 0</b>	<b>T/P : 6</b>	<b>CREDITS : 3</b>
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*Marks of end term practical exam: 60*

*Marks of internal assessment: 40*

**Objective of the course:** To introduce the students to the practices and techniques of sound and editing.

#### ***Exercises/Assignments :***

1. Use of microphones, audio cables and connectors
2. Use of recorders and mixers
3. Recording of various indoor and outdoor sounds
4. Music recording with the help of multiple microphones and mixing consoles
5. Sound track design with images
6. Demonstration of video editing equipments
7. Editing practice of various sequences

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## **THIRD SEMESTER**

### **MINOR PROJECT**

<b>Course Code: MMTV 255</b>	<b>L : 0</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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**Objective of the course:** To make use of the knowledge gained in camera operations and editing techniques for learning production.

**Production:**

10 minutes studio based multi camera production in groups.

**Evaluation :**

The Minor Project carries 100 marks. The production will be evaluated by a Board of Examiners comprising one Internal and one External examiner to be appointed by the Vice Chancellor.

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## **THIRD SEMESTER**

### **INDUSTRIAL TRAINING REPORT**

<b>Course Code: MMTV 257</b>	<b>L : 0</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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#### **Objective of the course:**

- x. This lab course ensures the students an opportunity of getting hands on training in media organisation.
- xi. Through the training they would gain knowledge of practical application of all they have learned in the classroom and the lab of the institute in real life situation.
- xii. This training also provides them the platform to learn how to do the documentation of their functional exposure to media.

#### **Industrial Training and Report Writing:**

Soon after the End Term Second Semester Examination, each student will undergo Industrial Training for at least four weeks in a media organisation. After the training, he/she will submit an Industrial Training Report based on his/her experience and learning during media attachment. The report should be submitted within four weeks of the start of the session in the Third Semester.

#### **Evaluation:**

The Industrial Training Report carries 100 marks. The report will be evaluated by a Board of Examiners comprising one Internal and one External examiner to be appointed by the Vice Chancellor.

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## FOURTH SEMESTER

### PRODUCTION STYLES, MARKETING & COMMISSIONING

Course Code: MMTV 202	L : 4	T/P : 0	CREDITS : 4
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*Marks of end term theory paper: 60*

*Marks of internal assessment: 40*

#### Objective of the course:

- i. To identify the different critical elements of ENG & EFP Production
- ii. To plan, develop and produce various ENG & EFP productions
- iii. To create the sense of budgeting and marketing of a programme
- iv. To bring the awareness about the different producing and commissioning agencies

#### Unit I [Introduction to ENG and EFP]

L-8

1. ENG and EFP : the world of professional video
2. History of electronic news gathering (ENG)
3. Recent styles in ENG
4. TV news photography
5. Basic flow chart of ENG
6. History of electronic field production(EFP)
7. Recent styles in EFP
8. Basic flow chart of EFP

#### Unit II [Styles in Electronic News Gathering]

L-12

1. Taped and live coverage
2. Spot news
3. General news
4. Feature news
5. Sports news
6. Cricket commentary
7. Crime news
8. National events
9. Latest developments

#### Unit III [Styles in Electronic Field Production]

L-14

1. Corporate and professional videos
2. Commercial and public service announcement
3. Performance video
4. Sports video
5. Music video
6. Nature and documentary videos

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7. Serials
8. Telefilms
9. Promos
10. Educational films

**COURSE CODE: MMTV 202**

## **Unit IV [Budgeting and Marketing]**

**L-10**

1. Budgeting of ENG
2. Budgeting of EFP
3. Creating an accurate budget
4. Budget tracking
5. Entry in the video market place
6. Marketing the product

## **Unit V [ Programme Producing and Commissioning Agencies]**

**L-12**

1. Inhouse production, outsourcing and commissioning, sponsored and commissioned programmes
2. Films Division (FD) as producer of documentaries and other programmes
3. Children's Film Society of India (CFSI) and production of children's films
4. National Film Development Corporation (NFDC) and incentives for film production
5. Public Service Broadcasting Trust (PSBT) and documentary production
6. Directorate of Audio Visual Publicity (DAVP) and production of promotional material
7. Doordarshan – in house productions and outsourcing of news and entertainment
8. Private channels – in house productions and outsourcing of news and entertainment programmes
9. National Film Archives of India (NFAI) for preservation of films

**Case Studies :** The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

### **Guidelines for Examiners/ Papersetters**

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be

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	based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students, eg.  '← →.' or '← →.'.

### Internal Assessment:

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

### COURSE CODE: MMTV 202

### Suggested Readings:

- |   |                             |   |
|---|-----------------------------|---|
| 1 | Herbert Zettl               | Television Production Handbook, Thomson Wadsworth, 2006                   |
| 2 | Gerald Millerson            | Effective TV Production, Focal Press, 1993                                |
| 3 | Ralph Donalds, Thomas Spann | Fundamentals of TV Production, Surjeet Publications, New Delhi            |
| 4 | Norman Medoff               | Portable Video, Focal Press, 2007   |
| 5 | Ivan Cury                   | Directing and Producing for Television, Focal Press, 2006                 |
| 6 | David K. Irving             | Producing and Directing the Short Film and Video, Focal Press, 2006       |
| 7 | Francis Glebas              | <a href="#"><u>Directing the Story</u></a> , Focal Press, 2007            |
| 8 | Cathrine Kellison           | <a href="#"><u>Producing for TV and New Media</u></a> , Focal Press, 2007 |

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9 Angela Wadia

Film, Television and Radio Production, Kanishka Publishers

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## FOURTH SEMESTER

### SCRIPT & SCREENPLAY WRITING

<b>Course Code: MMTV 204</b>	<b>L : 4</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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*Marks of end term theory paper: 60*

*Marks of internal assessment: 40*

#### Objective of the course:

- i. To develop a strong feel for the art of story telling through the medium of video.
- ii. To give a conceptual understanding about the genre, style, treatment, structure of screen play.
- iii. To create the sense of characterisation in a story.
- iv. To understand the art and craft of script and screenplay writing.

#### Unit I [Basics of Storytelling]

L-8

1. The history of storytelling
2. What is a “story”?
3. Where stories come from - using personal experience or family history, Ideas from news stories, fables, legends etc
4. Spotting trends in film and television
5. Introduction to the art of writing short story, novel, stage play and TV play

#### Unit II [Explorations of Genre, Style, Screenplay]

L-14

1. Genre- identifying the genres: romance, science fiction, action/adventure, detective/thriller, epic/historical event
2. Style – naturalism, realist, expressionist, surrealist, theatrical, fantastical, observational, impressionist
3. Types of screenplay- plot based, character based, event based, idea based, place story
4. Structure of a screen-play - theme or premise - plot and sub-plot – beginning, middle and end - Exposition, Conflict, Crisis, Climax and Resolution

#### Unit III [Characters]

L-10

1. Character
2. Three dimensions of character- sociology, physiology and psychology
3. Pivotal character
4. Protagonist
5. Antagonist
6. Supporting characters



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7. Character development
8. Character interaction

## Unit IV [Script]

L-12

1. General script
2. Storyboard
3. Shooting script
4. Script in audio visual format
5. Script breakdown
6. Review and edit
7. Scripting a documentary film

**COURSE CODE: MMTV 204**

## Unit V [Screenplay]

L-12

1. Screenplay layout
2. Synopsis
3. Treatment
4. Step-outline
5. The master screen script
6. Functions of dialogue
7. The post shooting scripts

**Case Studies :** The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

## Guidelines for Examiners/ Papersetters

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.

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Choice to students	Within a unit, internal choice must be given to students, eg.  ‘← →.’ or ‘ ← →.’.
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## Internal Assessment:

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

## Suggested Readings:

- |    |                         |   |
|----|-------------------------|---|
| 1  | Herbert Zettl           | Television Production Handbook, Thomson Wadsworth, 2006 |
| 2  | Thornman & Purvis       | Television Drama, Palgrave Mcmillan, 2004               |
| 3  | Marisa Divari           | Script Magic, MW Productions, 2000                      |
| 4  | Scott Essman            | Freelance Writing for Hollywood, MW Productions, 2001   |
| 5  | C. Jhonson & M. Stevens | Script Partners, MW Productions, 2002                   |
| 6  | M.C. Johnson            | The New Script Writers' Journal, Focal Press, 2001      |
| 7  | Swaine & Swaine         | Film Scriptwriting : A Practical Manual                 |
| 8  | Bob Berman              | Fade-in : A Screenwriting Process                       |
| 9  | Bordwell & Thompson     | Film Art : An Introduction                              |
| 10 | James Monaco            | How to read a Film                                      |
| 11 | Sharda Kaushik          | Script to Screen  |
| 12 | Joseph V. Mascelli      | Five Cs of Cinematography                               |

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## FOURTH SEMESTER

### SCRIPT & SCREENPLAY LAB

<b>Course Code: MMTV 252</b>	<b>L : 0</b>	<b>T/P : 8</b>	<b>CREDITS : 4</b>
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*Marks of end term practical exam: 60*

*Marks of internal assessment: 40*

#### **Objective of the course:**

- i. To conceive, compose & prepare scripts for TV and films
- ii. To develop among students flare for writing

#### ***Exercises/Assignments:***

1. Analysis of various films and their screenplays
2. Analysis of scripts of TV serials
3. Writing of scripts and screenplays as per assignments given

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## FOURTH SEMESTER

### MAJOR PROJECT

Course Code: MMTV 254	L : 0	T/P : 0	CREDITS : 10
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#### Objective of the course:

- i. This lab course is targeted to motivating the students to take up production work of high quality.
- ii. This will enable the students to make use of production techniques studied during the semesters for producing documentaries and fiction films.

#### Production:

The students will produce documentaries/fiction films as group work as part of this lab course.

#### Evaluation:

The Major Project carries 100 marks. The production work will be evaluated by a Board of Examiners comprising one Internal and one External examiner to be appointed by the Vice Chancellor.

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## FOURTH SEMESTER

### COMPREHENSIVE VIVA VOCE

<b>Course Code: MMTV 256</b>	<b>L : 0</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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**Objective of the course:** The Viva Voce is aimed at testing the knowledge, learning and understanding that the student would have acquired during the course of two-year studies at this master's programme.

#### Comprehensive Viva :

There shall be Comprehensive Viva Voce at the completion of this master's programme Master of Mass Media. It will carry 100 marks.

#### Evaluation:

Comprehensive Viva Voce will be conducted by a Board of Examiners comprising the Director/Dean and two external experts, of whom one would be preferably from the industry. The quorum shall be deemed to have been met if 2 out of 3 members are present.