

**Guru Gobind Singh Indraprastha University
Master of Mass Media (MMM)**

SCHEME OF EXAMINATION

&

SYLLABI

of

MASTER OF MASS MEDIA

for

First and Second Semester

(w.e.f. 2010 – 2011 Academic Session)



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

KASHMERE GATE, DELHI-110 403

**Guru Gobind Singh Indraprastha University
Master of Mass Media (MMM)**

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KASHMERE GATE, DELHI-110 403

MASTER OF MASS MEDIA (MMM)

2010-12

(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
Theory				
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
Practical				
MMM 151	Still Photography Lab	-	6	3
MMM 153	Seminar-Presentation	-	6	3
	Total	22	12	28

SECOND SEMESTER

Course Code	Course Title	L	T/P	Credits
Theory				
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
Practical				
MMM 152	Print Media Lab		6	3
MMM 154	Project		6	3
	Total	22	12	28

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MASTER OF MASS MEDIA (MMM)

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.

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FIRST SEMESTER

INTRODUCTION TO SOCIAL SCIENCE

Course Code: MMM 101	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 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

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Unit V Political Science

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. Freedden, 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.

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Internal Assessment:

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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: *Abhijnanshakuntalm*)
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*

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

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

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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

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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

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8. Kohli-Khandekar. Indian Media Business. Response Books. Delhi. 2010
9. Sahay, Uday. Making News(ed.). OUP. Delhi. 2009

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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

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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. Malthy. Hollywood Cinema. Wiley – Blackwell. 2003
7. Dixon, Andrey, Foster. A short history of film. Rutgers University Press. 2008
8. Kaur and Sinha. Popular Indian Cinema through a Transnational Lens . SAGE. 2005

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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

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UNIT IV Models of Mass Communication

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.

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Guidelines for Examiners/ Paper-setters

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Choice to students	Within a unit, internal choice must be given to students.

Internal Assessment:

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FIRST SEMESTER

STILL PHOTOGRAPHY LAB

Course Code: MMM 151	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. 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]

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FIRST SEMESTER

SEMINAR PRESENTATION

Course Code: MMM 153	L : 0	T/P : 0	CREDITS : 3
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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

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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

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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.

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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

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Unit V PR: Publics, Practices and Perspectives

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 (9th 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
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.

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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.
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Master of Mass Media (MMM)

SECOND SEMESTER

Media Laws & Ethics

Course Code: MMM 106	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 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

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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 (6th 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.

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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

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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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Master of Mass Media (MMM)

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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

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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

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Master of Mass Media (MMM)

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Master of Mass Media (MMM)

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]

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Internal Assessment: 40 Marks

- . 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

SECOND SEMESTER

PROJECT

Course Code: MMM 154	L : 0	T/P : 6	CREDITS : 3
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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.

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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.