

M MC 1st year

**PGDMC**

**Course Curriculum for**

**P.G. Diploma in Mass Communication**

**Through Distance Education**



**Directorate of Distance Education  
Guru Jambheshwar University  
HISAR-125001**



**DIRECTORATE OF  
DISTANCE EDUCATION  
GURU JAMBHESHWAR UNIVERSITY, HISAR**

**COURSE CURRICULUM  
POST GRADUATE DIPLOMA  
IN  
MASS COMMUNICATION (PGDMC)  
[THROUGH DISTANCE EDUCATION]**

**Scheme of Examination**

PGDMC 501	Human Communication	100 Marks
PGDMC 502	Mass Communication	100 Marks
PGDMC 503	Print Media	100 Marks
PGDMC504	Electronic Media	100 Marks
PQDMC 505	Advertising & Corporate Communication	100 Marks
PGDMC 590	Assignments	100 Marks
<b>PGDMC-501</b>		<b>100 MARKS</b>


**HUMAN COMMUNICATION**

Definition, Concept, Elements & Functions of Communication

History of Human Communication

Sociology of Communication & Socialisation

forms of Communication

- 
- Intrapersonal Communication
  - Interpersonal Communication
  - Group Communication (Public, Crowd, Small group )
  - Mass Communication
  - Nonverbal Communication & Body Language

#### Models of Communication

- SMR, SMCR, Shannon & Weaver's, Laswell's, Osgood's, Dance's, Schramm's, Gerbner's, New Combe's, Convergent Model, Gate Keeping Model.

#### Communication & Behavioral Sciences

**PGDMC-502**

**100 MARKS**

#### **MASS COMMUNICATION**

- Definition, Nature, Features & Scope of Mass Communication
- Interface between Interpersonal & Mass Communication
- Media of Mass Communication
  - a) Newspaper, Magazine, Radio, TV, Books, Film Records & Cassettes, Internet.
  - b) Advertising & Public Relations & Public Affairs.
  - c) Traditional Media
- History of Mass Media in India

- Newspapers & Magazines, Radio, Television, Films, etc.

- Media Systems

**PGDMC-503** - Theories of Mass Communication

a) Hypodermic Needle Theory

b) Need Gratification Theory

c) Cultural Ratification Theory

d) Individual Difference Theory

e) Play Theory

f) Commercial Theory

g) Two Step & Multi Step Theory

h) Selective Exposure, Selective Perception & Selective Retention

Theory

- Effects of Mass Communication

- Infotainment-An Introduction

- Mass Communication & Developing Societies

**PGDMC-503**

**100 MARKS**

**PRINT MEDIA**

**REPORTING**

- Newspapers: An Introduction - Concept, Types, Structure, Reach  
& Future

- News: Concepts, Types of News
- Gathering News.
- News Sources
- Methods of Gathering News:
  - i) Observation
  - ii) Interviews
  - iii) Reference Material
- Reporters, Correspondents & Stringers - Roles & Responsibilities
- Types of Reporting :
  - a) Covering Incidents & Events
  - b) Sports Reporting
  - c) Parliamentary Reporting
  - d) Campus Reporting
  - e) Art & Culture Reporting
  - f) Political Reporting
  - g) Economy, Development, Business & Computer Reporting
- Writing Features, Articles & Editorials

## **EDITING**

- Concept & Principles of Editing
- Role of Editorial Staff: Subeditor, News Editor, Photo Editor
- Editing Practices: Editing News Agency Stories, Press Releases, Editing Features & Articles

- Photo Editing
- Proof Reading & Editing Symbols

**PGDMC-504** **100 MARKS**

## **ELECTRONIC MEDIA**

### **RADIO**

- Introduction to Radio as a mass medium - History, Role, Reach & Future
- Radio Broadcasting : History of Radio Broadcasting, AM & FM transmission, Reception of Signals
- Radio Programme Production

Basic Equipments: Microphones & Recorders.

Stages of Radio Programme Production

Techniques of news gathering for news - covering events & interviewing

Compilation, Script writing for Radio news bulletin

- Editing for Radio-An Introduction
- All India Radio Structure & Services.

### **TELEVISION**

- Introduction to Television as a mass medium: History, Role, Reach & Future.

- TV Broad casting: History of TV Broadcasting, Terrestrial Broadcasting, Cable TV, DTH

PGDMC-504 - TV Programme Production.

Basic Equipments: Camera, Lighting & Sound Equipments.

Stages of TV Programme Production

Compilation, Script writing for TV News Bulletin

- Editing for TV - An Introduction

PGDMC-505 - Doordarshan: Structure & Services

**PGDMC-505**

**100 MARKS**

## **ADVERTISING & CORPORATE COMMUNICATION**

### **ADVERTISING**

- Definition, Scope & Concept of Advertising.
- History & Development of Advertising
- Types of Advertising, Examples of Advertisements.
- Creativity in Advertising: Appeals, Visualisation, Copywriting & Layout
- Various Media of Advertising.
- Introduction to Advertising Campaign
- Advertising Agency: Structure & Functions.

## **CORPORATE COMMUNICATION & PUBLIC RELATIONS**

- Concepts of Corporate Communication & Public Relations: Definitions, Role & Functions
- Types of Public & their importance
- Principles & Function of Public Relation in Govt. & Private Sectors.
- Press Conferences.
- Press Releases.
- Business Communication : Meetings, Presentations, Negotiations, Letters, Memos, Reports & Minutes
- Image Building, Publicity, Propaganda & Public Opinion.
- Tools of Public Relations

**PGDMC-590** **100 MARKS**

### **ASSIGNMENTS** **No. of items to be prepared**

- |  |    |
|--|----|
| - Editing Teleprinter copies                       | 10 |
| - News Stories- Covering Major Events in your Area | 05 |
| - Book Review (Any Recent book)                    | 01 |
| - Film Reviews (Any two Recent Films)              | 02 |
| - TV Review (Current Serials or Programmes )       | 02 |



- Script writing for Radio News	02
- Script writing for TV News	02
- Print Advertisements:	
a) Classified	05
b) Display classified	05
c) Display	03
- Posters	02
- Pamphlets	02
- Brochure	02
- Leaflets	02

All assignments to be submitted in the form of a portfolio not later than 30 days after the finish of theory examinations.

Note: In all papers, if not mentioned otherwise, there will be 8 questions out of which five will have to be answered. All question will carry equal marks. The question papers will cover whole of the syllabus as far as possible.

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