

**MMC**

*2nd year*

**Course Curriculum for**  
**Master of Mass Communication**  
**Through Distance Education**



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





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

**COURSE CURRICULUM  
FOR  
MASTER OF MASS COMMUNICATION  
[THROUGH DISTANCE EDUCATION]**

**Scheme of Examination**

**PAPERS :**

P-I	Media Writing	100 Marks
P-II	Media Productions	100 Marks
P-III	Media Management	100 Marks
P-IV	Media Laws	100 Marks
P-V	Media Research	100 Marks
P-VI	Production Portfolio	100 Marks

**PAPER-I**

**100 Marks**

**MEDIA WRITING**

- Introduction to Creative writing
- Fundamentals of writing
- Structure and content of writing
- Writing news stories, news analysis & backgrounders.



- Features writing- News features, Personality features, Human Interest stories.
- Book, Film, Television Reviews.
- Photo features, Photo Editing & Caption writing.
- Article & Editorial writing.
- Basics of writing for Radio and Television
- Script writing for various Radio and TV programmes.
- Copy writing for print ads & publicity materials.
- Script writing for Radio & TV ads.
- Writing for Public Relations: Press Releases, Minutes, Memos, Reports & Writing for House Journals.

## **PAPER-II**

**100 Marks**

### **MEDIA PRODUCTIONS**

- Introduction to various printing processes-Letter Press, Offset, Screen Printing.
- Type Setting-Hand Composition, Mechanical Composition, Type setting on computers.
- Desk Top Publishing.
- News Paper & Magazine Page Make Up.
- Technology of Radio Broadcasting - AM & FM.
- Technology of Television Broadcasting -Uplinking, Downlinking, Terrestrial transmission, Satellite transmission.



- Introduction to various audio equipments -Microphones, Recorders & Mixers.
- Video Camera-Formats, Parts, Functions.
- Sound & Light equipments for Video production.
- Various stages of Video production -Pre-production, Production & post-production.
- Editing equipments.
- Types of editing, Editing for Video & Audio programmes.
- Satellites, Optical fibers, Computers, Modem - Their application in Media Productions.
- Planning, Production and Placing of Information Campaigns (Advertising, Public Relations & Political Campaigns)
- Computer Animation & Multi Media -An Introduction.

### **PAPER-III**

**110 Marks**

#### **MEDIA MANAGEMENT:**

- Media scene in India -Private & Government Media.
- Traditional Media and their use in Mass Communication.
- Foreign Media in India.
- Organisational Structure of newspapers and magazines.
- Economics of newspaper & magazine production.

- News Print Policy.
- Organisational Structure of Radio & T.V -AIR, Doordarshan & Private TV Channels.
- Cinema Industry in India - Structure, Organisation & Economics.
- News Agencies of India - Structure and Functioning.
- Structure and Function of Ad Agencies and Ad Departments.
- Structure and Function of PR Departments and Consultancies.
- Ad Agency commission system and PR Consultancy fee.
- Budgetting of Ad & PR campaigns.
- Selection and Empanelling of Ad Agencies & PR Consultancies.
- Important Media Organisations of the World -BBC, VOA, ABC, CNN, NBC, AP, AFP, Itar Tass.Reuters.

#### **PAPER-IV**

**100 Marks**

#### **MEDIA LAWS**

- Right to Information.
- Media Laws -Requirements & Implementations.
- Laws of Libel & Defamation.
- Contempt of Court and Contempt of Legislature.



- Official Secrets Act.
- Press & Books Registration Act.
- Copy Right Act.
- Press Council of India.
- Acts & Committees relating to wages of working journalists.
- AIR and DD's code of broadcasting news and advertising.
- Prasar Bharti Act.
- Cable TV Regulation Act.
- Cinematograph Act and Film Censorship.
- Ethics and controversies in Advertising.
- Code of Ethics for Advertising by Advertising Council of India.
- DAVP's Code of Advertising
- Various Laws of Advertising in India.
- Codes & Ethics and Public Relations
  - PRSI Code of Ethics
  - IPRA Code of Ethics
- Editorial Ethics (Editors' Guild)
- Professionalism in Media, Self Regulation, Censorship.

- Reports of Committees and Commissions regarding Media in India.

Verghese Committee

Chanda Committee

PC Joshi Committee

Bacchawat Committee

First Press Commission

Second Press Commission

## **PAPER V**

**100 Marks**

### **MEDIA RESEARCH**

- Need, Role, Importance of Media Research.
- Concept of research. - Role, Functions and Importance.
- Social Research & Communication Research.
- Basic Elements of Media Research.
- Methods of Media Research (Census, Survey, Observations, Clinical Studies, Case Studies, Interviews).
- Theory and practice of sampling.
- Research Design.
- Questionnaires - Preparation and administration.
- Handling data
  - Collection of data from various sources
  - Tabulation
  - Interpretation
- Content Analysis - Qualitative & Quantitative.
- Feed back and Feed forward.



- Report Writing
- Media Research as a tool of reporting
- Advertising Research
- Statistical Methods in Media Research - Mean, Mode, Median, Standard deviation, Chi-Square Test.

## **PAPER-VI**

**100 Marks**

### **PRODUCTION PORTFOLIO:**

- Editing Teleprinter Copies	10
- Newspaper Page Make-Up (Front Page, Editorial Page & Any other Page)	03
- Dummy of a tabloid (Minimum Four Pages)	01
- News Stories -Covering Major Events in Your Area	05
- Book Review (Any Recent book)	01
- Film Reviews(Any two Recent Films)	02
- TV Reviews(Current Serials or Programmes)	02
- Script writing for Radio News	02
- Script writing for other Radio Programmes	02
- Script writing for TV News	02
- Script writing for Advertising (Radio-2, TV -2)	04



-	Print Advertisements:	
	a) Classified	05
	b) Display classified	05
	c) Display	03
-	Posters	02
-	Pamphlets	02
-	Brochure	02
-	Leaflets	02
-	Press Releases	05
-	Dummy of House Journal (minimum 8 pages)	01
-	Questionnaire for Research	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 9 questions out of which five will have to be answered. All questions will carry equal marks. The question paper will cover whole of the syllabus as far as possible.

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