

JADAVPUR UNIVERSITY
KOLKATA – 700 032

**DEPARTMENT OF ADULT, CONTINUING EDUCATION
AND EXTENSION**

SYLLABUS FOR

**POST GRADUATE DIPLOMA IN
MASS COMMUNICATION**

Post Graduate Diploma in Mass Communication will have total 900 marks. For every paper 20% marks will be internally marked. Internal examination will be held before the final examination. For every 100 marks paper there will be about 50 hours' class works including the practical sessions. The assignment of Practical Exercise Paper will be carried out beyond the normal class hours according to the schedule prepared by the department. In the final examination for every 80 marks papers examination time will be 3 hours and for every 40 marks paper it will be 2 hours. Every paper other than Audio-Visual Practical Exercise and Dissertation will have a component of Practical with at least 30% weightage.

Paper 1	Media & Communication	100 MARKS
Paper 2	Reporting & Writing	100 MARKS
Paper 3	Editing	100 MARKS
Paper 4	Advertising	100 MARKS
Paper 5	Public Relations	100 MARKS
Paper 6	Web Journalism	100 MARKS
Paper 7	Audio Visual Media: Television & Film	100 MARKS
Paper 8	Radio	50 MARKS
Paper 9	Media Management	50 MARKS
Paper 10	Audio-Visual - Practical Exercise	50 MARKS
Paper 11	Dissertation	50 MARKS

Paper 1

MEDIA & COMMUNICATION

100 MARKS

Definition, nature and process of human communication- functions of communication- barriers in communication- verbal and nonverbal communication- intra-personal, inter-personal, group and mass communication.

Nature and process of mass communication- media of mass communication- characteristics and typology of audience.

Theories of communication: hypodermic- individual difference- personal influence- sociological- normative

Communication Models: Aristotle- Lasswell- Shannon and Weaver- Schramm- Newcomb- Westley & MacLean - Berlo - Gerbner- Two steps & multi steps flow etc

Media and social responsibility- media accountability.

Traditional media– regional diversity – content – form – character – utility – evaluation

Development communication: concept – definition – philosophy – process-role of media in development communication – development support communication - strategies in development communication - social cultural and economic barriers - democratic decentralization, dominant paradigm – alternative paradigm

International communication- inter-cultural communication- imbalances in communication flow – MacBride Commission – Globalisation and its impact

Mass communication, society and culture

Mass media and ethical issues

Press commissions

Press Council of India

Practical: preparing Development Communication campaign, comparative study of communication processes under different situation, message formulation tactics, comparative study of channel/medium selection under different context.

Paper 2

REPORTING & WRITING

100 MARKS

News: definition- elements- values- sources- beat- scoop and exclusive

Reporting: concept- principles- objectivity- reporting in print and electronic media

Reporter: qualities- responsibilities

Writing report: concept- techniques- lead/ intro writing- value addition- follow up

Reporting different events: crime-weather- speech- accident- disaster- court- election- riots- war/conflict/tensions- lifestyle etc.

Specialised reporting

Interpretative reporting: evolution -style- techniques
Investigative reporting: evolution- styles- techniques
Interviewing – kinds- purposes- techniques
Feature: different types- writing techniques
Review writing: concept- techniques
News Agency: importance- special features
Development journalism- concept- issues
Relevant press laws

Practical: writing report for newspaper, taking interview and use that in different ways, writing feature, comparative analysis of reports appeared in different media, writing reviews- books, film, drama etc, writing according to magazines, writing copies following agency style.

Paper 3

EDITING

100 MARKS

Editing: definition- principles- purposes- importance
News desk: structure- function- news flow- copy management
Editor, News editor, chief sub editor, sub editors: duties- qualities- responsibilities
Processing copies- copy testing- using editing symbols- rewriting lead / intro- developing stories
Headlining: techniques, styles, purposes, different kinds
Page make-up – layout- recent trend
Editing Agency copies: selection and integration
Photo editing: principles - techniques
Magazine editing
Language of computer editing

Practical: writing and rewriting lead / intro, writing headlines, editing agency copies, page planning of newspaper using modern software, writing editorials, editing copies of first hand reporting, editing news pix.

Paper 4

ADVERTISING

100 MARKS

Advertising: evolution- definition- objectives- different types- socio-economic and cultural role- relevance in marketing communication mix
The Advertiser – duties and responsibilities of Brand Manager
Advertising agency: structure- functions- importance
Media for advertising: national and global scenario
Media planning: different phases

Advertisement tools and practices- consumer behavior
Advertisement copy and layout: elements- types- preparation for different media-creativity
Advertising budget: plan- importance- method
Advertising campaign: USP –Brand Image- different phases
Market Research: scope- objective- relevance
Ethics and advertising –code of conduct – relevant laws

Practical: preparation of advertising brief- campaign note- final campaign presentation using multi-media

Paper 5

PUBLIC RELATIONS

100 MARKS

Public Relations: definition- evolution- objective- scopes- principle
Public Relations and allied disciplines: (publicity, propaganda, marketing, advertising, lobbying etc.).
Publics – public opinion – use of mass media
Duties and responsibilities of PR professionals
Structure and functions of PR departments –Government, Private, Corporate
Community Relations
Employee relations – house journal – corporate films
Financial Public Relations
Corporate Public Relations
Media relations: press conference- press release
Event management
Crisis management
Campaign planning
Digital PR - Relationship Building in Internet Age - Use of digital platforms - Blogging, Scope and Influence on Image Management.
Emerging PR Opportunities in Entertainment, Sports, Celebrity, F&B
Ethics & Public Relations

Practical: writing press release, preparing press brief, writing rejoinders, planning house journal, planning press conference, preparing annual report, use of social media in PR, managing events, handling crisis situation, comparative study of house journals.

Paper 6

WEB JOURNALISM

100 MARKS

Communication technology – Concept and scope – ICT and digital divide - History and generation of computers.

Software and Hardware – data and information- optical fiber

Concept of Computer networking- Internet – Definition, History, growth and application- LAN, MAN, WAN, e-mail, World wide web.

Internet security- Ownership and administration of Internet- types of internet connections

Web page- website- home pages- web standards- URL- URI- Search engines- ISP- IP address- Domain name.

New media- pod cast- internet radio.

Online journalism- prospects of online journalism in India – features of online journalism- advantages and disadvantages

Social networking- open source journalism- participatory journalism

Financing online journalism- subscription models- modes of online advertising- online advertising and marketing techniques.

New Media and the Emerging Trends

Ethical considerations- Cyber crime- Information Technology Act

Practical- newspaper/ magazine page layout, developing web page, preparing web advertisement, uploading materials in website, comparative study of news portals, handling blogs, sharing apps / cloud resources and locations, Online & offline editing

Paper 7

AUDIO VISUAL MEDIA: TV & FILM

100 MARKS

TECHNOLOGY (TV & FILM)

30 MARKS

Perception of vision- moving images- frames in TV and film- camera- mixing- transmission

Shots and its usage- variety of shots according to image size, change of lenses, camera angle, camera movement, light- sound- graphics- make up- property- wardrobe- scenic design- editing

Pre-production- Production- Post production

Script writing

Practical: Pre-production to post-production, script writing

TELEVISION

40 MARKS

TV as mass medium: its characteristics- evolution and growth- social impact- future
Television reporting: visualising news – research- investigation – interview techniques-
piece to camera and voice over- sequencing and editing news packages- investigative
reporting – economic reporting – sports reporting - human interest stories
Television news editing: planning- production and compilation of news programmes –
writing lead-in/intro to news packages – headlines writing, teasers and promos.
Television anchoring: voice broadcast skills – enunciation- flow- modulation - facing
camera – eye contact - use of teleprompter- live studio and field interviews - moderating
TV studio discussions- anchoring chat shows and cross-fire
Broadcasting codes for television and related laws

Practical: writing scripts for television news capsule, using microphone for reporting,
editing first hand news material, anchoring, interviewing

FILM

30 MARKS

Film as mass medium: its characteristics- evolution and growth- social impact- future
From the Idea to the Script
Types of films- film theories- realism and representation
Some important genres/milestones in Film History
New wave in Indian film
Art film- documentary and short film
Indian popular cinema
Censorship

Practical: Film appreciation, writing film review, approach of film criticism

Paper 8

RADIO

50 MARKS

Radio as mass medium: its characteristics- evolution and growth- social impact- future
Modes of broadcast techniques: SW-AM-FM
Radio production: concept and techniques- specialities- current trend
Radio reporter: duties- qualities- responsibilities
Radio reporting: field reporting- reporting specialized areas- voice dispatches- interview
techniques- presentation- structuring a radio report – news capsuling - radio commentary-
voice training - effective use of voice – enunciation - on-line interview techniques-
moderating skills for radio discussion programmes-
Radio talk- news reel
Broadcasting codes for radio and related laws

Practical: handling microphone, spoken language writing, writing for aural programmes, dispatches and packages- writing for radio commercials, news writing, writing radio talks and news reel

Paper 9

MEDIA MANAGEMENT

50 MARKS

Media Management: principles - significance - relevance
Media as an industry and profession
Economics of print and electronic media – role of the government
Ownership patterns of mass-media with special reference to Indian scenario
Regulation of working condition of the journalists and media employees- changing trends
Newspaper management: scope and limitation- different departments and their function- key persons and their qualities and function- coordination- changing trends
Apex bodies: DAVP, INS and ABC
Management of electronic media: different departments and their function- key persons and their qualities and function- coordination- changing trends
Public control and private control- Prasar Bharati
Cable TV Regulation Act
Audience survey
Foreign equity in Indian media

Practical: comparative study of revenue generation of different media, preparing questionnaires for audience survey, space/time management

Paper 10

AUDIO-VISUAL - PRACTICAL EXERCISE

50 MARKS

Students have to prepare an Audio-Visual Capsule group wise. The groups have to be approved by the department.
Viva-voce will be conducted individually

Paper 11

DISSERTATION

50 MARKS

Students have to prepare Dissertation paper on media related topics individually. The topics have to be approved by the department.
Viva-voce will be conducted individually