

**SYLLABUS FOR  
TWO YEAR (FOUR SEMESTER)  
P. G. DIPLOMA IN JOURNALISM  
AND  
MASS COMMUNICATION**

Effective From:-

UNDER DEVELOPMENT

Prepared by:

Curriculum development cell  
Institute of Research Development & Training,  
Kanpur  
Approved By BTE On Dated 17.08.2016

**STUDY & EVALUATION SCHEME**  
for  
TWO YEAR (FOUR SEMESTER) POST GRADUATE DIPLOMA COURSE IN  
JOURNALISM AND MASS COMMUNICATION

(Effective from session )

I Semester

| Curriculum  |          |        |      |           |       | S U B J E C T                     | Scheme of Examination |             |             |             |             |             |       |      |             |
|---|----------|--------|------|-----------|-------|-----------------------------------|-----------------------|-------------|-------------|-------------|-------------|-------------|-------|------|-------------|
| Periods Per Week  |          |        |      |           |       |                                   | Theory                |             |             |             | Practical   |             |       |      | Grand Total |
| Lecture   | Tutorial | Dr. g. | Lab. | Work Shop | Total |                                   | Examination           | Sess. Marks | Total Marks | Examination | Sess. Marks | Total Marks | Total |      |             |
|   |          |        |      |           |       |                                   |                       |             |             |             |             |             |       | Dur. | Marks       |
| 7   | 2        | -      | -    | --        | 9     | 1.1 Principles of Communication   | 2.5                   | 50          | 20          | 70          | -           | -           | -     | -    | 70          |
| 7   | 2        | -      | 6    | --        | 15    | 1.2 Reporting & Editing           | 2.5                   | 50          | 20          | 70          | 3           | 40          | 20    | 60   | 130         |
| 5   | -        | -      | 5    | --        | 10    | 1.3 Computer Application in Media | 2.5                   | 50          | 20          | 70          | 3           | 40          | 20    | 60   | 130         |
| 8   | -        | -      | -    | --        | 8     | 1.4 History of Journalism         | 2.5                   | 50          | 20          | 70          | -           | --          | --    | --   | 70          |
| -   | -        | -      | 6    | --        | 6     | 1.5 Student Centered Activity     |                       |             |             |             |             |             |       |      |             |
| 27  | 4        | -      | 17   | --        | 40    | <-----TOTAL----->                 | --                    | 200         | 80          | 280         | --          | 80          | 40    | 120  | 400         |
| Games/NCC/Social and Cultural Activity + Discipline (15 + 10) |          |        |      |           |       |                                   |                       |             |             |             |             |             | 25    |      |             |
| TOTAL   |          |        |      |           |       |                                   |                       |             |             |             |             |             | 425   |      |             |

II Semester

|   |   |   |    |    |    |   |     |     |    |     |    |   |     |    |     |
|---|---|---|----|----|----|---|-----|-----|----|-----|----|---|-----|----|-----|
| 12  | - | - | -  | -- | 12 | 2.1 Media Laws & Ethics                         | 3.0 | 50  | 20 | 70  | -  | - | -   | -  | 70  |
| 12  | - | - | 6  | -- | 18 | 2.2 Principle of Advertising & Public Relations | 2.5 | 50  | 20 | 70  | -  | - | -   | -  | 70  |
| 6   | - | - | 6  | -- | 12 | 2.3 Web Journalism                              | 2.5 | 50  | 20 | 70  | -  | - | --  | -- | 70  |
| -   | - | - | 6  | -- | 6  | 2.4 Student Centered Activity                   |     |     |    |     |    |   |     |    |     |
| 30  | - | - | 18 | -- | 48 | <-----TOTAL----->                               | --  | 150 | 60 | 210 | -- | - | -   | -  | 210 |
| Games/NCC/Social and Cultural Activity + Discipline (15 + 10) |   |   |    |    |    |   |     |     |    |     |    |   | 25  |    |     |
| TOTAL   |   |   |    |    |    |   |     |     |    |     |    |   | 235 |    |     |

- NOTE:-
- (1) Each period will be of 50 minutes duration.
  - (2) Each session will be of 16 weeks.
  - (3) Effective teaching will be at least 14 weeks.
  - (4) Remaining periods will be utilised for revision etc.
  - (5) Field visit and extension lectures are to be organised and managed well in advance at institute level as per need.
  - (6) Equal weightage will be given to marks secured in each year for determining student award.
  - (7) The overall division in the diploma programme will be awarded on the basis of existing criteria of the state board of technical education.
  - (8) Student centred activities will comprise of various co-curricular activities like seminar, Extension lectures, field visits, NCC, NSS, Hobby clubs, Games and cultural activities

STUDY & EVALUATION SCHEME  
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III Semester

| Curriculum  |     |    |      |      |     | S U B J E C T   | Scheme of Examination |       |       |             |           |       |      |       |             |
|---|-----|----|------|------|-----|---|-----------------------|-------|-------|-------------|-----------|-------|------|-------|-------------|
| Periods Per Week  |     |    |      |      |     |   | Theory                |       |       |             | Practical |       |      |       | Grand Total |
| Le  | Tut | Dr | Lab. | Work | Tot |   | Examination           | Sess. | Total | Examination | Sess.     | Total | Dur. | Marks |             |
| ct  | ori | g. | Shop | al   |     | Dur.  | Marks                 |       | Dur.  | Marks       |           |       |      |       |             |
| 9   | -   | -  | -    | --   | 9   | 3.1 Development Communication                         | 2.5                   | 50    | 20    | 70          | -         | -     | -    | -     | 70          |
| 8   | -   | -  | 6    | --   | 14  | 3.2 Radio Journalism & Production                     | 2.5                   | 50    | 20    | 70          | 3         | 40    | 20   | 60    | 130         |
| 8   | -   | -  | -    |      | 8   | 3.3 Media Management and Entrepreneurship Development | 3.0                   | 50    | 20    | 70          | 3         | --    | --   | --    | 70          |
| 7   | -   | -  | 4    | --   | 11  | 3.4 Television Journalism and Production              | 2.5                   | 50    | 20    | 70          | 3         | 40    | 20   | 60    | 130         |
| -   | -   | -  | 6    | --   | 6   | 3.5 Student Centered Activity                         |                       |       |       |             |           |       |      |       |             |
| 32  | -   | -  | 16   | --   | 48  | <-----TOTAL----->                                     | --                    | 200   | 80    | 280         | --        | 80    | 40   | 120   | 400         |
| Games/NCC/Social and Cultural Activity + Discipline (15 + 10) |     |    |      |      |     |   |                       |       |       |             |           |       |      |       | 25          |
| TOTAL   |     |    |      |      |     |   |                       |       |       |             |           |       |      |       | 425         |

IV Semester

|   |   |   |    |    |    |  |     |     |    |     |    |    |    |    |     |
|---|---|---|----|----|----|--|-----|-----|----|-----|----|----|----|----|-----|
| 12  | - | - | -  | -- | 12 | 4.1 Contemporary Media Issue & Global Information Flow | 2.5 | 50  | 20 | 70  | -  | -- | -- | -- | 70  |
| 12  | - | - | 6  | -- | 18 | 4.2 New Media  | 2.5 | 50  | 20 | 70  | -  | -- | -- | -- | 70  |
| 10  | - | - | -  | -- | 10 | 4.3 Communication Research Methods                     | 2.5 | 50  | 20 | 70  | -  | -  | -  | -  | 70  |
| -   | - | - | 4  | -- | 4  | 4.4 Project  | --  | --  | -- | --  | -  | -- | -- | -- | --  |
| -   | - | - | 4  | -- | 4  | 4.5 Student Centered Activity                          |     |     |    |     |    |    |    |    |     |
| 34  | - | - | 14 | -- | 48 | <-----TOTAL----->                                      | --  | 150 | 60 | 210 | -- | -- | -- | -- | 210 |
| Games/NCC/Social and Cultural Activity + Discipline (15 + 10) |   |   |    |    |    |  |     |     |    |     |    |    |    |    | 25  |
| Total:  |   |   |    |    |    |  |     |     |    |     |    |    |    |    | 235 |
| 50% Carry over from I & II Sem                                |   |   |    |    |    |  |     |     |    |     |    |    |    |    | 330 |
| 100% Carry over from III & IV Sem                             |   |   |    |    |    |  |     |     |    |     |    |    |    |    | 660 |
| Aggregate Total   |   |   |    |    |    |  |     |     |    |     |    |    |    |    | 990 |

- NOTE:-
- (1) Each period will be of 50 minutes duration.
  - (2) Each session will be of 16 weeks.
  - (3) Effective teaching will be at least 14 weeks.
  - (4) Remaining periods will be utilised for revision etc.
  - (5) Student Centred Activities : Preparation of Lab Journals.

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## **II- MAIN FEATURES OF THE CURRICULUM**

**Title of the course: Post Graduate Diploma in  
'JOURNALISM AND MASS COMMUNICATION'**

**Duration: Two Years (Four Semester)**

**Pattern of the course: Semester System**

**Intake: 60**

**Type of course: Full Time**

**Entry qualification: Graduate in any discipline**

**Mode of admission: Through Joint Entrance Examination**

### III-LIST OF EXPERTS

List of Experts/Supports whose contribution helped the development of new named and redesigned curriculum for Two Year Diploma Course in '**JOURNALISM AND MASS COMMUNICATION**' are honorably named below –Workshop's held on Dated: 27-11-2014, 12-05-2015

| Sr.No. | Name of Expert & Designation   | Organisation/Address   |
|--------|--|--|
| 1.     | Dr.Dharmendra Singh,Professor and H.O.D<br>(Journalism and Mass Communication) | LalitaDevi Institute of<br>Management&Sciences,New Delhi               |
| 2.     | Dr. Arun Kumar Bhagat,Associate Professor                                      | Makhanlal Chaturvedi,National<br>Journalism University,Noida,Ghaziabad |
| 3.     | Dr.Manoj Kr. Singh, Associate Professor  | Vivekanand Institute of Professional<br>Studies,Delhi                  |
| 4.     | Dr. Pratibha Sharma, Journalism and Mass<br>Communication                      | Producer(Ex.) Zee News Channel,Noida                                   |
| 5.     | Shri Surya Prakash,Assitant Professor  | Makhanlal Chaturvedi,National<br>Journalism University,Noida,Ghaziabad |
| 6.     | Shri Rakesh Prakash, Journalism and Mass<br>Communication                      | Zee News Network, Noida,Ghaziabad                                      |
| 7.     | Shri N.K.Mathur,Principal  | Govt. Polytechnic,Ghaziabad  |
| 8.     | Shri Satish Chandra Jaisal,HOD,Mass Communication                              | Govt. Polytechnic,Ghaziabad  |
| 9.     | Smt. Nisha Yadav,Lecturer,Mass Communication                                   | Govt. Polytechnic,Ghaziabad  |
| 10.    | Shri.M.P.Singh Bhadauria, H.O.D. (Mech.Engg.)/<br>Coordinator                  | I.R.D.T,U.P Kanpur   |
| 11.    | Shri. Arvind Nath Mishra, Computer Programmer                                  | I.R.D.T,U.P Kanpur   |
| 12.    | Shri. Ravindra Kumar,Research Assistant  | I.R.D.T,U.P Kanpur   |
| 13.    | Shri. Vivek Kumar/Shri Sushil Kumar ,Draughtsman                               | I.R.D.T,U.P Kanpur   |

## PREFACE

Keeping in view the vast potential of employment in the field of mass communication; Directorate of Technical Education, Uttar Pradesh decided to start one year diploma course in this field. This is the first time that such a course is being introduced in polytechnics.

The task of designing this course was entrusted to Curriculum Development Centre of Technical Teachers' Training Institute, Chandigarh. The faculty of the centre visited number of organisations involved in the field of mass communication and obtained competency profile of middle level personnel in this field, which became the basis of designing this curriculum. A workshop was held from 14-16 February, 1996 in which experienced professionals and teachers were invited to workout curriculum details, which was done by adopting a scientific approach to curriculum development. This workshop resulted in preparing a report, which was further validated by experts in this field.

This curriculum details out employment opportunities, competency profile, curriculum structure and contents, resources required for its effective implementation.

It is hoped that this curriculum will be useful in producing right type of personnel in the field of mass communication.

YK ANAND  
PROJECT COORDINATOR

Dr LN MITTAL  
PROFESSOR AND HEAD  
CURRICULUM DEVELOPMENT CENTRE



#### ACKNOWLEDGEMENT

We are grateful to the following for providing assistance effectively contributing in the design of curriculum for diploma course in Mass Communication.

1. Professor HS Dilgir, Nadiali P.O. Dharam Garh, Distt Ropar - 140306
2. Professor LR Naghpal, House No. 1047, Sector 21, Chandigarh
3. Chairman, Department of Mass Communication, Punjab University, Chandigarh for deputing Shri Sanjay Wadwalkar
4. Management of Hindustan Machine Tools, Pinjore for deputing Shri Jatinder Vijh, Deputy Manager Public Relations
5. National Institute of Advertising, Mohammad Pur, Bhikaiji Cama Place, New Delhi 110 066 for deputing Ms Nina Sharma, Head of Faculty of Advertising
6. Professor Jitender Mohan, Professor, Department of Psychology, Punjab University, Chandigarh
7. Chairman, Department of Journalism, Punjab Agricultural University, Ludhiana (Punjab) for deputing Dr Balwinder Singh, Assistant Professor
8. Chairman, Department of Journalism and Mass Communication, Punjabi University, Patiala (Punjab) for deputing Shri Navjit Singh Johal, Lecturer
9. Director, Technical Education, UP for deputing Shri MR Kurana, Assistant Professor, I.R.D.T., Kanpur (UP)

We are also grateful to the following for providing expert opinion about requirement of computer education, video production and entrepreneurship development for this course:

1. Professor M. Radhakrishna, Professor and Head, Computer Science Department, TTTI, Chandigarh
2. Shri Ashutosh Kapila, Senior Production Assistant, ETV Department, TTTI, Chandigarh
3. Ms Laxmi M.V., Consultant, Computer Science Department, TTTI, Chandigarh

4. Professor Rabi Bahl, Professor and Head, Educational Television Department, TTTI, Chandigarh

(iii)

The guidance provided by Dr MM Malhotra, Principal, Technical Teachers' Training Institute, Chandigarh in planning and implementing of this project is gratefully acknowledged. The assistance and support given by Dr LN Mittal, Professor and Head, Curriculum Development Centre in bringing out this curriculum document is also gratefully acknowledged.

The help provided by Shri SK Aggarwal in preparing draft was quite significant and acknowledged.

The secretarial assistance provided by Shri VK Bhandari, Shri Mohan Lal of Curriculum Development Centre, TTTI, Chandigarh is acknowledged.

YK ANAND  
PROJECT COORDINATOR

LIST OF PARTICIPANTS OF CURRICULUM DESIGN

WORKSHOP HELD FROM 14 FEBRUARY TO 16 FEBRUARY, 1996

1. Professor HS Dilgir,  
Nadiali P.O. Dharam Garh,  
Distt Ropar - 140306
2. Projessor Jitender Mohan,  
Professor,  
Department of Psychology,  
Punjab University,  
Chandigarh
3. Shri Jatinder Vijn,  
Deputy Manager Public Relations,  
Management of Hindustan Machine Tools,  
Pinjore (Haryana)
4. Ms Nina Sharma,  
Head of Faculty of Advertising  
National Institute of Advertising,  
Mohammad Pur, Bhikaiji Cama Place,  
New Delhi 110 066
5. Dr Balwinder Singh,  
Assistant Professor  
Department of Journalism,  
Punjab Agricultural University,  
Ludhiana (Punjab)
6. Shri Sanjay Wadwalkar,  
Reader,  
Department of Mass Communication,  
Punjab Univesity,  
Chandigarh
7. Shri Navjit Singh Johal,  
Lecturer  
Department of Journalism and Mass Communication,

Punjabi University,  
Patiala (Punjab)

8. Shri MR Kurana,  
Assistant Professor,  
Institute of Research Development and Training,  
Kanpur (UP)

From TTTI, Chandigarh

1. Shri Ashutosh Kapila,  
Senior Production Assistant,  
ETV Department
2. Ms Laxmi M.V.,  
Consultant,  
Computer Science Department
3. Dr LN Mittal,  
Curriculum Development Centre  
Professor and Head,
4. Shri YK Anand  
Professor Incharge,  
Continuing Education Centre  
PROJECT COORDINATOR

#### LIST OF EXPERTS

List of experts who contributed in the workshop held on 09.09.09 and 15.9.09 to revise the curriculum of Two Year Post Graduate Diploma in Mass Communication.

1. Shri Ramesh Chandra Tripathi  
Professor, Dept of Journalism  
Lucknow Uni., Lucknow
2. Dr. K. B. Tripathi  
Programme Executive  
All India Radio, Lucknow
3. Dr. Mukul Srivastava  
Professor, Dept of Journalism  
Lucknow Uni., Lucknow
4. Dr. Anand Sharma  
Asstt. Prof, Dept of Journalism  
Lucknow Uni., Lucknow
5. Shri S. P. Tripathi  
Director  
Jagran Institute of  
Management, Kanpur
6. Shri G. P. Verma  
Correspondent  
Hindustain Times, Kanpur
7. Shri S.M.H. Rizvi  
Correspondent  
I.T.S., Lucknow
8. Shri Anand Shanker Misra  
Correspondent  
Times of India, Kanpur

8. Shri U. S. Yadav  
T.B.O.

I.R.D.T.U.P., Kanpur

## 2. JOB OPPORTUNITIES

With the growing aspirations of the common man brought about by the new economic and industrial policy of Government of India, significant changes in the media and communication sector have been witnessed in recent times. With free entry of foreign capital, advanced technologies are making inroads in all sectors of this area. It is changing the scale of operation and sophistication, efficiency and productivity of the communicators. This calls for well trained manpower to use this new media and technology for designing and conveying print and non-print information to varied target population. The present era has been appreciated as the communication era.

The globalization of economy has also resulted in greater competition among industries and services. It calls for greater sophistication in advertisement messages of the corporate world. A large manpower is needed to conceive, plan and execute advertisement campaigns information. Entertainment business has increased manifold in recent years. Newspapers and books, radio and television and multiple channels have opened flood gates for employment for different types of media personnel such as journalist, script writer, reporters, camera man etc. In the emerging communication environment, media persons having understanding of basis of mass communication and skills of handling latest technologies and equipment for producing print and non-print media for specific target group are in great demand.

The PG diploma holder in Mass communication may get employment in Television Networks Information and Broadcasting department; Advertising Agen-

cies, press and Newspaper; Public Relations Departments, Advertisement Department of Corporate World, Marketing and Advertisement Department of Newspaper and set up their own enterprise. Most of the positions likely to be occupied by diploma holders after gaining work experience for a certain period of time are as under:

- 2.1 Job Position in Television Networks; Information and Broadcasting Departments
  - 2.1.1 Radio/Television Announcer
  - 2.1.2 News Reader
  - 2.1.3 Video and Print Editor
  - 2.1.4 Programme Executor
  - 2.1.5 Researcher and Correspondent
  - 2.1.6 Script Writer
  - 2.1.7 Video Grapher
- 2.2 Job position in Advertising Agencies
  - 2.2.1 Copywriter
  - 2.2.2 Accounts Executive
  - 2.2.3 Media Executive
  - 2.2.4 Visualiser
  - 2.2.5 Public Relation Officer
  - 2.2.6 Research Executive
- 2.3 Job Position in Newspapers and Publishing Houses
  - 2.3.1 Reporter
  - 2.3.2 Sub-Editor
  - 2.3.3 Proof Reader
- 2.4 Job Positions in Public Relations Departments
  - 2.4.1 Assistant Public Relations Officer
  - 2.4.2 Corporate Affairs Officer
  - 2.4.3 Communication Officer

- 2.4.5 Press Officer
- 2.4.6 Information Officer
- 2.4.7 House Journal Editor
- 2.4.8 Trade Journal Editor
- 2.5 Job Positions in Advertising Department of Corporate World
  - 2.5.1 Advertising Coordinator
  - 2.5.2 Publicity Officer
- 2.6 Job Positions in Marketing and Advertisement Department of Newspapers
  - 2.6.1 Marketing
  - 2.6.2 Circulation and Space Selling Executive
- 2.7 Researcher in public opinion survey organisations
- 2.8 Self Employment in Advertising; Public Relations; Free Lancers; Event Management/Organiser and Commentators

### 3. ACTIVITIES

The activities done in various job positions in different organisations are:

- 3.1 While working in different positions in Television Networks; Information and Broadcasting Departments the pg diploma holders in Mass communication perform following activities:
  - 3.1.1 News gathering
  - 3.1.2 News editing
  - 3.1.3 News casting
  - 3.1.4 Compering/compere
  - 3.1.5 Script Writing
  - 3.1.6 Interviewing
  - 3.1.7 Video Camera handling

- 3.1.8 Feature preparation
- 3.1.9 Production
- 3.2 While working on different positions in Advertising Agency the PGdiploma holders in Mass communication perform following activities:
  - 3.2.1 Planning the campaign strategy
  - 3.2.2 Identification of clients
  - 3.2.3 Presentation of agency profile
  - 3.2.4 Interaction with client
  - 3.2.5 Research
  - 3.2.6 Setting advertisement objective
  - 3.2.7 Media Planning and Budgeting
  - 3.2.8 Creating and Launching the campaign
  - 3.2.9 Pretesting and post-testing
- 3.3 While working on different position in Newspapers and Publishing House the PGdiploma holders perform following activities:
  - 3.3.1 Reporting
  - 3.3.2 Feature writing
  - 3.3.3 Editing
  - 3.3.4 Page making
  - 3.3.5 Interviewing
  - 3.3.6 Column writing
  - 3.3.7 Special article writing
  - 3.3.8 Proof reading
- 3.4 While working on different Positions in Public Relations Departments the PGdiploma holders perform following activities:
  - 3.4.1 Preparing Communication Policies of Company
  - 3.4.2 Developing Employer and Employee Relations
  - 3.4.3 Projecting Corporate Image



- 3.4.4 Preparing Corporate Literature
  - 3.4.5 Preparing and Launching of PR Campaigns
  - 3.4.6 Managing Event, Exhibition and Display
  - 3.4.7 Establishing relationship with internal and external publics
  - 3.4.8 Scanning business environment
  - 3.4.9 Auditing Communication
  - 3.4.10 Establishing press relation
  - 3.4.11 Organising Press Conference
  - 3.4.12 Issuing Press release/Note
- 3.5 While working on different Positions in Advertising Department of Corporate World PG diploma holders perform following activities:
- 3.5.1 Identifying and selecting agency
  - 3.5.2 Briefing of agency
  - 3.5.3 Advertising Budgeting
  - 3.5.4 Coordinating with agency and the organisation for preparation of campaign and advertisement material
  - 3.5.5 Direct mail advertising and point of purchase advertising material
  - 3.5.6 Deciding/Choosing distribution channels
  - 3.5.7 Settling of accounts with agency
  - 3.5.8 Record keeping of publicity material
  - 3.5.9 Synchronising advertisement plan with marketing plan
- 3.6 While working in Marketing and Advertisement Department of Newspaper, PG diploma holder in Mass Communication will perform following activities
- 3.6.1 Deciding circulation strategy
  - 3.6.2 Appointing distributors
  - 3.6.3 Establishing liasion with advertising agencies
  - 3.6.4 Coordinating with editorial department

- 3.6.7 Preparing dummy for specifying space
- 3.6.8 Preparing advertisement text
- 3.6.9 Generating awareness of special equipments/events
- 3.6.10 Visualising
- 3.7 While working as a Researcher in public opinion survey organisations PG diploma holders in Mass Communication will perform following activities:
  - 3.7.1 Deciding research strategy and methodology of collecting information
  - 3.7.2 Conduct survey including interviewing persons
  - 3.7.3 Prepare research report
- 3.8 While planning for setting self enterprise and its management, PG diploma holders in Mass Communication will perform following activities:
  - 3.8.1 Identifying opportunity areas
  - 3.8.2 Procuring resources and infrastructure
  - 3.8.3 Performing activities relating to advertising or public relation, event manager etc for setting up enterprise
  - 3.8.4 Managing effectively new enterprise

#### 4. CURRICULUM OBJECTIVES

Keeping in view the job opportunities and related activities performed by PG diploma holders in Mass Communication in different positions, following objectives of curriculum of this course are derived:

- 4.1 Development of understanding of communication theory and process
- 4.2 Development of knowledge and skills in verbal non-verbal and

written communication for Television/radio and print media

- 4.3 Development of presentation skills
- 4.4 Development of skill of research and analysis
- 4.5 Development of knowledge and skills of various stages in editorial process
- 4.6 Development of creative skills
- 4.7 Development of interpersonal relations, human relations and management skills
- 4.8 Exposure and working understanding of communication equipment
- 4.9 Development of practical knowledge and use of computer
- 4.10 Development of planning and budgeting skills
- 4.11 Development of skill in production of communication material
- 4.12 Development of understanding of social, cultural, psychological aspects of system for which communication messages are being produced
- 4.13 Development of knowledge and skill in preparing and launching advertising campaign
- 4.14 Development of understanding of laws relating to media
- 4.15 Development of understanding of ethics relating to media
- 4.16 Development of understanding of origin and development of different media

##### 5. DERIVING CURRICULUM AREAS FROM CURRICULUM OBJECTIVES

| Sr. No. | CURRICULUM OBJECTIVES                                    | CURRICULUM AREAS                                      |
|---------|--|---|
| 5.1     | Development of understanding of communication theory and | -Principles of Communication<br>-Communication Models |

process

- |      |   |  |
|------|---|--|
| 5.2  | Development of knowledge and skills in verbal non-verbal and written communication for Television/radio | -Writing Styles for different Media<br>-Public Speaking  |
| 5.3  | Development of presentation skills  | -Public Speaking<br>-Debate<br>-Group Discussion<br>-Interviews  |
| 5.4  | Development of skill of research and analysis   | -Research Methodology<br>-Statistics and Data Analysis   |
| 5.5  | Development of knowledge and skills of various stages in editorial process                              | -News gather process<br>-Reporting<br>-Editing<br>-Feature Writing<br>-Editorial Writing<br>-Proof Reading etc |
| 5.6  | Development of creative skills  | -Elements of Creativity<br>-Writing<br>-Designing<br>-Producing  |
| 5.7  | Development of interpersonal relations, human relations and management skills                           | -Organisational Behaviour  |
| 5.8  | Exposure and working understanding of communication equipment   | -Use of Communication Equipment  |
| 5.9  | Development of practical knowledge and use of computer  | -Use of Word Processor<br>-DTP<br>-Computer Graphics<br>-Multi Media<br>-Economics of Advertising              |
| 5.10 | Development of planning and budgeting skills  | -Financial strategy for Equipment, Personnel, Media and Resources  |
| 5.11 | Development of skill in production of communication material  | -Print Production<br>-Audio Production<br>-Video Production  |

| Sr. No. | CURRICULUM OBJECTIVES   | CURRICULUM AREAS   |
|---------|---|--|
| 5.12    | Developments understanding of social, cultural, psychological aspects of system for which communication messages are being produced | -Audience and Readership Profile<br>-News Gathering                                      |
| 5.13    | Development of knowledge and skill in preparing and launching advertising campaign  | -Role of Advertising<br>-Creating and Executing Advertisement<br>-Concept of Advertising |
| 5.14    | Development of understanding of laws relating to media  | -Press Laws<br>-Advertising Laws   |
| 5.15    | Development of understanding of ethics relating to media and advertising  | -Code of Ethics for Media Personnel  |
| 5.16    | Development of understanding of origin and development of different media   | -Historical Perspective  |

## 6. CURRICULUM AREAS

The curriculum of PG Diploma Course in Mass Communication with specialisation in Advertising Journalism has following curriculum areas:

- 6.1 Principles of Communication
- 6.2 History, Law and Ethics of Media
- 6.3 Media Writing and Editing
- 6.4 Print Journalism
- 6.5 Advertising Principles and Practices
- 6.6 Computer Applications
- 6.7 Radio and TV Journalism
- 6.8 Public Relations
- 6.9 Research Methods
- 6.10 Project
- 6.11 Business Management and Entrepreneurship
- 6.12 Lab Journal (Student Centred Activities)
- 6.13 Professional Exposure and Attachement
  - Professional/Industry Exposre for 1 week during Session
  - Professional/Industry Attachement for 4 week During Summer Vacation

NOTE: The workshop group recommended the following:

- I. There should be a strong linkage between the polytechnic and Professional organisations and Industry, to develop professional capabilities in students. For this purpose following activities are required to be planned and implemented
  - Professional exposure for one week to different organisations relating to Mass Communication
  - Professional attachement of four weeks during summer vacation after first year examination to provide structured professional experience.

This specific experience shall be planned in consultation with students, faculty and professional organisation and

industry. This programme will be supervised by faculty. Students may be given option to select out of following organisations for professional attachement according to their interest:

- Directorate of Audio Visual Publicity (DAVP)
- News Agency
- Doordarshan
- All India Radio (AIR)
- Adverstising Agency
- Printing Press
- Industry

Students shall prepare a report of the work done by them in a professional industry/organisation. This will be evaluated by industry and faculty jointly.

- II. Students should write and prepare lab journal for the polytechnic. This may be published monthly/quarterly
- III. Expert lectures may be arranged from related professional fields during the session
- IV. Extra curriculum activities shall be arranged during the session in games, sports, debates, specific discussion competitions and paper reading etc.

## I Semester

### 1.1 PRINCIPLES OF COMMUNICATION

#### 1.1

##### **Unit-1 (Defining communication)**

1. Historical Background of communication .its evaluation development in the West and the East and Definitions
2. Concept of communication element process and function of communication and Barrier of communication
3. Kinds of communication intra personal communication or interpersonal communication, Group communication and mass communication compare and content.
4. Journey of communication from Non-verbal to verbal Oral communication in India.

##### **Unit-2 (mass communication)**

1. Historical background of mass communication Meaning concept definitions functions and tis elements
2. Origin of mass media in the west and the east (in brief) special focus in media contents.
3. Relevance of Traditional media in the era of post- moderation of Media
4. Adieus communication visual communication new media.

##### **Unit-3 (models of communication)**

1. Concept of communication model meaning and definitions and need in modern high tech society .its developments the concept of west and east.
2. Harold D.Lasswels model (1948) shannan and warren weavers modal (1948) Charles E osgoods model (1954) wilbesseranmsmodel (1971) bruce H.westhy and M.S.Macleams modal and gate keeping (1957)

##### **Unit-4 Theories of communication**

- Hypodermic or Bullet theory, Physical or Individuals difference theory of communication ( selective exposure perception and retention)
- Personal influence theory :- Two step flow of communication theory, Multi step flow of communication theory,.
- Sociological theory of mass communication , cultivation theory, Agenda Setting Theory, The use and gratification theory, dependency theory,
- Normative theory of mass communication , Authoritarian , libertarian, Carl Marx's communist theory, social responsibility theory, development communication theory and Democratic participant media theory,

##### **Unit-5 Mass communication and culture**

- Communication and culture, Frankfurt school and critical cultural theory, Mass culture, popular culture, communication technology and culture, Indian culture and post Modern society of west.



## **1.2 Reporting and Editing**

### **Unit -I(News)**

- 1- What is Journalism?
- 2- Brief history of world Journalism(U.S.A, Britain, USSR, Egypt, France, china, Japan, SAARC and detail of Indian Journalism and its pool with NAM
- 3- Who is Journalist, role and responsibilities?
- 4- What is News, its elements, value, Timeliness, proximity size, importance, conflict and Human Interest, Novelty.
- 5- Types of news, news vs information, hard news and soft news.

### **Unit- II (News Writing)**

- 1- Traditional structure of news writing (Inverted Pyramid) and chronological structure.
- 2- 5 Ws and 1H
- 3- Types of Intro/leads
- 4- Importance of headline in print

### **Unit -III(News Reporting)**

- 1- Wht is news reporting, types of reporting, reporting for magazine, news agencies and news papers, problems in news reporting.
- 2- News reporting staff and their role and responsibilities(From stringer to bureau chief)
- 3- Reporting for different beats, specialized reporting (politics, finance, local authorities, entertainment, sports reporting, travel and holidays, fashion reporting, the women's pugs, critical reporting of films, books and theatre.

### **Unit-IV(Basics of editing)**

- 1- What is editing, its objective, editing for news papers, magazine and journal.
- 2- Editing style, spelling and grammar, attribution and editing symbols.
- 3- Specialized editing, functions and responsibilities of editors and sub editors.
- 4- Editorial writing and its importance in modern techno era.
- 5- Reference of letter's to editor.

#### **Reference.**

- |  |   |
|--|---|
| 1- Journalism : Made simple  | Wainw Eight, David  |
| 2- The professional Journalist 1BH and Oxford Publishing           | Hoohberg John   |
| 3- Art of modern Journalism, Akashdeep Publishing House, New Delhi | Aster, J.J  |
| 4- News agencies pool of Nonaligned Countries, IIMC, New Delhi     | Co-ordinating committee Indian Institute of Mass Communication, New Delhi |
| 5- आधुनिक पत्रकारिता: आलोचनात्मक विश्लेषणए                         |   |

अध्ययन पब्लिकेशन, नई दिल्ली

सिंह, धर्मेन्द्र

6- सूचनाएँ समाज और संचार, नेहा पब्लिकेशन एण्ड  
डिस्ट्रीब्यूटर्स, नई दिल्ली

सिंह, धर्मेन्द्र

**Practical –**

Writing letter to editor. Preparing press releases. Taking interviews. News writing on different beats. Organizing press conferences. Editing different types of news. Writing headlines. Writing features and articles. News translation and other related activities. Use of computer in news writing or other practical activities as directed and guided by teachers.

## 1.3 COMPUTER APPLICATION IN MEDIA

### **Computer Basics:**

Introduction: Introduction to computers, parts of computer system, hardware, software, difference between hardware and software, user, data, processor, memory, input devices, output devices.

Generations of Computers: 1st, 2nd, 3rd, 4th, 5th generation. Basic computer organization: C.P.U, A.L.U. Keyboard, Mouse, OMR, OCR, Bar Code Reader, Scanner, Light pen, Cameras etc. Output Devices: Monitors (CRT, FST and LCD). Impact and non-impact printers (Dot matrix, Inkjet, LaserJet), Plotters. Storage Devices: Hard Disk, Floppy disk, CD's, DVD's.

### **2 Operating System:**

Introduction: Introduction to Operating System, its need and Operating System services; Operating System classification – single user, multi-user, simple batch processing, Multiprogramming, Multitasking, Parallel system, Distributed system, Real time system.

### **3 Office Automation Tools: -**

Introduction to Office suits, Microsoft Word environment and interface, tools, and menus, document formatting, mail merge and other tools, e-mail handling, Creating spreadsheets, creating charts and graphs, using functions. Microsoft presentation software environment and interface, creating slides, inserting multimedia objects, transition and custom animation.

### **Practical:**

Preparation of different letters in word using mail merge, News letter, Block diagram of computer on chart paper. Preparation of different sheets in excel. Making slide presentations in Power Point on given topics.

## **1.4 History of Journalism**

### **Unit -I- Colonial and Post-colonial press in India**

- 1- Origin of newspaper in Indian historical background, Hicky Gazette and after.
- 2- Indian languages press(Malyalam, Tamil, Kannada, Gujarati, Marathi and others)
- 3- Origin and growth of national press (Hindi and English)\
- 4- Press in the era of Raja Ram Mohan Roy(Period of reformation)

### **Unit -II-News agencies aand contemporary trends in press**

- 1- News agencies :A world view, AP, UPI, AFP Reuters, Sttar, Tass and others.
- 2- News agencies in Indian, its set up, role and functions- UNI, PT, Bhasha, Varta.
- 3- Feature services and its syndicates.
- 4- Government media organizations PIB, DAVP, RNI, Photo Division their role and responsibilities.
- 5- Other media related agencies ABC, INS, editor's Guild, IFWJ, NUJ, PII, NBA(News Broadcaster Associations).

### **Unit- III Freedom movement period press and the contribution of freedom fighter**

- 1- Ranade, Tilak, Gokhle's role in Indian Journalism
- 2- Gandhi and his Harijan and Young India's contribution in the awakening of the sloping medium

### **Unit -V – Era of Modern expansion of Indian Journalism**

Hindi, Urdu, Bengali, Gujarati, Assamese, Punjabi, Malayalam, Marathi, Kannada and others

### **References**

- 1- Natrajan, J : History of Indian Journalism, Publication division, Ministry of Information and bradcasting Govt. Media, 1997
- 2- IIMC Publication : News agencies pool of Nonaligned countries, Delhi-110067,1983
- 3- Singh, Dharmendra : Mass communication and social development, Adhyayan Publications Delhi-2004
- 4- Wainwright, David : Journalism Media Simple, Rupa Delhi

## **II Semester**

### **2.1 Media Laws and Ethics**

#### **Unit 1**

Freedom of the press an overview in international perspective  
Freedom of press in india  
Article 19(1) a of indian constitution, article 19(1) 2 restrictions  
Supreme court of India's decision on freedom of press  
First press commission in india and its relevance  
Press council act and its relevance

#### **Unit 2**

Defamation (IPC 499 &500) Civil and Criminal defamation- libel and slander  
Contempt of court article 361A,  
Parliamentary privilege act 105 and 194  
Media ethics and need of ethics in journalism in postmodern society

#### **Unit 3**

Role and function of RNI(registrar of newspaper for India)  
Intellectual property right  
RTI – 2005  
Official secret act 1923  
Press registration book act 1867/1955

#### **Unit 4**

Emergence of electronic media laws  
Commercial code of AIR and Doordarshan

## **2.2 Principle of Advertising and Public Relations**

### **Unit-I Advertising**

- 1- Advertising, definition, meaning, its role and functions, nature and scope
- 2- Growth and development of advertising in India
- 3- An overview of Advertising in International perspective, Brief History of its origin.

### **Unit-II Advertising as Tool**

- 1- As communication tool (Print and electronic media)
- 2- AIDA, DAGMAR and A.H. maslow's model of hierarchy of advertising
- 3- Advertising creativity and its application in traditional as well as modern media, advantages and disadvantages.

### **Unit III- Ad Agencies and its functions**

- 1- Ad agency- Role, type, function and structure
- 2- The Advertisers: consumers and agency relations, criteria to select and ad agency

### **Unit-IV Public Relations**

- 1- Definition, need, nature and scope functions of public relations and ethics of PR-IPRA code- Professionalism, PRSI.
- 2- Tools and techniques Corporate communication, press release, media relations, external and internal PR media, PR campaign
- 3- Role of PR in media in rural, defense, political party, educational institute and other sectors

### **References**

- 1- Jefkins and Yadin : Advertising practice Hall,2000 Delhi
- 2- C.O .Guinn Thomas, T.Allen, Chris and J. Semenik Richard : Advertising, South western college publishing ITP2000
- 3- Jethwaney,Jaishri : Advertising Phoenix publishing House pvt. Ltd, New Delhi

- |                  |   |  |
|------------------|---|--|
| 4- Douglas Torin | : | The Complete Guide to Advertising MacMilan, London |
| 5- Mehtaa, D.S   | : | Public Relation in India New Delhi                 |
| 6- Jefkin, Frank | : | Public Relation Techniques Oxford.                 |

**Practical:**

Preparing various types of PR materials - press release, backgrounder, publicity materials, house journal, newsletter. Organizing press conferences and other PR events.

Preparing classified and display advertisements for newspaper and magazines.

Copy writing. Preparing audio-visual commercials. Preparing corporate presentations or as directed by teacher.

### **2 . 3 Web Journalism**

Unit-1.

Internet –Introduction, History, evolution and development, Services of internet: e-mail, chatting, newsgroups,, Chat rooms, bulletin board servicesetc, Fundamentals of internet: WWW, IP, Web page, website, search engines. Working of internet : networking and its classification

Unit-2.

The Fundamentals of Web Design: The web we know today, working of web, history of web, evolution of world wide web, now days the use of internet, sample web pages, how did they are constructed, function and stand point, hands on good web sites ,browsing good websites, analyzing a sample site from a function standpoint.

Unit-3.

The Principal of web Design: Well designed site from a poorly conceived one, difference between web and print design, focusing on those issues a web designer, discover top tem web design, and critique a sample site from an aesthetic perspective.

Unit-4.

Networking topologies, types of servers, server software ,Internet protocols (TCP/IP, FTP, HTTP)

Unit-5.

Illustrations & Web Imaging, Planning a website using a structured document. Site Navigation Types. Creating web illustrations like buttons, banners & Bars. Typography for Web. HTML/DHTML & HTML Editor tools : Dream weaver

**Practical:**

- Subscribing to Internet, searching and downloading of information. Sending, receiving and forwarding e-mail. Writing for websites and homepages, designing web page for various purposes or as directed by teachers.

**III Semester**

**3.1 Development Communication**

**Unit 1** Introduction to communication, Development and empowerment in third world.

Concept and meaning of the third world, communication development, empowerment, development communication in media.

**Unit 2** Indicators of development

Process of development, theories and models of developments (Unilineal and nonUnilineal Model)

Basic needs models and developments, HDI (Human Development Index), Human Rights, GDP/GNP Social relation, democracy and happiness index of lord Buddha. The millennium development Goals (MDCS).

**3.**Development communication, definition and concept

Approaches: Trickle down and Trickle up approach,

Diffusion and Innovation, E. Ragers Magic multiple and logical approach

Development support communication: extension approach, Health, family welfare, women empowerment , RTE (Right to education), save the environment.



#### 4. Development communication in the Indian perspective:-

For rural development

Panchayati raj

Rural culture

Consumer awareness

Save wild life

Tribes

Transport

Urban sanitation

### **3.2 Radio Journalism and Production**

#### **Unit-I Radio as Mass Medium**

- 1- History of Radio in the east and west
- 2- Radio as a medium of mass communication, its characteristics, types, Benefits and limitations
- 3- Mode of transmission :AM, SW, FM

#### **Unit-II Radio format**

- 1- Format and its need in radio in contemporary Indian Society
- 2- Radio Announcements, Talks, Commentaries, comments, interviews, discussions, running commentaries
- 3- Radio feature and its importance, documentaries, advertisements and commercial programme, phone in programme.
- 4- How the characteristics of radio differ from the other modes of mass communication.

#### **Unit-III Writing for Radio**

- 1- Introduction, use pictorial words, target audience, style of script for radio
- 2- How radio writing formats differ from the other mode of mass media.

#### **Unit IV-Radio Production**

- 1- Introduction
- 2- Elements of Radio Productions
- 3- Acoustics, perspective, sound effect in making of radio programmes
- 4- Music and its use, distort/filter
- 5- Different types of microphones and its uses
- 6- Editing of radio programme

### **References**

- 1- H.R.Luthra : Indian Broadcasting, publication division
- 2- Robert Mc liesh :Radio Production, Focal press
- 3- James R. Alburger :The Art of Voice Acting, Focal Press

### **Practical:**

Writing for different programmes of radio. Taking interview. Organizing discussion programmes. Radio programme production. Comparing for radio. Other related activities. Producing various radio programmes including educational programme and as directed by teachers.

## **3.3 Media management and entrepreneurship development**

### **Unit 1**

Media management: concept, function, principles and its needs in contemporary societies.

Authority, responsibility and accountability of media manager,

Planning: concept, meaning, definition, process, its importance and directing controlling and organising

### **Unit 2**

Leadership: its importance type and qualities of leadership,

Foundation of behaviour, attitudes, personality and learning, motivation and conflicts of media management

### **Unit 3**

#### **Media organization**

Its meaning, nature, process and importance of ownership pattern of media organisation.

Organisational structure of media organization of both print and electronic

#### **Unit 4**

Economics of media organisation

Economics of news papers

Electronic and print media organisations: cost and revenue generation relationship

### **3.4 Television Journalism and Production**

#### **Unit-I Television as mass medium**

- 1- Brief history of T.V. in media and the rest.
- 2- Characteristics, nature and its languages
- 3- Types of programme of television and its format
- 4- Script for non fiction/fiction and the format of news of television.

#### **Unit-II News Gathering in TV**

- 1- Basics of TV reporting, writing and reporting for TV
- 2- Importance of interview in TV Journalism and its types
- 3- Anchoring-Live shows and packaging

#### **Unit-III- TV programme production**

- 1- Basics of Pre-production- India Generation to post production-editing
- 2- Production experts and uses of techniques-camera, light, graphics , sound effect and developing a video brief

#### **Unit IV- Fundamentals of Video Editing**

- 1- Aesthetic some application video editing, its types-non linear editing, cut to cut, assemble and insert, online, offline editing.
- 2- Designing the tv programme, testing of the TV programme.

#### **Reference**

- 1- Herbert,Zettle : Handbook of Television production, wadsworth
- 2- Thomas D Burrows and lynne,S : Video production publisher, MC Graw Hill
- 3- Jan R, Hakemuller : Broadcast Journalism, Anmol Publication, Delhi

#### **Practical:**

Script writing for different programmes. Field shooting - Taking interview etc. Short demonstration. Anchoring for different programmes. Production of small documentaries or as directed by teacher.

## **IV Semester**

### **4.1 Contemporary media issues and Global information flow**

#### **UNIT 1**

##### **India and foreign relations**

1. India with UNO, SAARC, NAM, BRICS, G-20
2. Gender issues in india, consumerism, naxalism and criminalization of indian politics, corporate interference in media

#### **Unit 2**

International communication

Dominant north and dependent south

Monopoly of transnational news agency

International information flow and its barriers

### **Unit 3**

Voices for balance of information flow

Mac Bride commission and its brief history, demand of new world information and communication order, recommendation of mac Bride commission, continuation of UN Agencies to remove the gap between the haves and have-nots countries.(case studies)

### **Unit 4 contemporary trends**

Global communication and meta culture

Democratization of communication system

Hegemony of media owners

## **4.2 New Media**

### **Unit 1**

Introduction to New Media 8 Lectures

New media- Mapping, Meaning and Characteristics

Principles of New Media

The New Media Interface- Cultural interfaces, printed word, Cinema

The User & The Screen- issues of representation & reproduction

New Media Economy

## Unit II

### Understanding New Media Technologies & Applications 18 Lectures

Introduction to New Media Technologies

Differentiating between Analogue and digital technology

Digitization of media- media convergence

Encoding and compression standards

Constituents of new media- Web 2.0-3.0, Blogs, Micro Blogs, Wikis, Social Media

Constituents- Facebook, Twitter, Word press, Blogger & What to use when

YouTube, Docs, Drive, Hangouts, social bookmarking, slide share, Skype

Building communities-pages & channels

ICT-scope and role

Introduction to Gaming and counter narratives

## Unit III

### Impact of New Media on Journalism & 14 Lectures

#### Mass Communication

Characteristics & New roles of Journalists in the Internet age & the Digital Era

Creating & Managing a Blog

Trends in web/online Journalism & Communication

Writing for the screen vs. writing for print

Audience analysis

Content planning

Structure Visual Design

Web page elements

Storytelling structures that work on the Web

Basic Programming for Web Design-HTML

## Unit IV

### New Media Social Engagement and Ethical issues 16 Lectures

Journalism ethics and restraint in new media, Copyright & Legal issues in cyber space, Using social media to engage public, Community Informatics, Activism in Cyber space, CT's and Gender; ICT and Social Inclusion, Globalization & Emerging Cyber cultures

## **4.3 Communication Research Methods**

### **Unit 1 Principle of communication research**

-Meaning, objectivity and types of communication research.

- Areas of communication research,

Communication/ Source analysis

Message/ content analysis

Channel analysis

Audience analysis

Processer effect analysis

Stage of communication research

Choosing the research problem and stating the hypothesis.

Formulating the research design

Gathering the data

Coding and analysing the data

Interpreting the result

### **2. Survey Research Methods**

Survey sampling, sampling efficiency, Probability sampling and non-Probability sampling, simple size. Questionnaire construction and its importance open and closed response categories: closed ended questions, openended questions, open and close questions compared, Interview studios in communication research.

### **3. Non Survey Data Collection techniques**

#### **a. Observation technique**

b content analyse

c case study

#### 4.4 PROJECT

L T P  
- - 2

Project study is the pursuit of truth with the help of study, observation, comparison and experiment. It is intend to apply the learning of research methodology to any issue/problem concerning marketing/advertising/public relations/communication and make recommendations based in their findings. The main objective of the project report is to prepare the students to look beyond their course books and lectures sessions. It is also intended to inculcate in them an independent, critical and analytical thinking and deeper insight into the subject opted for. The project report should have relevance to the course content, biblilography and should have minimum 25 pages.

The students shall decide their topis in consultation with the respective faculty member of the institute who would also supervise their work. The topics shall be selected in view of their relevance in terms of the conceptualised expectation of curricula.

The students shall appear for final viva-voce examination before the external examiner appointed by the Board of Technical Education, Uttar Pradesh. The project work will carry 100 marks for external examiner and 50 marks for internal sessional work.

Some projects in this field are:

- a) Field Survey/Content Analysis Project/Impact Study
  - Impact of television advertising on different target population
  - Development of polytechnic in Uttar Pradesh
  - Analysis of public relation functions in organisation
  - Analysis of the literature on certain areas
- b) Development Projects
  - Documentary (10 minute) preparation
  - Audio CD preparation
  - Photo story exercises
  - Use of internet in multimedia.



NOTE: The above will be accompanied by a complete script

RESOURCE REQUIREMENT FOR IMPLEMENTING THE COURSE

| Staff Structure                   |     |   |
|-----------------------------------|-----|---|
| Intake of Course                  |     | 60  |
| Post                              | Nos | Qualifications  |
| Head of Department                | 1   | Master's degree in Mass Communication with 5 years experience   |
| Lecturers (4)                     |     |   |
| - New Media/Multimedia            | 1   | Master in Mass Communication(Spl.In Multimedia)   |
| - Advertising                     | 1   | Master degree in Mass Communication or Bachlor degree in Mass Communication and P.G. Diploma in Advertising and visual publicity or Post graduate with P.G.Diploma in Advertising |
| - Print Journalism                | 1   | Master's degree in Mass communication or Post Graduate with Bachelor's degree in Mass Communication   |
| - Radio and Television Journalism | 1   | Master degree in Mass Communication with specialisation in Radio and Television   |
| Supporting Staff                  |     |   |
| Computer Operator/<br>Programmer  | 1   | Graduation with one year Spl. Video Editing from recognized organization and with two years field experience  |
| Photographer/Cameraman            | 2   | As per State Government Norms   |
| Assistant                         | 1   |   |
| Peon                              | 1   |   |
| Video Editor                      | 1   | Graduation with one year Spl. Video Editing from recognized organization  |
| Production Assistant              | 1   |   |

## 22.2 SPACE REQUIREMENT

Following space is recommended for the department of Mass Communication

| Particulars                            | Qty   | Space   |
|--|-------|---------|
| Class Room                             | 2 Nos | 60 sq.m |
| Head of Department Room                | 1 No  | 15 sq.m |
| Faculty Rooms                          | 4 Nos | 40 sq.m |
| Computer Centre                        | 1 No  | 60 sq.m |
| Media Laboratory comprising of         |       |         |
| - Library and newspaper Section        | 1 No  | 50 sq.m |
| - Computer Lab                         | 1 No  | 30 sq.m |
| - Photo lab(Studio) and Advertising    | 1 No  | 30 sq.m |
| - Electronic Media Studio(Audio/Video) | 1 No  | 50 sq.m |

- NOTE:
- i) The facility of Library and office space available in existing polytechnic will be utilised
  - ii) It is presumed that the polytechnic will have Audio Visual Aid

It is suggested that a media laboratory-cum-Advertising Agency equipped with the equipments given in the next section may be set up for providing practical training to students. The equipment will be arranged in an integrated manner, so as to

present a picture of a Advertising Agency and media laboratory in which the students will be able to perform varied activities. These facilities may be utilised for providing media services to others on payment basis. This will be managed by students themselves.

**LIST OF EQUIPMENTS**

| Sr. No. | Items with Specification  | Qty | Cost        |
|---------|---|-----|-------------|
| 1       | PENTIUM-IV 2.4 Ghz or latest<br>RAM-256 MB or latest<br>HDD-80 GB latest<br>MONITOR COLOUR 17" AGP 16 MB<br>52X MM KIT( 52x CD Drive, Speaker, sound card)<br>FDD - 1.44 MB<br>Key Board - 107 Keys Multimedia<br>Mouse - Optical Fibre Mouse<br>32 Bit PCI ETHERNET CARD(10/100) Mbps<br>Pre loaded Windows XP OR WINDOWS 2000<br>Pre loaded Norton Anti Virus with licence media and manual<br><br>OR<br><br>Computer of latest Specification | 10  | 4,000,00=00 |
| 2.      | Lanyfax935or equivalent LCD Projector   | 1   | 50,000      |
| 3.      | Photocopy machine with enlarging and reducing facility 30 to 40 pages output per minutes  | 1   | 1,40,000    |
| 4.      | Photography Digital Still camera, Nikon FM-2 or equivalent with wide angle, normal, telephoto lens and zoom lens F-35 mm to 70 mm   | 4   | 1,00,000    |
| 5.      | Video Digital 3 CCD Camera Soney(PD-170) or equivalent quality with standard accessories like battery, battery charger, character generator, stand etc.   | 1   | 1,25,000    |

|    |   |    |         |
|----|---|----|---------|
| 6. | Colour TV, 74", sony or equivalent  | 1  | 75,000  |
| 7. | Fax Machine Minolta 161 or equivalent transmission time 12 sec with auto dialing facility | 1  | 50,000  |
| 8. | MAC operating system with FCP Software  | 1  | 1,00000 |
| -  | Sound Blaster Kit(includes CARD, S/W, Microphone, Speakers etc)                           | LS | 12,000  |
| -  | Laser Printer (300 dpi)preferably laser jet model   | LS | 30,000  |

NOTE: Editing equipment may be hired from any production house

#### LIST OF EQUIPMENT

#### AUDIO VEDIO LAB

|     |   |    |                 |
|-----|---|----|-----------------|
| 1.  | Delay Unit  | 01 |                 |
| 2.  | Sungum Simpex                                     | 02 |                 |
| 3.  | Tape Recorder 4 Track                             | 01 |                 |
| 4.  | Tape Recorder 2 Headk                             | 01 |                 |
| 5.  | Soney TV 14"                                      | 02 | (Recent TV)     |
| 6.  | Gun Mic.  | 02 |                 |
| 7.  | Camera Stand                                      | 02 |                 |
| 8.  | Dimma   | 02 |                 |
| 9.  | Head Phone  | 04 |                 |
| 10. | Path 5 tip 20 lines                               | 01 |                 |
| 11. | Path Box 4 Mic                                    | 01 |                 |
| 12. | Servo Stablizer 2 KVA                             | 01 |                 |
| 13. | Audio Mixer                                       | 01 |                 |
| 14. | Cam Corder 9500                                   | 01 |                 |
| 15. | Battery   | 04 |                 |
| 16. | Head Phone Box                                    |    |                 |
| 17. | Head Phone  | 02 |                 |
| 18. | Satilite Receriver                                | 01 |                 |
| 19. | Samsung TV 51 Cm.                                 | 01 |                 |
| 20. | Samsui TV 51 Cm.                                  | 01 | (01 Remote)     |
| 21. | Samsui TV 14"                                     | 02 | (02 Remote)     |
| 22. | Panasonic 3500<br>1 Battery,1 Charging Power Pack | 01 |                 |
| 23. | Still Stand                                       | 01 |                 |
| 24. | Video Stand                                       | 01 |                 |
| 25. | Spot Light  | 03 |                 |
| 26. | Wodden Speaker                                    | 02 | (Small Size)    |
| 27. | Metal Speaker                                     | 02 |                 |
| 28. | Carsett Deak(Ahuja)                               | 01 |                 |
| 29. | Video Mixer                                       | 01 |                 |
| 30. | Videocon Tape Recorder                            | 01 | (01 Carok Mic.) |
| 31. | Amplifiers  | 01 |                 |
| 32. | Stablizer   | 01 |                 |

#### RECOMMENDATIONS FOR EFFECTIVE IMPLEMENTATION OF CURRICULUM

The workshop group strongly recommended following for effective implementation of curriculum

- a) While imparting instructions, stress should be laid on the development of practical skills in the students. For this purpose, as far as possible, classes should be conducted in the media laboratory-cum-advertising agency itself.
- b) Professional organisation/Field visits be organised as and when required to clarify the concepts, principles and practices involved. For this purpose, time has already been provided in student centred activities
- c) Extension lectures from professionals should be organised to impart instructions in specialised areas
- d) There is no need of purchasing very costly equipment. Efforts may be made to establish linkages with local professional organisations/field organisations for providing experiences to students on these equipment
- e) Teachers should generate competitiveness among the students for the development of professional skills

- f) Teachers should take examples from the fields and provide practices in evaluating these and come out with innovative solutions
- g) Hobby clubs and other co-curricular activities be promoted to develop creativity in the students

#### REFERENCE BOOKS

1. Experiences in interpersonal communication : Prentic Hall Publication, New Jersey.
2. Introduction to human communication : Devito Joseph L
3. Sampreshan : Pratiroop Evam Sidhant : Dr. Shrikant Singh.
4. Communication Theories, Origins, Methods and Uses in the Mass Media : Warner J Severin.
5. Mass communication in India : Kevel J Kumar : Kaico Mumbai
6. Mass Communication Theory - An Introduction : Denis McQuail : Sage Delhi.
7. Bjarat Men Sanchar Aur Jansanchar : J. V> Vilanilam : M.P. Hindi Granth Academy, Bhopal.
8. Mass Communication : Concept and Issues : D.V.R. Murthy : Olive Green : Kochi
9. Mass, Culture, Language and Arts in India : Mahadev L. Apte : Polular Prakshan, Mumbai
10. Towards Sociology of Mass Communication : Denis McQuail : Collier - Macmillan
11. Introduction to communication studies : John Fiske : Methuen London
12. The process and effects of mass communication : wilbur schmm and donald.
13. News writing : George A. Hough: Boston Hough Mifflin Company.
14. News culture : Allen Stuart : Buckingham open university press.

15. Modern Journalism and News writing : Savita Chadda.
16. Basic Journalism : Rangaswami Parthasarathi, Macmillan India Ltd.
17. Samachar Feature Avam Sampadan Kala : Harimohan: Takshila Prakashan, New Delhi.
18. Suchana Sanchar Aur Samachar : Mukul Srivastava : New Royal Book Company, Lal Bagh Lucknow.
19. Media Aur Manavadhikar, Mukul Srivastava, Autlantik Publication, Rajuari Garden, New Delhi.
20. Photography - Arts & Technique : Alferd A. Blaker
21. Broadcast Journalism : S. C> Bhatt : Har Anand Publications, New Delhi.
22. Writing News For Broadcast : Edward Bliss and M. John Patterson.
23. Indian Broadcasting : H. R> Luthra : Publication Division, New Delhi.
24. Radio Drama - theory and Practice : Tim Crook London.
25. Writing with power - Techniques for mastering the writing process : Elbow Peter, New York.

ANNEXURE - I  
FIELD EXPOSURE - I

After first Yr. exam. in the summer vacation students of P.G.D. Mass Communication will have a four week Industrial Exposure in related mass communication and journalism field. They will work and focus their attention there on following points to incorporate them in their reports.

1. Name & Address of the organisation
  
2. Date of
  - i. Joining.
  - ii. Leaving.
  
3. Nature of Industry
  - i. Product.

- ii. Services.
- iii. Working Hrs.
  
- 4. Sections of the unit visited and activities there in.
  
- 5. Details of machines/Tools & instruments used in working in the section of the unit visited.
  
- 6. Work procedure in the section visited.
  
- 7. Specifications of the product of the section and materials used.
  
- 8. Use of computer - if any.
  
- 9. Visit of units store, Manner of keeping store items, Their receiving & distribution.
  
- 10. Safety measures on work place & working conditions in general - comfortable, convenient & hygeinic.

ANNEXURE - II

TRAINEES ASSESSMENT

This Institution invites the comments on the training of its students (work & behavior) from their immediate supervisors on the following points.

- 1. Name of the trainee
  
- 2. Date of
  - i. Joining.
  - ii. Leaving.



3.
  - i. Regularity & Punctuality
  - ii. Sense of responsibility
  - iii. Readiness to work/learn
  - iv. Obedience
  - v. Skill acquired
4. Name of the sections of the unit he attended during his stay.  
His activities/worth of being there.
5. Any thing specific

Sinnature of the Assessor

Date :-

Designation

- # There will be 60 marks for this exposure. These marks will be awarded by the project examiner in final year (Examination Marks :40, Sessional Marks: 20).

## QUESTIONNAIRE

INSTITUTE OF RESEARCH, DEVELOPMENT AND TRAINING U.P.KANPUR -208002

**SUBJECT:** Questionnaire for ascertaining the job potential and activities of P.G diploma holder in **JOURNALISM AND MASS COMMUNICATION..**

**PURPOSE:** New development of Two Year P.G Diploma in **JOURNALISM AND MASS COMMUNICATION.**

- ❖ **NOTE:** (1).Please answers the questions to the points given in the questionnaire.  
(2). Any other point or suggestion not covered in thisquestionnaire may bewritten on a separate paper and enclosed with the questionnaire.

1. Name of the organisation: \_\_\_\_\_

2. Name & Designation of the officer \_\_\_\_\_

Filling the questionnaire \_\_\_\_\_

3. Name of the Department/section \_\_\_\_\_

4. Important functions of the Department/section \_\_\_\_\_

5. Number of diploma holder employees under your charge in the area of \_\_\_\_\_

P.G Diploma in **JOURNALISM AND MASS COMMUNICATION.**

6. Please give names of latest equipments/machines handled by a P.G Diploma in **JOURNALISM AND MASS COMMUNICATION.**

1.                    2.                    3.

4.                    5.                    6.

7. What proficiencies are expected from a P.G Diploma in **JOURNALISM AND MASS COMMUNICATION.**

1.                    2.                    3.

4.                    5.                    6.

8. Mention the approximate percentage of the following desired in Diploma teaching.

- 1. Theoretical knowledge                    -----%
- 2. Practical knowledge                    -----%
- 3. Skill Development                    -----%

9. Do you think “on the job training” / Industrial training should form a part of curriculum. (Yes/ No)

if yes then

(a) Duration of training: -----

(b) Mode of training 1. Spread over different years

2. after completion of course

3. Any other mode

10. What mode of recruitment is followed by your organisation?

1. Academic merit

2. Written test

3. Group discussion

4. Interview

5. on the job test.

11. Mention the capabilities/ Qualities looked for while recruiting diploma holder in P.G Diploma in **JOURNALISM AND MASS COMMUNICATION.**

(a) Technical knowledge -----

(b) Practical skill -----

(c) Etiquettes and behaviour -----

(d) Aptitude -----

(e) Health habit and social background -----

(f) Institution where trained -----

12. Does your organisation have any system for the survey of domestic articles of different countries/States. Yes/No

13. Does your organisation conduct field survey to know users views regarding. Yes/No

1. Domestic Articles for different age groups and sex.

2. Effect of climatic conditions

3. Any other

If yes; Please give brief account of each.-----

14. Which type of assignment do you suggest for an entrepreneur? -----  
in P.G Diploma in **JOURNALISM AND MASS COMMUNICATION.**

15. In which types of organisations can a diploma holder in P.G Diploma in **JOURNALISM AND MASS COMMUNICATION** can work or serve.

- |   |   |   |
|---|---|---|
| 1 | 2 | 3 |
| 4 | 5 | 6 |

16. Job prospects for the diploma holder in P.G Diploma in **JOURNALISM AND MASS COMMUNICATION**.. the next ten years in the state / country. -----

17. In your opinion what should be the subjects to be taught to a diploma student in P.G Diploma in **JOURNALISM AND MASS COMMUNICATION**.

|             |                |
|-------------|----------------|
| Theory----- | Practical----- |
| -----       | -----          |
| -----       | -----          |

18. Kindly mention particulars regarding topics/areas which should be given more emphasising the curriculum .

|              |                |
|--------------|----------------|
| Theory ----- | Practical----- |
| -----        | -----          |
| -----        | -----          |

19. Kindly state whether your organisation can contribute towards improvement of Curriculum in above field. Yes/ No

If yes: Please give names of experts in your organisation to whom contact. -----  
-----  
-----

20. Kindly give your valuable suggestions for being ----- considered at the time of finalisation of curriculum.-----

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21. What latest trends in technologies are to be incorporated? -----  
for the development of curriculum in P.G Diploma in **JOURNALISM AND MASS COMMUNICATION**.

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(Signature)

Kindly mail the above questionnaire duly filled to:-

M.P.SINGH BHADAURIA  
H.O.D (Mech. Engg.)  
Institute of Research, Development & Training, U.P.  
Govt. Polytechnic Campus  
Kanpur-208002

(Please note that all information in this survey is confidential for the use of curriculum design only )