

**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 04.05.2017

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

(Effective from session)

I Semester

Curriculum							Scheme of Examination												
Periods Per Week							S U B J E C T	Theory				Practical				Grand Total			
Le	Tut	Dr	Lab.	Work	Tot	Examination		Sess.	Total	Examination	Sess.	Total	Total						
ct	ori	g.		Shop	al			Marks	Marks		Marks	Marks							
ur	al						Dur.	Marks		Dur.	Marks								
e.																			
7	2	-	-	--	9	1.1 Principles of Communication	2.5	50	20	70	-	-	-	-	70				
12	-	-	-	--	12	1.2 Media Laws & Eithcs	3.0	50	20	70	-	-	-	-	70				
8	-	-	-	--	8	1.3 History of Journalism	2.5	50	20	70	-	--	--	--	70				
-	-	-	6	--	6	1.4 Student Centered Activity													
27	2	-	6	--	35	<-----TOTAL----->	--	150	60	210	--	-	-	-	210				
Games/NCC/Social and Cultural Activity + Dicscipline (15 + 10)															25				
TOTAL															235				

II Semester

6	2	-	3	--	11	2.1 Reporting & Editing	2.5	50	20	70	3	40	20	60	130
3	-	-	3	--	6	2.2 Computer Application in Media	2.5	50	20	70	3	40	20	60	130
12	-	-	3	--	15	2.3 Principle of Advertising & Public Relations	2.5	50	20	70	-	-	-	-	70
5	-	-	5	--	10	2.4 Web Journalism	2.5	50	20	70	-	-	--	--	70
-	-	-	6	--	6	2.5 Student Centered Activity									
26	2	-	10	--	48	<-----TOTAL----->	--	200	80	280	--	80	40	120	400
Games/NCC/Social and Cultural Activity + Discipline (15 + 10)															25
TOTAL															425

- 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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(Effective from session)

III Semester

Curriculum					Scheme of Examination									
Periods Per Week					S U B J E C T		Theory			Practical			Grand	
Le	Tut	Dr	Lab	Work	Tot		Examination	Sess.	Total	Examination	Sess.	Total	Total	
ct	ori	g		Shop	al			Marks	Marks		Marks	Marks	l	
ur	al						Dur.	Marks		Dur.	Marks			
e.														
8	-	-	-	--	8	3.1 Development Communication	2.5	50	20	70	-	-	-	70
9	-	-	3	--	12	3.2 Radio Journalism & Production	2.5	50	20	70	3	40	20	60
9	-	-	-		9	3.3 Media Management and Entrepreneurship Development	3.0	50	20	70	3	--	--	70
13	-	-	-	--	13	3.4 New Media	2.5	50	20	70	-	--	--	70
-	-	-	6	--	6	3.5 Student Centered Activity								
39	-	-	9	--	48	<-----TOTAL----->	--	200	80	280	--	40	20	340
Games/NCC/Social and Cultural Activity + Discipline (15 + 10)													25	
TOTAL													365	

IV Semester

9	-	-	-	--	9	4.1 Contemporary Media Issue & Global Information Flow	2.5	50	20	70	-	--	--	70
8	-	-	3	--	11	4.2 Television Journalism and Production	2.5	50	20	70	3	40	20	60
8	-	-	-	--	8	4.3 Communication Research Methods	2.5	50	20	70	-	-	-	70
13	-	-	3	--	16	4.4 Project	--	--	--	--	-	--	--	--
-	-	-	4	--	4	4.5 Student Centered Activity								
38	-	-	10	--	48	<-----TOTAL----->	--	150	60	210	--	40	20	270
Games/NCC/Social and Cultural Activity + Discipline (15 + 10)													25	
Total:													295	
50% Carry over from I & II Sem													330	
100% Carry over from III & IV Sem													650	
Aggregate Total													980	

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 (Journalism and Mass Communication)	LalitaDevi Institute of Management&Sciences,New Delhi
2.	Dr. Arun Kumar Bhagat,Associate Professor	Makhanlal Chaturvedi,National Journalism University,Noida,Ghaziabad
3.	Dr.Manoj Kr. Singh, Associate Professor	Vivekanand Institute of Professional Studies,Delhi
4.	Dr. Pratibha Sharma, Journalism and Mass Communication	Producer(Ex.) Zee News Channel,Noida
5.	Shri Surya Prakash,Assitant Professor	Makhanlal Chaturvedi,National Journalism University,Noida,Ghaziabad
6.	Shri Rakesh Prakash, Journalism and Mass 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.)/ 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

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: 13-07-2016, 03-06-2016

Sr.No.	Name of Expert & Designation	Organisation/Address
1.	Shri Kamalesh Dixit	EX. M. D. Amar Ujala, Kanpur
2.	Shri Satya Prakesh Tripathi	Director, Institute of Journalism & Mass Communication, Danik Jagran, Kanpur
3.	Dr.Ramesh Verma	Ex. Beuro Chief, Danik Jagran Kanpur
4.	Dr. Yogendra Pratap Singh	Associate Professor, Hindi Department, D.A.V. P.G. College, Kanpur
5.	Dr. Anil Mishra	Associate Professor, Sociology Department, D.A.V. P.G. College, Kanpur
6.	Shri Arvind Chaturvedi	Beuro Chief,UP/UK, India News, Lucknow
7.	Dr. A K Singh	Head, Institute of Journalism & Mass Communication, C.S.J.M. University, Kanpur
8.	Shri Manish Bajpai	Executive Editor, K News, Kanpur
9.	Shri Satish Chandra Jaisal,HOD,Mass Communication	Govt. Polytechnic,Ghaziabad
10.	Smt. Nisha Yadav,Lecturer,Mass Communication	Govt. Polytechnic,Ghaziabad
11.	Dr. Kshama Mishra, Assistant Professor	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.

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Assstar Professor,
Institute of Research Development and Training,
Kanpur (UP)

From TTTI, Chandigarh

1. Shri Ashutosh Kapila,
Senior Production Assistant,

2. Ms Laxmi M.V.,
Consultant,
Computer Science Department

Professor and Head,

PROJECT COORDINATOR

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.

Lucknow Uni., Lucknow

All India Radio, Lucknow

Lucknow Uni., Lucknow

Lucknow Uni., Lucknow

Jagran Institute of
Management, Kanpur

Hindustain Times, Kanpur

I.T.S., Lucknow

Times of India, Kanpur

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 Agencies, 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 dipiploma 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 liaison 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

5.1	Development of understanding of communication theory and process
5.2	Development of knowledge and skills in verbal non-verbal and written communication for Television/radio
5.3	Development of presentation skills
5.4	Development of skill of research and analysis
5.5	Development of knowledge and skills of various stages in editorial process
5.6	Development of creative skills
5.7	Development of interpersonal relations, human relations and management skills
5.8	Exposure and working understanding of communication equipment
5.9	Development of practical

- Principles of Communication
- Communication Models
- Writing Styles for different Media
- Public Speaking
- Public Speaking
- Debate
- Group Discussion
- Interviews
- Research Methodology
- Statistics and Data Analysis
- News gather process
- Reporting
- Editing
- Feature Writing
- Editorial Writing
- Proof Reading etc
- Elements of Creativity
- Writing
- Designing
- Producing
- Organisational Behaviour
- Use of Communication Equipment
- Use of Word Processor

knowledge and use of computer	-DTP -Computer Graphics -Multi Media -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 -Audio Production -Video Production

Sr. CURRICULUM OBJECTIVES	CURRICULUM AREAS
No.	

5.12 Developments understanding of social, cultural, psychological aspects of system for which communication messages are being produced	-Audience and Readership Profile -News Gathering
5.13 Development of knowledge and skill in preparing and launching advertising campaign	-Role of Advertising -Creating and Executing Advertisement -Concept of Advertising
5.14 Development of understanding of laws relating to media	-Press Laws -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 Exposure 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 attachment 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 attachment 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.

1.1 PRINCIPLES OF COMMUNICATION

1.1

Unit-1 (Defining communication)

1. Historical Background of communication and origin .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 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

1.3 History of Journalism

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

- 1- Origin of newspaper in Indian historical background, Hickey 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 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- What 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, Pagination, 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 विश्लेषण
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.

2.2 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.

4.Introduction of Basic Software Used in Media :

Coral Draw, Photo Shop, Quark Express, Audio Visual Editing Software.

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.

2.3 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 . 4 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 (MDGs).

3. Development communication, definition and concept

Approaches: Trickle down and Trickle up approach,

Diffusion and Innovation, E. Rogers 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 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

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 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.

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

Process 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, sample size. Questionnaire construction and its importance open and closed response categories: closed ended questions, open ended questions, open and closed questions compared, Interview studies in communication research.

3. Non Survey Data Collection techniques

a. Observation technique

b content analysis

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 intended 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, bibliography and should have minimum 25 pages.

The students shall decide their topics 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

Intake of Course		Staff Structure	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/ 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

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 Agenci y 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 RAM-256 MB or latest HDD-80 GB latest MONITOR COLOUR 17" AGP 16 MB 52X MM KIT(52x CD Drive, Speaker,sound card) FDD - 1.44 MB Key Board - 107 Keys Multimedia Mouse - Optical Fibre Mouse 32 Bit PCI ETHERNET CARD(10/100) Mbps Pre loaded Windows XP OR WINDOWS 2000 Pre loaded Norton Anti Virus with licence media and manual OR Computer of latest Specification	10	4,000,00=00
2.	Lanyfax935or equivalent LCD Projector	1	50,000
3.	Photocopy machine with enlarging andreducing facility 30 to 40 pages output per minutes	1	1,40,000
4.	Photography Digital Still camera,NikonFM-2 4 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.	Satellite Receiver	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	01	
	1 Battery, 1 Charging Power Pack		
23.	Still Stand	01	
24.	Video Stand	01	
25.	Spot Light	03	
26.	Wooden 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 communicaiton in India :Kevel J Kumar : Kaico Mumbai
6. Mass Communicaiton 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 Miffin Company.
14. News culture : Allen Stuart : Buckingham open university press.
15. Modern Journalism adn News writing : Savita Chadda.
16. Basic Journalism : Rangaswami Parthasarathi, Macmilan 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 andenclosed 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-----
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-----	-----

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

Theory -----	Practical-----
-----	-----
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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.

21. What latest trends in technologies are to be incorporated? -----

for the development of curriculum in P.G Diploma in **JOURNALISM AND MASS COMMUNICATION**.

(Signature)

Kindly mail the above questionnaire duly filled to:-

Dr. Kshama Mishra
Assistant Professor
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)