

**FACULTY OF ARTS & SOCIAL SCIENCES**

**SYLLABUS**

**FOR**

**M.A. (Media Studies & Production)**  
**(SEMESTER: I–IV)**

**Session: 2013-14**



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**GURU NANAK DEV UNIVERSITY**  
**AMRITSAR**

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M.A. (Media Studies & Production)  
(SEMESTER SYSTEM)

## SCHEME OF COURSE

### SEMESTER- I

		Marks
<b>Paper-I</b>	Communication Theories and Models	80
<b>Paper-II</b>	Basics of News Reporting, Designing & Printing	80
<b>Paper-III</b>	Radio Broadcasting	80
<b>Paper-IV</b>	TV Broadcasting	80
<b>Paper-V</b>	Practical	80
	<b>Total:</b>	<b>400</b>

### SEMESTER-II

		Marks
<b>Paper-VI</b>	Mass Communication Research	80
<b>Paper-VII</b>	Radio Production Techniques	80
<b>Paper-VIII</b>	TV Production Techniques	80
<b>Paper-IX</b>	Computer Graphics	80
<b>Paper-X</b>	Practical	80
	<b>Total:</b>	<b>400</b>

### Semester-III

		Marks
<b>Paper-XI</b>	Cyber Journalism	80
<b>Paper-XII</b>	Advertising and Media Planning-I	80
<b>Paper-XIII</b>	Media Appreciation	80
<b>Paper-XIV</b>	Photography and Photo Journalism-I	80
<b>Paper-XV</b>	Practical	80
	<b>Total:</b>	<b>400</b>

### Semester-IV

		Marks
<b>Paper-XVI</b>	Media Ethics	80
<b>Paper-XVII</b>	Public Relations & Corporate Communication	80
<b>Paper-XVIII</b>	Advertising and Media Planning-II	80
<b>Paper-XIX</b>	Photography and Photo Journalism-II	80
<b>Paper-XX</b>	Practical	80
	<b>Total:</b>	<b>400</b>

Question paper will be set in English but the medium of examination will be English, Punjabi and Hindi.

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M.A. (Media Studies & Production)  
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**Eligibility:**

Admission to the First Semester of Masters of Arts in Media Studies and Production course will be open to any person who has passed Bachelor / Master degree in any discipline from a recognized Indian University or an equivalent degree recognized by the Guru Nanak Dev University with not less than 50 percent marks.

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**Paper–I: Communication Theories and Models**

**Time: 3 Hrs.**

**Theory: 80 Marks**

**Instruction for the Paper Setters:**

**There shall be three parts i.e. A, B and C in each paper:-**

**Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks**

**Part-B: Consists of twelve questions. Candidates have to do eight questions.  
Each question will carry 5 marks. 8x5=40 Marks**

**Part C: Consists of four questions and candidates have to do any two questions  
which will carry 10 marks for each question. 10x2=20 Marks**

**Unit–I**

**Communication- meaning, definition, functions, nature, need and process**

**Forms of Communication**

- a) Intra Personal Communication
- b) Inter Personal Communication.
- c) Group Communication (Public, Crowd, Small Group)
- d) Mass Communication
- e) Verbal, Non-Verbal Communication and Body Language.
- f) Barriers of Communication

**Unit–II**

**Communication through Audio & Audio-Visual Media:**

Modern and Traditional Folk Media

Communication models: Scope, function and limitations of communication Models

Aristotle, SMCR, Shannon and Weaver, Lasswell, Osgood, Dance, Wilbur Schramm, George Gerbner, Newcomb, Gatekeeping.

**Unit–III**

**Communication Theories:**

Hypodermic Needle or Bullet theory, Two step, Multi step flow

Agenda setting, Uses and Gratification, Cultivation, Cognitive Dissonance, Authoritarian, Libertarian, Dependency, Logical Positivism

**Suggested readings:**

1. Perspectives in Mass Communication- Pradip Kumar Dey- Kalyani Publications
2. Mass Communication in India, Kewal J. Kumar, 2004, Jaico Books, Mumbai.
3. Handbook of Journalism & Mass Communication, Virbala, 2004, Concept Pub. Company, New Delhi.
4. Handbook of Communication, Uma Narula, 2006, Atlantic Pub. & Distributors, New Delhi.
5. Communication C.S. Rayadu, (Himalaya Publishing House, Mumbai)

**Paper–II: Basics of News Reporting, Designing & Printing**

**Time: 3 Hrs.**

**Theory: 80 Marks**

**Instruction for the Paper Setters:**

**There shall be three parts i.e. A, B and C in each paper:-**

**Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks**

**Part-B: Consists of twelve questions. Candidates have to do eight questions.  
Each question will carry 5 marks. 8X5=40 Marks**

**Part C: Consists of four questions and candidates have to do any two questions  
which will carry 10 marks for each question. 10x2=20 Marks**

**Unit–I**

Historical perspectives of printing  
Types of Printing  
Present Printing Scenario

**Unit–II**

News: Definition, Nature & Structure (5Ws & 1H), Elements, Sources, Gathering techniques,  
Types, Writing styles  
Types of Reporting: Sports, investigative, interpretative, citizen, crime, politics, human interest,  
development, life style, legal and media.  
Contents of Newspaper  
Editorial, its types and importance  
Feature: Definition, nature & types  
Changing writing styles in Newspaper  
Role, responsibility and accountability of editorial team

**Unit–III**

Design and layout, principles of newspaper design and layout  
Principles of color and color matching schemes  
Physical and psychological characteristics of color  
Introduction to quark express and its features  
Designing layout of newspapers in quark express  
Importance of graphics in newspapers.  
Use of new technology in news gathering.  
Traditional and Electronic Newsroom  
Various departments of newspaper organization and their working- circulation, editorial,  
printing, finance, distribution etc.

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**Suggested Readings:**

1. Editing – B.N. Ahuja & S.S.Chhabra-Surjeet Publications.
2. Making News- Handbook of the Media in Contemporary India- Uday Sahay- Oxford University Press Publications.
3. Feature Writing- N Meera Raghvendra Rao- PHI Learning Publications.
4. Aadhunik Patrakarita: Chunautiyaan aur sambhavnayen- Dr. Ashok Kumar Sharma- Diamond Publications.
5. News Reporting and Editing-Alfred Lawrence Lorenz and John Vivian- Pearson Publications.
6. News Reporting and Editing- KM Srivastava- Sterling Publications.
7. Editing- N.N Sarkar.
8. Chhpayankala- L.R.Nagpal.

**Paper–III: Radio Broadcasting**

**Time: 3 Hrs.**

**Theory: 80 Marks**

**Instruction for the Paper Setters:**

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**Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks**

**Part-B: Consists of twelve questions. Candidates have to do eight questions.  
Each question will carry 5 marks. 8x5=40 Marks**

**Part C: Consists of four questions and candidates have to do any two questions  
which will carry 10 marks for each question. 10x2=20 Marks**

**Unit–I**

Characteristics of radio

Radio as a medium of mass communication and social change

History of radio broadcasting in India and major findings of committees on broadcasting and autonomy

**Unit–II**

Major broadcasting systems in India and World- BBC, Radio Moscow

Public vs Commercial Broadcasting

Organizational setup of AIR

Community Radio

Introduction to FM radio in India

**Unit-III**

Writing and reporting for radio

Radio script formats

Basic principles of writing for radio.

Writing for different formats- jingles, announcements, documentaries, discussions, interviews, commercials, morning shows, news infotainment, game shows, radio plays, features.

**Suggested Readings:**

1. Mass Communication in India - Kewal J. Kumar- Jaico Publications.
2. Management of Acoustic Noise – Ray Harris and Robert Davis- CCTA Publication.
3. Radio Production: Robert Macleish- focal Press.
4. Broadcasting in India- P.C. Joshi.
5. Radio and TV Journalism in India- K.M. Srivastava.

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**PAPER–IV: TV Broadcasting**

**Time 3 Hrs.**

**Theory: 80 Marks**

**Instruction for the Paper Setters:**

**There shall be three parts i.e. A, B and C in each paper:-**

**Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks**

**Part-B: Consists of twelve questions. Candidates have to do eight questions.  
Each question will carry 5 marks. 8x5=40 Marks**

**Part C: Consists of four questions and candidates have to do any two questions  
which will carry 10 marks for each question. 10x2=20 Marks**

**Unit–I**

History of TV in India  
Satellite and Cable T.V in India  
TV as a medium of mass communication  
Public vs Commercial Broadcasting.

**Unit–II**

Setting of TV studio- layout, sound proofing, cabling, uplinking, downlinking  
Studio cameras and its mounting devices, angles, movements, shots, frame rate, shutter speed, white/black balance, monitor, selective focus, depth of focus, tonal range.

**Unit–III**

Key elements of TV writing, importance of audience research in TV; TRP/TAM  
Basic Principles of writing for T.V  
T.V Script formats.  
Writing for different formats: news, documentaries, discussion, interview, feature, commercials, sports commentary, game shows.

**Suggested readings:**

1. Writing for TV-William Smethurst – How to Books Publication.
2. Writing and Producing for TV & Film – Esta de Fossard and John Riber, Sage Publications.
3. Studio Television Production and Directing – Andrew Utterback, Focal Press.
4. Writing and Producing TV News – Eric K Gormly, Surjeet Publications.
5. World TV from Global to Local – Joseph D. Straubhaar, Sage Publications.
6. TV Technology Demystified – Aleksandar Louis Todorovic, Focal Press.



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**PAPER-V: PRACTICAL**

**Marks: 80**

**Students have to submit their assignments which carry 20 marks for each subject**

**Communication Theories and Models:**

Make a power point presentation on any Model /Theory

**Basics of News Reporting, Designing &Printing:**

Exercises in Article, Feature &News Writing

Designing a Newspaper/Magazine

**Radio Broadcasting:**

To make Programme on any two formats of radio

Formats: Advertisement, Jingles, Talk show, Discussion

**Television Broadcasting:**

Programme on any 2 formats using various shots, angles

Formats: News Reading, Talk show, Discussion, Advertisement

**Paper–VI: Mass Communication Research**

**Time: 3 Hrs.**

**Theory: 80 Marks**

**Instruction for the Paper Setters:**

**There shall be three parts i.e. A, B and C in each paper:-**

**Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks**

**Part-B: Consists of twelve questions. Candidates have to do eight questions.  
Each question will carry 5 marks. 8x5=40 Marks**

**Part C: Consists of four questions and candidates have to do any two questions  
which will carry 10 marks for each question. 10x2=20 Marks**

**Unit–I**

Meaning of research, its types

Concept and scope of communication research

Areas of research in communication: source analysis, message analysis, audience analysis, media analysis and effect analysis

**Unit–II**

Research problem:

Research problem, criteria for selecting a research problem

Research design and its types

Synopsis, its meaning and importance

Concept, Variables, Hypothesis/ Hypotheses

**Unit–III**

Data collection and analysis

Methods of data collection: historical, experimental, survey, case study, content analysis, interview, observation

Sampling and its types

Basic understanding of Internet and its use in MCR

New trends in MCR

Writing the research report, significance of bibliography, index Appendices, footnotes

**Suggested Readings:**

1. Mass Media Research- Roger D. Wimmer and Joseph R. Dominick- Wadsworth Publications
2. Writing your thesis- Paul Oliver- Vistaar Publications
3. Research Methodology, C.R.Kothari.
4. Sanchar Khoj Vidhi, Sewa Singh Bajwa, 2004, Paradise Publishers, Jalandhar

**Paper–VII: Radio Production Techniques**

**Time: 3 Hrs.**

**Theory: 80 Marks**

**Instruction for the Paper Setters:**

**There shall be three parts i.e. A, B and C in each paper:-**

**Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks**

**Part-B: Consists of twelve questions. Candidates have to do eight questions.  
Each question will carry 5 marks. 8x5=40 Marks**

**Part C: Consists of four questions and candidates have to do any two questions  
which will carry 10 marks for each question. 10x2=20 Marks**

**Unit–I**

Setting up of radio station

Sound

\* Meaning

\* Characteristics

\* Propagation

\* Acoustic Reverberation

Types of microphones (on the basis of principles, polar response and use) and its uses

Console—its working and types

**Unit–II**

**Audio cables & connectors (types & uses)**

Noise & distortion

Sound recordist's role in production crew

OB Vans

Other recording equipment

Mixing and editing of sound

Editing softwares- sound forge and adobe audition

Glossary

**Suggested Readings:**

1. Mass Communication in India :Kewal J. Kumar- Jaico Publications.
2. Management of Acoustic Noise :Ray Harris and Robert Davis- CCTA Publication.
3. Radio Production: Robert Macleish- Focal Press.
4. Broadcasting in India: P.C. Joshi.

**Paper–VIII: TV Production Techniques**

**Time: 3 Hrs.**

**Theory: 80 Marks**

**Instruction for the Paper Setters:**

**There shall be three parts i.e. A, B and C in each paper:-**

**Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks**

**Part-B: Consists of twelve questions. Candidates have to do eight questions.  
Each question will carry 5 marks. 8x5=40 Marks**

**Part C: Consists of four questions and candidates have to do any two questions  
which will carry 10 marks for each question. 10x2=20 Marks**

**Unit-I**

Three stages of Production  
Storyboard & budgeting, location survey  
Responsibilities and duties of the Production Staff.  
Basic production techniques.  
Studio and Outdoor productions.

**Unit-II**

Types of lighting and its accessories, light mounting devices  
Art Direction  
Costumes  
Make up and its types

**Unit–III**

Editing- online, offline, linear, non-linear  
Principles of picture composition-(rule of thirds, imaginary line), editing, dubbing, graphics.  
Types of special effects  
Basics of editing software- Avid, Final Cut Pro, Velocity, Premiere

**Suggested Readings:**

1. Writing for TV–William Smethurst – How to Books Publication
2. Writing and Producing for TV & Film – Esta de Fossard and John Riber- Sage Publications
3. Studio Television Production and Directing – Andrew Utterback- Focal Press
4. Writing and Producing TV News – Eric K. Gormly- Surjeet Publications
5. World TV from Global to Local – Joseph D. Straubhaar- Sage Publications
6. TV Technology Demystified – Aleksandar Louis Todorovic-Focal Press
7. Avid Editing – Sam Kauffmann– Focal Press

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**Paper–IX: Computer Graphics**

**Time: 3 Hrs.**

**Theory: 80 Marks**

**Instruction for the Paper Setters:**

**There shall be three parts i.e. A, B and C in each paper:-**

**Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks**

**Part-B: Consists of twelve questions. Candidates have to do eight questions.  
Each question will carry 5 marks. 8x5=40 Marks**

**Part C: Consists of four questions and candidates have to do any two questions  
which will carry 10 marks for each question. 10x2=20 Marks**

**Unit-I**

Introduction to graphics, basics of graphic software like Photoshop, Illustrator, Flash and Front Page.

Menus, tools, file formats, property bar, dialogue boxes and other properties of these Softwares. Introduction of these tools for web production.

Working of 2D and 3D animation and software used for them.

**Unit-II**

Cyber journalism.

E- newspaper and its importance.

Blogging, social networking sites.

**Suggested Readings:**

1. Fundamentals of Computer – P.K. Sinha
2. Fundamental of Computer –Rajaraman
3. Multimedia System – Jophin F. Koegel Bulford
4. Computer Graphics– Donald Hearh
5. Avid Editing– Sam Kauffmann- Focal Press
6. Graphic Design– Richard Hollis- Thames and Hudson Private Limited
7. 3DMax Animation and Visual Effects Techniques– Sarford Kennedy, Dream Tech.

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(SEMESTER-II)

**PAPER-X: PRACTICAL**

**Marks: 80**

**Students have to submit their assignments which carry 20 marks for each subject**

**MCR:**

Students are required to do pilot study on 50 respondents and submit a report for the same.

**Radio Production:**

Make Power Point presentation on topics related to the subject.

**TV Production:**

Shoot a Documentary/Docudrama of 5 min. Duration.

**Computer Graphics:**

Make an e-newspaper

**Paper –XI: CYBER JOURNALISM**

**Time: 3 Hrs.**

**Theory: 80 Marks**

**Instruction for the Paper Setters:**

**There shall be three Parts i.e. A, B and C in this Paper:**

**Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks**

**Part-B: Consists of twelve questions. Candidates have to do eight questions.  
Each question will carry 5 marks. 8x5=40 Marks**

**Part C: Consists of four questions and candidates have to do any two questions  
which will carry 10 marks for each question. 10x2=20 Marks**

**Unit–I**

**Cyber Journalism:** What is cyber space? What is Information superhighway? Internet and Information revolution, Fundamentals of cyber media, Comparison of cyber media with print, TV, Radio mediums: Advantages and disadvantages of cyber journalism.

**Unit–II**

**Writing for Web media:** Basic rules, do's and don'ts, Writing news stories, Features and articles on the web, Interviewing on the web, why print and electronic media networks are going on the net? Impact of web journalism, recent trends.  
Presentation and layout of web Newspapers and Magazines, Advertising on the web, Circulation of web newspapers, Future of web journalism.

**Unit–III**

Analysis of important Indian news based websites, Trends in cyber reporting and editing, Impact of globalisation on web journalism, Cyber Laws, Concept of e-governance.

**Books Recommended:**

- |   |  |
|---|--|
| 1. Cyberspace aur Media                   | Sudhir Pachuri                               |
| 2. Fundamentals of Information Technology | Deepak Bharihoke                             |
| 3. Multimedia Systems                     | Ramesh Aggarwal and<br>Bharat Bhushan Tiwari |
| 4. IT in the New Millennium               | V.D. Dudeja                                  |
| 5. IT                                     | S.L. Shah                                    |

**PAPER – XII: ADVERTISING AND MEDIA PLANNING-I**

**Time: 3 Hrs.**

**Theory: 80 Marks**

**Instruction for the Paper Setters:**

**There shall be three parts i.e. A, B and C in each paper:-**

**Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks**

**Part-B: Consists of twelve questions. Candidates have to do eight questions.  
Each question will carry 5 marks. 8x5=40 Marks**

**Part C: Consists of four questions and candidates have to do any two questions  
which will carry 10 marks for each question. 10x2=20 Marks**

**Unit-I**

Advertising- landmarks and milestones of advertising  
Tools, Various media of advertising  
Difference between advertising and publicity  
Difference between advertising and propaganda  
Difference between advertising and sales promotion

**Unit-II**

Ad agencies- structure, working, organisation  
Brand positioning, USP, media planning, copywriting  
Web advertising  
Contents of advertisement  
How to make advertisement for different media- print, radio, tv

**Unit-III**

**Role & Effects of Advertising**

- (a) Negative & Positive Effects
- (b) Advertising & Society
- (c) Advertising & Development

**Unit-IV**

- (d) Role of advertising in National Economy
- (e) Social/Public Advertising



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**Suggested Readings:**

1. Advertising Planning and Implementation – Sangeeta Sharma and Raghuvir Singh- PHI Learning Publications
2. Advertising, Dr. C.N. Santakki, 1994, Kalyani Publishers, New Delhi.
3. Advertising Principles & Practice, Chunawala, 1999, Himalaya Publishers, New Delhi.
4. Media Selling- Charles Warner and Joseph Buchman- Surjeet Publications
5. Ogilvy on Advertising David Ogilvy (Pan Books)
6. Advertising Management Aaker, Myers & Batra

**PAPER-XIII: MEDIA APPRECIATION**

**Time: 3 Hrs.**

**Theory: 80 Marks**

**Instruction for the Paper Setters:**

**There shall be three parts i.e. A, B and C in each paper:-**

**Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks**

**Part-B: Consists of twelve questions. Candidates have to do eight questions.  
Each question will carry 5 marks. 8x5=40 Marks**

**Part C: Consists of four questions and candidates have to do any two questions  
which will carry 10 marks for each question. 10x2=20 Marks**

**Unit-I**

**Print:-** analysis of news, commercialization of news, public relation and news, types of editorials, localization of newspapers, ownership patterns, comparative study of leading newspapers in India, changing looks of newspapers and its effect on sales and readership.

**Unit-II**

**Cinema:-** films as a medium of communication, film genres, reading popular Hindi films, film appreciation, criticism, key crew members, critical analysis of Punjabi cinema, writing reviews, problems and prospects of film industry

**Unit-III**

**TV:-** analysis of programmes of various formats, soap operas, music dance, reality shows etc.

**Suggested Readings:**

1. Making News- Handbook of the Media in Contemporary India- Uday Sahay- Oxford University Press Publications
2. Print Media Communication- Jan R Hakemulder, Fay AC de Jonge and PP Singh- Anmol Publications
3. News as entertainment- Daya kishan Thussur- Sage Publications
4. Sociology goes to the Movies- Rajinder Kumar Dudrah- Sage Publications
5. Media Analysis techniques- Arthur Asa Berger- Sage Publications
6. World Cinema: Critical approaches- John Hill and Pamela Church Gibson- Oxford University Press Publications

**PAPER- XIV: PHOTOGRAPHY AND PHOTO JOURNALISM-I**

**Time: 3 Hrs.**

**Theory: 80 Marks**

**Instruction for the Paper Setters:**

**There shall be three parts i.e. A, B and C in each paper:-**

**Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks**

**Part-B: Consists of twelve questions. Candidates have to do eight questions.  
Each question will carry 5 marks. 8x5=40 Marks**

**Part C: Consists of four questions and candidates have to do any two questions  
which will carry 10 marks for each question. 10x2=20 Marks**

**Unit-I**

History of photography and photo journalism

Comparison of an eye with camera, reflection, refraction, dispersion, polarisation

**Unit-II**

Camera: components of camera (shutter, aperture, and speed of the film)

Types of camera: SLR, TLR, DSLR, large format, Polaroid and others.

**Unit-III**

Types of lens: normal, zoom, telephoto, wide, fisheye.

Types of photography: news, portrait, pictorial, nature, fashion, sports, art,

**Unit-IV**

Qualities of a good picture.

**Suggested Readings:**

1. Photojournalism, Kenneth Koper, 1996, Focal Press, Boston.
2. Photography, Barbara Upton, 1981, Little Brown & Co., Boston
3. Advanced digital photography- Tom Ang- Mitchell Beazley Pvt Limited
4. The elements of Photography- Angela Faris Belt- Focal Press

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(SEMESTER-III)

**Paper-XV: PRACTICAL**

**Marks: 80**

**Students have to submit their assignments which carry 20 marks for each subject.**

**CYBER JOURNALISM**

To make a power point presentation on any topic from syllabus.

**ADVERTISING AND MEDIA PLANNING-I**

Make your own advertisement in print, radio and tv

**MEDIA APPRECIATION**

Review of 5 movies and 5 programmes of different formats in ppt form.

**PHOTOGRAPHY AND PHOTO JOURNALISM-I**

Make a file of self-clicked photos on different fields (product, fashion, news).

**PAPER-XVI: MEDIA ETHICS**

**Time: 3 Hrs.**

**Theory: 80 Marks**

**Instruction for the Paper Setters:**

**There shall be three parts i.e. A, B and C in each paper:-**

**Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks**

**Part-B: Consists of twelve questions. Candidates have to do eight questions.  
Each question will carry 5 marks. 8x5=40 Marks**

**Part C: Consists of four questions and candidates have to do any two questions  
which will carry 10 marks for each question. 10x2=20 Marks**

**Unit-I**

History of press laws in India, Role of Indian press in Freedom Struggle

**Unit-II**

Contempt of Courts Act 1971

Civil and criminal law of defamation

Relevant provisions of Indian Penal Code with reference of sedition, crime against women and children; laws dealing with obscenity;

**Unit-III**

Official Secrets Act 1923

Right to information

Press and registration of Books act 1867

Working Journalists and other newspaper employees (Conditions of service and Miscellaneous Provision) Act, 1955

**Unit-IV**

Cinematograph Act, 1953

Prasar Bharti Act

Cable Television Act

Media and public interest litigation.

Organs of I & B Ministry

**Suggested Readings:**

1. Media Law and ethics- M. Neelamalar- PHI Learning
2. Laws of the Press, D.D.Basu, 1996, Princeton Hall Publishers, New Delhi.
3. Patarkarita aur Kanoon (Hindi), Om Gupta, 2002, Kaushika Publishers Distributors, New Delhi.

**PAPER-XVII: PUBLIC RELATIONS AND CORPORATE COMMUNICATION**

**Time: 3 Hrs.**

**Theory: 80 Marks**

**Instruction for the Paper Setters:**

**There shall be three parts i.e. A, B and C in each paper:-**

**Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks**

**Part-B: Consists of twelve questions. Candidates have to do eight questions.  
Each question will carry 5 marks. 8x5=40 Marks**

**Part C: Consists of four questions and candidates have to do any two questions  
which will carry 10 marks for each question. 10x2=20 Marks**

**Unit-I**

Public relations: evolution and history of public relations- definitions of PR  
PR and allied disciplines (publicity, propaganda, public affairs, lobbying etc.)  
Ethics of public relations (PRSI, code of ethics)  
Publics in PR  
PR in public sector, private sector, govt. sector.

**Unit-II**

Role of PR in crisis communication.  
Functions of Public Relations  
Relationship & Duties of the PR Practitioner  
PR consultancy-Its advantages & disadvantages  
Role of Photography in PR  
Importance of Marketing Research for the PR Practitioner

**Unit-III**

**CORPORATE COMMUNICATION:**

Advent, role, importance  
Corporate culture, corporate philosophy, corporate citizenship.  
Making presentations, Preparing for meetings, writing speeches  
Importance of selection of media for corporate communication.  
Human resource development- practices, recruitment, selection of training  
Image advisories- advent and role

**Unit-IV**

Lobbying companies and its functions  
Client servicing  
Managing the politicians  
Types of business communication  
Barriers of effective communication

**Suggested Readings:**

1. Handbook of Public Relations in India, D.S.Mehta, 1998, Allied Publishers, New Delhi.
2. Practical Public Relations – Sam Black
3. PR: Principles, Cases & Problems- H Frazier Moore and Frank B Kalupa- Surjeet Publications
4. Jansampark- Amit Kumar- Diamond Books
5. Multicultural PR- Stephen P Banks- Surjeet Publications
6. Handbook of PR- R K Ravindran- Anmol Publications
7. Business Communication- Ashok Kaul- Prentice Hall of India
8. Corporate Communication- convention, complexity and critique- Lars Thoger Christener, Metter Morsing and George Cheney

**PAPER – XVIII: ADVERTISING AND MEDIA PLANNING-II**

**Time: 3 Hrs.**

**Theory: 80 Marks**

**Instruction for the Paper Setters:**

**There shall be three parts i.e. A, B and C in each paper:-**

**Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks**

**Part-B: Consists of twelve questions. Candidates have to do eight questions.  
Each question will carry 5 marks. 8x5=40 Marks**

**Part C: Consists of four questions and candidates have to do any two questions  
which will carry 10 marks for each question. 10x2=20 Marks**

**Unit-I**

Consumer behavior  
Appeals in advertising  
Marketing mix  
Brand, brand equity, brand image, how to convert a product into a brand.

**Unit-II**

Socio economic impacts of advertising  
Types of advertisements: commercial and non commercial, product and consumer, classified and display, retail and wholesale, regional and national, co-operative and government advertising.  
How to plan an advertising campaign

**Unit-III**

Importance of media space in advertisement  
Various media of advertising  
Importance of colors in designing of advertisements

**Unit-IV**

How to place your advertisement in different media

**Suggested Readings:**

1. Advertising Planning and Implementation – Sangeeta Sharma and Raghuvir Singh- PHI Learning Publications
2. Advertising, Dr. C.N. Santakki, 1994, Kalyani Publishers, New Delhi.
3. Advertising Principles & Practice, Chunawala, 1999, Himalaya Publishers, New Delhi.
4. Media Selling- Charles Warner and Joseph Buchman- Surjeet Publications
5. Ogilvy on Advertising David Ogilvy (Pan Books)
6. Advertising Management Aaker, Myers & Batra



**PAPER-XIX: PHOTOGRAPHY AND PHOTO JOURNALISM-II**

**Time: 3 Hrs.**

**Theory: 80 Marks**

**Instruction for the Paper Setters:**

**There shall be three parts i.e. A, B and C in each paper:-**

**Part-A: Consists of 10 questions carrying 2 marks for each question. 10x2=20 Marks**

**Part-B: Consists of twelve questions. Candidates have to do eight questions.  
Each question will carry 5 marks. 8x5=40 Marks**

**Part C: Consists of four questions and candidates have to do any two questions  
which will carry 10 marks for each question. 10x2=20 Marks**

**Unit-I**

Types of filters, essentials of a good photograph  
Photo printing techniques and creative possibilities  
Photo editing techniques, principles of photo cropping  
Photo essays

**Unit-II**

Reporting through photos.(news of parliament sports, development stories, features and interviewing etc).  
Photo-Visualization of audience tastes, needs and newsfall.  
Equipment for Photo-Journalism (Choice of right equipment i.e. lens, Camera, flash raw stock for a particular assignment).

**Unit-III**

Emerging trends in photo journalism, digital photography  
Qualities role and responsibilities of a photo journalist  
Ethical aspects of photo journalism

**Unit-IV**

Principles of film composition -Focal points, Rule of thirds, Framing and fitting the frame;  
Straight and converging lines, Diagonal and S-shaped compositions, Repetition and rhythm.

**Suggested Readings:**

1. Photojournalism, Kenneth Koper, 1996, Focal Press, Boston.
2. Photography, Barbara Upton, 1981, Little Brown & Co., Boston
3. Advanced digital photography- Tom Ang- Mitchell Beazley Pvt Limited
4. The elements of Photography- Angela Faris Belt- Focal Press

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M.A. (Media Studies & Production)  
(SEMESTER-IV)

**PAPER-XX: PRACTICAL**

**Marks: 80**

**Students have to submit their assignments which carry 20 marks for each subject.**

**MEDIA ETHICS**

Power Point presentation of Laws/interviews of lawyers

**PUBLIC RELATIONS AND CORPORATE COMMUNICATION**

Make a presentation on profile of any company (global)

Write 10 press releases

Arrange mock press conferences

**ADVERTISING AND MEDIA PLANNING-II**

Plan an ad campaign and make a file of it

**PHOTOGRAPHY AND PHOTO JOURNALISM-II**

Make a photo essay