



**Directorate of Distance Education**

**Kurukshetra University**

**Kurukshetra – 136 119**

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**M.A. Mass Communication (Previous)**

**&**

**P.G. Diploma in Journalism and Mass Communication**

(For distance education)

**w.e.f. Academic Session 2016-17**

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**Total Marks = 500**

**Pass Marks in theory = 35%**

There will be the following five papers of 100 marks each:

|                                        | <b>T</b> | <b>IA</b> |   | <b>Total</b> |
|----------------------------------------|----------|-----------|---|--------------|
| 1. Process & Practice of Communication | 80       | 20        | = | 100          |
| 2. Print Media                         | 80       | 20        | = | 100          |
| 3. Electronic Media                    | 80       | 20        | = | 100          |
| 4. Reporting                           | 80       | 20        | = | 100          |
| 5. Advertising                         | 80       | 20        | = | 100          |

(T= Theory, IA= Internal Assessment)

# Paper - I : Communication: Process & Practice

Time: 3 Hrs.

80(T)+20(IA)= 100

The question paper will be divided into five units I, II, III, IV. Students are required to attempt one question from unit I to IV. Unit V containing short notes is compulsory for all. There would be two questions in each unit. Unit V will cover the entire paper.

***All questions carry equal marks.***

**I** Communication: Definition and concept

Seven C's of communication

Elements of communication

Functions of communication

Barriers of communication

**II.** Forms of Communication

Verbal & non-verbal

Intrapersonal, Interpersonal,

Group, Public & Mass Communication.

Media of communication

Characteristics of Print, Electronic and New media.

Traditional media-forms and significance.

**III.** Models of Communication:

SMR, SMCR, Lasswell Model, Berlo Model,

Osgood model, Shannon & Weaver model,

Wilbur Schramm's Model, Dance model,

Gerbner Model, New comb Model, Westley and MacLean Model

**IV.** Theories of Communication:

Bullet theory, Two-step flow theory, Multy-step flow theory, Selective exposure, selective perception & selective retention, Cognitive dissonance, Agenda-setting, Uses and Gratification.

## Paper - II : Print Media

Time: 3 Hrs.

80(T)+20(IA)= 100

The question paper will be divided into five units I, II, III, IV. Students are required to attempt one question from unit I to IV. Unit V containing short notes is compulsory for all. There would be two questions in each unit. Unit V will cover the entire paper.

***All questions carry equal marks.***

- I. History of Indian Press, Language Press,  
Role of Press in Indian Freedom movement.  
Historical development of newspapers and magazines.  
Important personalities of Indian Journalism.  
Press after Independence. Development of press in Haryana.
- II. History of printing, Printing process-Letter Press, Offset, Gravure, Silk screen, DTP, Mass Media ownership-Sole, Proprietorship, Partnership, Private Limited Company, Public Limited Company, Trusts, Co-operatives, Religious institutions, Societies etc., Cross-Media ownership, Chain and Franchisees.
- III. Principles of media management, Media as industry, Media as profession, Different departments and sections in print media organisations-newspapers/magazines/news agencies.  
Co-ordination among different departments. Running a print media organisation.
- IV. Constitution of India, Fundamental Rights.  
Press Laws-Copyright, Press' and Registration of Book Act, Defamation, Contempt of Court, Official Secrets Act vis-a-vis Right to Information, Issues related to ethics in Media.  
Role of Press Council. Pressures on Media,  
Accountability and responsibility of media, Press commissions.

## Paper - III : Electronic Media

Time: 3 Hrs.

80(T)+20(IA)= 100

The question paper will be divided into five units I, II, III, IV. Students are required to attempt one question from unit I to IV. Unit V containing short notes is compulsory for all. There would be two questions in each unit. Unit V will cover the entire paper.

***All questions carry equal marks.***

I History and development of Radio, T.V. and Films with special reference to India, Characteristics of radio, television and film as media of mass communication.

II. Structure and set-up of a . radio station, AM and FM, Organisational set-up, reach and role of AIR.

Vividh Bharti Services, External services, Regional Services, Commercial Broadcasting.

Basics of radio programme production, Equipment and studio for radio production, Writing for radio, Understanding sound and music effects.

III. Structure and set-up of a television station.

Organisational set-up, reach and role of DD.

ETN , Prasar Bharti, Cable networks and satellite channels.

Basics of television programme production.

Equipment and studio for television production,

Writing for television, Understanding visual language.

IV. Reporting and Editing for radio and television news. Various types of programme in radio and television-Talk, Discussion, Interview, Features, Documentary etc., Special audience programme- Youth, Women, Children, Farmers etc., Introduction to films.

## Paper - IV : Reporting

**Time: 3 Hrs.**

**80(T)+20(IA)= 100**

The question paper will be divided into five units I, II, III, IV. Students are required to attempt one question from unit I to IV. Unit V containing short notes is compulsory for all. There would be two questions in each unit. Unit V will cover the entire paper.

***All questions carry equal marks.***

- I. **News:** Definition and concept, News values, Sources of news, Structure of News-5W IH, Inverted pyramid pattern, Lead/Intro-writing and its types.
- II. Types of Reporting-Crime, Accident, Court, Education, City life, Election, Weather, War, Conflict, Disaster, Tensions, Legislature and Parliament etc., Human Interest Stories, Scoops, Exclusive etc.
- III. Specialised Reporting- Science, Sports, Business, Political, Development etc., Investigative and Interpretative reporting.
- IV. Reporting for newspapers/magazines/news agencies/web etc. Organisation of Reporting staff. Interview-purpose, techniques, kinds.

## Paper - V : Advertising

Time: 3 Hrs.

80(T)+20(IA)= 100

The question paper will be divided into five units I, II, III, IV. Students are required to attempt one question from unit I to IV. Unit V containing short notes is compulsory for all. There would be two questions in each unit. Unit V will cover the entire paper.

***All questions carry equal marks.***

- I. Advertising: Definition and concept.  
Nature, Scope and functions of Advertising.  
Evolution and growth of Advertising,  
Socio-economic aspects of Advertising,  
Media for advertising and their characteristics.
- II. Creativity in advertising. Appeals in advertising,  
Print media advertisements- parts and design, .  
Copy writing for print and electronic media advertisements.
- III. Advertising agency: Structure and function,  
Interface of various departments of an advertising agency.  
Popular advertising agencies, Public Service Advertising,  
Code of advertising, Mass Media Laws concerning with advertising.
- IV. Advertising campaign-planning and execution,  
Apex bodies in advertising-AAAI, ASCI etc.,  
Future and new trends in advertising,  
Advertising on internet, National and global advertising scene.