



DIRECTORATE OF DISTANCE EDUCATION
KURUKSHETRA UNIVERSITY,
KURUKSHETRA-136 119

(Established by the State Legislature Act XII of 1956)
("A" Grade, NAAC Accredited)

M.A. Mass Communication (Final)

Session 2016-17

Total Marks = 500

Pass Marks in theory = 35%

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

		T	IA	Total
6.	Editing	80	20=	100
7.	Media Research	80	20=	100
8.	Development Communication	80	20=	100
9.	Public Relations	80	20=	100
10.	Media Production	80	20=	100

Paper-VI Editing

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. Introduction to editing news for print media.
Need and purpose for editing, Principles of editing.
- II. Headlines and Intros-purpose and kinds,
Text breakers/typographical devices for presentation of news, Dummy, Page make-up-principles. Editing and designing on computers, On line editing.
- III. Style sheet, Translation, Proof reading, Set-up of editorial department in newspapers/magazines/news agencies, News flow and copy management. Qualities and functions of News editor, Chief sub editor, sub editor, Selection and editing photos, cropping, caption writing, Photo journalism.
- IV. Fundamentals of good writing.
Feature-Concept and types,
Writing and editing features, articles,

letter to editors and other forms of expressions,

Editorial writing, editorial policy.

Column and column writers, Differences among news, news analysis,
article, feature, editorial etc.,

Middles, cartoon, writing reviews.

Week-ends, Pull-outs, Supplements.

Free lancing. Comparative study newspaper's contents.

Paper-VIII Development Communication Time: 3 Hrs.

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. Development: Concept and meaning,
Social change, modernisation and development,
Characteristics of developed and developing societies.
Theories of development: Social, Political and economic theory. Models of Development: Western Eastern, Gandhian,
Schumacher's. Development Communication- Concept and meaning.
- II. Social and economic issues in development:
Family planning National integration, Women and child development, Uplift of weaker sections, Education and Literacy, Poverty. Alleviation programmer Unemployment, Human Rights, Environment, Health, Hygiene and Nutrition.
- III. Role of various sectors in Development. Government sector, public sector, corporate sector, NGOs, National and International bodies, Media used for Development communication.
- IV. Rural development- Concept and importance, Panchayati Raj, Rural journalism, Electronic media and agriculture development programmes.

Paper-VII Media Research

Time: 3 Hrs.

80(T)+20(IA)= 100

The question paper will be divided into five units I, II, III, IV, V. 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. Concept of Research, Social Research and communication
Research, Need Role and importance of Media Research, Basic elements of research, Feedback and feedforward.
- II. Research Design.
Methods of research.
Observation, Case study, Census, Random sample survey, Content analysis, Interview.
- III. Questionnaire- preparation & administration.
Sources of data, Data-Coding and tabulation.
- IV. Statistical methods of Media research- mean, median, mode, standard deviation. Report writing, Foot Notes, Index, Bibliography. Problems in Media Research, Media Research as a tool of reporting.

Paper-IX Public Relations

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. PR- Concept and definitions.

Evolution and growth of PR, PR in India,

PR in relation to Marketing, Adverting, Publicity, Propaganda, Lobbying, Rumours, Event management and other disciplines.

II. Principles of PR.

Laws and ethics in PR, PRSI code.

PR setup in Central and State government, PR in Public and Private sector, Publics in PR.

Functions and responsibilities of PRO., PR organisation-PRSI, IPRA etc.

III. PR tools- Press release, Press conference, Press briefings, Press tours, Meet to the press, Backgrounders, Rejoinders, Interviews, Meetings, Seminars, Workshops, Special occasions, Exhibitions, House Journal, Brochure, Annual reports, Bulletin boards, Open houses, Suggestions boxes, Video magazines etc.

IV. PR campaigns- Planning, execution and evaluation. PR in crisis, PR in disaster.

Corporate communication-Concept and scope. Case studies in corporate communication.

Paper-X Media Production

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. Printing process-Letter Press, Offset, Gravure, Silk Screen, DTP etc. Newspapers and magazines-design and layout, Planning and production-House Journal, Brochure, Poster, Pamphlets etc.
- II. Radio studio setup. Audio equipments-microphones, recorders, mixers console etc. Writing and production of different radio programmes.- Talk, Interview, Discussion, Feature, Documentary, Drama, News, News reel etc. Use of sound bytes and actualities,, audio conferencing, radio-bridge, phone in programmes etc.
- III. Television studio set-up. Camera-formats, parts, functions. Types of shots and camera movements. Editing equipments and techniques. Single and multi camera shooting. Cues and commands. Television technology-uplinking, down linking, satellite and terrestrial transmission, cable network, DTH, CAS etc. Reporting and editing television news. Other T.V. programme Production, live/studio production, Various stages of T.V. production. Film as medium of mass communication.

- IV. Development of new media and convergence, Internet, e-mail, web, web page, web sites, home page. Softwares- page maker, multi media, quark- express, windows, etc., Contemporary electronic media scenario and future perspectives, Information super highway, Global news war, cyber journalism, On line editions of papers and magazines, on line editing and E-publishing.