

28-B

: उमवि/एम.टी.के./१२/७५२७/२७।

२७.१०.२७

प्रति,

मा. प्राचार्य,

विद्या वसिनी समेचे ब्ला. वाणिज्य
आणि विज्ञान महाविद्यालय,

पुणे

विषय :- एम.टी.के. [मास्टर ऑफ इन्व्हेन्शियन अँड
मॅनेज्मेंट] चा नवीन अभ्यासक्रम.

महोदय,

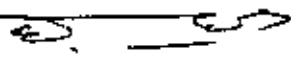
आपणाकडील पत्र क्र. १०५८, दिनांक १२.१०.२७ हे पत्र विद्यापीठात
प्राप्त झाले. तदनुषंगाने कळविण्यांत येते की:

एम.टी.के. चा पुणे विद्यापीठाचा नवीन अभ्यासक्रम उत्तर महाराष्ट्र
विद्यापीठाने ज्ञात तत्वां स्विकारता असून सदरचा अभ्यासक्रम जून १९९७
पातून लागू करण्यात मान्यता देण्यांत आलेली आहे. एम.टी.के. च्या
अभ्यासक्रमाची एक प्रत आपल्या माहितीसाठी सोबत पाठविली आहे.
आपणांत विनिती करण्यांत येते की: सदर अभ्यासक्रमाबाबत पुढील योग्य ती
कार्यवाही करण्यांत यावी.

आपले,

आपला विश्वासू,

सोबत :- अभ्यासक्रम


उप कुलसचिव.

प्रत माहितीसाठी रवाना :-

- ✓ १] मा. परीक्षा निर्देशक,
उत्तर महाराष्ट्र विद्यापीठ, जळगांव।
- २] मा. उप कुलसचिव,
परीक्षा-पूर्वार्थ विभाग,
उत्तर महाराष्ट्र विद्यापीठ, जळगांव।

North Maharashtra University
Jalgaon - 425001.

From: July 1997
MCJ/5

Office
Xerox
3 copies
13/8
52
AD

18. Standard of Passing :

(i) The minimum standard of passing and marks required for exemption in any part of the examination are indicated below :

	Minimum Passing in Individual Head	Exemption for Individual Head of Passing
Theory Papers	40%	55%
Dissertation	40%	55%
Viva-Voce	50%	55%
Term-Work	40%	40%

- (ii) Award of Class :
- First Class with Distinction : 70% and above
 - First Class : 60% to 69%
 - Second Class : 50% to 59%
 - Pass Class : 40% to 49%

(iii) Candidates availing themselves of the benefit of exemption will not be eligible for the award of either the First or Second Class. If successful, they will be declared to have passed the examination in Pass Class.

(iv) Exemption in one or more heads of passing will be available, according to university rules, for a period of six academic years only.

Dissertation

Each student will be assigned to a teaching faculty member for guidance and supervision of dissertation in consultation with the Head of Department at the beginning of the academic year. The length of dissertation should be not less than 15,000 words with a ceiling of 25,000 words. Two copies of the dissertation will be submitted through student's approved guide before commencement of theory examination.

A certificate stating that the dissertation is outcome of student's own research/work conducted during the academic year, shall be submitted with dissertation.

The dissertation shall be examined by a panel of three examiners consisting of two faculty members and one external examiner appointed by the University. The written dissertation shall carry 100 marks and shall be treated as separate head of passing, for which students should secure minimum 40% marks. Students will be questioned on dissertation during the viva-voce. Evaluation of written dissertation will be independent of viva-voce.

(v) Term Work

(a) Papers in Optional Groups have term work which will consist of practical assignments. Assignments may take the form of field work, contribution to the department's publication and supervision or taking of tutorials of junior classes. Research projects, case studies and media surveys may also form part of assignments. The teaching faculty members will evaluate student's performance during the year and assign marks in consultation with the Head of the Department.

(b) Seminars : Each student will conduct at least five seminars during the academic year on subjects selected by him in consultation with respective teachers and the Head of the Department. Students will be evaluated and assigned marks on the basis of depth of research, references given and quality of presentation.

- (c) Study Tour : Students' participation is compulsory. Students in optional groups shall visit places relevant to their subjects. Evaluation is done on the basis of reports submitted (topics to be announced by the Head of the Department), performance during the visits and general participation in the group.

Research Journal :

At least one issue of a research journal will be edited and published by the MCJ students consisting of shortened versions and abstracts of their dissertations. Their contribution to and work for the research journal will be assessed for 30 marks.

19. List of Awards for Master's in Communication and Journalism :

Name of the Award

Subject

DEPARTMENT

OUTLINE OF MCJ SYLLABUS

I. Core Subjects	Marks	Term Work	Total	Minimum Periods
M(C) 1. Theories of Communication & Journalism	75	-	75	60
M(C) 2. Research Methods in Mass Communication	75	-	75	60
M(C) 3. Comparative Journalism	75	-	75	60
M(C) 4. Advanced Journalism and Media Practices	75	-	75	60
M(C) 5. Issues, Ideas and Challenges of 21st Century	-	50	50	80
	300	50	350	
II. Optional Groups				
Group (O) A. Print Journalism				
M(O) A1. Interpretative & Investigative Reporting	75	25	100	50
M(O) A2. Business, Financial and Industrial Journalism	75	25	100	50
M(O) A3. Opinion Writing	50	25	75	40
M(O) A4. Magazine Journalism & Book Publishing	50	25	75	40
	250	100	350	
Group (O) B. Communication				
M(O) B1. Sociology of Mass Communication	75	25	100	50
M(O) B2. International and Political Communication	75	25	100	50
M(O) B3. Development Communication and Rural Communication	50	25	75	40
M(O) B4. Interpersonal and Organisational Communication	50	25	75	40
	250	100	350	
Group (O) C. Broadcast Journalism and Film Media				
M(O) C1. Broadcast Journalism	75	25	100	50
M(O) C2. Film Studies	75	25	100	50
M(O) C3. Writing for Broadcast Media	50	25	75	40
M(O) C4. Broadcast/Programme & Management	50	25	75	40
	250	100	350	
Group (O) D. Advertising & Public Relations				
M(O) D1. Marketing, Communication & Advertising Management	75	25	100	50
M(O) D2. Advertising Copywriting and Media Planning	75	25	100	50
M(O) D3. PR Management, Tools & Techniques	75	25	100	50
M(O) D4. Advertising/PR Campaigns (Project Course)	-	50	50	30
	225	125	350	

III. Dissertation 100

IV. Viva-Voce

(a) Dissertation : 50

(b) General : 50

100

V. Term-Work

Assignments (as indicated) 150

Seminars : 50

Study Tour : 30

Research Journal : 20

250

Total Marks (Group (O) A to (O) C

Core Subjects

300

Optional Subjects

250

Dissertation

100

Viva-Voce

100

Term-Work

250

1000

Total Marks Group (O) D

Core Subjects

300

Optional Subjects

225

Dissertation

100

Viva-Voce

100

Term-Work

275

1000

- Note :
1. Final examination papers in the optional groups will consist of theory as well as practical exercises.
 2. The Advertising/PR Campaigns course (M(O) D4) will consist of a practical project to be submitted at the end of the year instead of a set question paper.
 3. The Term-Work in Compulsory Core Paper M(C)5 and Optional Groups O(A) to (O)C will consist of tutorials, home and field assignments, and group discussion.
 4. All optional groups will be offered only if faculty and facilities are available and the minimum number of students = (5) opt for the group.

M = Master's course

(C) = Compulsory Core Paper

(O) = Optional Paper

(O)A to (O) D = Optional group.

I. Core Subjects

M(C) 1 : THEORIES OF COMMUNICATION AND JOURNALISM

- (a) What is Theory? Kinds of Theories—Social Scientific Theories: Psychological, Sociological, Anthropological—
- (b) Theories and Models—What is a model? Models in Communication—Influential Models in Communication Theory: Lasswell, Shannon and Weaver, Osgood and Schramm, Westley Maclean, Gerbner. Transmission vs Structuralist Models—Their relevance to Indian communication and media scene.

- (c) Types of Communication : Intrapersonal, Interpersonal, Group, Mass and 'Mass Line' Communication—Characteristics of Mass Communication—Communication and Culture—Communication and Meaning—'Mediated' Communication.
2. (a) Origins and Development of Communication Studies : Influence of the Market—Politics—the Cold War.
- (b) Areas of Communication and Journalism Studies : Speech Communication—International Communication—Development Communication—Organizational Communication—Media Education.
3. (a) The origins and sources of Social Theory—The construction of social theory—Communication Theory and Social Theory—The construction of Communication Theories.
- (b) Functionalist vs Critical Social Theories—Their Relevance to the Indian social situation—The Need for Indian Social Theory.
4. Mass Communication/Media Theories :
 - (a) Social scientific theory—Normative theory—Working Theory—Commonsense theory.
 - (b) Normative theories of Journalism : The 'Four' Theories as Cold War propaganda—Their relevance today.
 Alternatives : Development media theory—Democratic-Participant media theory—Public Service Theory—Media as Public Fora—Media as Business and Market.
 - (c) Functionalist approaches to Media theory : 'Effects', Uses and Gratifications, Cultivation, Agenda-setting.
 - (d) Critical approaches : Cultural Studies—Political—Economic approaches—Marxist approaches—Hegemonic theory—Social-cultural approach.
5. Alternative Communication Theories :
 - (a) - Indian Communication Theories—The Concept of 'Sadharanikaran'—Communication in ancient India—Communication and Indian Philosophy—'Rasa' and Indian Aesthetics.
 - (b) Latin American Approaches : Communication for 'liberation', 'conscientization' and 'participation'.
 - (c) - African and Asian approaches.
6. Communication Technology and the Information Society :
 - (a) New Developments in Communication and Media Technologies—Convergence of telecommunications, computers and consumer electronics—Internet and Cyberspace.
 - (b) Legal, ethical and cultural issues raised by the worldwide expansion of the 'new' technologies—The New Information-based Imperialism : myths and realities.

Reading List

- Barnouw et al : *International Encyclopaedia of Communication*, Vols. 1-4, OUP, NY, 1989.
- Bittner, John : *Mass Communication : An Introduction*, Prentice-Hall, N. Jersey, 1986.
- Déjeux, M. L. & Ball-Rokeach, S. : *Theories of Communication*, Longman, NY, 1977.
- Fairclough, N. : *Media Discourse*, Edward Arnold, London, 1995.
- Fiske, John : *Introduction to Communication Studies*, Methuen, London/NY, 1982. *concept of entropy*
- Inglis, Fred : *Media Theory—an Introduction*, Basil Blackwell, Oxford, 1990.
- Malhan, P. N. : *Communication Media : Yesterday, Today and Tomorrow*, Publications Division, Govt. of India, New Delhi, 1985.
- MacQuail, Dennis : *Mass Communication Theory : An Introduction*, Sage, London, 1987, edn 2.
- MacQuail, Dennis & Windahl : *Communication Models for the Study of Mass Communication*, Longman, London, 1981.
- McLuhan Marshall : *Understanding Media*, Routledge and Paul Kegan, London, 1964.
- Narula, Uma : *Mass Communication Theory and Practice*, Harchand Publications, New Delhi, 1994.
- * Watson, James & Anne : *A Dictionary of Communication and Media Studies*, Edward Arnold, London, 1984. (Rs. 45/-)

MIC 2 : RESEARCH METHODS IN MASS COMMUNICATION

1. (a) Nature and characteristics of science, classification of sciences.
 (b) Pure and applied research, formative, processual and evaluative research.
 (c) Some social science research methods: Scientific, Historical, Comparative evolutionary or Genetic, Descriptive.
2. (a) Basic concepts, tools and techniques of research: Identification and formulation of research problem, various types of research design and hypothesis, Objectivity, Generalisation, Deduction and induction, Various types of variables, Measurement, Scale and indexes, Reliability and validity, Population and sampling, Observation, Interviewing, Various types of questionnaires, and schedules, Data analysis and interpretation, Review of available literature, Pilot study, Referencing in accordance with Modern Language Association Stylebook.
 (b) Distinction between qualitative and quantitative methods.
 (c) Introduction to statistics: Inferential, parametric, non-parametric and multivariate statistics, various types of correlation, Factor analysis, Frequency tables, Cross-tabulations, Simple linear regression.
3. (a) Qualitative research methods: Field experiment, Field observation, Focus groups, Case Study
 (b) Quantitative research methods: Laboratory research, Survey research, Content analysis.
 (c) Cross-sectional and longitudinal research, Anthropological or Holistic approach.
4. (a) Development of and recent trends in mass communication research in (i) India, and (ii) USA and Britain.
 (b) Types of print media research: readership, circulation, typography and make-up, readability, news values, language and style.
 (c) Types of research in electronic media: production, reception, audiences, effects and consequences, ratings, programme testing, performer Q, Station image, programming.
5. (a) Distinction between mass communication research and advertising/public relations research.
 (b) Critical review of some of the important mass communication research projects.
 (c) Problems of conducting research in India.
6. (a) Ethical issues in mass communication research.
 (b) Research report writing: Content, Graphics, Division into chapters, sections and subsections, Language and style, Attractive but non-ostentatious presentation, Footnotes/Chapter-end notes, Bibliography, Importance of following regulations with regards to word-limit, typing, size of paper, declaration etc.

Reading List

1. *Scientific Social Surveys and Research*, Pauline V. Young, Prentice-Hall of India, New Delhi, 1992.
2. *Scientific Method and Social Research* B. N. Ghosh, Sterling Publishers, New Delhi, 1992 (First Ed. 1982).
3. *An Introduction to Journalism Research*, Ralph O. Nafziger and Marcus M. Wikerson, Greenwood Press, New York, 1968.
4. *Introduction to Mass Communications Research*, Edited by Ralph O. Nafziger and David M. White, Louisiana State University Press, Baton Rouge, 1958 (Rev. Ed. 1963).
5. *Mass Media Research: An Introduction*, Roger D. Wimmer and Joseph R. Dominick, Wadsworth Publishing Company, Belmont, 1987.
6. *Communication Research: The Challenge of the Information Age*, Edited by Nancy Weatherly Sharp, Syracuse University Press, Syracuse, 1988.
7. *Content Analysis of Communications* Richard W. Budd, Robert K. Thorp, Lewis Donohen, The Macmillan Company, New York, 1967
8. *Content Analysis in Communication Research*, Bernard Berelson, Hatner Publishing Company, New York, 1995.
9. *Milestones in Mass Communication Research: Media Effects*, Shearon Lawrey and Melvin L. DeFleur, Longman, New York, 1983.

imp - Gorde/Hatt

M(C) 3 : COMPARATIVE JOURNALISM

1. Global Perspective : Problem of National Images, Theories of the Press, Global News Flow, International and National News Agencies, Ownership and Monopolization, Freedom of the Press, Right to Information, Right to privacy, Publication of foreign owned newspapers, Democratisation.
2. Overview of the World Press
 - (a) Asia :
 - (i) China, Japan, Israel.
 - (ii) Pakistan, Nepal, Bangladesh, Sri Lanka.
 - (b) Africa : Egypt, Kenya, Nigeria, South Africa.
 - (c) Europe : Britain, France, Germany, Russia.
 - (d) North America : U.S.A., Canada.
 - (e) Latin America : Mexico, Cuba, Argentina, Brazil, Chile.
3. A Brief History of the Press in Britain and U.S.A.
 - (a) A brief history of the Press in U.K.

Origin of British newspapers, Advent of periodicals and dailies, 'Quality' newspapers and tabloids, British Press during the two world wars, Royal Press Commissions.
 - (b) A brief history of the Press in U.S.A.

First American newspapers and their characteristics, Benjamin Franklin, John Peter Zenger, American Press and the war of independence, the Partisan Press, Penny Press, Yellow Journalism, Joseph Pulitzer, William Randolph Hearst, Newspaper Chains, Recent trends in American Journalism.
4. Some of the important newspapers in the World :
 - (i) Al Ahram (Egypt), Asahi Shimbun (Japan), (ii) Le Monde, Le Figaro (France), (iii) The New York Times (U.S.A.), The Wall Street Journal (U.S.A.), The Washington Post (U.S.A.), The Christian Science Monitor, Los Angeles Times (U.S.A.), (iv) The Daily Telegraph, The Times, The Guardian, Daily Mail, Today.
5. Indian Press in World Perspective : Ownership, Censorship, Freedom and Responsibility, Critical Role of the Press in a Democracy, National Identity, Technology.

Reading List

1. *Media : An Introductory Analysis of American Mass Communication*, Peter M. Sandman, David M. Rubin, David B. Suchsman, Prentice Hall, New Jersey, 1976 (First Ed. : 1972).
2. *American Journalism*, F. L. Mott.
3. *The Press in America* Edwin Emery.
4. *History of American Journalism*, J. Melvin Lee.
5. *March of Journalism*, Harold Herd.
6. *Reports of the Royal Press Commissions*.
7. *The World's Great Dailies : Profiles of Fifty Newspapers*, John C. Merrill and Harold A. Fisher, Hastings House, New York, 1980.
8. *The Foreign Press : A Survey of the World's Journalism*, Marvin Alisky, Louisiana State University Press, Baton Rouge, 1970.
9. *Global Journalism : A Survey of the World's Mass Media*, John C. Merrill, Longman, New York, 1983.
10. *The Washington Post : The First 100 years*, Chalmers M. Roberts, Houghton Mifflin G., Boston, 1977.
11. *The Asian Newspapers : Reluctant Revolution*, Edited by John A. Lent, Iowa State University Press, Ames, 1971.
12. *The Elite Press : Great Newspapers of the World*, John C. Merrill, Pitman Publishing Corporation, New York, 1968.
13. *Press in Chains*, Zamir Niazi, Ajanta Publications, New Delhi, 1985.
14. *The Press in Developing Countries*, E. Lloyd Sommerland, Atma Ram & Sons, New Delhi, 1969.

M(C) 4 : ADVANCED JOURNALISM AND MEDIA PRACTICES

1. (a) From Reporting to Editing—increasing responsibilities and widening perspectives.
(b) Visualising the communication package as a whole.
(c) Conceptual innovations in a communication package.
2. (a) Advanced journalism and its practitioners—Reporters, sub-editor, chief reporter, chief-sub, new editor, city editor, special correspondent and bureau chief, assistant editor, the editor.
(b) Role of technical, human and conceptual skills in advanced journalism.
(c) Planning, organising, controlling and motivating processes and role of top and middle level journalists.
3. (a) Launching a new venture or reinvigorating the existing one—concepts, readership survey, choosing and defining the target readership/viewership; target orientation at all levels.
(b) Periodical reviews, surveys and updating the package.
(c) Reader/audience participations, concept of giving service to reader/audience; utility and entertainment packages; opinion polls; space for dissent and diverse opinions.
4. (a) Internationalization of world's news media and the new information elite.
(b) Roving international journalist—a world citizen; blurring national boundaries; India and international news system; international services of television and agencies; international editions of periodicals and newspapers.
(c) New dimensions of international news system—impact of television on international affairs, diplomacy and economy; television and terrorism, television and war; World as the global village.

Reading List

- Aggarwal, S. K. : *Press at the Crossroads in India*, UDH Publishing House, New Delhi, 1988.
 Bhatnagar, Vinod : *Development Dynamics of Press and Journalism*, Printwell, Jaipur, 1996.
 Fairclough, Norman : *Media Discourse*, Edward Arnold, London, 1995.
 Pant, N. C. & Kumar, Jitender : *Dimensions of Modern Journalism*, Kanishka, New Delhi, 1995.
 Padhy, K. S. : *The Muzzled Press—Introspect and Retrospect*, Kanishka, New Delhi, 1995.
 Salisbury, Harison : *Without Fear or Favour*, New York Times Publication, New York.
 ✓ Vanna Adarsh Kumar : *Advanced Journalism*, Har-Anand Publications, New Delhi, 1993.

Exercises

M(C) 5 : ISSUES, IDEAS AND CHALLENGES OF 21ST CENTURY

1. What is ideology: end of ideology and end of history debates; ideologies that shaped human history during last two millennia.
2. Liberalism and Socialism; Socialism and Capitalism as interactive processes; Marxism and democratic Socialism; Nehru's Indian Socialism and mixed economy.
3. Fascism, neo-Fascism, Nazism, Fundamentalism; Imperialism, neo-Imperialism; North-South Divide, Unipolar World, globalisation and nuclear proliferation.
4. Gandhism, environmentalism and Feminism; Green movements and alternative models of development.
5. Theories of Power and Freedom.
6. Global dialectical processes post 1989—globalisation and international sanction to ethnic self-rule; EEC and Europe in dialectical dilemma; disintegration of USSR and its impact.
7. Indian dialectical processes—unity in diversity, impact of linguistic re-organisation and problems of language; pan-Indian binding forces and demands for regional autonomy; secessionist movements; statutory reservations and political fragmentation; future of the federal republic.
8. Introduction to leading thinkers and books in these areas :
 Aristotle, Plato, Confucius, Kautilya, Rousseau, Voltaire, Karl Marx, Mao ZeDung, Gandhi, Nehru, Gramsci, Ruskin, Freud, Russell, Whitehead, Fukuyama, Max Weber, Adam Smith, Keynes, Ricardo.

9. Scientific Revolution and challenges of post-industrial era.
10. Changing role of markets, technology and world of finance; challenges of 21st Century.
11. Changing sensibilities towards arts and new forms of arts.
12. Introduction to leading thinkers, personalities and books in these areas :

Galileo, Copernicus, Issac Newton, Einstein, Tom Hawking, Kunh, Whitehead and Russel (on scientific revolution), Shoemaker, Noam Chomsky, J. K. Galbraith, Alwyn Toffler, Raul Goodman, Ronilla Thapar, Bipin Chandra, Vinoba Bhave, S. Chandrashekhlar, Amartya Sen, D. P. Chattopadhyaya, etc.

The Affluent Society—Galbraith, Ascent of Man—J. Brownfouski, Thriving on Chaos—Tom Peterson, Imperialism and Cultural Struggles—Edward Said, Conflict of Civilisations—S. Huntington.

Reading List

- Adler, Mortimer J. : *The Great Ideas : A Lexicon of Modern Thought.*
 Brass, Paul : *Cambridge History : The Politics of India Since Independence.*
 Galbraith, John : *Age of Uncertainty.* The Indian Book Co, New Delhi.
 Hayek, F. A. : *Law, Legislation and Liberty.*
 Kennedy, Paul : *Preparing for the 21st Century.* 1993.
 Nehru, Jawaharlal : *Glimpses of World History, Discovery of India.*
 Toffler, Alvin : *The Third Wave.*
 Oxford Dictionary of Modern Thinkers.
 Fontana Dictionary of Modern Thought.
 Age of Capitalism.
 Age of Imperialism.
 Age of Extremes : Hobson, Eric.

II. Optional Group (O) A : Print Journalism

MO) AI : INTERPRETATIVE & INVESTIGATIVE REPORTING

1. (a) Fundamental journalism—news gathering, fact finding, reporting; reporting as the main stay, life of journalism.
- (b) Reporting hard facts, events as seen, what transpired; complexity of events; inadequacy of reporting hard facts alone; six basic questions in gathering information, significance of why and how; what people (readers) want to know.
- (c) Necessity and growth of interpretative reporting; competition with electronics media, competence of electronics media in providing basic facts with speed; scope for depth reporting in print media.
- (d) Fragile objectivity; stages of judgment, assessment and value judgments in writing, value judgment an inevitable part of news presenting.
2. (a) Going behind the news and obvious facts, asking why, seeking causes and motives, drawing conclusions.
- (b) Explaining significance of development, analysing facts, making comparisons, lending time angle—past, present and future.
- (c) Providing perspectives and insights—socio-economic, political, cultural and historic; broadening the story angle.
3. (a) Interpretative reporting, investigative reporting and depth reporting—an integrated approach. Investigative reporting—uncovering something people ought to know, penetrating secrecy for public good; telling people how things work.
- (b) Tools for investigative reporting: nose for news, perseverance, leg work, research, ability to put things together and see through them.

- (c) Rigours of investigative journalism; developing and using sources, guarding against plants, giving fullest chance to the other version of the story; interviews and art of listening; developing secret sources in bureaucracy and establishment; establishing reputation and winning readers' confidence.
4. (a) Modern trends—The New Journalism, activist and advocacy journalism, sensationalism.
- (b) Skill to observe, eavesdrop; acquaintance with institutional procedures; ability to read budgets and accounts, documents.
- (c) Difference in writing styles of straight reporting and depth reporting.
5. (a) Special Correspondent and Foreign correspondent; emphasis on interpretative reporting and depth reporting.
Working of bureaus in metropolitan and capital cities; co-ordinating multi-dimensional stories and features; distributing work for exploring different angles etc.
- (b) Reporting on science, technology, culture, theatre and literature; difference between reviews, criticism and interpretative reporting in these fields.

Reading List

- Anderson & Benjaminson: *Investigative Reporting*. Indiana Univ. Press, Bloomington & London, 1976.
- Friedman et al: *Scientists and Journalists—Reporting Science as News*. The Free Press, NY, 1986.
- Houp, Kenneth & Pearsall Thomas: *Reporting Technical Information*. MacMillan, NY, 1984, 5th edn.
- Macdonald CD: *Interpretative Reporting*. Macmillan, NY, 1977, 7th Edn.
- Merril, John: *Global Journalism*. Longman, NY, 1983.
- Mollenhoff, Clark: *Investigative Reporting*. Macmillan, NY, 1981.
- Porter, Bruce & Ferris, Timothy: *The Practice of Journalism*. Prentice Hall, N.Jersey, 1988.
- Williams, Paul: *Investigative Reporting and Editing*. Prentice-Hall, NY, 1978.

M(O) A2 : BUSINESS, FINANCIAL AND INDUSTRIAL JOURNALISM

1. (a) Basic knowledge of Finance system in India; gathering, distribution and allocation of revenue vis-a-vis Central Government and State Governments; Finance Commission and Planning Commission.
- (b) Central and State budgets; budget-making exercise, how to read a budget, concept of zero budget, importance of Public Accounts Committees.
- (c) Introduction to Tax Laws, Essential Commodities Act, MRTP, FERA, Industrial relations and disputes acts, Companies acts and other laws relevant to finance, business and industries.
2. (a) Sources of news on business, finance and industry—governments, chambers of commerce and industries, corporate, trading and industrial executives, share markets, commodities markets, money market etc.
- (b) Government policy decisions having bearing on commerce and industry; Company reports, RBI reports; analysis of decisions, reports and statements; AGMs.
- (c) New economic policy and its impact; decreasing state intervention, rising importance of economy as a political power; increasing role of Indian corporate conglomerates and multi-nationals.
3. (a) International business environment; Global perspective on role of state in national economies; globalisation process and rising power of multi-nationals; economic imperialism.
- (b) Business journalism; history (international and Indian); satellite network and new trends in business journalism; international money market and new information technology; commercial databases; ethics in business reporting—business journalism, servant or watchdog; concept of social audit.
- (c) Introduction to major industries—electronics, heavy engineering, chemical, steel, cement, power, bio-technology, agro-industries, service and agriculture; their role in economy.

- (d) Trade and business as catalytic agents in human advances, traders as adventurers and cultural integrators.
4. (a) Practical exercises in writing news, features and analysis on industrial, business and financial issues of current interest.
- (b) Practical exercises in writing reports and features on budgets, budget speeches, company AGMs, relevant legislations, policy statements; writing comments and leader articles.
- (c) Practical exercises in reading evaluating and analysing data, tables, graphs, audit statements, RBI reports, PAC structures etc.

Reading List

Agarwal, A. N. & Varma H. O. : *India Economic Yearbook*, National, New Delhi, 1996.

Houp, Kenneth & Pearsall, Thomas : *Reporting Technical Information*, Macmillan, NY, 1984, 5th edn.

Business Newspapers : Economic Times, Financial Express, Business Standard, Observer of Business and Politics, Business Line.

Periodicals : Business India, Business World, Business Today, The Economist, Dalal Street Journal, Advertising & Marketing (A & M).

Contemporary Budget Papers : Government of India, Government of Maharashtra, Pune Municipal Corporation.

M(O) A3 : OPINION WRITING

1. (a) Sanctity of news page and need to clearly separate news and views; role of opinion in newspaper/ programme.
- (b) Defining editorial, an attempt.
- (c) Responsibilities and functions of editor, leader writers, assistant editors.
- (d) Policy-making for a newspaper and for Radio/TV news bulletins and current affairs programmes.
2. (a) Concepts of edit page, op-ed page, opinion on business, sports and other pages.
- (b) Opinion in correspondents' newsletters, features, columns, news reports, city notes.
- (c) Syndicated opinion columns.
- (d) Innovations on the edit page; a package of opinions, views, analysis, perspectives, comments and information balancing opinions and comments, encouraging debates.
3. (a) The edit page; difference between leaders, main articles, side articles, short notes and current topics; difference in character, style and tone.
- (b) Editorial beyond definition—*informed comments, scholarly opinions, prescient observations, exhortations, value judgments, arguments, persuasions, suggestions etc.*
- (c) Main articles : how they are different from editorials; detailed analysis, depth comments, wider perspectives on long lasting issues or socio-economic-political and cultural developments of major significance, Role of main articles.
- (d) Current topics, short notes, their purpose; role of letters-to-the editor column, differences in style.
4. (a) Form, purpose and style of editorial writing.
- (b) Tools for editorial writing: speed, command over language, reading, scholarship and ability to throw new light on issues and events.
- (c) Using clippings and reference material, developing sources and contacts among decision-makers, policy and opinion-makers; having sources of information independent of editorial staff and reporters.
5. (a) Editor as thinker, opinion maker, adviser, champion, crusader, newsmen, muck-raker and philosopher.
- (b) Editor as great marketman, devising communication package, identifying target readership/audience.
- (c) Columnists on specialised areas.
- (d) Comparative study of editorials in different newspapers.

Reading List

- ✓ Bush, C. R. : *Editorial Thinking and Writing*, Greenwood, Connecticut.
- Krieghbaum, H. : *Facts in Perspective (the Editorial Page and News Interpretation)*, Prentice-Hall, N.Jersey.
- Rystrom, Kenneth : *The Why, Who and How of the Editorial Page*, Random House, NY.
- Stonecipher, Harry : *Editorial and Persuasive Writing (Opinion Functions of the News Media)*, Communication Arts Books, NY, 1979.
- Talwalkar, Govind : *Agralekh*, Prestige Publication, Pune 1981.
- Waldop, Goyle A : *Editor and Editorial-Writer*, Rinehart & Co., NY.

M(O) A4 : MAGAZINE JOURNALISM AND BOOK PUBLISHING

Section 1 : Magazine Journalism

1. (a) Definition and types of magazines : (i) Weekly/fortnightly newsmagazines, Special interest magazines, Opinion magazines, Women's and home service magazines, Children's magazines, Academic/Scholarly magazines, Metropolitan and regional magazines, Business magazines, Leisure time and entertainment magazines, Little magazines, PR magazines.
- (b) Brief history of magazine journalism in (i) U.K., (ii) U.S.A., (iii) India.
- (c) Magazines in Indian languages with emphasis on Marathi, English and Hindi.
- (d) Starting a new magazine/scope of magazine publishing today.
2. (a) Editing a magazine : Magazine formulas, Editorial objectives, Balancing content, Knowing the reader, Staying a step ahead of the reader, Planning special and other issues, Creativity in editing, forecasting trends, Evaluation of manuscripts, Polishing and Shaping up manuscripts, Writing effective titles and headlines, Correction and verification, Sub-editing : marking copy, marking for type, straplines, standfirsts, Bylines, House style, Difference between daily and Sunday newspapers and magazines in (i) Style, (ii) Format, (iii) Perspective and (iv) Approaches.
- (b) Magazine contents : Advice columns, Backgrounders, Book-adaptations, Campaigns, Competitions, Fiction, Horoscopes, Readers' letters, Quizzes, Reviews, Opinion columns.
- (c) Editorial administration, the Editor and the Law : Libel, Obscenity & Censorship, Copyright, Invasion of Privacy.
- (d) Magazine Production : Layout and design, Photographs and illustrations, graphics, printing.
- (e) Management : Advertising, sales and subscription, Single copy distribution, Readership surveys, Promotion and Public Relations.
3. (a) Magazine research : Audience research, content studies, advertising research.
- (b) Freelancing for magazines.
- (c) Writing features for magazines.
- (d) Important magazines and anatomy of recent successes : India Today, Frontline, Sunday, EPW, A & M, Filofare, Seminar, Life, Time, Newsweek.

Section 2 : Book Publishing

4. (a) Definitions of 'Book', Charter of the Book, Kinds of Book.
- (b) Book Industry : Author, Publisher, Printer, Distributor, Retailer, Public.
- (c) Brief history of book publishing with special reference to India.
- (d) Contemporary publishing scene in India and recent trends.
- (e) Publishing in other countries : U.K., U.S.A., Japan, Developing countries.
- (f) Macro and Micro publishing.

5. (a) Organisation of a publishing house.
 - (b) Publishing process : Commissioning/Receipt of manuscript, Editing, Production, Publicity, Promotion and Distribution.
 - (c) Book-sizes and their printing area, facts about paper, formats of books.
 - (d) Management and economics of publishing.
 - (e) Major publishing houses in India; Govt. and university publishing.
 - (f) Publishing in India languages with emphasis on Marathi, English and Hindi.
6. (a) Code of Ethics.
 - (b) National and International Copyright.
 - (c) Role of Unesco in Book Promotion.
 - (d) Major recommendations of the National Book Development Council.
 - (e) Import and Export policies with regards to books.
 - (f) Book Industry Associations.

Reading List

Magazine Journalism

- Betsy P. & Holt, Graham : *Magazine Article Writing— Substance and Style*, Rinehart and Holt, NY, 1980.
- Click, William J. & Baird Russell : *Magazine Editing and Production*, WmC Brown Publishers, Iowa, 1986, 4th Edn.
- Davis, Anthony : *Magazine Journalism Today*, Heinmann, Oxford, 1988.
- Leonard Mogel : *The Magazine-Everything You Need to Know to Make it in the Magazine Business*, The Globe-Pequot Press, Chester.

Book Publishing

- Butcher Judith : *Copy Editing : The Cambridge Handbook*, Cambridge Univ. Press, 1976.
- Khosla, G. D. : *Know Your Copyright*, Orient Longman.
- Malhotra, D. N. & Kumar, Narendra : *Indian Publishing since Independence*, The Bookman's Club, New Delhi, 1980.
- Marshall, Lee : *Book Making : The Illustrated Guide to Design and Production*, RR Co., NY.
- Raghavan, D. : *An Introduction to Book Publishing*, Institute of Book Publishing, New Delhi, 1988.

Optional Group (O) B : Communication

M(O) B1 : SOCIOLOGY OF MASS COMMUNICATION

1. (a) Dimension of interpersonal communication and sociological study of human interrelationships, Concept of social action and interaction.
 - (b) Nature, types, and characteristics of social group, structure and structure units of human group (status, roles, institutions, values, norms, powers, prestige, property, ideologies, benefits, culture).
 - (c) Process of learning, socialization, and institutionalization.
 - (d) Types of deviance, contra-cultures, and types of social control.
2. (a) Theory of social systems : evolutionism, positivism, structure-functionalism, symbolic interactionism, conflict perspectives, critical interpretative theory of Frankfurt school.
 - (b) Mass Media as a social system : basis of structure-functional analysis (Spencer, Durkheim, Weber, Parsons, Merton, Shils etc.), Structure of social organisations and stability over time, process of change, components and boundaries of mass media system, audiences, distributors, producers, sponsors, control, External conditions and maintaining system stability.

3. (a) Modes of media analysis (i) Functionalist; eufunctions, dysfunctions, manifest and latent functions, (ii) Marxist—three main strategies of Marxist analysis—structuralist, political/economic, culturalist, (iii) Social action.
- (b) Varieties of conflict theory: (i) Frankfurt school and critical theory (Thomas Adorno, Max Horkheimer, Herbert Marcuse, Eric Fromm); (ii) Critical Theory of Habermas, (iii) Radical Sociology: 1960's militant social movements, feminism, civil rights, poverty and racism, (iv) Major features and criticisms with reference to Media system, media impact, and media power.
4. Media and social fabric in the Indian context-Complex relationship between cultural, economic and political context of social life, Audience-role as part of larger media system, Role of audience as contributor to media content and flow, People's dependence on media for information and entertainment.
5. How audiences, groups and communities are affected by meaning which they find in media (youth, children, women, professionals, students, minorities etc.). People's dependence on media for information and entertainment.
6. Media and social change in the India context: Indian social structure, ideology, values, colonialism and its impact, Development of psychic mobility, urbanism, Role of Indian media and political change, Present status of Press, Radio and Television in India, Present status of communication technology.

Reading List

- Elihu Katz & Szecsko, Tamas : *Mass Media and Social Change*. (Editors). Sage, 1981.
- Inglis, Fred : *Media Theory : An Introduction*, Basil Blackwell, Oxford
- Mcquail Denis (Ed.) : *Sociology of Mass Communications—Selected Readings*, Penguin, NY, 1972.
- Maquail Denis : *Towards a Sociology of Mass Communications*, Collier-Macmillan, London, 1969.
- Seiden, Martin : *Who Controls the Mass Media? Popular Myths and Economic Realities*, Basic Books Inc, NY, 1974.
- Tunstall Jeremy (Ed.) : *Media Sociology—a Reader*, Constable, London, 1970.
- Wright, Charles : *Mass Communication—a Sociological Perspective*, Random House, New York, 1959.

: *Questioning the Media—a Critical Introduction*, Sage, London/New Delhi, 1990.

M(O) B2 : INTERNATIONAL AND POLITICAL COMMUNICATION

- A. 1. (a) International communication in pre-colonial age; inter-people and inter-continental communication before rise of the nation; adventurers, traders, religious missionaries and diplomats as communicators; diaspora, migration, sea routes, silk route, tourism etc.
- (b) Communication among nations before coming of mass media; trade dispatches, telegraph, news agencies, newspapers etc. information as tool of colonisation.
2. (a) International communication in colonial age; history and development of communication as international phenomenon; advance during World War I and II, cold war origins of international communication as an academic discipline.
- (b) Patterns of information flow; growth of international news agencies and media; inter-cultural and cross-cultural communication; monopoly of colonial rulers.
3. (a) Post-colonial communication; technological revolution; developing world for a balanced communication order; pressures on developing world to deregulate and liberalise transnational advertising and cross-border communication; 'cultural imperialism' debate and McBride Report; perspectives on international economy, business and public relations.
- (b) Supranational communication; satellite communication and shrinking world; International Press Institute; peace studies, international sports, entertainment, literature, films, human rights, green movements; UN, UNESCO, ILO, WTO etc
- (c) Critical study of trends in international newsflow; challenges of 21st century.

- B.1. (a) Defining political communication; pervasiveness of politics in human relationships; power and politics, communication and power; social theories of power.
- (b) Mass media's impact on political processes and speed; media's formal and informal links with the state, political parties and institutions; media shaping political agenda and influencing public opinion, guiding public policies; role of media in political socialisation; mass communication as catalyst of democratisation.
- (c) Media and political campaigns; Print media and TV's role in elections, information of public images. Spiral of silence and consensus formation theories; public opinion polls; hidden agenda behind public opinion polls.
- B.2. (a) Communication and conflict; media's role in and contribution to social, political, ethnic, religious, communal (etc.) strife, international conflicts; national politics and communication policies; conflict between national and foreign interests; information empires and hegemony of classes/international and national news systems.
- (b) Mass media and political militancy; media (newspapers, radio and TV) and terrorism; media reporting of labour movements, riots, terrorism, war, crime; caste, class, racial, linguistic, ethnic and political bias in media reporting; media ownership and its political meaning.
- (c) Analysis of media coverage of politics, riots, social phenomena, terrorism. State's welfare measures etc.; content analysis with political perspective; advertising as political communication, analysis of ads with overt and covert political messages.

Reading List

- Forrester, Tom, (ed) : *The Information Technology Revolution*, Basil Blackwell, London, 1985.
- Hamelink, Cees : *Cultural Autonomy in Global Communications*, Longman, London, 1983.
- Macbride, Sean : *Many Voices, One World*, UNESCO, Paris, 1980.
- Kumar Keval J & Biernatzki WE : *International News Flows : Communication Research Trends, Vols. 1-10, No. 4.*
- Rogers Everett : *Communication Technology : The New Media in Society*, Collier—Macmillan, London, 1988.
- Singhal, Arvind & Rogers, Everett : *India's Information Revolution*, Sage, New Delhi, 1989.
- Yadava J.S. : *The Politics of News*, Concept, New Delhi, 1984.
- Varis Tapio (Ed) : *Peace and Communication*, San Jose/Costa Rica, 1986.

M(O) B3 : DEVELOPMENT COMMUNICATION AND RURAL COMMUNICATION

- A.1. (a) Nature of development communication, development support communication, and development journalism.
- (b) Genesis of organised development assistance : Multilateral Development Assistance (1945); IMF, World Bank, Special agencies of the UNO. Emergence of bilateral development assistance (1949), Truman's Point Four Programme.
- (c) Development of Emerging Third World : 1950s.
Capital infusion and diffusion of modern innovations from the West, Industrialization, Urbanization, Westernization, Universal stages for industry-driven national growth, Emphasis on need for change in Third World social structure and individual attitudes and behaviour.
- A.2. (a) First decade of development : 1960s.
Dominance of the dominant paradigm of development; economic growth through industrialization and urbanization, capital-intensive technology, Centralised economic planning, Internal problems in a country as the cause of underdevelopment, Dominance of the big mass media considered as magic multipliers of development benefits, Mass media as agents and indices of modernization, potential of mass media leading to the Revolution of Rising Expectations, emphasis on Diffusion of modernizing innovations.

- (b) Second decade of development (i) Disappointment with rate and nature of development, Underdevelopment of the Third World as a consequence of development of Europe, Weakness of the Dominant Paradigm, Problems with the use of mass media for development, Weakness of the diffusion of innovations to help the poor.
 - (c) Alternative conceptions of development: Growth with equity models, Emphasis on active participation of people at the grassroots, self-reliance and self-determination, Lessons from China's development efforts, Importance of small, indigenous technology, Emphasis on meeting basic needs of people, Integrated rural development, Failure of trickle-down concept, communication as catalyst for change rather than the sole cause, Role of folk media in development activities.
- B.3. (a) Development issues : Population, Food, Energy, Environment, Health, Literacy, Technology.
 (b) Indian approaches : Self-reliance as the key, Gandhi, Vinoba (Sarvodaya).
 (c) Designing development messages.
- B.4. (a) Diversity in India's rural population, essential facts and statistics.
 (b) Concept of rural communication, Nature and characteristics of rural communication, Its place and role in rural development, Its relationship with development communication and development support communication.
 (c) Rural development in India, Philosophy, strategies, achievements and problems with reference to the Five-Year Plans, and other governmental as well as non-governmental schemes.
- B.5. (a) Role and relative importance of visual aids, spoken word, interpersonal communication.
 (b) Traditional and folk media, use of fairs, exhibitions, demonstrations.
 (c) Concept of extension, Roots of rural communication in extension, Problems faced in extension and by extension personnel.
- B.6. (a) Review of rural extension methods in developing countries with special reference to the training and visit system.
 (b) Role of opinion builders, opinion leaders, and change agents, Processes of diffusion and adaptation of innovations, Defects and limitations of this approach, Personality, acceptability and credibility of communicators in rural environment.
 (c) (i) Print media, Barriers and accelerators in effective communication.
 (ii) Role of radio and transistors, Radio Rural Forums, Community listening and individual listenership.
 (iii) Television and its impact on rural areas, Use of cassettes and VCR technology.
 (iv) Film and its reach in rural India, News-reels, documentaries and short motivational films.

Reading List

- Fernandes, Walter : *Development with People*, Indian Social Institute, New Delhi, 1988.
 Jayaweera N. & Amanugama S. : *Rethinking Development Communication*, AMIC, Singapore, 1988.
 Kumar, Kevai J. : *Communication and Development : Communication Research Trends, Vol. 9, No. 3*, 1988.
 Hoogvelt, Ankie : *The Third World in Global Development*, Macmillan, London, 1982.
 Hornik, Robert C. : *Development Communication : Information, Agriculture and Nutrition in the Third World*, Longman, London/NY, 1978.
 Melkote Srinivas : *Communication for Development in the Third World—Theory and Practice*, Prentice-Hall, New Delhi, 1991.
 Soudhi, Krishan : *Communication, Growth and Public Policy Breakthrough*, Bew Delhi, 1983.
 Schramm, Wilbur : *Mass Media and National Development*, Stanford UP, Stanford, 1964.

M (O) B 4: INTERPERSONAL AND ORGANISATIONAL COMMUNICATION

- A1. Preliminaries :**
- Definition, characteristics and functions/purposes of communication.
 - Postulates of and misconceptions about communication.
 - Perception.
 - Listening.
- A2. Verbal and Non-verbal Communication :**
- Nature of language and meaning.
 - Principles of and barriers in verbal interaction.
 - Language of misunderstanding : equivocation, abstraction, use of relative terms, use of emotive language.
 - Social aspects of language.
 - Characteristics of non-verbal communication.
 - Differences between verbal and non-verbal communication.
 - Functions of non-verbal communication : repeating, substituting, complementing, accenting, regulating, contradicting.
 - Types of non-verbal communication : posture, gestures, face and eyes, voice, touch, clothing, proxemics, territoriality, environment.
- A3. Interpersonal, Group, and Public Communication :**
- (i) Characteristics of interpersonal relationships.
(ii) Reasons for forming relationships.
(iii) Stages of relational development and deterioration.
 - The SELF in communication : Self-awareness, Self-disclosure, Empathy, Improving interpersonal communication and conflict management.
 - (i) Nature, goals, types, and characteristics of groups.
(ii) Solving problems in groups, types of problem-solving formats, steps in problem-solving, maintaining positive relationships, leadership in groups.
(iii) Interviewing.
 - (i) Types of public speech : informative, persuasive.
(ii) Choosing a topic, defining purpose, analyzing the speaking situation, gathering information.
(iii) Stage fright.
(iv) Structuring the speech. Supporting material, Visual aids.
(v) Types of delivery : extemporaneous, impromptu, Manuscript speech, Memorized speech.
(vi) Style and language.
- B.4. (a) Role and Importance of Communication in Organisations— Inter- and Intra-organisational Communication—A brief history of Organisational Communication as a management discipline, and as a communication discipline.**
- (b) Types of Organisations : Government, Business, Political, Cultural, Religious, Educational, Social Service, etc.—Structures and hierarchies in organisations.**
- (c) Types of Communication used by Organisations : Interpersonal, Group, Mass and 'Interactive' Communication—Internal and External Communication—Formal and Informal Channels of Communication.**
- B5. (a) Objectives of Communication in Organisations : Information, Advice, Orders and Directives, Operations, Education and Instruction, Suggestions, Persuasion and Propaganda, Warning, Raising morale, Motivation, Building goodwill and the organisation's public image—Role of Communication in administration.**

- (b) Communication within Organisations (Internal Communication): Inter- and intra-departmental Communication—Formal and Informal Channels; The Grapevine; Internal Communication Network;
- (i) Downward Communication—What to communicate downward; Barriers to Downward Communication.
- (ii) Upward Communication: Strategies for communicating upward: Suggestion schemes, Opinion surveys, Speak-up programmes, consultative Committees, Open-door policies, Consensus—Barriers to upward Communication.
- (iii) Horizontal Communication: Cross-wise communication—Mixing the formal with the informal.
- B6. (a) Communication among Organisations (External Communication): Formal and informal channels—correspondence—the telephone and value-added services-faxes—computers—networks (LANs and WANs).
- (b) Communication with the Public: Advertising—Publicity—Public Relations (Internal and External)—Media Relations—Consumer services—Community services.
- (c) Organisations, Mass Media and the 'New' Information Technologies: Effects on structure and relationships within organisations and among organisations—Effects on communication strategies.

Reading List

- Bowman, J. P. & Branchan, B : *Understanding and Using Communication in Business*.
- Chapell R. T. & Read, W. L. : *Business Communication*, Macdonald & Evans, 1979.
- Gumper, Gary & Cathcart, Robert : *Inter Media—Interpersonal Communication in a Media World*, OUP, 1986.
- Grove, Theodore : *Experiences in Interpersonal Communication*, Prentice Hall, N.Jersey, 1976.
- Kumar, Keval J : *Business Communication : A Modern Approach*.
- Pradhan Homai, Bheude D. S., Thakur Vijaya : *Business Communication*, Himalaya, New Delhi
- DeVito, Joseph : *The Interpersonal Communication Handbook*, Harper-Row, NY, 1976.

Optional Group (O) C : Broadcast Journalism & Film Media
M(O) C1 : BROADCAST JOURNALISM

1. Preliminaries :

- (a) (i) Basic principles of radio and television transmission.
 (ii) Characteristics of radio and television media distinct from print and film.
- (b) (i) Evolution of radio and television in Europe and USA.
 (ii) Development of broadcasting in India :
 —Pre-independence period.
 —Post-independence, pre-plan period.
 —Planned development.
 —Colour transmission.
 —Terrestrial (micro-wave) and satellite broadcasting.
 —Introduction of FM channel.
- (c) Three ages of broadcasting : (i) Radio, (ii) Television, (iii) Cable and satellite transmission.
- (d) Reflective-projective theory of broadcasting.

2. Broadcasting Systems in India today :

- (a) (i) Ownership, (ii) Organisation, (iii) Objectives and policies.
- (b) Broadcasting ethics, Broadcasting code, Social responsibility.
- (c) Enquires into broadcasting :
 (i) Chanda Committee, 1966.
 (ii) Verghese Committee, 1978.
 (iii) Joshi Committee, 1983.
 (iv) Vaadan Committee, 1992.

3. (a) **Radio News :**
 - Role and function of radio news and topical programmes.
 - Sources of radio news.
 - Radio news values.
 - Organisation of the radio news room.
 - News services division of All India Radio.
 - Skills for radio news reporters and editors.
 - Skills for radio news readers.
 - Structure and types of radio news bulletins :
 - Newsmags, Hourly and Special.
 - National, Regional, Local, External.
 - Primacy of sports news.
 - Planning and conducting various types of interviews :
 - Factual, opinions and ideas, emotional.
 - Responsibility, factuality, credibility.
 - (b) **Radio Programmes :**
 - Music.
 - Spoken Word, Talks, Discussions.
 - Plays and Features.
 - Specific audience programmes : Children, Women.
 - Rural broadcasts.
 - Vividh Bharati.
 - External broadcasts.
 - Radio commentary on events.
 - (c) **Radio in education and development.**
 - (d) **Skills for radio announcer and commentator.**
4. (a) **Television News :**
 - Role and function of television news.
 - Television news formats.
 - Structure and types of television news bulletins.
 - Television news values.
 - Organisation of television news room.
 - Sources of television news.
 - Skills for television news reporter and editor.
 - Skills for television newscaster.
 - Reporting sports, weather.
 - Planning and conducting various types of interviews :
 - Factual, opinion, emotional.
 - Reporting from the scene.
 - Responsibility, factuality, credibility.
 - Critically comparing news on different channels.
 - (b) **Television Programmes :**
 - Entertainment—centred programmes.
 - Information—oriented programmes.
 - Persuasion—centred programmes.
 - (c) **Television in education and development.**
 - (d) **Skills for presenter/compere.**

- (ii) V. Shantaram, Satyajit Ray, Ritwik Ghatak Raj Kapoor, Guru Dutt, Adoor Gopalakrishnan, Shyam Benegal, Mrinal Sen, Bimal Roy, Basu Bhattacharya, Girish Karnad,
- (iii) Prabhat, New Talkies, Bombay Talkies, Minerva Movietone, Wadia Movietone,
- (iv) Raja Harishchandra, Alam Ara, Sant Tukaram, Kalpana, Do Bigha Jamin, Paanchamraam, Charulata, Bhuvanshorn.

3. Film Business and Industry :

- (a) Stages of film production from idea and script to post-production.
- (b) Economics, finance, and business of film.
- (c) Film distribution, import and export of films.
- (d) Regional films with emphasis on Marathi, Bengali, and Malayalam.

4. Film Criticism :

- (a) Film criticism : Classical, Structuralist, Psychoanalytical, Political, Sociological and Auteur, Mise-en-scene, Feminist, Audience and Reception.
- (b) Film appreciation.
- (c) Writing about films.

5. Film and Society :

- (a) Influences on India cinema, Culture of Indian cinema.
- (b) Report of the Film Enquiry Committee, Report of the Working Group on National Film Policy.
- (c) Dilemma of film censorship : Khosla committee report on censorship.
- (d) Institutions : Film Division, NFDC (FFC), FTII, NFAI, Film Festivals Authority of India, Film Society, Censor Board.
- (e) Film Society Movement.
- (f) National and State awards for films.

Reading List

- Barnouw, Eric & Krishnaswamy : *Indian Film*. OUP, 1980, 2nd Edn.
- Beveridge, James : *Script Writing for Short Films*, Reports and Papers on Mass Comm. No. 57, UNESCO.
- Bernard, William : *Obscenity and Film Censorship*, Cambridge University Press, 1999.
- Garth, J. & Linton J. : *Movies as Mass Communication*, The Sage Comm. Series, 1989.
- Gaston, R. : *The Subject of Cinema*, Seagull, Calcutta, 1990.
- Khwaha Ahmed Abbas : *How Films are Made*, National Book Trust, 1977.
- Kracauer, Sigfried : *Theory of Film*, Oxford U. P. Oxford/London/NY.
- Quick Jon & Tem La Bau : *Handbook of Film Production*, Macmillan, NY, 1972.
- Sarkar, Kobita : *Indian Cinema Today : An Analysis*, Sterling, New Delhi, 1975.
- Seton Marie : *The Art of Five Directors : Film Appreciation*, National Institute of Audiovisuals, New Delhi, 1962.
- Seton, Marie : *Film as an Art and Film Appreciation*, NCERT, New Delhi, 1964.

Reports :

- Report of the Working Group on National Film Policy*, I. & B. Ministry, Govt. of India.
- Report of the Enquiry Committee on Film Censorship*, I. & B. Ministry, Govt. of India, 1969.
- Cinematograph (Censorship) Rules*, Govt. of India Press, Nasik, 1969.

M(O) C3 : WRITING FOR BROADCAST MEDIA

1. Preliminaries :
 - (a) Dimensional differences between broadcast media and print media.
 - (b) Characteristics of Radio and Television Audiences : Immediacy, intimacy, directness.
 - (c) Process of encoding, decoding, importance of context.
 - (d) Verbal and non-verbal language, and meaning.
2.
 - (a) Media writer's responsibility towards the audience :
 - Honesty (identification of sources, inferences and judgments),
 - Fairness (giving all sides, avoiding biased language),
 - Accuracy (attribution, verification).
 - (b) Broadcasting style :
 - (i) Conversational, informal personal, simple, short.
 - (ii) Clarity, conciseness, familiarity, and concreteness of vocabulary, specific, no redundancy.
 - (iii) Avoiding overuse of slang and familiarity.
 - (iv) Positive attitude, effective organisation, smooth transitions.
 - (c) Information sources and simple research methods :
 - Observation, written sources : general and specialised encyclopaedias, government magazines, journals and newspapers, interviewing appropriate people, surveys and
3. Writing for Radio :
 - (a) Characteristics of sound : pitch, quality, volume, pace, tone, rhythm, juxtaposition of Voice as sound, Sound effects
 - (b) Radio news writing : Structures and types of bulletins, Commentary, Documentaries, Current affairs programmes.
 - (c) Fiction and non-fiction formats, Narrative and descriptive techniques.
4. Writing for Television :
 - (a) Characteristics of picture with sound.
 - (b) Television news writing, structure and types of television news bulletins.
 - (c) Fiction and non-fiction formats, Narrative and descriptive techniques, dialogue.
5.
 - (a) Concept, treatment and development of the Script, Script formats.
 - (b) Writing script for development communication.
 - (c) Writing reviews, columns, talk-shows, sit-coms, inventing and developing plot, characters and situations, finding a theme.

Reading List

- Hilliard, Robert : *Writing for Television & Radio*, Wadsworth Publishing Co., Belmont
- Newsom D. & Wollert James : *Media Writing—Preparing Information for the* Wadsworth, Belmont, 1988, 2nd edn.
- Rivers, William & Work, Alison : *Writing for the Media*, Mayfield, Mountain View
- Willis Edgar & Holt : *Writing Television and Radio Programs*, Rinehart & Winston
- White, Ted et al : *Broadcast News Writing, Reporting and Production*, Macmillan
- Mitchell Stephen, Holt : *Broadcast News : Radio Journalism and an Introduction* Rinehart & Winston, NY, 1980.

M(O)-C4 : BROADCAST PROGRAMMING AND MANAGEMENT**1. Management of AIR, DD and Private Networks :**

- (i) Structure and functions of AIR, DD directorates, typical private network organisation.
- (ii) Regional and local stations : departments, planning activities, audience research.
- (iii) Commercial Broadcast, time selling and revenue generation.
- (iv) Personnel recruitment policies and practices, training; service conditions, salaries, promotion; union and labour relations.

2. Programming Resources and Constraints :

- (i) Framework for programming strategies : What is programming ? Common radio and TV programming. Common strategic themes. Basic programming skills. Regulatory and ownership constraints. Programming as team work.
- (ii) Program and audience research : Decision-making information for programmers. Program development. Qualitative audience research. Rating services. Rating terminologies and measurement components. TV market reports, Rating reports and limitations.
- (iii) Domestic syndication : Syndication programs, syndication chain, program acquisitions, consultation, Calculating revenue potential.

3. Broadcast Television Strategies :

- (i) Prime-time Network TV programming : Prime-time audiences, Changing format eras. Movies, Network decision-making.
- (ii) Non-prime-time TV programming—Non-prime time day-parts, Early news and Talk shows, Daytime programming, Children's programming, Late night talk shows, Week-end programming strategies.
- (iii) Broadcast news and current affairs programming : genres, formats evening and late news programs, panel discussions, Doordarshan and private network news.

4. Cable Programming :

- (i) Premium TV : Movies, Entertainment special, Sports, The pay-networks, The pay-per-view networks, The International Pay TV, New PPV technologies.
- (ii) The Local cable programming in India : Local cable networks, models for local production, origination strategies, Scheduling for local channels, Support and Trade associations.
- (iii) Cable content, children and educational networks, Movie and art networks, Music and entertainment networks, News and information networks, religious network, Shopping networks, Sports channels, Micro-niche networks, Program guide services.

5. Commercial Broadcast Radio Strategies :

Network and syndicated Radio programming : Radio program distribution, Radio program economics. Network news-programming, Network entertainment, Network music programming, Syndicated programming.

Music radio programming : Music format popularity, Choosing format, Step-by step selection process, The kinds of music for different stations.

Information radio programming : Comparing information formats; Programming a news program. News scheduling considerations, Programming Talk, National and local Talk Shows; Hosts, anchors and Guests, On-Air talk techniques; Controversy, Balance pressure.

Reading List

- Beiruan UL : *This is All India Radio-Handbook of Radio Broadcasting in India*, Govt. of India Publication Division, 1992.
- Bhatt, S. C. : *Broadcast Journalism--Basic Principles*, Har-Anand Publications, 1993.
- Bhat V. N. : *Mind Managers and Defiled Doodarshan*, ABS Publications, Jalandhar, 1987
- Dary David : *TV News Handbook*, TAB Books, Blue Ridge Summit, 1971
- Hillaird Robert : *Radio Broadcasting--an Introduction to the Sound Medium*, Hastings H NY, 1967.
- Hunter, Julius et al. : *Broadcast News 'The Inside Out*, The CV Mosby Co., St.Louis/London.
- Lewis, Bruce : *The Technique of Television Announcing*, Focal Press, London/NY, 1966.
- Millerson Gerald : *The Technique of Television Production*, Focal Press, 1972.
- Ward, Lwuaal & Martin Leo A : *Broadcast Management : Radio-Television*, Hastings H NY, 1972.
- Tyrell Robert : *The Work of the Television Journalist*.

Optional Group (O) D : Advertising and Public Relations

M(O) D1 : MARKETING COMMUNICATION & ADVERTISING MANAGEMENT

Objectives :

The objectives of this course are :

- (i) to provide students with an understanding of the role of advertising in the marketing program
- (ii) to teach the management of an advertising programme from analysis to decision-making, con execution and evaluation.

1. The field of advertising management :

- (a) International advertising : multinational companies, global marketing, branding and advertis strategies, global vs local approach, advertising megagroups, multinational agencies, internati affiliations.
- (b) Advertising as an industry and profession in India, national, regional, and retail advertising.
- (c) Major institutions involved in advertising management and their interrelationships—the adverti ad agencies and media, control institutions like government and competitors.

2. Organisational structures and functions :

Advertising department in an organisation in marketing/corporate functions, ad agency services . functions, types of ad agencies—multiservice, national, boutiques, financial agencies, media buying : release agencies.

3. Marketing communications :

- (a) Need for integrated communications : brand management and building brand equity, importance marketing mix, role of advertising in marketing, advertising in different product categories—consur industrial, corporate, service financial social marketing etc., lifestyle advertising.
- (b) Advertising planning and decision-making : Importance of research inputs—market research situation analysis, consumer behaviour, product and media analysis, budgeting.
- (c) Advertising goals and strategies : Importance of marketing, advertising and sales promotion go: segmentation and positioning strategies, niche marketing, message strategies, media strategies, strategies, developing brand personality, preparing the advertising plan.

4. The regulatory environment :

Regulations, social and ethical issues in advertising (use of sex, rise of consumerism, misleading ad advertising to children, unethical practices (tc.), influence of cultural and social norms and groups advertising. Regulatory bodies like ASCI, Consumer forums, INS etc., code of advertising ethics.

5. Advertising research :

Importance of research in advertising, pre and post testing of ads, qualitative and quantitative research strategies, use of AIDA, DAGMAR etc., other diagnostic tests, limitations of research strategies.

Reading List

- Aakers David & Myers John : *Advertising Management*, Prentice Hall, New Delhi, 1983.
 Barton, Roger : *Handbook of Advertising Management*, MacGraw Hill, NY, 1976.
 Bellur, Berkman, Shaw : *Readings in Advertising Management*, Himalaya, New Delhi, 1988.
 Crane Edgar : *Marketing Communications*, John Wiley & Sons, 1965.
 Sengupta, Subroto : *Brand Positioning*, Tata-MacGraw Hill, 1991.

M(O) D2 : ADVERTISING, COPYWRITING AND MEDIA PLANNING

The objectives of this course are :

- (i) to teach students the effective implementation of creative and media strategies.
 - (ii) to develop copywriting skills for various product categories using different mass media.
- Teaching method : Practical, illustrative exercises to support class room teaching that will shape creative and media planning skills.

1. Advertising creativity :

- (a) The creative brief and strategy, elements of good advertising.
- (b) Creative strategy at work—Copy and Art. Importance of visual thinking, guidelines for writing—visibility, identity, promise, simplicity.

2. Writing for print :

- (a) Headlines—types of headlines, slogans, use of appeals.
- (b) Body copy—formats, copy styles, structuring ideas, copythinking and copy style, the rhetoric of advertising.
- (c) Importance of design and layout, selection of appropriate typography, use of graphics.
- (d) Writing different kinds of copy : consumer, industrial, corporate, financial, outdoor, retail, direct mail, folders and brochures.

3. Writing for radio and television ads :

Scriptwriting guidelines, television storyboards, types of commercials, matching message to medium.

4. Introduction to media planning :

- (a) terminology, various research inputs (media profiles, product profiles, audience/consumer profiles) components of the media plan, overview of the media decision-making process.
- (b) Drawing up the plan : setting objectives, defining strategies (flighting, pulsing, blitzing etc.), selecting appropriate media vehicles (tactics), scheduling, follow-up.

Reading List

- Adams, J. R. : *Media Planning*, Business Books, 1971.
 Burton, Philip Ward : *Advertising Copywriting*, Grid Inc, NY, latest edition.
 Jeweler, Jerome : *Creative Strategies in Advertising*, Wadsworth, NY, 1985.
 Ogilvy, David : *Confessions of an Indian Advertising Man*.

M(O) D3 : PR MANAGEMENT, TOOLS AND TECHNIQUES

Objectives :

The objectives of this course are :

- (i) to introduce students to practical PR management.
- (ii) to provide familiarity with PR tools and techniques for effective planning and implementation of PR strategies.

1. Public Relations and Communications Management :

- (a) Importance of PR in organisational communication, role and contribution to management planning and decision making. The inhouse PR department; role of the senior PR Manager, PR consultancy firms.
- (b) Importance of corporate communications : the corporate image, difference between image and identity, developing a corporate identity, strategies for executing corporate communications.

2. The PR Programme :

- (a) Research inputs, Planning and Budgeting, setting objectives, defining strategies and tactics, evaluating PR efforts.
- (b) Tools of PR : Different PR media : (Print)-house journals, brochures etc. (Outdoor)-exhibitions, special programmes/sponsored events. (Audiovisual)-film, video etc. Advertising as a PR tool.

3. Internal and External Communications :

- (a) PR in HRD management, internal PR audiences, Internal PR programmes and technique.
- (b) External PR—Financial communications and investor relations; PR for other external audiences : community, customers, suppliers, interest and pressure groups.
- (c) PR and Marketing : the integration demand, using corporate branding in marketing, role in product promotion.

4. (a) Media Relations : Building and maintaining cordial relationships with media, cooperation, access and honesty, organising press conferences, visits and interviews, writing press releases.

- (b) PR ethics : ethical and legal issues, IP (Athens) code, PR and social responsibility.

5. (a) PR in various sectors : Public sector, education, government, defence etc.

- (b) Crisis management : Anticipating the worst crisis planning in different situations, need for honesty and openness, limiting damage to corporate image in a crisis-damage control : managing the aftermath.

Reading List

Burton, P. : *Corporate Public Relations*.

Blumenthal L. Roy : *The Practice of Public Relations*, Macmillan, 1972

Cutlip, Center, Allen : *Effective Public Relations*, Prentice-Hall, 1982.

Jethwani, Verma, Sarkar : *Public Relations : Concepts, Strategies, Tools*, Sterling, New Delhi, 1994.

Lesly, Philip : *Lesly's Public Relations Handbook*, Latest Edn.

M(O) D4 : ADVERTISING AND PUBLIC RELATIONS CAMPAIGNS

Part A : Advertising Campaign

You will create an entire step by step advertising campaign for a particular product/idea/service that will effectively demonstrate all the stages of the advertising programme from planning to execution. This course will help you prepare :

1. A detailed situation analysis—studying brand share, comparing sales volume and advertising expenditure for your brand and its nearest competitors.

2. A statement of marketing objectives—based on identification of problems and opportunities.
3. A statement of advertising/sales promotion objectives—including a detailed rationale for selecting creative and media strategies.
4. Campaign presentation—including a half-page print ad, a 30-second TV commercial storyboard, a 30-second radio commercial script and one of the following—POP, hoarding, direct mail or fold-out and layout.

Part B : Public Relations Campaign

You will prepare a substantial public relations campaign for a specific organisation/issue that will be decided in consultation with the teacher. This will contain :

1. A detailed situation analysis : Study of problem/need, review of past PR efforts, current image
2. Statement of objectives based on identification of needs/opportunities.
3. Selection of audiences for PR activities in the specific situation.
4. PR plan presentation—this will include budgeting, selection of PR media, and detailed time-activity plan.

(No separate reading list for campaign paper.)