MASTER OF MEDIA & COMMUNICATION

Scope:

The course is designed to meet the increasing demands for trained personnel to work in diverse areas of media and communication. The course content, poses students to the fundamentals and advanced concept and practices in print, TV, radio, Film, web and virtual media. The course contains the modules which brings the students in understanding the subject from fundamentals to advanced levels.

The course prepares the students to acquire the skills and to enable them to work in the areas ranging from reporting, editing to public relations, advertising, video productions to web casting. The students are also expected to learn and use all modes of media and their applications. Every student has to individually contribute to the lab journal every month, for which separate credits are assigned.

Structure:

This two year masters’ degree course is designed to adopt semester system with choice based credit system with ample scope for showing their creativity and talent in developing media output.

Eligibility:

Any three year Bachelor’s Degree of Pondicherry University or any other University as recognized by the UGC, with 50% of marks in aggregate.

Regulations: all other regulations governing the M.Sc Courses of the University are applicable to this course.
## STRUCTURE OF THE PROGRAMME (SCHEME)

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<th>Semester</th>
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<th>Core (H/C)</th>
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<td>1.1 Introduction to Communication</td>
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<td>1.2 Introduction to Journalism</td>
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<td>1.3 Writing and Editing News</td>
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<td>1.5 Practicals - Reporting</td>
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<td>1.6 Practicals - Editing</td>
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<td>1.7 Lab Journals (3 in 3 months)</td>
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<td>II</td>
<td>2.1 Public Relations</td>
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<td>2.2 Advertising</td>
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<td>2.5 Practicals - Feature Journalism</td>
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<td>2.6 Practicals - Photojournalism</td>
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<td>2.7 Lab Journals (3 in 3 months)</td>
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<td>III</td>
<td>3.1 Video and TV Production</td>
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<td>3.2 Technical Writing and IT</td>
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<td>3.3 Communication Research Methods</td>
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<td>3.5 Practicals - Radio</td>
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<td>3.6 Practicals - Television</td>
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<td>3.7 Lab Journals (3 in 3 months)</td>
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<td>4.1 Media Law</td>
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<td>4.2 International Communication</td>
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**Softcore=12**  
**Hardcore= 73**
SEMESTER - I

PAPER 1.1 INTRODUCTION TO COMMUNICATION


III. Communication models; Definition, Scope and Purpose of Models; Shannon and Weaver, Lasswell, Cagood and Schramm, Dance’s Helical Model, Spiral Model, Reley and Riley Model, New Comb’s ABX Model and Gerbner’s Model, Diffusion of Innovation Model.

IV. Communication Theories; Cognitive Dissonance, Selective Exposure, Perception and Retention, Uses and Gratification Approach, Cultivation Approach, Marxist and Neo-Marxist Approaches.

V. Traditional Media; Definition, Nature and Scope – Characteristics of Folk Media – Types of Folk Media; Folk Songs, Folk Dances, Folk Theatre – Improvisation of Folk form of Communication.

Books for References:
1. Mass Media and National Development – Wilbur Schramm
2. Passing of Traditional Society – Daniel Lerner
3. Communication and Development; A Critical Perspective – Evert M Rogers
8. Diffusion of innovations – Evert M Rogers
9. Theories of Mass Communication – Uma Narula
10. Folk Media for Development – N Usha Rani
11. McQuail’s Mass Communication Theory – Denis McQuail, Sage Publications

PAPER 1.2 INTRODUCTION TO JOURNALISM


II. Journalistic Terminologies – Four theories of press – professional organizations; ABC, INS, AFWF, AINEC, Tamil Media Academy.

III. Journalistic writing, characteristics and types – news, features, articles, editorials, columns, letters to the editors & review.


V. Code of ethics for media – brief introduction to recent trends in mass media; Cultural imperialism, Infotainment, media activism, agenda setting, gate keeping, page 3 journalism.

Books for References:
1. Mass Communication and Journalism in India – D S Mehta
3. Indian Journalism – B. G. Varghese
4. Professional Journalism – M. V. Kamat
5. Mass Communication in India – Kevak J Kumar
6. Theory and Practice of Journalism – B. N. Ahuja
7. Professional Journalist – John Hohenberg
8. Advanced Journalism – Adardh Kumar Verma
9. Exploring Journalism – Wolseley and Campbell
10. Mass Communication – Wilbur Schram
11. Understanding Media – Marshall Mcluhan
12. Theories of Mass Communication – Uma Narula
13. Theory & Practice of Journalism – B M Ahuja.

PAPER 1.3 WRITING AND EDITING NEWS

1. Organizational structure of editorial department. Role and responsibilities of editorial staff. General principles and functions of editing.
2. Newsman’s language; sentences and their structure; tense in news writing; negative and double negative expressions; adjectives; modifiers; split infinitives. Subject and verb agreement of nouns and attributions and identification of sources; punctuations; paraphrasing and transition devices in news writing.
3. Editing process-checking facts, correcting languages, rewriting leads, condensing stories, slanting of news, localizing of news.

Books for References:
1. News Editing – Bruce II Westley
2. The Art of Editing – P.K. Baskette and Jiz Sissors
3. The Sub-Editor’s Companion – Michael Hides
4. The Simple Sub’s Book – Lealie Sellers
5. The Techniques of Clear Writing – Robert Gunning
6. Handling Newspaper Text – Harold Evans
7. Newspaper Design – Harold Evans
8. News Headlines – Harold Evans
9. Elements of Newspaper Design – Ames

PAPER 1.4 REPORTING AND FEATURE JOURNALISM

III. Feature: Definition and Characteristics – Feature Styles – Structure of a Feature – Story, Types of Feature. Writing Feature – Sources of Ideas – Collection of materials; Presentations; Market for features; Feature Syndicates.

IV. Freelancing – Illustrations – Illustrating the write-ups with photographs, drawings, maps, caricatures. Review: Definition, Types of reviews – Book review, Film review, Drama review – Difference between review and criticism, Columns: Characteristics, Techniques of Writing Columns, Types of Column, Columnists.


Books for Reference:
1. News Reporting – B. N. Ahuja and S. S. Chabra
2. News Writing and Reporting – M Neal and Suzanne S Brown
3. Investigative Reporting and Editing – P. N. Williams
4. Reporting for the Print Media – F. Fedler
5. Reporting – Mitchell V Charnley
6. Depth Reporting – Neal Copple
7. Interpretive Reporting – D. D. Mac Dougal
10. How to Criticize books- O Hinkle and J Henry
11. Effective Feature Writing – C A Shoenfield
12. Modern Feature Writing – H F Harrington and Elme Scott Watson
13. Writing Feature Articles – A Practical Guide to methods and Markets – Hennessy
14. Before My Eyes: Film Criticism and Comment – Kauffmann
15. Beyond the Facts – A Guide to the Art of Feature Writing
16. Freelancing – R K Murthy
PAPER 1.5 PRACTICALS - REPORTING

1. Provide content for preparing news reports on various topics viz., crime, sports, accidents, and politics.
3. Writing Obituary.
4. Interview personalities and prepare reports.
5. Prepare list of questions for interview.

PAPER 1.6 PRACTICALS - EDITING

1. Headline writing.
2. Rewriting stories.
3. Translation of News reports.
4. Newspaper page-make up.
5. Style sheet.

PAPER 1.7 LAB JOURNALS (3 IN 3 MONTHS)

SEMESTER- II

PAPER 2.1 PUBLIC RELATIONS

2. Organizational setup of PR departments/agencies. Industrial PR; Print in private and public sectors. Central and state govt. departments.

Books for References:

1. Sam Black- Practical Public relations
2. Sam Black- Role of Public relations in management
3. S.M. Cutlip and A.C.Center- Effective public relations
4. Canefield and Moore- Public relations
5. Narasimha Reddy- How to be a good PRO
6. Anil Basu- Public relations, Problems and Prospects
7. Wilcox, Ault and Agee- Public relations, strategies and Tactics

PAPER 2.2 ADVERTISING
II. Advertising and Propaganda, Publicity and PR – Advertising Agency; History, Structure, Organization, Functions, Commission System.
III. Ad. Copy, Visualization, Layout, Principles, Characteristics, Types and Strategies, Advertising media, Newspapers, Magazines, Radio, TV, Outdoor, Direct Mail Order.
V. Economic, Social, Cultural, Psychological and Ethical aspects of Advertising – Ad. Research; Techniques of pre-test and Post-test, Consumer behaviour, Process of Market research.

Books for Reference:
1. Essential of Advertising – Chandan Singh and Malhan
2. Advertising Procedure – Otto Kleppner
3. Ogilvy in Advertising – David Ogilvy
4. Advertising Principles and Practice – Sethia and Chunawalla
6. Advertising – Ahuja and Chhabra
7. Ad. Worlds – Brand Media and Audiences – Meyers, Greg
8. Broadcast Advertising – Sheriyl K Ziegler and Herbert H Howard

PAPER 2.3 CORPORATE COMMUNICATIONS

II. Corporate Communication Publics; Internal and External, Corporate Communication Process; Four stages of Corporate Communication – Corporate Communication Consultancy and Counseling.
IV. Corporate Communication and Management; Employee Relations, Financial Relations, Consumer Relations, Media Relations, Corporate Communication in Crisis Management, Case Studies.
V. Govt. Corporate Communication – Indian Information Service; Ministry of Information and Broadcasting; Genesis and Growth of media units in Central Govt. – Corporate Communication Research and Evaluation of Corporate Communication Programmes. Event Management – Process & Techniques.

Books for Reference:
1. Handbook of PR in India – D S Mehta
2. Public Relations – Ahuja and Chhabra
3. Public Relations in India – J M Kaul
4. The Challenge of PR – C K Sardana
5. Practical Public Relations – Sam Black
7. PR – A Scientific Approach – Baldeo Sahai
8. PR – What Research Tells Us – John Pavlik
10. Effective Public Relations – Cutlip & Centre
11. Handbook of Public Relations – Ravindran
12. Public Relations – Ahuja & Chandra
13. Handbook of PR in India – D S Mehta
14. Public Relations – Strategies & Tactics
15. Public Relations in India – Kaul J M

PAPER 2.4 RADIO PRODUCTION

3. Target audience for production of programmes for radio; formats for programmes, planning and scripting for radio programmes, collection of material for programmes; documentation; production of programmes for radio, evaluation, assessment and analysis.

Books for References:

3. Techniques to TV Production – Rudy Bretz (McGraw Hill)
4. Broadcasting and the People =- Mehra Massani (NBT)
PAPER 2.5 PRACTICALS - FEATURE JOURNALISM

1. Feature Writing
2. Article Writing
3. Editorial Writing
4. Column Writing
5. Letter to the Editor
6. Translation
7. Analytical News Writing (News Analysis)
8. Review Writing
   a. Film Reviews
   b. Drama Reviews
   c. Art Reviews

PAPER 2.6 PRACTICALS - PHOTOJOURNALISM

1. Photographing News Events.
2. Photographing Accidents.
3. Photographing Cultural Events.
4. Photographing Human Interests Stories.
5. Developing the Negatives.
6. Printing the Negatives.

PAPER 2.7 LAB JOURNALS (3 IN 3 MONTHS)

PAPER 3.1 VIDEO AND TV PRODUCTION


Books for Reference:
1. Video Production Handbook – Miller (Focal Press)
3. Basic TV Staging – Millerson Gerald (Focal Press)
4. Video Camera Techniques – Millerson Gerald (Focal Press)
5. TV Sound Operations – Glyn Alkin
7. The Moving Image: Production Principles as Practices – Foresman Company
8. Understanding TV – Prager
9. Techniques of TV Production – Gerald Millerson
10. TV Production Handbook – H Zettel
11. Audio – Visual Journalism – B N Ahuja
12. Writing for TV & Radio – Robert Hellard
13. TV News – Fang L F
14. TV Production – Allan Wurtzel
15. Introduction to TV Journalism – S Kaushik

**PAPER 3.2 TECHNICAL WRITING AND IT**


**Books for Reference:**
1. Technical writing. G.H Mills and J.A.Walter
2. A Guide to Technical writing- P.J. Mc Guire and Sara , M Puzell-
3. Technical writing: structure, standard and style- R.W.Bly and Gary Blake-
4. Fundamentals of technical writing- P.A.Robinson
5. The Communication Revolution – Britannise
7. Virtual Realism – Michael Heim
8. The Governance of Cyber Space: Policies, Technology and Global Re-structuring – Brain D Loader
9. Internet Culture – David Potter
10. Media Technology and Society: A History from the Telegraph to the Internet – Reutledge
11. An Introduction to Digital Media – Tony Feldman

**PAPER 3.3 COMMUNICATION RESEARCH METHODS**


III. Types of Research- Survey Research, Content Analysis, Historical Research, Experimental Research, Ratings Research, Non-Ratings Research, Field Study.


Books for reference:
1. Scientific Social Surveys and Research – Pauline V Young
4. Research in Education – John H Best, James V Than
5. Experimental Design in Behavioral Research – K D Broota
6. Research Methodology Methods Techniques – C R Kothari
7. Social Statistics – Bubert M Blalock Jr.
8. Behavioral research – Fred N Kerlinger
9. TV Kheda – A Social Evaluation of SITE – Aggarwal and Malik
11. Research and Communication Management – V P Micheal
12. Communication Research for Development – The ISRO Experience – Joshi Aggarwal
13. Qualitative Communication Research Methods – Thomas R Linglog
14. Media Analysis Techniques – Arthur Asa Berger

PAPER 3.4 DEVELOPMENTAL COMMUNICATION

4. Folk media communication -Origin and meaning of the concept ‘folk media’ – characteristics of folk media – relevance of folk media in modern society. Classification of folk media forms, important folk media forms in India – Folk songs, Folk dances, Folk theatre, Folk tales, Folk games and street plays.
5. Popular folks arts in Tamil and their use in development communication. Popular folk media forms of Andra Pradesh, Tamil Nadu, Kerala, Mahararashtra, Punjab. Integrated use of Folk Media and Mass Media – role of government agencies like Song and Drama Division, Information and Publicity Department, Yakshagana Academy, prominent folk artists.

Books for References:
1) N.Jayaweer and Amunagama(Eds): Rethinling Development communication.
2) Duchi(Ed)- Development communication at Grass root level
3) R.Ostman- Communication and Indian Agriculture
4) U.Narula and B.W.Pearce- Development as Communication.
5) Folk Media For Development – Dr. N. Usha Rani
6) Folk Media & Communication – Ranganath H.K.
7) Traditional Folk Songs – Shyam Parmar
8) Folk Arts And Social Communication – Durgadas Mukhopadhyya
9) Role Of Traditional Folk Media In Rural India – N. Vijaya
10) Folk Theatre In India – Gargi Balawant
11) The Indian Theatre – Mulk Raj Anand
12) Complete Book On Puppetry In India – Curre D.
13) The Passing Of Traditional Society – Daniel Lerner
14) Traditional Folk Media In India – Shyam Parmar

PAPER 3.5 PRACTICALS - RADIO

Recording sound in radio, recording sound in portable camcorders and VTR’s-standardized recording procedures, monitoring sound, sound mixing, amplifiers, construction audio portion of a video programme. Sound Aesthetics- sound scripting-sound dubbing-sound effects.

Information and scripting, Interviewing, Methods of interviews, Location of recording, Narration Styles, Music recording, Magazines and sequences. News policy and practice

Mews reading and presentation methods, Pronunciation, Vocal stressing, Inflection, Quotation marks, Errors and emergencies, Trails and promos, Phone-in programmes. Audio advertisements, Voicing and treatments, Music and effects, Ending the programme

PAPER 3.6 PRACTICALS - TELEVISION

1. Production planning, pre production and post production planning-duties and responsibilities of producer/director. Production techniques-video format; documentary, serial, talk show, interview, demonstration, discussion, profiles, commercials. Set designing and make up – visualization and composition-aesthetics-directing the actors-directing the crew.
2. Planning and Production of indoor and outdoor shootings, planning and management of live shows.
3. Film transfer and Video processing. Video display systems. Multicamera production. Lighting systems- Lighting methods and needs. Mike positioning and arrangements.
6. Applications of Production techniques- Script, Length and style of scripts, Story boards and components, Pre and post-production techniques, Effective shots, File shots, Footages, Special effects. graphics and animation, Chroma key usage and Economy shooting methods.

PAPER 3.7 LAB JOURNALS (3 IN 3 MONTHS)

PAPER 4.1 MEDIA LAW


Books for Reference:
1. Law and the Media – An Everyday Guide for Professionals – Crone
2. Media and Ethics – S K Aggarwal
3. Mass Media Laws and Regulations in India – K S Venkataramaiah
4. Press and the Law – An Grover
5. Press in Chains – Zamir Naizi
7. Mass Media and Freedom of Press in India – K S Padhy
8. Battle for Freedom of Press in India – K S Padhy
9. Laws of Press in India – B Basu
10. The Press Council – T N Trekha

PAPER 4.2 INTERNATIONAL COMMUNICATION

2. Communication as human right. UNOs universal declaration of human rights and communication. International news agencies and syndicates, their organizational structures and functions. A critique of western news values.
5. Traditional media ownership and issues of sovereignty and security. International IPR. International Media institutions, professional organizations. Code of conduct.

Books for Reference:
1. Kretch and Krechfield- Individual and society
2. Bettinghous- Persuasive Communication
3. Edgar and Rahim- Communication Policies in Developing countries
4. Schramm- Mass media and National Development
5. Cheng- Media policies and National Development- Characteristics of sixteen countries
7. Mankekar- Media and the Third World

PAPER 4.3 INTERNSHIP

PAPER 4.4 DISSERTATION