**OUT LINE GIST OF LECTURES (UG)**

**PART-I**

**PAPER-I**

* **Sanjay Prasad**
* **Introduction to mass communication**

CONCEPT AND THEORIES

* Communication concept, process and functions .Interpersonal , group and mass communication , theories to practice , model of communication , theories to practice , model of communication .

COMMUNICATION TECHNIQUES

* feedback and evalution of communication effect
* interview and questionnaires
* method of data analysis
* library search

LANGUAGE AND COMMUNICATION

* concept and practice
* language usage in different mass media
* language and society
* news reporting and editing
* newspaper layout , news analysis
* desktop publishing teqchniques and word processing
* sample techniques , interviews and questionnaire forms
* language for mass communication – exercise in sports, advertising, social and political spheres

Group discussions on relevant issues

Assignments on varied media topics

**PAPER-II**

* **SHAHID ANWAR**
* **Sound for media**
* characteristics of sound waves and its propagation
* acoustics , Echo , RT , decibels etc
* Quality of sound , frequency, reference , sin ratio , distortions
* Mechanisms of human speech and hearing , physiology and physiology , threshold of hearing.
* Different types of microphones
* Special kinds of mics and accessories. Wireless, lapel, reflector, shotgun etc.
* Directional response and polar diagram
* Factors governing the selection of mics
* Types of cables and connectors and their uses.
* Magnetic recording principles
* Knowledge of audio equipment
* Audio tapes
* Sound safety, Erasing, Dole sheet, storage
* Post-production – editing, laying tracks
* Sound mixing
* Frequency response controls
* Audio sweetening
* Monitoring
* Organizing sound effects and music library
* Difference in recording, editing and mixing for different media format
* Audio visual contrast and harmony in creative application
* Sound recordist’s role in a production crew

**PAPER-III**

* **NIDA ZAKARIA**
* **Media scene in India**

1. Evaluation of press and its role in different socio-economic and political system

History of press in India, Pre Independent Era, Post Independent Era, Gandhi as journalist, Raja Ram Mohan Roy as journalist, The Press Bodies, Current scenario of press in India

1. Press laws in India:

Constitution and Press laws

Official secret act, Copyright Act, Contempt of court act, RTI, Children Act, Drugs and Magic remedies act Freedom of speech and expression, Press Council, Press Commission etc

1. Introduction of Radio as a medium of mass communication and it characteristics, Radio development in India :

History of Radio in India,

Radio formats

Writing for radio

Current scenario of radio in India,

Broadcasting Code

1. Introduction of TV as a medium of mass communication and its characteristics, TV programs and techniques of production.
2. Government information and publicity system, Basic principles of government publicity, government publicity guidelines, Operation of government publicity.
3. Public Relation, PRO, Functions of PRO.
4. Minor Study survey based on any topic related to media
5. Other relevant assignments
6. Group discussion

**PAPER-IV**

* **SHYAM KUMAR**
* **Media script writing- video**

1. introduction , role of writers , elaborative efforts
2. production process , requirements stages
3. elements of structure : beginning , middle and end
4. identifying significant detailed concepts
5. defining parameters of production , audience budgets
6. subject research
7. writing an audio – visual script
8. scripting the unscriptable
9. introduction to research techniques
10. source, imformation and materials
11. point of view , credibility and materials
12. point of view , credibility and accuracy
13. interviewing as a resource in writing
14. transition devices available to the writer
15. use of sound
16. visual grammar
17. narrative styles
18. writer and the law
19. writer and the budget
20. writing narration
21. writing for current affairs

**PART-II**

**PAPER-V**

* **DOYEL DUTTA**
* **Media Appreciation**

General Introduction

* Objective approach
* Subjective approach

Film appreciation

* Techniques & styles of analysis
* Review writing

Methods & anti methods

* Grammar of appreciation
* Against method

Fiction & Documentary

* Feature film
* Documentary
* Docu drama
* Short film

Study of Culture

* High culture
* Low culture
* Popular culture

Narrative studies

Narrative structures

* Forms of narratives

Different issues in cinema

* Social issues
* Political issues
* Personal issues

History of cinema

* History of world cinema
* History of Indian cinema

Film theory

* Auteur Theory
* Formalist Theory
* Feminist Theory
* Marxist theory
* Film genres

**PAPER-VI**

* **A.K. SAHAY**
* **Video for communication**

1. video camera :

Basic design, functions of each part, Types of video camera

1. video tape recorder ,video track :
2. basic shots terminology :

Long shot, Close Up shot, Mid shot, Over the shoulder shot, ELS,ECU and others

1. lighting and exposure – lighting equipment

Three point lighting

1. electronic editing – online and offline editing

**PAPER-VII**

* **DHANANJAY KUMAR**
* **Reporting and research methods**

1. Understanding news: introduction to news , definition , basic concepts
2. news writing : basic news structure, characteristics, TV and radio NEWS writing
3. trends in reporting : kinds of reporting , crime reporting , business reporting, Education reporting, development reporting
4. NEWS reporting : political reporting , crime reporting , business reporting , education reporting, sport reporting , science reporting , environment reporting , entertainment reporting
5. Research: meaning , type and stage of research
6. Sampling : meaning, types and sample design
7. Tools of research : questionnaire , schedule, interview, observation and experiments, merits and demerits

**PAPER-VIII**

* **DOYEL DUTTA**
* **Advertising & Public Relation**

Introduction to advertising

* Definition
* Types
* Process
* A brief introduction of ad agency

Difference of advertising with other form of communication

* Ad vs PR
* Ad vs Publicity
* Ad vs salesman ship
* Ad vs Sales promotion

Digital Advertising

* Introduction
* Process
* Planning
* Merits & demerits

Introduction to Public relation

* Definition
* Types
* An introduction of the industry

Implementation of PR programmes

* Planning
* Execution
* Monitoring

Market Research

* Product research
* Consumer research
* Advertising research
* Consumer research

**PART- III**

**PAPER-IX**

* **SHYAM KUMAR**
* **Video studio production**

1. Sound for the video studio and location sound
2. Staffing Responsibilities- camera and audio staff
3. Studio production and production control
4. Multiple camera setup

**PAPER-X**

* **SHALINI Prasad**
* **Video Electronic Film production**

1. Proposal
2. Budgeting
3. Location survey
4. Shooting Script
5. Production Meeting
6. Shooting
7. Editing (assemble)
8. Special Effects
9. Collection/recording sound effects and music
10. Recording narration
11. Layig commentary track
12. Layig music and Effects track
13. Mixing
14. Marketing

**PAPER-XII**

* **Syed Zahid Perwaiz**
* **Entrepreneurship**

1. Need, scope and characteristics of entrepreneurship. Special

Schemes for technical entrepreneurs-STED

1. identification of opportunities
2. Exposure to demand based, resource based , and service based import substitute and report promotion in industry’s market survey techniques.
3. Need ,scope and approach for project formulation
4. Criteria for principles for product selection and development
5. Structure of project report
6. Choice of technology ,plant and equipment
7. Institution ,financial procedure and financial incentives
8. Financial actions and their significance
9. Books of accounts, financial settlements and funds flow analysis
10. Energy requirements and utilization
11. Resource management ,manpower ,machine and materials
12. Critical Path Method (CPM), Project Evaluation Review Techniques(PERT)as planning tools for establishing SSI
13. Creativity and innovation
14. Problems solving approach
15. SWOT
16. Plan layout, process planning for the product
17. Quality control
18. Elements of marketing
19. Costing and Pricing
20. Management od self and understanding human behavior
21. Sickness in small scale industries and their remedial measures
22. Income Tax, Sales Tax and excise rules.

**OUT LINE GIST OF LECTURES (PG)**

**SEMESTER -1**

**Paper-1**

* **NIDA ZAKARIA**
* **Principles of Mass Communication**
* Nature and process of human communication, Function of communication, Verbal and Non-verbal communication, Intrapersonal, Interpersonal, Small, Group, Public and Mass communication.
* Model SMIR,SMCR, Shannon and Weaver, Lasswel, Osgood, Schramm, Garbener, Newcomb, Conforment and Gatekeeping, Communication and Socialization.
* Nature and process of Mass Communication, Media of Mass Communication, characterectics and Typology of audience. Media systems and theories: Authoritarian, Libertarian, Socialistics, Social Responsibility, Development, Participatory, Mass Media, Public Opinion and Democracy, Media Culture and its production, Media Organisation, Media Content, Market driven Media, Content Effects, Culture Integration and Pollution, Issue of Media Monopoly.
* Cross-media Ownership: Ownership and patterns of Mass Media, Ethical aspects of Mass Media, Freedom of Speech and Expression, Right to Information, Media and Social Responsibility, Media Accountability, Infotainment and ICE.

**Paper-II**

* **DIPIKA KUMARI**
* **Development Media**

Print language and society – Development of language as a vehicle of communication,

invention of Printing Press , Pioneer publications in the world with special reference to India,

Early communication system in India

Development of Printing efforts to publish newspaper in different parts of India

News papers and magazines in the Nineteenth Century—First war of

Independence and the Press, Issues of freedom, Political & Press Freedom

Origin of the Indian language press – contribution of Raja Ram Mohan Roy

Development of Indian News Agencies—The Indian Press and freedom

movement, Mahatma Gandhi and the Journalism, Socio-political and economic issues before independence and the Indian press

Historical development of important newspapers and magazines in English

Important personalities of Indian Journalism in Indian language (a brief

historical perspective of important papers of Jharkhand)

History of the journalism of the region

The press of India after Independence – Socio –political and economic issues

and the role of Indian Press problems and prospects

Issues like backward class movements—Dalit movement, Green revolution,

Agitations for against reservations, Nationalization, Privatization, Globalization, WTO, Land reforms, Social issues of the religion, Political events, Rural and tribal Problems and SC, ST, and OBCs, Women Empowerment.

Radio, Television, Film & Folk media as a medium of Mass Communication-Their origin , historical development & impact on society.

New Media- Development of new media convergence, Internet, online Journalism.

**Paper-III**

* **DHANANJAY KUMAR**
* **Print Media-1**
* **Reporting:**
* News- Concept, elements, values, sources, reporting: crime,

weather, city news, accident, disaster. election and

riots,/wars/conflicts/tension

* Interviewing—Definition, kind, purpose and techniques
* Feature—Meaning, kind and techniques
* Interpretative Reporting—Purpose and techniques
* Investigative Reporting -- Purpose sources style and techniques
* Columns—Development , Criticism, reviews, news, background

analysis

* Political Reporting—Legislative Reporting, Development Reporting
* Specialized Reporting—Gender and allied areas, reporting for Magazine
* **Editing**
* Meaning, Purposes, Symbols, Tools, level, Body Graphing
* Proof Reading-Meaning symbols and purposes
* News Desk- Editorial department, setup , News flow, Copy
* Management and organization
* Headline- Techniques style, purposes, kind of heading, dummy page,

Layout and principles of photo editing

* Magazine Editing, Layout Graphics
* **Electronic Media**
* Evolution and growth of electronic media, radio, television and

internet. Characteristics of radio, television and internet as

medium of communication, Spoken, Visual and multiple version

of information through links. Principle and techniques of audio-visual

communication, grammer of sound , Web Production

* Technology and benefits of audio-visual communication, sound construction through a wide range of microphones. Transmission of sound image and data through microwave Satellite and cable
* Infra structure content with specific reference to India, reach and access to personal computer and internet connectivity.

**Paper-IV**

* **DOYEL DUTTA**
* **Advertising & Public Relation**

Introduction to advertising

Definition

* Evolution
* Classification
* Merits and demerits

Advertising agency

* Types of agencies
* Agency structure
* Structural hierarchy

Advertising laws

* Laws of advertising
* AAAI, ASCI and other governing bodies

Introduction to Public Relation

* Definition
* Evolution
* Types

PR as a management tool

* Management functions of PR
* Importance of PR in an organisation

PR in different sectors

* Public sector
* Private sector

Laws & ethics of PR

* Laws related to PR
* Ethics
* PRSI & other governing bodies

**SEMESTER -2**

**Paper-V**

* **APARAJITA DUTTA**
* **Development Communication & Research**
* Development -- concept, process and method of development theories.

Origin approaches to development problems and issues. Characteristics of developing society. Gap between Development and developing society

* Development Communication—Meaning, Philosophy ,Process and Theories.

Role of media in development, Communication strategies in development communication. Socio- cultural and economic barriers, Caste studies and experience. Development Communication policy, strategies and action plan,

Democratic decentralization, Panchayat Raj, Planning at national state,

regional district block and village levels

* Agriculture communication and rural development, approach in agriculture communication, Diffusion of innovation model of agricultural extension, Case studies of communication support to agriculture. Development support communication. Development and rural extension agencies—government ,

semi government ,nongovernmental organization . Problem faced in effective communication. Writing development messages for rural audiences, specific requirements of media writing with special references to radio and television

.

* Definition of research, Elements of research, Specific approach , Research and communication theories, Function scope and importance of communication research. Basic and applied research , Research design components—Experimental, Quash-Experimental Benchmark, Longitudinal studies—Stimulation panel studies, Co-relational design, Methods of communicational research—Census method , Survey method, Observation Method, Clinical studies, Case studies and content analysis.
* Media Research—Evaluation , Feedback, Media habits, Public opinion survey, Pre- election studies and exit polls. Report-Writing – Data analysis techniques,

Coding and tabulation, Non-statistical methods.

* Descriptive – Historical Statistical analysis, Parametric and nonparametric

univariat, bivariate and multivariate , Test of significance, Level of measurement, Central tendency.

* Test reliability and validity – SPSS and other statistical package.
* Media research as a tool of reporting, Readership and audience surveys. Preparation of research report /project, dissertation , thesis , Ethical perspective of Mass Media Research.

**Paper-VI**

* **RAJESH KUMAR RAI**
* **Media Law & Ethics**
* Media Law—Constitution of India, Fundamental rights, Freedom of speech & expression and their limits, Directive principles of state policy, Provision of declaring emergency and their effects on media, Provision for amending the constitution, Provisions for legislature reporting, parliamentary privileges and media theory of basic structure union, states and election commission and its machinery.
* Specified Press Laws – History of press laws in India. Contempt of court Act 1971, Civil and criminal law defamation, Relevant provisions of Indian Penal Code with reference of sedition, Crimes against women and children, Laws dealing with obscenity, Official Secret Act 1923 vis-a-vis Right to Information, Press and registration of Book Act 1867, Working journalists and other newspaper employee, Conditions of service and Miscellaneous Provisions

Act 1955, Cinematography Provision Act 1953, Prasar Bharti Act, WTO Agreement and Intellectual Property Right Legislation including Copyright Act , Trademarks and Patent Act, Information Technology, Convergence Legislation including Cyber Laws and Cable Television ACT and Media Amd Public Interest litigation

* Ethics – Media’s ethical problems including privacy, right to reply, communal writing, sensational and yellow Journalism, colored report. Ethical Issues related with ownership of media, Role of Press, Media Councils, Press Commission and other national and international organization, Codes for Radio, Television, Advertising and Public Relation, Accountability of Media

**Paper-VII**

* **APARAJITA DUTTA**
* **International Communication**
* Political, Economical and cultural dimensions, International Communication, Communication and information as a tool of quality and exploitation, International news flow, Imbalance Media growth, International , Regional and internal disparities,
* Communication as a basic right , UNOs Universal Declaration of Human Rights and Communication, International news agencies and syndicates, their organizational structure and functions a criteria of western news values
* Impact of new communication technology and news flow, Satellite communication—Its historical background, status, progress, effects, Information Superhighway, UNESCOs efforts to remove imbalance in news flow. Debate on New International Information and Economic Order. Mac Bride Commission’s report, Non- Aligned news Pool—Its working, success, failure, Issues, in international communication, Democratization of information flow and Media system professional standards, Prompted cultural imperialism—Criticism violence against media persons, Effects of Globalization on media system and their functions. International Intellectual Property rights, International Media Institutions and Professional organizations, Code of conduct.

**Paper-VIII**

* **DOYEL DUTTA**
* **Media Management**

Introduction to media management

* Definition
* Various disciplines
* Different policies
* Different theories

Media Organisations

* Different types of media
* History of different media
* Function & structure of different organisations
* Ownership patterns
* Various media organisations
* Governing bodies
* Laws and ethics

Editorial response System

* Economics of different media
* Administration
* Management policies & functions

**SEMESTER -3**

**Paper-IX**

* **DHANANJAY KUMAR**
* **Print Media-2**
* **Reporting:**

This segment will mainly consist of practical in various area of

reporting enumerated in the first semester. At least five assignments mentioned in the first semester will be given to the students on each topic. All topics including feature writing , interviewing ,assignments on investigative sports, commerce. reviewing, marketing, court, legislative, and other allied areas of reporting will also be evaluated by internal/external faculty. They will also have to bring out journals, mini /lab newspapers and magazines and do page make up layout exercises, Assignments will also be given and assessed in news selection, subbing, editorial and article writing.

**Paper-IX**

* **SHAHID ANWAR**
* **Radio Journalism and production**

**Paper-XII**

* **DOYEL DUTTA**
* **Public Relation /Corporate Communication**

Introduction

* Definition
* Importance
* The industry
* Stuffing responsibilities
* Hierarchy system
* Current scenario
* Different theories

Different perspectives

* Employee relation
* Customer relation
* Stake holder relation
* Media relation

Management functions

* Corporate image and identity
* Product promotion
* Brand promotion
* Crisis communication
* CSR
* Policy formation
* Planning
* Execution
* Different tolls of management
* Management strategies