

GAUHATI UNIVERSITY
Institute of Distance and Open Learning

Syllabus for two-year Master of Communication &
Journalism (MCJ) course under IDOL GU



Issued by

GAUHATI UNIVERSITY
Institute of Distance and Open Learning
GOPINATH BORDOLOI NAGAR
Guwahati – 781014
ASSAM : INDIA

Year I: Previous Module

Paper I : Introduction to Mass Communication

Paper II : Journalism

Paper III : Advertising

Paper IV : Public Relations

Paper V : Emerging Trends in Mass Communication

Paper VI : Projects / Practicals

Papers I: Introduction to Mass Communication

Unit I: Definition of communication, verbal, non verbal communication, intra-personal, inter-personal, small and large group, Communication Models, SMR, SMCR, Shannon and Weaver, Lasswel, Osgood, Dance, Schram, Gerbner, Newcombe, Convergent, Gate-Keeping,

Unit II : Mass communication, media of mass communication, characteristics of different mass media, audience, reach and access, Media systems and theories — authoritarian, libertarian, socialistic, social- responsibility, development, participatory, hypodermic need theory, need gratification theory

Unit III : Folk media, present status and development, Phases in the development of human communication, Early efforts in publishing newspapers in the country, Development of Mass Media in the post-Independence era — Press, **TV**, Radio, Films, Language and regional media, characteristics of communication of tribal / ethnic communications,

Unit IV Media organizations of State and Central governments, Press Council of India, Registrar of Newspapers India, Censor Board of Film Certification, (CBFC), **V**

List of books:

- 1) Mass communication, **an** introduction — John Bitter, (Prentice Hall),
- 2) Theories of communication — Defleur, ML & Ball Rokeach S, (Longxnan),
- 3) Communication media, yesterday, today and tomorrow—PN Maihan (Publications Divisions, GOI),
- 4) Mass communication theory, an introduction — Dennis McQuaily, (Sage),
- 5) Communication models for the study of mass communication — Dennis Mcquail, (Longman),
- 6) Understanding media — Marshall McLuhan, (Routledge and Paul Kegan, London),
- 7) Understanding the media — Eoin Devereux (Sage)
- 8) Mass communication theory and practice — Uma Narula, (*Harchand Publications, Delhi*)
- 9) Mass communication in India — Keval J Kumar, (Jaico),
- 10) India — 2005 (series) — Publications Division, GOI,
- 11) The Indian media business — Vanita Kohli, (Sage),

Paper II: Journalism:

Unit I: Concept of news, sources of news, News agencies — purpose, function, structure, important news agencies, news writing, objectivity and authenticity, Reporting, exclusive news, essentials of good reporting, responsibilities and liabilities of a news reporter,

Unit II : Different types of reporting — Investigative, Interpretative, reporting beats, Importance of background research, differences in reporting for Radio / TV / Magazines,

Unit III: Editing, meaning, process of editing for Print media, Newsroom set up, functions at each level, News Editor, deadline, Photo editing, cropping, caption writing, news flow, morgue, reference section, deadline, Headlines - purpose, types of headlines, new trends, layout, page make-up, Different editions, Internet editions, e news, Supplements, , editing agency copy, agency feature service, news packaging,

Unit IV: Audio-editing, video editing, film editing, online editing, non-linear editing, voice over, dubbing, commentary,

List of books:

- 1) Handbook of journalism and mass communication — VB Agarwal + VB Gupta, (Concept)
- 2) Journalism — N Jayapaian (Atlantic) Journalism and mass communication — Amit Desai (Reference Press)
- 4) Radio and TV journalism — JR Hackmoulder, PP Singh, FAD Jonge (Anmol books)
- 5) Future of print media, a report — Publications Division - 001,
- 6) Media - sensation, not truth — SC Bhatt (Atlantic)
- 7) Mass media and information revolution — O. Bhargava, (ISHA)
- 8) Mass media and public issues — O Bhargava & (ISHA)
- 9) Ethics and journalism — Karen Sanders (Sage)
- 10) Broadcast news producing— Brad Schultz (Sage)
- 11) Television and social change in rural India — D. French, M Richards (Sage)

Paper III: Advertising:

Unit I : Advertising - concept, classification of advertising, media of advertising, functions of advertising, Differences between Advertising and publicity, marketing communication and propaganda,

Unit II: Organizational set up of an ideal advertising agency - client servicing, media planning, creative, different types of agencies — outdoor, film, financial consumer, financial, corporate, ad agency et cetera, media-buying and release agencies, space selling,

Unit III: Differences of advertising for print, radio and TV, theories of impact of advertising Government/PSUs' advertising, Social marketing concept, present status in the country, Codes and guidelines for advertising,

Unit IV : Associations - Advertising Agency* Association of India (AAAI), Advertising Standards Council of India (ASCI), Indian advertising scenario,

List of books:

- 1) Advertising management — David Aakers, John Myers (Prentice Hall)
- 2) Handbook of advertising management — Roger Barton (McGraw Hill)
- 3) Marketing communications — Crane Edgar (John Wiley & Sons)
- 4) Advertising management — CL Tyagi, Arun Kumar (Atlantic)
- 5) The craft of copywriting — JA Vilanilam (sage)
- 6) Confessions of an Indian advertising man — David Ogilvy
- 7) The uncommon sense of advertising — S Tiwari (sage)

Paper IV: Public Relations:

Unit I : Definition of PR, growth and development, propaganda, publicity, Qualities of a good PR person, PR set up in an organization and its interface with other departments in that organization,

Unit II : Increasing importance of PR, target audience and publics of PR - internal, external, Tools of PR - House journal, bulletin boards, rejoinders, press briefing, backgrounder, open house, video magazine,

Unit III : PR in Central and state governments, public sector undertakings, PR tools, PR and crisis management, Organizing press conferences, press tours, Public Relations Society of India (PRSI),

Unit IV: Corporate Communications, corporate social responsibility,

List of books:

- 1) Marketing communications — Crane Edgar (John Wiley & Sons)
- 2) Corporate communications — Joep Cornelissen (Sage)
- 3) News, public relations and power — Simon Cottle (Sage)
- 4) Effective Public Relations — Allen, Cutlip, center (Sterling)
- 5) Public relations — concepts, strategies and tools — Sarkar, Verma and Jethwani (Sterling)
- 6) The practice of public relations — L Roy Blumenthal (Macmillan)

PAPER V: Emerging Trends in Mass Communication

Unit I: History and Growth of Radio-TV, their growth in India(PrasarBharati)Broadcastingand Narrowcasting Characteristics of these mediums, News Reporting for radio TV, Techniques of Programme preparation!
production for Radio-TV (both hardware and software),

Unit II : *Script writing for both news and non-news programmes, Organizational set up of Radio-Tv (DD and AIR), AM/FM systems/Community radio centers, its development, techniques, design & layout, various software, computer languages, programming etc., World Wide Web and regulations, Satellite communication techniques.*

Unit III : **Communication Technology-concept and scope, Use of computer in mass communication, DTP, Internet edition of newspapers, on-line editions, cyber newspapers marketing, Internet browsing for information, searching, internet advertising, Internet Service protocol/ Providers(ISPs), Use of internet preparation of computer:generated lay-out,**

Unit IV : Typeface families, kinds, principles of good typography, spacing, point system, measurement, Type of composition-manual, DTP, use of computer software, multi-media,

List of books:

- 1) **Art** of printing—NN Sarkar,
- 2) Information and communication technology — VC Pandey (ISHA)
- 3) Mass media and information revolution — Gopal Bhargava (ISHA)
- 4) Electronic media and government — FL Smith, M. Meeske, JW Wright II (Longman)
- 5) Design and make up of the newspaper — Sutton A. Albert,
- 6) Modern trends in printing technology — Krishnamurthy,
- 7) Photo mechanics and printing — JS Mertle and SL Mouson,
- 8) Elementary typography — Barnard Roger,

VI : Projects / Practicals:

This paper will be divided into two parts as follows:

- 1) A project to be prepared by every student in addition to regular assignments which will carry 30 marks along with 20 marks set aside for viva voce &
- 2) An Internal practical examination worth 50 marks, like writing a news item, editing news copy, a presentation etc.

Year II

Final Year Module

Paper VII : Media Management

Paper VIII: Electronic Media

Paper IX : Development Communication & Communication Research

Paper X : Opinion Writing

Paper XI : Media Laws & Ethics

Paper XII : Dissertation & Comprehensive viva

Papers VII : Media Management

Unit I : Principles of media management and its significance, media as an industry and, profession, Ownership patterns of mass media in India, sole owner, partnership, private limited company, public limited company, *trusts*, cooperatives, religious institutions, franchisees, general management, finance, circulation— price -war, sales, advertising & marketing, personnel management, production,

Unit II : Journalists' Pay commissions, Manisana, Vachawat, Marnsana, DAVP, ABC, Press commissions' reports on Indian media management structure, Coordination of A to Z functions, printing, packing, transportation, distribution,

Unit III: Economic liberalization and competitive growth of mass media in the country, Foreign Direct Investment in media, Vernacular and local newspapers in the light of globalization,

Unit IV: Growth of the entertainment industry in the country, comparison with global status, cross ownership of media,

List of books:

- 1) The Indian media business — Vanita Kohli (Sage)
- 2) Principles of Marketing Management — Philip Kotler,
- 3) Broadcast management in India — Angela Wadia, (Kanishka Books),
- 4) Media and communication management — CS Rayudu (Himalaya Publishing House),
- 5) Communication management — Narendra Tripathi (Reference Press)

VIII: Electronic Media

Unit I : Basic introduction of electronic media, its differences with print media, different types of electronic media, their characteristics,

Unit II : Story conceptualization process in electronic media, planning for preparation of story items, script writing for this media, differences in script writing for news, news-based programmes and films and entertainment programmes,

Unit III : Tools and equipments needed for preparing electronic media programmes, basic introduction to concepts including movie camera, editing (both linear and non linear),

Unit IV: Pre and post production works, bites, voice over, stories with only visuals or only sound or both,

List of books:

- 1) **Electronic journalism principles and practices** — Aditya Sengupta (Authorpress)
- 2) **Broadcast technology** — Dr HO Srivastava (Gyan Publishing House).
- 3) **An introduction to video and audio measurement** — Peter Hodges (Elsevier publication)
- 4) **Information and Communication technology** — VC Pandey (Isha Books)
- 5) **Writing and producing radio dramas** — Esta De Fossard (Sage)
- 6) **Writing and producing for Television and Film** — Esta De Fossard & John Riber (Sage)

Paper IX: Development Communication and Communication Research,

Unit I : Development Communication — definition, theories, strategies for development communication, democratic decentralization, Panchayati Raj, communication for rural development, agricultural extension education programmes,

Unit II: Diffusion of innovation, Development support communication (DSC), Writing of development messages for rural, urban audience, specific requirements of media writing with special reference to radio and TV,

Unit III: Communication Research definition, elements of research, theories of CR, Research design, methods — census, random sampling, survey, observation, case study, content analysis, Data collection tools — sources, questionnaire, schedules, people meter, diary method, field study, focus group, telephone survey, random sampling, , sampling errors,

Unit IV: Evaluation & feedback, feed forward, media habits, public opinion surveys, pre-election studies and exit polls, Report preparation - data analysis, media research as a tool for reporting, Readership / audience survey, preparing research reports, project report,

List of books:

- 1) Communication and development communication research trends — Keval J Kumar,
- 2) The third world in global development — Ankie Hoogvelt (Macmillan)
- 3) Development communication: information, agriculture and nutrition in the third world — C Robert Hornik (Longman, London)
- 4) Communication & development — VS Gupta (Concept Publishing)
- 5) Mass media and national development — Wilbur Schramm (Stanford)
- 6) Communication for development in the third world — Theory and practice — Srinivas Melkote (Prentice Hall)
- 7) Mass media research, an introduction — Roger D Wimmer, Joseph R Dominick (Wadsworth Publishing Company)
- 8) Communication research — the challenges of information age — Edited by Nancy Weatherly Sharp (Syracuse University publication)
- 9) Milestones in mass communication research — media effects - Shearon Lawrey and Melvin L Defleur (Longman)
- 10) An introduction to journalism research — RO Nafziger, M Wikerson (Greenwood Press)
- 11) Content analysis of communications — R W Budd, RK Thorp, L Donohue (Macmillan, London)
- 12) Introduction to mass communication research — RO Nafziger, DM White

Paper X: Opinion Writing

Unit I : What is an opinion/view, Need for clearly separating news and views, role of opinion in Journalism, Innovations on edit page — a package of opinions, views, analysis, perspectives, encouraging debates, Political analysis, participation of audience in content development,

Unit II: Difference between leaders, main articles, side articles, short notes, current topics, role of letter to editor in a newspaper, Style, form of editorial writing, column writing,

Unit III : Editor as thinker, adviser, sentinel of issues concerning public, as opinion leader, Editor as the leader in increasing popularity and circulation of the paperJ news channel,

Unit IV : Column writing, Syndicated columns, Comparative study of editorials in different newspapers,

List of books:

- 1) Magazine article writing - substance and style — Rinehart and Holt,
- 2) Writing for visual media — Anthony Friedman (Elsivier)
- 3) Public Relations writing — Donald Treadwell & Jill B Treadwell (Response Books)
- 4) Effective writing skills for Public Relations — John Foster (Kogan Page, Delhi)
- 5) Business communication for managers — an advanced - approach — Pensore / Rasberry / Myers (Thomson Press)

XI: Media Laws and Ethics

Unit I : Fundamental rights, freedom of speech and expression, Directive principles of State policy, provisions and its effect on media freedom, procedure for amending Indian Constitution, powers of legislative / Parliament and effects on media reporting, History of Press Freedom in India – pre and post independence era.

Unit II: Introduction to the acts like Contempt of Courts Act 1971, Indian penal Code provisions in regard to sedition, crime against women and children, obscenity, Official Secrets act 1923, Press & Registration of Books Act, 1867, Working Journalists' and Other Newspaper Employees (Conditions of Services & Miscellaneous Provision) Act 1955, Cinematograph Act 1953, Prasar Bharati Act, WTO Agreement Act, intellectual property right legislation, Copyright Act, Cable TV act, Media and Public Interest litigation Act, Right to Information Bill, Cyber law

Unit III : Ethical aspects in media including privacy, right to reply, communal writing, sensationalized, yellow journalism, biased reporting, Ethical issues relating to media ownership, Press Council of India, composition, role, analysis of cases filed with it, does and guidelines suggested by it, need for a media council in India, Press Commissions since Independence, recommendations.

Unit IV: Proposed Media Council, Press ombudsman, origin and history, Indian scenario, Accountability and independence of media, Laws related to FDI

List of book:

- 1) The Constitution of India — Joshi,
- 2) Shorter Constitution of India — DD Basu
- 3) Press and laws of India — Ohosh
- 4) Report of the Press commission - 001 Publication
- 5) The Press and the Law — Press Institute of India
- 6) Law of the Press — Dawson,
- 7) Journalist and Law — ICD Umrigar,
- 8) Contempt of court under the Constitution — Ramachandran and Gopalan,
- 9) Press Council of India recommendations — PCI publications,

Paper XII: Dissertation & Comprehensive viva

Every student would be required to prepare a dissertation in any specific area/topic directly or indirectly related to mass communication under guidance of a faculty member. This would help the students in gaining effective in-depth inside knowledge and experience and be helpful to him in his career. Care should be taken for choosing a topic where there can be good scope for publishing the findings as an article/feature so that it helps the student in his career.

This paper will have 100 marks of which 70 is for dissertation and 30 is for Viva voce. The viva voce is expected to test the overall knowledge and performance of the student for both dissertation works and other papers.

Eligibility for MCJ Programme:

1. A graduate from any recognized university of India or a foreign university will be admitted into the Previous Module of the Master of Communication & Journalism (MCJ) course.
2. A graduate with the Bachelor of Communication & Journalism degree of Gauhati University or PGDJMC under IDOL, GU may be allowed LATERAL entry into the Final Module directly.
3. Regarding examinations, rules and regulations of GU will be applicable here.

Regulations for MCJ Programme under CREDIT System:

1. The MCJ degree Programme will be of two years duration and shall be divided into two Modules viz. PREVIOUS and FINAL, examinations for which shall be held annually.
2. Each PREVIOUS and FINAL Module will consist of requisite courses / papers prescribed as per the syllabus.
3. A candidate will be allowed to appear in the previous examinations only after completion of the academic year in which he/she is enrolled. Subsequently, after completion of two academic years, the candidates will be allowed to appear in the final examinations.
4. A candidate for the MCJ degree will be examined for the number of courses/ papers specified for the said programme as mentioned in the syllabus.
5. Each course / paper in PREVIOUS and FINAL Modules will carry 100 marks.
6. The year-end examinations will carry 80% weightage for each course / paper (except for paper I, VI & XII) and Home Assignments / sessional examinations will carry 20% weightage.
7. Paper 1 will have no Home assignments.
8. Examination for Paper VI of PREVIOUS Module will be of two parts. Part 1 will be of 50 marks out of which 30 marks is for a project to be prepared by each student in addition to the regular assignments, and 20 marks is set aside for Viva voce. Part 2 will be of 50 marks for an internal practical examination.
9. Examination for paper XII of the FINAL Module will be of 100 marks of which 70 marks is for dissertation and 30 marks for Viva voce.
10. The year-end examinations will be of three hours duration for each course / paper.
11. In order to pass / clear a course / paper in a subject, a candidate must secure at least 35% in each course / paper. On passing / clearing a particular course paper, it will be credited to the individual accounts of the candidates.

12. A candidate may be awarded PGDJMC degree after passing / clearing all the courses / papers prescribed for the PREVIOUS Module in the syllabus and MCJ degree after passing / clearing all the courses / papers of PREVIOUS as well as FINAL Module.

13. A candidate securing 60% (sixty) or above of the aggregate marks of the PREVIOUS and FINAL Examinations taken together will be placed in the First Class.

14. A Candidate securing 45% (forty five) or above but less than 60% (sixty) of the aggregate marks of the PREVIOUS and FINAL Examinations taken together will be placed in the Second Class.

15. A candidate securing less than 45% (forty five) of the aggregate marks of the PREVIOUS and FINAL Examinations taken together but cleared / passed all the courses / papers and required number of Credits will be declared as SIMPLE pass

16. No candidate, who has been declared to have passed the FINAL Examination or passed! cleared a particular course / paper, shall be allowed to re appear/ repeat to improve the overall performance or of any particular course/ paper.

17. A candidate for the MCJ degree must pass / clear all the courses / papers prescribed within a period of maximum four academic years from the date of his/ her enrollment in order to get the said degree.