

## MSc (Mass Communication, Advertisement & Journalism)

### Semester 1

#### MSCMCAJ-101 : Introduction to Communication

Communication:

Meaning,

Need,

Types,

Models

(SMCR, Shanon & Weaver Model,

SMRC Model, Laswell Model,

Osgood Model,

Dance Model,

Schramm Model,

Gerbner's Model,

New Comb Model,

Convergent Model,

Gate Keeping Model)

Theories of Communication

(Hypodermic needle,

Two step & Multistep,

Commercial,

Play theory,

Uses & Gratification,

Selective exposure,

Perception & Retention theory,

Individual difference theory)

Elements & Process of Communication,

History of Communication,

Barriers of Communication,

Tools of Communication,

Effective Communication Principles.

#### MSCMCAJ-102 : Introduction to Mass Communication

Mass Communication,

Meaning,

Need,

Types,

Elements of Mass Communication,

Model of Mass Communication

(Lazarfield Two Step flow,

Dependency model,

Agenda Setting & Effect Model,

Model of Gate Keeping)

Theories of Mass Communication,

(Authoritarian,

Libertarian,

Social Responsibility,

Soviet Media,  
Development Communication,  
Democratization Theory)  
Difference between Communication & Mass Communication

### **MSCMCAJ-103 : Introduction to Journalism**

Journalism:

Meaning,  
Definition,  
Glossary,  
History,  
Purpose or Role,  
News:  
Definition,  
Types,  
Elements of News,  
Source of News,  
Structure of News,  
Leads,  
Types of Leads,  
Head Line,  
Type of Headline,  
Quality of News,  
How to write news,  
Types of news writing,  
News room & its structure & Role.  
Journalist,  
Qualities,  
Role,  
Trends in Modern Journalism.

### **MSCMCAJ-104 : Introduction to Advertising**

Advertising:

Meaning,  
Attributes,  
Origin,  
Developments,  
Goals,  
History of Indian Advertising,  
Process of Advertising,  
Publicity Versus Propagandas versus Sale Promotion,  
Role of Advertising,  
Advertising Types,  
Principles,  
Steps in Advertisement Planning,  
Advertising Agency,  
Function & Role.  
Selection of Advertising & Agency,  
Parts of an Advertisements,  
Advertising ethics.

## **MSCMCAJ-105 : Introduction to Computers**

Introduction to Computers,  
Characteristics of Computers,  
Generations of Computers,  
Classification of Computer,  
Importance of Computer,  
Computer Organization,  
Input Unit,  
Output Unit,  
CPU,  
Input/Output Devices,  
Computer Viruses,  
Number System & Computer Arithmetic,  
Binary Number System,  
Octal Number System,  
Hexadecimal Number System,  
Conversions from One Number System to another,  
Decimal to Another Base,  
Converting from a base other than 10 to a base other than 10,  
Fractional Numbers,  
Operating System,  
Functions of Operating System,  
Types of OS,  
Internet,  
E-Mail, WWW, File Transfer Protocol, Uses of Internet,  
MS-Office - Basics,  
MS-Word, MS-Power Point, Windows, Paint Brush, Notepad.

## **MSCMCAJ-106 : Communication and Soft Skills**

### **UNIT I**

#### **Essentials of Grammar:**

- Parts of Speech
- Punctuation
- **Vocabulary Building**
- Phonetics

### **UNIT II**

#### **Office Management:**

- Types of Correspondence
- Receipt and Dispatch of Mail
- Filing Systems
- Classification of Mail.
- Role & Function of Correspondence
- MIS
- Managing Computer

### **UNIT III**

#### **Letter & Resume Writing:**

- Types of Letters-Formal / Informal
- Importance and Function
- Drafting the Applications

- Elements of Structure
- Preparing the Resume
- Do's & Don'ts of Resume
- Helpful Hints

#### **UNIT IV**

##### **Presentation Skills:**

- Importance of Presentation Skills
- Capturing Data
- Voice & Picture Integration
- Guidelines to make Presentation Interesting
- Body Language
- Voice Modulation
- Audience Awareness
- Presentation Plan
- Visual Aids
- Forms of Layout
- Styles of Presentation.

#### **UNIT V**

##### **Interview Preparation:**

- Types of Interview
- Preparing for the Interviews
- Attending the Interview
- Interview Process
- Employers Expectations
- General Etiquette
- Dressing Sense
- Postures & Gestures

#### **UNIT VI**

##### **Group Discussion & Presentation:**

- Definition
- Process
- Guidelines
- Helpful Expressions
- Evaluation

(Note: Every student shall be given 15 minutes. of presentation time & 45 minutes of discussion on his/ her presentation.)

**The student will be evaluated on the basis of :**

his / her presentation style

Feedback of Faculty & Students

General Etiquette

Proficiency in Letter Drafting / Interview Preparation

The paper is internal and at least 3 tests will be taken. Best 2 of 3 shall account for final grades (70% Test & 30% Presentation)

#### **MSCMCAJ-107: Practical**

Combined Practical for all the papers in the semester.

## Semester 2

### **MSCMCAJ-201 : Introduction to Media Technologies**

Media,  
Meaning,  
History & Origin,  
Classification of Media,  
History & Development of TV,  
Radio, Newspaper,  
Magazines,  
Cinemas in India,  
Structure of All India Radio & Door Darshan,  
Traditional Media,  
Meaning & Role,  
Difference between Traditional & Electronic Media.

### **MSCMCAJ-202 : Introduction to Public Relations**

Public Relations:  
Meaning,  
Definition,  
Need for P.R.,  
History of P.R.,  
P.R. Programme,  
P.R. Public,  
Tools of P.R.,  
Importance of P.R.,  
Ethics of P.R.,  
Image Advisory,  
Role & Function,  
Importance,  
Qualities of P.R.O.,  
Objective of P.R.,  
How to conduct P.R. Campaign.

### **MSCMCAJ-203 : Journalistic Reporting & Editing**

Journalistic Writing;  
Meaning,  
Forms(  
News,  
Editorial,  
Features,  
Middle, Articles,  
difference between all formats),  
Reporting;  
Meaning,  
Types of Reporting,  
Tips on Reporting,  
Objectivity,  
Report writing for all media.

Editing;  
Meaning,  
Symbols & Usages,  
Need & Principles of Editorial Desk,  
Proof Reading,  
Newspaper Meaning & its Production Steps,  
Difference between Newspaper and Magazines,  
Pages of Newspaper.

**MSCMCAJ-204 : Advertising Design & Principles**

Advertising Design;  
Meaning,  
Making of Advertisement,  
Background,  
Layout steps,  
Function of Layout,  
Design & Layout,  
Types of Design,  
Principles of a Good Layout,  
Appeal of an Advertisement,  
Principles of Good Advertisement,  
Regulations of an Advertisement.

**MSCMCAJ-205 : Project Report**

Every student will be assigned a Project at the beginning of the 1st Semester and will be pursued under the supervision of an internal supervisor. The Project Report will be on the Topics related & Taught in the first year of M.Sc. The Project Report shall carry 100 ( 25 Internal and 75 External) Marks and will be evaluated by the examiner. The project will be submitted with the Institute as well as the University.

## Semester 3

### MSCMCAJ-301 : Introduction to Printing Technologies

Printing;  
its meaning,  
History,  
Origin,  
Types of Printing Process,  
Elements of Printing,  
Paper,  
Comparison between Printing Process,  
Traditional Printing Vs Modern Typography,  
Type size,  
Type Style,  
Colours.

### MSCMCAJ-302 : Introduction to Production Technologies

T.V & Radio Production,  
Post & Pre Production Stages,  
Story Treatment,  
Scripts,  
Storyboards,  
Budget,  
Floor Plan, Sets,  
Make up Costume,  
Jewellery,  
Lights,  
Audio,  
Shots,  
Shooting Schedule,  
Crew for Production,  
Post Production & Editing.

### MSCMCAJ-303 : Introduction to Newspaper Management

Meaning of Management,  
Principles of Management,  
Structure,  
Co-ordination,  
Motivation,  
Control,  
Decision Making,  
Departmentalization,  
Ownership Pattern,  
Liasoning with Govt. Depts,  
Editorial Management,  
Advertising Management,  
Circulation Management,  
Factors affecting Circulation,  
Functions,  
Personal & Financial Management,

Printing Management,  
Need of Morgue.

**MSCMCAJ-304 : Introduction to Copywriting, Visualization & Campaign Effectiveness**

Meaning of Copywriting & Visualization,  
Qualities of Visualizer as a part of Advertising,  
Copywriting & Visualizing Role & Significance,  
Process of Visualization,  
Creative Visualization,  
Copywriting in Advertisement,  
Appeals,  
Advertisement Effectiveness,  
Difference between Advertising & P.R.

**MSCMCAJ-305 : Introduction to Mass Communication & Society**

Uses,  
Effects & Representation,  
Meaning of Effects,  
Theories of Media Effects,  
Effects of Media on Education,  
Mass Media and Indian Family,  
Children,  
Women,  
Need for Audience Studies,  
Media & Communication,  
Violence in Media,  
its effect on Society,  
Violence in News.

## Semester 4

### MSCMCAJ-401: Introduction to Communication Research

Research;  
Meaning ,  
Definition,  
Types,  
Methods of Research,  
Research Problems,  
Designing a Research Problem,  
Objective of a Good Research,  
Significance of Research,  
Research Design;  
Meaning,  
Qualities of Research Design,  
Steps of Research Design,  
Hypotheses,  
Qualities of Hypotheses,  
Sampling;  
Sampling Procedure,  
Types of Sampling,  
Data Collection;  
Techniques of Data Collection,  
Processing & Analysis,  
Interpretation and Report Writing,  
Role of Computer in Research.

### MSCMCAJ-402: Introduction to Photography

Photography;  
Meaning,  
Definition & History of Photography,  
Tools of Photography,  
Camera; Parts of a Camera (Shutter, Apertures, Lens, Films),  
Types of Camera,  
Quality of Photograph,  
Role of Visualizations,  
Shots,  
Roles of Lightings,  
How to take a good picture,  
Role of Subject,  
Editing & Development of Photograph.  
Manual & Computerized.  
Composition of Photograph,  
Photo Journalism, its Role & Importance.

### **MSCMCAJ-403: Mass Communication Ethics & Laws**

History of Mass Media;  
Writing to Communication,  
Freedom of Press or Media,  
Press Code & Ethics,  
PCI,  
Code of Journalistic Ethics,  
Censorship and Control in the Press and other Media,  
Press ownership & monopoly,  
Media Laws,  
Media Organization,  
Press Commission,  
ABC,  
RNI &  
Defamation.

### **MSCMCAJ-404: New Media Technologies**

Stand alone technologies to convergence,  
Its history in India,  
New Media Technology,  
Till Present,  
DTH,  
Internet,  
History ,  
Meaning,  
Definition,  
Role,Process,  
Information Superhighway,  
Globalization,  
I.T. Regulations & Committees.

### **MSCMCAJ-405: Project Report**

Every student will be assigned a Project at the beginning of the 4th Semester and will be pursued under the supervision of an internal supervisor. The Project Report will be on the Topics related & Taught in the first year of M.Sc. The Project Report shall carry 100 ( 25 Internal and 75 External) Marks and will be evaluated by the examiner. The project will be submitted with the Institute as well as the University.