

M.A (Journalism and Mass communication) Scheme of Papers under CBCS Guidelines w.e.f 2017-18

Semester I

Core Course- 1 **JMC/1/CC/01**

INTRODUCTION TO COMMUNICATION

Objective:

To help students understand the concept, process and functions of Communication with the help of proven models and theories.

Unit I: Communication – Definitions – Elements of Communication – Communication Act – Sender – Message – Channel – Receiver – Effects – Feedback – Communication Process – Communis. .

Unit II: Communication Basic Models – Scope, functions and limitations of communication models; Development of communication models from simple to complex; Powerful, moderate and limited effect models; Models of Aristotle, Dance, Harold Lasswell, Braddock, Shannon and Weaver, Osgood, Wilbur Schramm, George Gerbner, Westley Hellical Dance and MacLean.

Unit III: Various types of Communication – Intrapersonal – Interpersonal -Group – Mass Communication and Mass line Communication – Functions of Communication – Verbal and Non Verbal Communication – Signs – Codes – Proxemics – Kinesics. Effects.

Unit IV: Theories of direct and indirect influences; Bullet theory, Two-step flow theory, Theory of cognitive dissonance, concepts of selective exposure, Selective perception and selective retention; Cultivation theory, Agenda setting theory, Uses and Gratification theory; Mass society theory, Media System : Authoritarian, Libertarian, Social Responsibility Soviet Socialism, Democratic participant theory.

Unit V: Functions of Mass Communication – Mass Society – Socialisation Process – Mass Culture – McLuhan's Global Village Concept – Global Culture.

REFERENCE BOOKS:

1. Bever S.H., et.al., The Sociology of Mass Media Communications, The Social Review, The University of Keele, Staffordshire, 1969.
2. David K. Berlo, The Process of Communication, Holt Rhinehart and Winston, 1960.
3. Denis McQuail, Mass Communication Theory, Third Edition, Sage Publication, 1994.
4. Denis McQuail and Svin Windhal, Communication Models, Longman, London, 1981.
5. James Watson, Dictionary of Communication and Media Studies.
6. John Comer and et. al, Communication Studies, Longman, London, 1981.
7. Keval J.Kumar, Mass Communication in India, Vikas Publication,s New Delhi, 1994.
8. Little John.S.W., Theories of Human Communication, Longman, London.
9. Marshal McLuhan, Understanding Media.
10. Reed H.Blasce and Edwin Haroldsen, A Taxonomy of concepts of Communication, Hasting House, 1975.
11. Warren K. Agee, Introduction to Mass Communication, New York, 1960.
12. Wilbur Schramm, The Process and Effects of Mass Communication.

Core Course –5, Practical- 1 JMC /1/CC/05
EDITORIAL PRACTICE (Practical)

OBJECTIVE:

This practical paper enables students to work in actual newsroom conditions to explore the general principles of newspaper in news collection, selection and publication. Also writing headlines leads and body, building feature stories, reporting skills, editorial policy, and judgments in processing materials for publication.” The students are expected to stay abreast of local, regional, state, national and world events by reading a local daily each day. Students should also be familiar with a national newsweekly. This activity is to ensure that students maintain broad news awareness and develop a world perspective. Writing letter to editor, Preparing press releases, Taking interviews, News writing on different beats, Organizing press conferences, Editing different types of news, Writing headlines, Writing features and articles. News translation and other related activities. Use of computer in news writing or other practical, activities as directed and guided by teachers.

Core Practical/ 6 Practical- 2 JMC /1/CC/06
Audio-Visual Project

1. Evaluation of persuasion /Screening

Should consider

- Camera
- Editing
- Coordination/direction
- Concept

1. Scripting- 20

(1 Copy) (Including Computer, Shooting & Editing)

2. Viva – the group can appear together, but evaluated on individual performance by the examiner.

Evaluation to be done by 2 external examiners

Core course 22 JMC /4/CC/22

Total 100 marks

Dissertation – 80 Marks

Structure of the dissertation: Introduction. Objective, Methodology, Review of Literature, Research analysis Findings, Conclusion, Bibliography

Mode of Evolution: Dissertation, Presentation and Viva Voce

1. Introduction/ Review of literature/ Objectives- 10
2. Methodology- 10
3. Research Analysis- 10
4. /Conclusion-10
5. Bibliography/ References- 10

Presentation- 20 Marks

Evaluation to be done by two Internal/ external examiners

Best dissertations can be encouraged for publication

Core course 23 / JMC /4/CC/23

Total 100 marks

Mode of Evolution: Report writing/ Visual Presentation/ and Viva Voce

Industry/ Educational Tour Report

1. **Written Report of Industry Visit/Tour- 40 Marks**
2. **PPT/ Visual Presentation of Tour -40 Marks**
3. **Viva – 20 Marks**

Evaluation to be done by two Internal/ external examiners

Core course 24 / JMC /4/CC/24

Total 100 marks

Mode of Evolution: Report writing/ Visual Presentation/ and Viva Voce

Media Internship

1. **Training/Experience Report of Media Internship- 40 Marks**
2. **PPT/ Visual Presentation of work done during Internship -40 Marks**
3. **Viva/ Internship Report – 20 Marks**

Evaluation to be done by two Internal/ external examiners
