PGDMC

Course Structure & Syllabi

Bhupen Hazarika School of Mass Communication

POST-GRADUATE DIPLOMA IN MASS COMMUNICATION

Programme Structure: The Post-graduate Diploma programme of Mass Communication has a total of 8 courses spread over two semesters. These courses are-

Name of Course	Semester	Marks	credits
i. Concept of Communication	: Semester I	20+80	4
ii. Communication Theory	: Semester I	20+80	4
iii. Media Studies	: Semester I	20+80	4
iv. Media Law & Ethics	: Semester I	20+80	4
v. Project & Viva-Voce	: Semester II	80+20	4
vi. Journalism	: Semester II	20+80	4
vii. Advertising and Public Relations	: Semester II	20+80	4
viii. New Media and Computer Application	: Semester II	20+80	4

DETAILED SYLLABI

COURSE- 01: CONCEPT OF COMMUNICATION

UNIT – 1: Concept of Communication

Communication; definition; how communication takes place; types of communication

UNIT – 2: Brief History and Development of Communication

From Stone Age to digital era; early communication systems in India; present status of mass media in India

UNIT – 3: Functions of Communication

Functions of communication; functions of communication in different contexts; functions of communication according to Lasswell; functions of communication according to McQuail; other functions of communication

UNIT – 4: Communication Barriers

Barriers of Communication; types of communication barriers; concept or noise; types of noise

UNIT – 5: Mass Communication

Mass Communication; Definition, Characteristics of Mass Communication; Types of Mass Communication; Functions of Mass Communication; Evolution of Mass Communication; Mass Media

UNIT - 6: Process of Communication

How Communication lakes place; the elements of communication; Sender, Receiver, Message, Channel, Feedback

UNIT - 7: Communication and Society

The role of communication in society; why communication is important; impact of Society on communication processes; communication and social change; communication and culture; Information Society; new information order

UNIT – 8: Communication and its audience

The types of audience; illiterate audience; mass audience and intellectual audience

UNIT - 9: Communication and the grassroots level

Communication strategies at micro level - both in rural and urban setup; alternative media as tools of micro level communication

COURSE- 02: COMMUNICATION THEORY

UNIT – 1: Concept of Communication Theory

Concept of communication theory & model; Evolution of Communication Theories and Models

UNIT - 2: Communication Models - I

Basic models - Aristotle's model, SMR, SMCR, Circular model (Schramm and Osgood)

UNIT – 3: Communication Models – II

Lasswell's Model; Shannon and Weaver's Model; Diffusion of Innovations Model

UNIT – 4: Communication Models – III

Katz and Lazarsfield's two-step flow model of mass media and personal influence; Wilbur Schramm's model; White's Gate keeping Model; Westley and MacLean's Model

UNIT – 5: Communication Models – IV

Newcomb's Model; Gerbner's Model; Walzlawick, Beaven and Jackson's Model; Dan Model

UNIT - 6: Communication Effects Theories - I

Bullet Theory; Uses and Gratification theory; Cognitive Resonance Theory; Agenda Setting Theory; Cultivation Analysis

UNIT - 7: Communication Effects Theories – II

Social Learning Theory; Dependency Theory; Spiral of Silence Theory; Heider's Balance Theory

UNIT - 8: Normative Theories

Authoritarian theory; Libertarian Theory; Social Responsibility Theory; Soviet Communist Theory; Development Communication Theory; Democratic Participation Theory; Bharat's Natyashastra - Sadharanikaran Theory

COURSE- 03: MEDIA STUDIES

UNIT – 1: The Mass Media

Media of Mass Communication; Characteristics of different mass media; Audience, Reach and Access; Role of media - Creating public opinion, Agenda-setting role

UNIT – 2: Development of Mass Media

Early Communication systems in India; Role of media in India; Freedom struggle and the role of media; Pre-Independence era of mass media; Development of Mass Media in the Post-Independence era - Press, Television, Radio, Films, Advertising, Public Relations

UNIT - 3: Traditional Folk Media

Traditional Folk Media; Advantages of Traditional Folk Media; Folk Media Reflects Social Changes; Traditional Folk Media as Development Media

UNIT – 4: Print Media

Print Media - an introduction; Types of Print Media; Relevance and importance of Print Media — Problems and prospects; History of newspaper - World scenario, Indian scenario; Newspaper categories and formats

UNIT - 5: Radio

What is audio media? Audio media vs print media vs audio-visual media; Radio Contents; Classification of programmes; various radio programmes; Assamese programmes on radio; The elementary knowledge of radio productions

UNIT - 6: Visual Media - Photography

Concept of Photography; Photography - Basic Idea; Beginning of Photography; Still photography; Technical concepts of Photography; Types of Camera; Types, Parts of a Still Camera; Movie Camera; Writing and Editing' of Captions; Shots and Camera Movements - Shot, Camera Movement

UNIT – 7: Audio-Visual Media - Film

Film as a mass medium - Characteristics of film, Audience, Impact of film on audience, Film as an industry, Art and Popular Movie, Concept of film appreciation; Film in India – Regional film, Assamese Film, A few important film makers of India; Central Board of Film Certification; Concept of documentaries

UNIT – 8: Audio-Visual Media – Television

Introduction to Television; Brief History of Television in India; Doordarshan; Television Programmes; Television Production

UNIT - 9: Introduction to New Media

Concept of new media – Definition, Difference between conventional media and new media; Characteristics of new media; Most common vehicle of new media

UNIT – 10: Media Convergence

Convergence - an introduction; Relevance of convergence in the present circumstances; Impact of convergence on conventional forms of media

COURSE- 04: MEDIA LAW & ETHICS

UNIT – 01: Constitutional Rights

Concept of Fundamental Rights – Types of Fundamental Rights, Fundamental Rights under the Constitution of India; Concept of Freedom of Speech and Expression – Constitutional Guarantees and Limitations; Concept of Directive Principles of State Policy – Difference between Fundamental Rights and Directive Principles of State Policy

UNIT – 02: Emergency Provisions and Parliamentary Privileges

Emergency and State of Emergency: Concept – Constitutional Emergency Provisions, Code of Conduct for the Press, 1971, Effects of Emergency Provisions on Media Freedom; Parliamentary and Legislative Privileges: Concepts – Constitutional Provisions on Parliamentary and Legislative Privileges, Freedom of Speech, Right of publication of proceedings, Law Courts and privileges, some points on Parliamentary and Legislative Privileges, Effects of Parliamentary and Legislative privileges on media reporting

UNIT – 03: Legal aspects of Media Freedom

Media Freedom: Concept - History of Media Freedom, Constitutional Guarantees and Reasonable Restrictions; Defamation: Concept - kinds of defamation, Defamation and Law, Liabilities of Different Persons as regards Defamation; Official Secrets Act, 1923; Right to Information: Concept, A Human Right, International Standards, Indian Perspectives, Right to Information Act, 2005.

UNIT – 04: Rights of Journalists

Press Council of India - Ethics of Journalism; Working Journalists and Other Newspaper Employees (Conditions of Services & Miscellaneous Provision) Act, 1955; Prasar Bharati (Broadcasting Corporation of India) Act, 1990

UNIT – 05: Media Freedom

Media freedom - Need for restraint on media freedom; Media and importance of ethics; Media Code of Ethics - Common elements of Media Code of Ethics, Plagiarism, Compliance of Ethical Standards; Right of Reply

UNIT – 06: Media and Privacy

Media end Intrusion into Privacy - Privacy under International Law, Privacy and Indian Legal Provisions; Sensationalism: Development of the Concept, Sensationalism in Electronic Media; Sting Operations - Operation Westend: Tehelka.com, Sting Operations in Movies, Novels, Comics and TV Serial; Paparazzi and Celebrities: Two Way Traffic, Restrictions on Paparazzi and Laws; Yellow Journalism - Yellow Journalism Today

COURSE – 05: PROJECT & VIVA-VOCE

PROJECT & VIVA-VOCE GUIDELINES

I. OBJECTIVE: The objective of the project is to help the learners acquire ability to apply multidisciplinary concepts, tools and techniques to address communication and media related problems and/or to evolve new and innovative theoretical framework.

II. TIME SCHEDULE FOR THE PROJECT: The project is of three months duration and it is mandatory to submit either of the reports at least one month prior to the completion of the programme.

III. TYPES OF PROJECT: The project should be done in core specialization area of respective course only. The project may be undertaken (not limited to) on any one of the following areas:

- ➢ It can be related to any field of Communication- impact of media, relationship between media and audience, mass media research, etc.
- ➢ Journalism, its related fields, any media related issues, or media related organisations.
- ➢ Any area of Public Relations/Web Journalism/Advertising/Media Management/Online media/Science Communication/Media Sociology/ Event Management/ Film Making/ Political Science/English literature etc.
- ➢ Evolution of any new conceptual / theoretical framework.
- ➢ Field study (empirical study).
- ➢ The project can be based on primary or secondary data.

IV.PROJECT PROPOSAL (SYNOPSIS) Submission, Changes and Acceptance of Project Proposal (synopsis):

a. Learners are advised to send their project synopsis and name and address of the project guide to their respective Coordinators at the KKHSOU Study Centres. The synopsis should include the following-

- ➢ Title of the study
- ➢ Objectives and importance (significance) of the Study
- ➢ Research methodology opted for the study (stating nature, sources, collection of data, research tools and techniques to be used, sampling procedure).
- ➢ Limitations and scope of the study

b. If the learner wants to undertake a new project by changing his/her earlier project proposal, he/she will have to justify his/her new choice. Without valid ground and certification from his/her guide, no change in project proposal will be entertained.
c. In any case, major changes in project proposal will not be allowed after submitting the second review of the proposal. The second review will be considered as final.
d. It is necessary that the learners finalize their project proposal well ahead of time.
e. It is to be noted that changes in project proposal will not be entertained in the last month of the programme.
f. In order to complete the project in due time, a learner should devote at least 60 days for his/her project. Their time should be judiciously divided into various phases like field study & interview, data collection, data tabulation, data interpretation and data analysis.

V. PROJECT GUIDE

➢ The University will provide a database for selection of project guide/supervisor. If the learner wants to select a guide from a different discipline, prior approval from the University is a must.
➢ A faculty who is presently engaged with the Bhupen Hazarika School of Mass Communication of KKHSOU or those who are engaged with the study centres (preferably Mass Communication department) of the designated colleges under KKHSOU.
➢ Faculties in the departments of Mass Communication and Journalism in colleges/institutions affiliated to any Indian University and having minimum five years of teaching experience.
➢ Any academician who is associated with any research organisation and having a minimum of 5 years of research experience.

VI. PROJECT REPORT:

➢ Each Project Report must adequately explain the research methodology adopted and the directions for future research.
➢ The report should not be less than 30 pages and not more than 150 pages.
➢ The report will be subject to plagiarism check
➢ The Project Report should also contain the following:
- Copy of the approved Project Proforma.
- Certificate of originality of the work duly signed by the learner and project guide.
- Resume of the guide should be attached along with the project report.

VII. PROJECT PROFORMA

• The Project Report should be typed in Ariel, font 11, double line space, with 1.5 inches of margin in left size and 1 inch margin in the right side of each page. The upper and lower margins should not be less than 1 inch each. Project report should be printed on one side only and should be hard bound.
• The project report or dissertation should include the following items –

a. Cover page
b. Certificate from the supervisor/guide
c. Acknowledgement
d. Abstract
e. Contents (a brief outline of the different chapters including a list of tables/list of figures (if need be)

A brief overview of how a chapterisation should be conceptualized is given below-

a. Introduction
  ➢ Background of the study
  ➢ Objectives of the study
  ➢ Rationale for the research
  ➢ Hypothesis to be tested/research questions
  ➢ Review of past literature
b. Research Methodology
  ➢ Area/Place of research
  ➢ Sample size

➢ Sampling method
➢ Nature of research
➢ Tools of research

c. Details about the different aspects of the research study
d. Data analysis and interpretation
e. Limitations and scope of the study
f. Bibliography
g. Annexure (pictures, paper clippings, questionnaires, etc.)

AUDIO-VISUAL REPORT: In case of audio-visual project, the learner is expected to prepare and submit an audio-visual clip on any topic (preferably related to the area of media and communication) in the form of CD or DVD (in MPEG,MP4, m4v, DAT or VOB formats). The learner will have to shoot the video using a handycam/camera and edit it properly before submitting it. It is imperative for the learner to prepare a proper script along with the CDs/DVDs. At the time of submission, the learner must keep in mind to submit three CDs/DVDs, one for the Study Centre, one for the University and one for the learner himself/herself. At the top right corner of the first page of the report "COPY FOR THE UNIVERSITY" should be neatly written or typed.

VII. VIVA-VOCE: After the submission of the project report/audio-visual reports, viva-voce will be conducted in the presence of both an Internal and External Evaluator at designated study centres or at the University headquarter.

Learners should keep their copies of project report/dissertation for future reference. The University may ask the learners to present a brief overview of their project work even after the submission of the project anytime within commencement of the programme. Therefore, the learners should preserve their copies till the final result is declared.

COURSE – 06: JOURNALISM

UNIT - 01: News

Concept of News - definition, news values; Types of News: Sources of news; Objectivity and Authenticity

UNIT - 02: Concept of Reporting

Concept of Reporting; The News Reporter - qualities and responsibilities

UNIT - 03: Types of Reporting

Types of Reporting – Objective, interpretative and Investigative; Beat reporting; Some important Beats

UNIT - 04: News Writing

Structure of news story; How to write the Copy

UNIT - 05: News Editing

Concepts of news editing; Newsroom set-up; Roles of Editors; Principles of Copy Editing; Photo editing

UNIT - 06: Editing & Design

Headlines types and styles; Page Layout; Page make up

UNIT - 07: News Agencies

News Agencies; role and functions; History of News Agencies in India; Important news agencies; Editing Wire Copy.

COURSE – 07: ADVERTISNING AND PUBLIC RELATIONS

UNIT - 01: Concept of Advertising

Concept of Advertising - Concept, Objectives, Function; Classification of Advertising - based on function, region, target markets, company demand, desired responses, the media used to issue advertisements

UNIT - 02: Elements of Advertising

Elements of Advertising – slogan, headline; Advertisement Layout, Selection of media for Advertising

UNIT - 03: Advertising Media

Advertising Media - Concept, Print advertising, Radio advertising, Television advertising; Concept of Media buying and Space selling; Impact of advertising

UNIT - 04: Advertising Agency

Concept of Advertising agency; Historical Overview of Advertising Agency; Types of advertising agency; Organizational set-up of an Advertising Agency; Advertising Manager - Who is an Advertising Manager, The Dutie and Responsibilities of an Advertising Manager, The qualities of an Advertising Manager.

UNIT - 05: Activities of an Advertising Agency

Activities of an Advertising agency – Activities of different departments - Client Servicing, Accounts Service, Media Planning, The Creative Department, The Creative Services Department, The Research Department - The Duties and the Responsibilities of an Advertising Agency - Financial Relation of the Advertising Agency - Advertising Ownership & Term of Relationship; Advertising Campaign - Concept of Advertising Campaign, Advertising Campaign Strategy, Research for advertising campaign

UNIT - 06: Advertising & Marketing

Outdoor advertising; Film Advertising; Financial Advertising; Social Marketing concept

UNIT - 07: Codes of Advertising

Ethics in Advertising; ASCI; AAAI; Codes and guidelines for advertising – general rules of conduct in advertising, code for Doordarshan; General AIR Code, Advertising code and children, code of standards in relation to the advertising of medicines and treatment, Cable Television advertising code

UNIT - 08: Public Relations: The Concept

Nature and scope of Public Relations - Definition of Public Relations, Objectives of Public Relations, Basic Functions of Public Relations, Nature of Public Relations; Growth and

Development of Public Relations - PR Pioneers, PR in India, Modern Public Relations in India, Future prospects.

UNIT - 09: Public Relations Practitioners and Organizations

Propaganda and publicity; Public Relations Officer - Duties and Responsibilities, Qualities of a good Public Relations Officer; Public Relations Organizations in India - PRSI, PRCI, PRCAI.

UNIT - 10: Public Relations in organizations

PR set up in an organization - Status of PR department in an Organization, Functions of a PR department; PR campaigns and programmes; Public Relations and crisis management; PR and Code of Conduct

UNIT - 11: Publics in Public Relations

Target audience; Publics of Public Relation - Internal Publics, External Publics; Publicity media for PR - Print Media, Television, Radio, Film, New Media.

UNIT - 12: Tools of Public Relations

Tools of Public Relations; House Journals - Internal House Journal, External house Journal, Trade Journal; Other PR publications; Some other important tools of PR - Oral Communication, Bulletin Boards, Open House, Video Magazine.

UNIT -13: Methods of Public Relations

Organizing a Press Conference – How to organize a Press Conference, Differences between Press Meet and Meet the Press, Press Briefing, Press Tours; Releases and Written Materials to media – Press Release, Backgrounder, Rejoinder

UNIT -14: Government Public Relations

PR in Central Government; PR in State Government; PR in Public Sector Undertakings

COURSE- 08: NEW MEDIA AND COMPUTER APPLICATIONS

UNIT - 01: Introduction to New Media

Concept of New media - definition, difference between conventional media and new media; Characteristics of new media; Most common vehicles of new media

UNIT - 02: Impact of New Media

Impact of new media - Society and mass culture, Politics and developmental issues; New media and journalism - Print journalism, Broadcast journalism, Advertising industry; Convergence – media convergence, Advantages of media convergence, Rising concerns about media convergence

UNIT - 03: Computer Revolution and Internet

Evolution of computers; What is Internet - History of Internet, How Internet came to India, Characteristics of Internet, uses of Internet; Internet Services – E-mail, FTP (File Transfer Protocol), Telnet, Gopher, World Wide Web

UNIT - 04: Digital Media

Digital media, Analog Media, Why go digital? Advantages of digital media; Digital video and Digital Television - Digital video, brief history of Digital video, Digital TV, Advantages of DTV over analog TV; Digital radio and digital photography - Digital radio, Radio in a box. Digital photography

UNIT - 05: Online Journalism

What is online journalism? - Difference between online Journalism and traditional journalism, History of online journalism; Characteristics of online journalism - Advantages online journalism, Limitations of online journalism, Ethics and constraints of online journalism

UNIT - 06: Online Newspapers

Online newspaper - Types of online newspapers, Growth of online newspapers; Impact of online newspapers on traditional newspapers and news websites.

UNIT - 07: Using Computers: Essential Concepts

Concept of computers; generations of computer; organization of a computer; different types of computers; port; file management; application of computers; advantages and disadvantages of computer

UNIT - 08: Software and Multimedia Applications

Computer software basics; system software – Operating System, Utilities Software, Device Driving Software, Programme Language; Application Software – productivity software, Education Software, Entertainment Software, Business Software; Integrated Software; Multimedia Computing, Legal Restrictions on software.

UNIT - 09: MS Word

Starting MS-Word; Basic Components of MS Word; Entering and Saving Text in a document; closing the MS-Word document and closing MS-Word; opening of an existing document; copy and cut (move); formatting the document; finding a particular pattern; insertion; implementing formula on table contents; header and footer; page setup; indents; tabs; columns; change case

UNIT - 10: MS PowerPoint

Starting of MS PowerPoint - parts of MS PowerPoint; creation of MS PowerPoint presentation; to include a chart in the slide; to import a data sheet; formatting options; slide transitions; different views of the presentation

UNIT - 11: Desktop Publishing

Desktop Publishing - background of Desktop Publishing, Advantages of Desktop Publishing; Primary Desktop Publishing Software Programs; Adobe PageMaker – PageMaker Basic; Adobe Photoshop – Photoshop basics

UNIT - 12: Printing Technology and Typography

Printing technology - History of printing technology, Types of printing technology; offset printing - advantages and disadvantages of offset printing, types of offset presses; CTP (Computer to Plate); Typography - page layout, Tips for good typography, Fonts and Font Families.

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