

GAUHATI UNIVERSITY
Centre for Distance and Online Education

M.A. First Semester
(Under CBCS)

MASS COMMUNICATION

Paper: MMC 1015
Indian Society and Politics



CONTENTS:

BLOCK: I(Indian Society)

- Unit 1:** Post Independent Development (Economic and Political History)
- Unit 2:** Indian Society : Nature, Meaning and definitions; Indian Social Structure
- Unit 3:** North East India : History, Culture and Politics

BLOCK: II(Constitution of India)

- Unit 1:** Historical Background, Constituent Assembly of India
- Unit 2:** Fundamental Rights, Fundamental Duties
- Unit 3:** Directives Principles of State Policy
- Unit 4:** Sixth Schedule, Autonomous Council and North East India

BLOCK: III(Indian Governments)

- Unit 1:** Union Government: Structures of the Union Government and Functions
- Unit 2:** President
- Unit 3:** Prime Minister, Cabinet, Parliament, Parliamentary Privileges
- Unit 4:** Supreme Court of India, Judicial Review
- Unit 5:** State Government: Structure and Functions
- Unit 6:** Governor, Chief Minister, Cabinet, State Legislature
- Unit 7:** Judicial System in States, High Courts and Other Subordinate Courts
- Unit 8:** Panchayati Raj

BLOCK: IV(Indian Politics)

- Unit 1:** Problems of the Indian Political System
- Unit 2:** Nation Building in India: Problems and Prospects

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M.A. First Semester
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MASS COMMUNICATION

Paper: MMC 1025
History of Media and Global Media Scenario



CONTENTS:

BLOCK: I (History of Communication and Media)

- Unit 1:** Early Communication Modes
- Unit 2:** Origin and Growth of Press in Pre Independent India and the World
- Unit 3:** History of Press in India in the Post-Independence Period
- Unit 4:** Growth of Indian Language Media
- Unit 5:** Pioneers in Indian Journalism
- Unit 6:** History of Press in Assam

BLOCK: II (Growth and Development of Electronic Media, Alternate Media and New Media)

- Unit 1:** Growth and Development of Radio as a Mass Medium in the World
- Unit 2:** The Indian Radio Scenario
- Unit 3:** Growth and Development of Television as a Mass Medium in the World
- Unit 4:** History of Indian Television
- Unit 5:** History of Computer and Internet

BLOCK: III (Global Media Scenario----Some Key Aspects)

- Unit 1:** Importance of the Study of Global Media Systems
- Unit 2:** Concept of Free Flow of Information and Imbalance
- Unit 3:** MacBride Commission Report

BLOCK: IV (Global Media---An Overview)

- Unit 1:** Newspapers and Magazines of Different Countries
- Unit 2:** Radio and Television of Different Countries
- Unit 3:** Growth and Status of Community Media in the Global Perspective
- Unit 4:** Transnational News Agencies
- Unit 5:** Media Commercialization Boom in the Global Media
- Unit 6:** International Film Industry

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M.A. First Semester
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MASS COMMUNICATION

Paper: MMC 1035
Perspectives on Communication Theory



CONTENTS:

BLOCK: I (Basics of Communication)

- Unit 1:** Communication
- Unit 2:** Barriers of Communication
- Unit 3:** Effective Communication

BLOCK: II (Models of Communication)

- Unit 1:** Need and Significance of Models
- Unit 2:** Theories

BLOCK: III (Communication Theories)

- Unit 1:** Sociological Theories: Cultivation, Agenda Setting, Uses and Gratification, Dependency Theory
- Unit 2:** Normative Theories
- Unit 3:** Media Hegemony
- Unit 4:** Media Effect Theories
- Unit 5:** Structuralism
- Unit-6:** Indian Theories of Communication

BLOCK: IV (Understanding Audience)

- Unit 1:** Audience Formation and Experience
- Unit 2:** Content Production-Cultural Production
- Unit 3:** Analyzing Media Content

Block:V (Communication at the Post-Modern Period)

- Unit-1:** Communication as Power Relationship
- Unit-2:** Political Communication in India
- Unit-3:** Media Organizations of the State and Central Governments
- Unit-4:** Media in Troubled Times

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M.A. First Semester
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MASS COMMUNICATION

Paper: MMC 1045
Basics of Journalism—Print Media



CONTENTS:

BLOCK: I(Basics and Concept of News)

- Unit 1:** Concept of News; Sources of News; News Sense and Nose of News; Authenticity, Objectivity
- Unit 2:** Different Types of News; 5 Ws and 1H; NEWS; Exclusive News; Breaking News; News Flow
- Unit 3:** News writing---Basics, Structure and Know How; Dateline, Credit Line and By-Line, Deadline
- Unit 4:** Leads: Different Types of Leads
- Unit 5:** Structure of a Newspaper: Components and Design

BLOCK: II(Concept of Reporting)

- Unit 1:** Different Types of Reporting; Objective, Interpretative and Investigative;
- Unit 2:** Reporting Beats; Background Research for Reporting
- Unit 3:** Essentials of Good Reporting; Responsibilities and Liabilities of a News Reporter; Qualities of a News Reporter
- Unit 4:** Difference in Reporting For Print and Other Mass Media

BLOCK: III(Basics of Editing)

- Unit 1:** Concept of Editing for Print Media; Meaning of Editing;
- Unit 2:** Process and Steps of Editing for Print Media
- Unit 3:** Newsroom Setup
- Unit 4:** Editorial Team and Functions at Each Level; Essential Qualities and Responsibilities of Editor
- Unit 5:** Headlines—Various Types and Language of Headline; Art of Headline Writing ; Reference Section
- Unit 6:** Typesetting, Layout and Design, Page Makeup; Basics of Typography
- Unit 7:** Supplements and Special Pages

BLOCK: IV(Agency and Photojournalism)

- Unit 1:** News Agency—Purpose, Function, Structure and Importance in Mass Communication
- Unit 2:** Various Services of News Agency; Syndicated Services
- Unit 3:** Photojournalism as an Integral Part of News
- Unit 4:** Science and arts of Photography; Photo Editing Styles and Software; Caption Writing

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M.A. Second Semester
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MASS COMMUNICATION

Paper: MMC 2015
Electronic Media



CONTENTS:

BLOCK: I(Introduction to Radio and Television)

Unit 1: Growth and Development of Radio and Television, Various Committees Associated with the Journey, Concept of Public Service Broadcasting; Evolution of Television

Unit 2: Knowledge about Electromagnetic Spectrum, AM, FM, Community Radio, Internet Radio, HAM Radio etc

Unit 3: History of Cinema and its Role in the Society; Current Trends

BLOCK: II(Programme Production)

Unit 1: Phases of Production: Pre-Production, Production and Post-Production

Unit 2: Radio and Television Programme Formats (Features, Documentary, Talk Show, Interview etc.)

Unit 3: Understanding Various Programmes and Formats; Radio and Television Copy, Advertisements in Electronic Media.

BLOCK: III(Studio Know How)

Unit 1: Understanding Studio: Studio Management, Studio Floor, Role of Director, Editor, Set Designer, Make-Up Artists

Unit 2: Sound in Electronic Media and Types of Microphone

Unit 3: Camera Functions: Types of Shots, Angles and Movements of Camera, Position of Camera, Shutter Speed etc.

Unit 4: Magic of Light; Outdoor and Indoor Production

Unit 5: Voice Training and Art of Presentation

BLOCK: IV(Electronic Media News)

Unit-1: Radio News: Different Bulletins, Radio News Reporting, Editing, Radio News Reading/Presentation, Different Radio Programmes on Current Affairs

Unit 2: Basics of Electronic News Gathering(ENG), Television News: Basics of Television News, News vs Views

Unit 3: Television News Reporting, Editing, Packaging of News

Unit 4: News Anchoring/Presentation, Live Talk Shows, Elements of News Bulletin, New Trends in Television News

Block: V(Ethics of Electronic Media Production)

Unit 1: Duties and Responsibilities of Media Persons; Do's and Don'ts of Electronic Media Production

Unit 2: Convergence With New Media and Its Impact

Unit 3: Satellite Channels, TRP and BARC

Unit 4: Content Analysis of Electronic Media Programmes

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M.A. Second Semester
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MASS COMMUNICATION

Paper: MMC 2025
Advertising



CONTENTS:

BLOCK: I(Introduction to Advertising)

- Unit 1:** Understanding Advertising, Characteristics, Needs, Functions and Classification of Advertising
- Unit 2:** Elements of Advertising
- Unit 3:** Difference between Advertising and Publicity; Marketing Communication and Propaganda
- Unit 4:** Relevance of Advertising in the Marketing Mix; Theories of Advertising

BLOCK: II(Creative Strategy and Media Planning)

- Unit 1:** USP, Appeals in Advertising, Ad Strategy, Idea Generation
- Unit 2:** Copywriting, Copywriting for Different Media, Language
- Unit 3:** Kinds of Layout(Thumbnail, Rough and Comprehensive) and Design Principles
- Unit 4:** Differences of Advertising for Various Media, Indoor and Outdoor, Impact of Advertising
- Unit 5:** Media Planning—Factors Influencing Media Planning
- Unit 6:** Online Advertising; SEO; AI; Influencer Marketing; Viral Videos; Shorts and Reels

BLOCK: III(Advertising Agency and Advertising Media)

- Unit 1:** Advertising Agency, It's Organizational Structure
- Unit 2:** The Current Status of the Ad Agencies in the World Perspective and Indian Perspective
- Unit 3:** AAAI, DAVP, DIPR
- Unit 4:** Internet and Social Media Advertising; Marketing, Blogging and its Current Status

BLOCK: IV(Brand Building and Advertising Management)

- Unit 1:** Concept and Definition of Brands; Brand Image, Brand Management
- Unit 2:** Elements in a Marketing Plan, Marketing Mix

Block:V(Legal and Ethical Issues in Advertising)

- Unit 1:** Legal Aspects of Advertising
- Unit-2:** ASCI and Advertising Ethics-Codes and Guidelines of Advertising

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M.A. Second Semester
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MASS COMMUNICATION

Paper: MMC 2035
Public Relations and Corporate Communication



CONTENTS:

BLOCK: I(Understanding Public Relations)

Unit 1: Concept of Public Relations; History and Evolution of Public Relations as a Profession(Global and Indian Perspectives)

Unit 2: Increasing Importance of PR; Target Audience and Publics of PR—Internal and External

Unit 3: PR vis-à-vis Advertising, Propaganda, Publicity Campaigns, Promotion

Unit 4: PR organizations---IPRA, PRSI, PRCI etc.

BLOCK: II(Strategies, Processes and Practice of Public Relations)

Unit 1: PR Plan—Environment and Study;

Developing Communication Plan, Implementing Communication Plan, Impact Evaluation

Unit 2: Scope and Concept of PR in Modern Management System

Unit 3: PR in Public and Private Sector

Unit 4: New Roles and Strategies of PR; Interface of PR with Various Management Disciplines (Human Resource Development, Finance, Marketing, Law etc.)

BLOCK: III(PR Skills and Applications)

Unit 1: Communication Skills(PR Tools)House Journal, Bulletin Boards, Rejoinder, Backgrounder, Open House, Video Magazine, Media Release, Media Note, Communiqué

Unit 2: Digital Skills: New Trends in PR, Digital Platforms, Social Media, e-tools of PR, Alternate Media

Unit 3: Organizing Skills: Press Conference, Meet the Press, Press Briefing

Unit 4: Negotiating Skills: Media Relations, Employer-Employee Relations, Customer Relations, Client Servicing

Unit 5: Qualities of a Good PR Person, Functions and Responsibilities of PR Practitioner

BLOCK: IV(Understanding Corporate Communication)

Unit 1: Corporate Communication---Concept and Scope; Corporate Identity, Corporate Image, Reputation, Imperatives of Reputation Management, Image Repair Theory

Unit 2: Spin Doctoring, Lobbying, Corporate Advertising, Community Relations and Corporate Social Responsibility(CSR)

Unit 3: Crisis Management: Plan for Crisis Preparedness, Response, Media Handling, Media Confronting

Block: V(Practice and Challenges of PR & CC)

Unit 1: Event Management, Organizing an Event

Unit 2: Legal, Ethical Issues and Emerging Trends in PR and Corporate Communication; IPRA Code of Ethics, PRSI Code and Ethics

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MASS COMMUNICATION

Paper: MMC 2045
Media Laws and Ethics



CONTENTS:

BLOCK: I(Media Laws-I)

Unit 1: History of Press Laws in India
Unit 2: Contempt of Courts Act, 1971, Civil and Criminal Law of Defamation—Libel, Slander and Malign
Unit 3: Relevant Provisions of Indian Penal Code with Reference to Sedition, Crime Against Women and Children; Hate Speech
Unit 4: Laws Dealing With Obscenity; Young Persons and Harmful Publications Act, 1956; Right to Privacy in India
Unit 5: Right to Information Act, 2005; Press and Registration of Books Act, 1867; Working Journalists' and Other Newspapers Employees' (Conditions of Services and Miscellaneous Provisions) Act, 1955

BLOCK: II(Media Laws-II)

Unit 1: Cinematograph Act, 1952; Cable TV Networks Regulation Act, 1995
Unit 2: Prasar Bharati Act; Guidelines for TV Content
Unit 3: Media and Public Interest Litigation ; Press Council of India Act, 1965; Information Technology Act, 2005;
Unit 4: Plagiarism; Copy Left Issues—Concept of Open Educational Resources(OER)and Open Media Resources(OMR); Copyright Act, 1957

BLOCK: III(Media Ethics)

Unit 1: Freedom of Speech and Expression, Right to Reply
Unit 2: Communal Writing and Sensational Reporting, Yellow Journalism; Freebies, Bias, Coloured Reports, Paid Journalism
Unit 3: Press Council of India Codes and Press Ombudsman; Proposed Media Council, Accountability and Independence of Media
Unit 4: Election Commission of India Guidelines for Media, Government and Media Ethics
Unit 5: Ethical Reporting On Children and Women; Privacy Issues
Unit 6: CBFC and Film Certifications

BLOCK: IV(International Rights and Media)

Unit 1: Human Rights Laws(Human Rights Act, 1993) and Universal Declarations
Unit 2: UNCRC, Geneva Convention
Unit 3: International Humanitarian Laws and Conflict Reporting, Challenges and Safety Measures of Media Personnel; ICRC; Parachute Reporting; Embedded Journalism

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Plagiarism Report of SLMs for PG Programme (MA in Mass Communication, 1st and 2nd Semester)

Programme	PG	Paper	Total Units	Total page	Similarity %	Software used: Turnitin
						Weblink
Mass Communication	I	MMC 1015	20	186	5	https://drive.google.com/file/d/1qaBSRtNebg0Oq233ArCCOXqbzWZRV0gw/view?usp=sharing
		MMC 1025	20	442	0	https://drive.google.com/file/d/1NGN1NWT1pcI6AtqxGCIQctGdRVed2Lgx/view?usp=sharing
		MMC 1035	20	253	6	https://drive.google.com/file/d/1zgjWsgxQpK3e7QGmTcxMcsuiRlkkDr5E/view?usp=sharing
		MMC 1045	20	242	2	https://drive.google.com/file/d/1QZvQljEPB2kVYI-GMOdDUUE4AdI1CghZ/view?usp=sharing
	II	MMC 2015	20	332	1	https://drive.google.com/file/d/1ZSmrHarDp3_g0I4A3RXI9oD4jFYZ1Hi7/view?usp=sharing
		MMC 2025	20	263	1	https://drive.google.com/file/d/1gOsZvWKnyZuGcrGWY0TXIQm0JD0jl8hr/view?usp=sharing
		MMC 2035	20	193	4	https://drive.google.com/file/d/1wFHZHfy6wSh6rEgjnPh-0jVKWx4YWWql/view?usp=sharing
		MMC 2045	20	188	6	https://drive.google.com/file/d/1Pyr8JbT29dEeaPJBPK1eOFD_Ki3IyWyq/view?usp=sharing

Sd/-

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