

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

(Under CBCS)

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 Sense 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, Communique

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
Course	Semester					Weblink
Mass Communication	I	MMC 1015	20	186	5	https://drive.google.com/file/d/1qaBSRtNebg0Oq233ArCCOXqzbWZRV0gw/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-GM0dDUUE4AdI1CghZ/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-0jVKWx4YWWqI/view?usp=sharing
		MMC 2045	20	188	6	https://drive.google.com/file/d/1Pyr8JbT29dEeaPJBPK1eOFD_Ki3IyWyq/view?usp=sharing

Sd/-
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