



Established by Govt. of Arunachal Pradesh vide Act 9 of 2012, the Arunachal University of Studies Act, 2012 Recognized as per u/s 2(f) of University Grants Commission Act, 1956
NH-52, Namsai, Arunachal Pradesh -792103

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION) – FIRST SEMESTER

First Semester			
S. No.	Name of Subject	Credits	Total Marks
1	Principles of Mass Communication	5	100
2	Print Journalism: Reporting, Writing and Editing	5	100
3	Electronic Media (Radio and Television)	5	100
4	Modern Newspaper Management & Press Laws	5	100
5	Indian Culture & Folk Media	4	100
Total		24	

Subject Name: PRINCIPLES OF MASS COMMUNICATION

Nature and process of human communication, functions of communication, verbal and nonverbal communication, intra-personal, inter-personal, small group, public and mass communication.

Models: SMR, SMCR, Shannon and Weaver, Lasswel, Osgood, Dance, Schramm, Gerbener, Newcomb, convergent and gate-keeping, communication and socialization.

Nature and process of mass communication, media of mass communication, characteristics and typology of audiences.

Media systems and theories: authoritarian, libertarian, socialistic, social-responsibility, development, participatory. Mass media: public opinion and democracy. Media culture and its production. Media organizations, media content, market – driven media content – effects, skyvasion, cultural integration and cultural pollution.

Issues of media monopoly – cross-media ownership; Ownership patterns of mass media, ethical aspects of mass media, freedom of speech and expression, right to information, media and social responsibility, media accountability, infotainment and ICE

Subject Name: PRINT JOURNALISM: REPORTING, WRITING & EDITING

Unit I: Journalism

1. Concepts, dimensions and functions of journalism
2. Nature of the media and content: Print, electronic and on-line newspapers
3. Journalism as a profession: role and responsibilities and challenges; objectivity and fairness; careers in journalism; training problems; perception & response of the industry

4. Indian society – demography, socio-economic & political profile and the responsibility of the press

Unit II: News

1. Definition & Concept of news – news values, news elements, objectivity
2. Types of news: hard news, soft news, human interest news (stories), etc.
3. Story form: inverted pyramid structure; intros/leads; types of leads, etc.
4. Sources of news & news gathering: beats, PIB, press release, press notes, handouts, electronic newsgathering devices and sources.

Unit III: The Reporter & Reporting

1. Professional reporter; societal knowledge, ethics of reporting and professional hazards
2. Kinds of reporting: investigative, interpretative, in-depth, etc.
3. Photo journalism and photo-editing; photo and illustration; scaling a picture.
4. Interview; techniques for interviewing for gathering news.

Unit IV: Writing

1. Writing styles needed for journalism
2. Art of writing features, reviews, profiles, obituaries; letter to the editor, etc.
3. Editorials/and column writing
4. Magazine writing

Unit V: Editing

1. News values: basic norms, criteria for testing a copy and selecting news stories.
2. Sub editor: skills, duties, responsibilities of a sub-editor.
3. Editing process: editing tools, copy editing and re-writing copy, space and typographical aspects, etc.
4. Newspaper production; layout, printing process, electronic news-room and pagination

Reading List:

- M.V. Kamath, **The Journalists Handbook**, Vikas Publishing House, New Delhi, 1995.
- George, T.J.S. **Editing: A Handbook for the Journalist**, IIMC, New Delhi, 1989.
- Srivastava, K.M. **News Reporting and Editing**, Sterling Publishers, New Delhi, 1995.
- Herbert Strentz, **News Reporters and News Sources**, Prentice Hall of India, New Delhi, 1992.
- George A. Hough, **News Writing**, Kanishka Publishers, New Delhi, 1998.
- Jan R. Hakemulder, Fay A.C. de Jonge and P.P. Singh, **News Reporting and Editing**, Anmol Publications, New Delhi, 1998.

Subject Name: ELECTRONIC MEDIA (RADIO AND TELEVISION)

Evolution and growth of electronic media: radio, television and internet.

Characteristics of radio, television and Internet as medium of communication – spoken, visual and multiple versions of information through links. Principles and techniques of audio-visual communication – thinking audio and pictures, grammar of sound, visuals and web production.

Technology and skills of linear and non-linear systems of audio- visual communication – sound and picture formation through a wide range of microphones, sound-recorders, camcorders, video recorders, computer-graphics and studio equipment (exposure through field visits).

Transmission of sound, images and data through microwave, satellite, cable and television technologies.

Infrastructure, content and flows on internet, with specific reference to India – reach and access to personal computers and internet connectivity.

Newspaper, magazine, radio, television, and on internet.

Subject Name: MODERN NEWSPAPER MANAGEMENT & PRESS LAWS

(a) Newspaper Management :

- i) Management Principles - Nature of Newspaper, Industry - Types of Newspaper Management in India. (i) Individual Owned or Party owned. (ii) Family business, (iii) Joint Stock Company Methods of Management Practice. H. R. Dept, response editorial, response Dept., Corporate social responsibility or news paper.
- ii) Circulation Problems and Strategies - Reach and availability of Newspapers- sales, forecasting and planning readership - Market Surveys and Readership Survey - The Role of ABC and its functioning. Brand Image, marketing, event management.
- iii) Report of the Inquiry Committee on small Newspapers and Report on fact finding Committee on small Newspaper. Palekar Award and other Reports on Newspaper Economics.
- iv) Advertising : Advertising in newspaper media, Role of advertising. Classification of advertising, Government advertisements, necessary of co-ordination between news desk and advertisement department, copy writing, layout of advertisement. Advertising agents and agencies, Law relating to advertising. space selling - through advertising agencies- creative Advertising and New trends in the field of Advertising. Introduction to web Advertisement.

(b) Techniques of News Paper Production .

A brief introduction to various types of printing - Printing defined - Development of Printing in India, digital technology changes in print media. Machines of News Paper Production - The production routine.

Old Printing Techniques - Typography Ems and point system - Various printing machines - Letter press, Photo engraving and Block making. Mono, Lino Rotary.

Photo - Compositing and Offset printing. Advance printing technology- digital printing, integrated pre-printing process, computerized printing. The Role of Computer in Design-Desk Top Publishing, Facsimile Printing - Word Processors - Colour Printing Techniques.

(c) Press Laws :

- (1) Press and Registration of Books.
- (2) The Parliamentary Proceeding Act.
- (3) Copy - right and right to information Act
- (4) The working Journalists Act.
- (5) Press Council
- (6) Defamation and the Contempt of Court.

- (7) Parliamentary Privileges,
- (8) Freedom of Press and relevant Press Laws.
- (9) Right to Information Act.

Subject Name: INDIAN CULTURE & FOLK MEDIA

Unit I

1. Characteristic Features of Indian Culture.
2. Society of India through ages- From Ancient period to Contemporary times.
3. Main Religions of India.
4. Indian Philosophy- Basic features.

Unit II

1. Evolution of Script and languages in India.
2. Religious and Spiritual Scriptures- Bhagvat Geeta, Guru Granth Sahib, etc.
3. Epics- Mahabharata and Ramayana- Basics.
4. Vedas, Upanishads, Puranas, etc.

Unit III

1. Indian Art and Architecture- Basic Features.
2. Indian Painting Tradition- from Ancient to Contemporary times.
3. Important Performing Arts of India- Music, Dance, Theatre, Cinema, etc.
4. Indian Popular Culture- Emerging Trends, Bollywood, etc.

Unit IV

1. Folk Media in India- Basic Features.
2. Traditional Forms of Oral and Visual Communication in Indian Society.
3. Popular Traditional Dramatic Forms- Tamasha, Nautanki, Saang, etc. Traditional Oral Literature, Musical Forms.
4. Importance/ Use of Folk Media in Rural/ Development Communication.