

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

Second Semester			
S. No.	Name of Subject	Credits	Total Marks
1	Information Technology Application in Mass Media	5	100
2	Editing in Electronic Era	5	100
3	Specialisation in Media Production Materials	5	100
4	Development Communication	5	100
5	Practical-Writing Skills	4	100
Total		24	

Subject Name: INFORMATION TECHNOLOGY APPLICATION IN MASS MEDIA

Unit I

Introduction to New Media Technology; Historical perspective of Internet; Communication and Information Technology; Basic understanding of Internet and World Wide Web from the standpoint of Mass Communication; Types of Internet connections LAN, WAN, MAN;

Unit II

Process and techniques of creating Dynamic and Static Websites; Blogs, Facebook, Twitter, Chatting, E-mailing, Messenger, and other social networking services.

Unit III

Process of creating pages by using page layout application Pagemaker/Quark Express; Editing a digital image with Photoshop, Creating a webpage with Dream weaver, Creating, manipulating and incorporating 3-D Graphics; Incorporating Audio/Video into Multimedia presentations.

Unit IV

Cyber Journalism; E-Newspapers; On-line Editions of Newspapers; Merits and demerits of Cyber Journalism over traditional newspapers and magazines; Socio-economic impact of Cyberjournalism, Use of Internet for Mass Communication Research.

Suggested Readings:

1. *A Journalist's Guide to the Internet* : The Net as a reporting tool: Callahan Christopher.
2. *Writing for New Media* : The Essential Guide to Writing for Interactive Media, CDROM, and the Web : Andrew Bonim.
3. *ABC of the Internet* : Crumilish.
4. *Information Technology* : Danis P. Curtin.
5. *Illustrated World of Internet* : Anil Madan.
6. *How the Internet Works* : Preston Gralla.

7. Old Media New Media : Wilson Dizard, Jr.

Subject Name: EDITING IN ELECTRONIC ERA

(a) Editing & Electronic Era

- (i) Editing the news, Role played by sub-editors and Chief Sub-editor, Directions from editor and news editor. Editing provincial news processing, telegraphs and copies filed by correspondents and news agency report, agency news Translation, Subbing in Magazines, Subbing in and section of type, leads, sub-heads, checking the material, selection of photographs, "over-lines" and captions of photographs. Paperless newspaper offices editing techniques & skills in electronic era. Local area network in news-paper offices.
- (ii) Handling publicity materials received from State Publicity Department and Press Information Bureau, material received from various sources. Sub as rewrite man, finishing touches.
- (iii) Planning a page make-up - Page display variety and balance – Inside Page - Feature page - The Regional and News Page - Leader Page - Society or Women's page - Education Page etc.
- (iv) Editorial Organisation and the Role of the Editor – Relationship between Proprietor, Chief Editor, Editor and New Editor.
- (v) Tools and Techniques of Editorial Writing - Planning Editorial Page-Editing of Special pages like arts sports and women etc. Planning and Editing of social issues supplement and colour printing.
- (vi) Use and Processing of syndicated material -Conference with leader writers - Icons of Press
- (vii) Reference Library of Newspaper - Clipping and Morgue - Style book a Newspaper.

(b) Graphics

Principles of Graphics - Elements and types of Newspaper Design-Importance of Page make-up, Layout and Graphic styles in Newspapers and Magazines - Tabloid - types and styles of design.

New Trends in Design. The Role of artists and art-work in Modern Newspaper. Different newspaper design software & DTP professional software & fonts.

Subject Name: SPECIALISATION IN MEDIA PRODUCTION MATERIALS

Practical Work

- Reporting and editing
- PR and advertising
- Photography
- Web journalism

Subject Name: DEVELOPMENT COMMUNICATION

Development: meaning, concept, process and models of development – theories – origin – approaches to development, problems and issues in development, characteristics of developing societies, development dichotomies, gap between developed and developing societies.

Development communication: meaning – concept – definition – philosophy – process - theories – role of media in development communication - strategies in development communication - social cultural and economic barriers - case studies and experience – development communication

policy – strategies and action plans – democratic decentralization, Panchayati Raj - planning at national, state, regional, district, block and village levels.

Agricultural communication and rural development: The genesis of agricultural extension, extension approach system – approach in agricultural communication – diffusion of innovation – model of agricultural extension – case studies of communication support to agriculture.

Development support communication: population and family welfare – health – education and society – environment and development - problems faced in development support communication.

Developmental and rural extension agencies: governmental, semi-government, nongovernmental organizations problems faced in effective communication, micro – macro – economic frame work available for actual developmental activities – case studies on development communication programmes.

Writing development messages for rural audience: specific requirements of media writing with special reference to radio and television.

Subject Name: PRACTICAL-WRITING SKILLS