Mahatma Gandhi University
MEGHALAYA
www.mgu.edu.in

SYLLABUS MANUAL

PROFESSIONAL PROGRAMME
### SEMESTER I

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<tr>
<th>CODE</th>
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<tr>
<td>DMCAJ11</td>
<td>Principles of communication-I</td>
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<tr>
<td>DMCAJ12</td>
<td>History &amp; Industry of Mass Communication</td>
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<td>DMCAJ13</td>
<td>Reporting &amp; Editing</td>
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<td>DMCAJ14</td>
<td>Communication Skills</td>
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<td>Project-Viva</td>
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**TOTAL** 16

### SEMESTER II

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<td>DMCAJ21</td>
<td>Mass Communication: Concepts and Processes</td>
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<td>DMCAJ22</td>
<td>Reporting Techniques &amp; Skills</td>
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<td>DMCAJ23</td>
<td>Editing: Concepts &amp; Processes</td>
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<td>DMCAJ24</td>
<td>TV Journalism</td>
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<tr>
<td>DMCAJ25P</td>
<td>Practical</td>
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**TOTAL** 16
Detailed Syllabus

SEMESTER- I

DMCAJ11 --- Principles of Communication-I

UNIT I: Introduction to communication
Meaning, need, types models.

UNIT II: History of communication

UNIT III: Tools
Tools of communication

UNIT IV: Fundamentals of communication
Features, Importance, Patterns

UNIT V: Types of communication
Meaning of Formal communication/ Informal Communication, Verbal / Written Communication, Barriers of communication

UNIT VI: Essentials of communication

UNIT VII: Theories of communication
Two step and multi step, commercial, Play theory, Perception and retention theory, Individual Theory

UNIT VIII: Effective principles
Effective principles of communication

UNIT IX: Process of communication
Transmission of ideas, facts & figures from one person to another, elements of communication Process (message, sender, encoding, channel, receiver, decoding, acting & feedback)

UNIT X: Factors affecting process of communication

UNIT XI: Forms of communication
Intrapersonal communication, interpersonal communication, group communication (public, crowd, small group), mass communication, non-verbal communication, body language

UNIT XII: Oral Communication
Planning and conducting interviews, selection interviews, reprimand interviews, clinical & psychological interviews, grievance interviews, exit interviews, preparation with reference to welcome, introduction and thanks.

Reference Books:
1. Principles of communication by R.E Ziemer
2. Principles of communication by William Tranter

DMCAJ12 --- History and Industry of mass communication

UNIT I: Eras of Mass Communication

UNIT II: Introduction to mass communication
Meaning, needs, Types

UNIT III: History of mass communication
Stages in History of Advertising Globalisation

UNIT IV: Introduction to Journalism
Role, Power & Censorship in the press
Making of Newspaper- News Reporting, Investigative and Interpretive Reporting, Sub Editor, Headlines, Feature Writing and Interviews
UNIT V: Press Codes & Ethics
Code of Ethics in Indian Journalism, Press Councils guide to Journalistic Ethics.

UNIT VI: Elements
Elements of mass communication

UNIT VII: The Psychology and Sociology of Media Audiences
Introduction, Media Audiences, the Mass Audiences and their Nature

UNIT VIII: Models of mass communication
Dependency model, Agenda setting model, Effect model, Model of gate keeping.

UNIT IX: Theories of mass communication
Authoritarian, Social Responsibility, Soviet Media, Democratization theory.

UNIT X: Issues in communication

UNIT XI: Differences
Difference b/w communication and mass communication

UNIT XII: Mass media and public opinion

Reference Books:-
1. History of mass communication by Kevin Williams
2. History of media and communication and communication research by David park

DMCAJ13 --- Reporting and Editing

UNIT I: Journalistic Writing
Meaning, Forms (news, editorial, features).

UNIT II: Reporting
Meaning, Types, Tips, Objectivity, Report writing for all media.

UNIT III: Principles of Reporting.

UNIT IV: Functions & Responsibilities of Reporting.

UNIT V: Writing News
Leads, Types of leads.

UNIT VI: Reporting
Techniques, qualities of reporter, news, elements, sources-types.

UNIT VII: Problems in Reporting.

UNIT VIII: Editing
Meaning, Symbols, Usage, Need and Principles, Proof Reading.

UNIT IX: Functions and qualifications of Sub-editor and chief sub editor.

UNIT X: News paper meaning
Newspaper meaning and its production steps.

UNIT XI: Structure and functions of newsroom.

UNIT XII: Difference b/w newspapers and magazines, pages of newspaper
Newspaper, magazines, pages.

Reference Books:-
1. Inside reporting by Tim Harrower
2. Fundamentals of journalism by R.Thomas

DMCAJ14 --- Communication Skills

UNIT I: Communication
Meaning, Tools of Communication.

UNIT II: Theories of Communication
Hypodermic Needle, Two Step and Multi Step, Commercial Theory, Play Theory, Uses and Gratification Theory.

UNIT III: Models of Communication
SMR Model, SMRc Model, Shannon and Weaver Model, Laswell Model, Osgood Model, Dance Model, Schramm Model, Gerbner’s Model, New Comb Model, Convergent Model, Gate Keeping Model.

UNIT IV: Types of Communication.
UNIT V: Techniques of effective communication.
UNIT VI: Written Communication
Meaning of Business report, types and essentials of ideal reports.

UNIT VII: Drafting
Preparation of first draft of the report, collection, classification and selection of information, logical ordering, presentation and reports, writing application, personal resumes, business resumes, business letters, memos.

UNIT VII: Telephone handling manners
Receiving the call, problems, in telephonic communication, sample telephonic conversation dialogue form.

UNIT IX: Preparation of Matters of Meetings
The writing of notices, agenda and minutes, organization and conduct of conference, the use of chart, line chart, scatter diagrams, designing messages, title of charts, choosing of suitable charts.

UNIT X: Verbal Communication
Universals of verbal communication, Meaning and barriers in verbal communication.

UNIT XI: Non-Verbal Communication
Non-Verbal behavior as communication, Body communication and body movements, Facial Communication, Space communication-physical environment, silence, paralanguage, and temporal Communication.

UNIT XII: Process of Communication and Barriers in Communication.

Reference Books:-
1. Communication Skills by Richard Ellis
2. The handbook of communication skills by Owen Hargie

DMCAJ15P --- Reporting & Editing Practical
Crime, Politics

DMCAJ16P --- Project Viva

SEMESTER II

DMCAJ21 --- Mass Communication: Concepts and Processes

UNIT I: Introduction to mass communication
Meaning, needs, Types.

UNIT II: Mass Communication
Characteristics, features, Scope.

UNIT III: Elements
Elements of mass communication.
UNIT IV: Culture of mass communication
UNIT V: Functions of Mass Communication
To-Persuade, Inform, Educate, and Entertain.
UNIT VI: Tools of Mass communication
Newspaper.
UNIT VII: Models of mass communication
Dependency model, Agenda setting model, Effect model, Model of gate keeping.
UNIT VIII: Theories of mass communication
Authoritarian, Social Responsibility, Soviet Media, Democratization theory.
UNIT IX: Differences
Difference b/w communication and mass communication.
UNIT X: Mass Communication as a global tool.
UNIT XI: Journalism and Mass Communication
Mass media and modern society-functions-mass media and democracy.
UNIT XII: Verbal &Non-Verbal Communication
Reference Book:-
1. Mass Communication by Ralph Hanson
2. Introduction to mass communication by Stanley Baron

DMCAJ22 --- Reporting Techniques and Skills

UNIT I: Principles of reporting
Functions, responsibilities.
UNIT II: The Business of Mass Media and Reporter
UNIT III: Writing News
Lead, Types of Leads, Body-Techniques Of re-writing, News agency copy.
UNIT IV: Gathering the News
Reporting and Reporters- Training & Qualification to be a reporter, reporting for Newspaper.
UNIT V: Reporting Techniques
Qualities of a reporter, News-Elements, Sources.
UNIT VI: Types of reporting
Objective, Legal, Political, Crime, Economic & Commercial.
UNIT VII: Problems in reporting
Pitfalls, attribution-off-the-record, embargo, pool reporting.
UNIT VII: Reporting
Crime, courts, Civil Administration, Civic, culture, politics.
UNIT IX: Writing the story.
UNIT X: Writing for Magazines, Newspapers.
UNIT XI: Photo Journalism .
UNIT XII: Differences
Reporter and correspondent.
Reference Books:-
1. Investigating reporting by John Ulmann
2. Investigating reporting by David Spark

DMCAJ23 --- Editing –Concepts and Processes
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<tbody>
<tr>
<td>UNIT II: Nature and Need for editing</td>
<td>Principles, editorial desk, functions of editorial desk.</td>
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<tr>
<td>UNIT III: Copy Editing</td>
<td>Preparation of copy for press, style sheet, editing symbols, proof reading symbols.</td>
</tr>
<tr>
<td>UNIT IV: Functions of sub-editor</td>
<td>Qualifications of chief sub-editor, copy selection, copy testing.</td>
</tr>
<tr>
<td>UNIT V: Basic Editorial Set-up of a Daily</td>
<td>Position of editor, Managing Editor, Assistant Editor and their functions.</td>
</tr>
<tr>
<td>UNIT VI: Structure and functions of news room</td>
<td>Daily newspaper, weekly, periodicals, different sections and functions.</td>
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<td>UNIT VII: Editorial Set-Up of a Magazine</td>
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<td>UNIT VIII: News Editor</td>
<td>Roles, Responsibility and selection of news.</td>
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<tr>
<td>UNIT IX: Editing Desk Vs Reporting</td>
<td>Chief Sub Editors, Sub Editors and their functions.</td>
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<tr>
<td>UNIT X: Headlining</td>
<td>Principles, types, techniques.</td>
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<tr>
<td>UNIT XI: Language Skills for the Desk</td>
<td>Modern Conventions, Punctuation, Some facts on Spellings, Principles behind Modification.</td>
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<tr>
<td>UNIT XII: Working of the News Room</td>
<td>Coordination Process.</td>
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Reference books
1. Self editing by Renni Browne
2. Technical Editing by D.Rude

DMCAJ24 --- TV Journalism

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<tr>
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<tbody>
<tr>
<td>UNIT II: Mass Communication</td>
<td>Interface between Intra personal &amp; Mass Communication.</td>
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<tr>
<td>UNIT III: Media</td>
<td>To-Persuade, Inform, Educate, and Entertain; Other functions; Impact &amp; Influence of Mass Media.</td>
</tr>
<tr>
<td>UNIT IV: Theories</td>
<td>Meaning of theories based on scientific study &amp; analysis; Four major theories of Press, according to Fred Siebert, Theodore Peterson &amp; Wilbur, Schramm.</td>
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<tr>
<td>UNIT V: Journalism</td>
<td>Journalism and Mass Communication: Mass media and modern society - functions - mass media and democracy; Print media in India: on overview.</td>
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<tr>
<td>UNIT VI: Piece to Camera</td>
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<td>UNIT VII: Presentation</td>
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<td>UNIT VIII: Interview</td>
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<td>UNIT IX: Programming Production</td>
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UNIT X: Anchoring a show.
UNIT XI: Packaging for a Channel.
UNIT XII: Packaging Stories.
Reference Books:
1. TV Guide by Dr. Stephen
2. Presenting On TV and radio by Janet

DMCAJ25P --- Practical

UNIT I: Presentation
UNIT II: Interview
UNIT III: Programming Production
UNIT IV: Anchoring a show

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