

**Guru Gobind Singh Indraprastha University
Master of Mass Media (MMM)**

SCHEME OF EXAMINATION

&

SYLLABI

of

MASTER OF MASS MEDIA

for

**First and Second Semester
(w.e.f. 2007 – 2008 Academic Session)**



**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
KASHMERE GATE, DELHI-110 403**

Guru Gobind Singh Indraprastha University
Master of Mass Media (MMM)

FIRST SEMESTER

MASS COMMUNICATION & DEVELOPMENT ISSUES

Course Code: MMM 101	L : 5	T/P : 0	CREDITS : 5
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Marks of end term theory paper: 60

Marks of internal assessment: 40

Objective of the course:

- I. To understand the relationship between communication and society
- II. To study different modes, structure and forms of communication
- III. To acquaint the students with theoretical trends in mass communication
- IV. To sensitise the students with the need and issues of development
- V. To situate communication within larger context of national-international issues

Unit I [Communication: Process and Types]

L- 12

1. Communication and its process
 - . Meaning and functions of communication
 - . Process of communication
 - . Feedback and change agents
 - . Barriers of communication
2. Levels, types and channels of communication
 - . Dyadic, multi adic, group, organisational
 - . Verbal, visual, non verbal (Paralinguistic, kinesics, proxemics, chronemics)
 - . Extension of audio and visual communication,
 - . Mass Communication: meaning, nature, channel and function

Unit II [Mass Communication: Various Approaches]

L-18

1. Theoretical approach
 - . Semiotics school, process school
 - . Mass society theory
 - . Critical political economy theory
 - . Pluralism, functionalism, effect studies
 - . Structuralism and post structuralism
 - . Feminism
 - . Nature of media, content, style and representation
2. Approach to culture
 - . Communication and culture
 - . Mass culture
 - . Frankfurt school, Birmingham school
 - . Popular culture
 - . Mc Luhan's cultural change

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COURSE CODE: MMM 101

- 3. Pertinent issues
 - . Media commercialisation
 - . Globalisation of culture
 - . Gender issues
 - . Media and children
 - . Marginalised groups

Unit III [Mass Communication Theories and Media]

L-13

- 1. Normative theories of the press and beyond
- 2. Mass Communication theories
 - . Mc Luhan theory
 - . Media content theory
 - . Semantic theories of broadcasting
 - . Reflective-projective theory
 - . Mirror theory
 - . Empirical theory
 - . Conspiracy theory
 - . Social influence or identification theory
- 3. Communication models
 - . Schramm's models
 - . Gatekeeping model
 - . Convergence model

Unit IV [Mass Media and Development]

L-16

- 1. Development theories and indicators
 - . Meaning and process of development
 - . Theories and paradigms of development
 - . Indicators of development
- 2. Development communication: various approaches
 - . Concept of development communication
 - . Participatory communication approach
 - . Development support communication - extension
- 3. Role of media in development
 - . Use of traditional media for development
 - . Role of print media in development
 - . Contribution of broadcast media to development
 - . New media and development
 - . Cinema and development
- 4. Development issues
 - . Tribal development
 - . Rural and urban development
 - . Social and economic issues

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Unit V [Digital Divide and Information Sharing]

L-16

1. Information gaps in developing societies
 - . Information gaps in Indian society at village, city, district and state level
 - . Information poverty in less developed and developing countries
 - . Need of information independence and development
2. Digital divide in the world
 - . Information control by developed countries
 - . Digital divide between developed and developing countries
 - . Use of information for strengthening neo-imperialism
3. Information cooperation and exchange
 - . New World Information and Communication Order (NWICO)
 - . UNESCO declaration on mass media
 - . Bilateral, multilateral and regional information cooperation
 - . Non-Aligned News Agency Pool- information exchange under NAM
 - . Saarc Audio-Visual Exchange (SAVE)- information exchange under SAARC

Case Studies: Teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

Guidelines for Examiners/ Papersetters

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students, eg. '← →.' or '← →'.

Internal Assessment:

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

Guru Gobind Singh Indraprastha University
Master of Mass Media (MMM)

COURSE CODE: MMM 101

Suggested Readings:

1. Denis Mc Quail : Mc Quail's Mass Communication Theory, SAGE Publications, New Delhi, 2001
2. Stanley J Baran & Dennis K Devis : Mass Communication Theory- Foundation, Ferment and Future, Thomson Wads worth, 2000
3. Keval J. Kumar : Mass communication in India, Jaico Publishing House, Mumbai, 2005
4. C S Rayadu : Communication, Himalaya Publishing House, Mumabi
5. Rogers Everett M : Communication and Development- Critical Perspective, Sage, New Delhi, 2000
6. Uma Narula : Development communication - Theory and Practice, Har Anand Publication, 1999
7. Andal N : Communication Theories and Models, Himalaya Publishing House, Delhi
8. Uma Narula : Mass Communication Theory & Practice, Har Anand Publication, New Delhi
9. Belmont CA : Technology Communication Behaviour, Wordsworth Publication, New Delhi, 2001
10. Dr. Anil Kumar Upadhyay : Mass Media and Development Issues, Bharti Prakashan, Varanasi, 2007
11. UNDP : Human Development Report (published every year), Oxford University Press, New Delhi
12. World Bank : World Development Report (published every year) Oxford University Press, New Delhi
13. Wilbur Schramm : Mass Media and National Development- the role of information in developing countries, UNESCO/ Stanford University Press, 1964
14. Amartya Sen : Development as freedom, Alfred A knopf, New York, 1999
15. JE Stiglitz : Making Globalisation Work, Allen Lane, Lqndon
16. Daya Thussu : Media on the move: Global flow and contra flow: Routledge, London, 2006
17. Lee Artz and Yahya R Kamalipour : Journalism: The Media globe: trends in international mass media, Rowman and Littlefields, Lanham, 2006
18. D V R Murthy : Development Journalism, What Next? Kanishka Publication, New Delhi, 2007
19. Ghosh & Pramanik : Panchayat System in India, Kanishka Publication, New Delhi, 2007
20. Shivani Dharmarajan : NGOs as Prime Movers, Kanishka Publication, New Delhi, 2007

Guru Gobind Singh Indraprastha University
Master of Mass Media (MMM)
FIRST SEMESTER
PRINT MEDIA & CHANGING TRENDS

Course Code: MMM 105	L : 4	T/P : 0	CREDITS : 4
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Marks of end term theory paper: 60

Marks of internal assessment: 40

Objective of the course:

- I. To develop an understanding of print media in India in historical perspective
- II. To acquaint the students of the status of contemporary print media in the country
- III. To expose the students to print media in other parts of the world, developed as well as developing countries
- IV. To enable the students to analyse the changing trends in print media at national-international level
- V. To equip the students with printing technology and process of print production

Unit I [Growth of Print Media in India: Pre independence] L-14

1. Hicky's gazettee and other newspapers in 18th century
2. Contribution of Raja Ram Mohan Roy and James Silk Buckingham
3. Growth of Hindi, Urdu and other Indian language newspapers
4. British policy towards newspapers
5. Role of newspapers in freedom struggle
6. Newspapers by Mahatma Gandhi

Unit II [Print Media: Post independence, after Emergency] L-12

1. Prominent English newspapers and magazines
2. Popular Hindi newspapers and magazines
3. Major language newspapers and magazines
4. Emergence of non-news publications: light reading, film, sports, computer and trade magazines
5. Growth of news agencies in India, their relevance

Unit III [Print Media in Other Countries] L-14

1. Print Media in the US
2. Print Media in Britain, other developed countries
3. Print Media in NAM countries
4. Print Media in SAARC countries
5. Print Media in communist countries
6. International news agencies

Unit IV [Latest Trends in Print Media] L-10

1. Changing trends at national, international level
2. Ownership patterns of newspapers, monopolistic trend
3. FDI in print media, foreign newspapers in India
4. Changing contents of newspapers, influence of advertising
5. Erosion of editor's institution, dominance of market forces
6. Agenda setting role of newspapers

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COURSE CODE: MMM 105

Unit V [Printing Technology and Print Production]

L-10

1. Advent and growth of printing in India and elsewhere
2. Printing technology: process, types
3. Types and typesetting: Hot and cold types
4. Printing machines, offset printing
5. Desk top publishing (DTP)

Case Studies: Teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

Guidelines for Examiners/ Papersetters

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students, eg. ‘← →.’ or ‘← →.’.

Internal Assessment:

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

Guru Gobind Singh Indraprastha University
Master of Mass Media (MMM)

COURSE CODE: MMM 105

Suggested Readings:

1. Natrajan J : History of Indian Journalism, Publications Division, Ministry of Information & Broadcasting, Govt. of India, 1997
2. Parthasarthy, Rangaswami : Journalism in India, Sterling Publishers Pvt. Ltd., New Delhi, 1997
3. Press in India : Annual publication of Publications Division, Ministry of Information & Broadcasting, Govt. of India
4. N N Sarkar : Art and Production, Sagar Publishers, New Delhi, 2001
5. Ambrish Saxena : Fundamentals of Reporting and Editing, Kanishka Publication, New Delhi, 2007
6. Paul De Maeseneer : Here is the News : A Radio News Manual, UNESCO
7. Flew : Understanding Global Media, Palgrave, 2007
8. Aruna Zachariah : Print Media Communication and Management, Kanishka Publication, 2006
9. P K Ravindranath : Indian Regional Journalism, Authors Press, 2005
10. Shyamali Bhattacharjee : Media and Mass Communication, Kanishka Publication, New Delhi, 2005
11. J K Sharma : Print Media and Electronic Media, Authors Press, 2003

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Master of Mass Media (MMM)

FIRST SEMESTER MEDIA REGULATIONS & PROFESSIONAL ETHICS

Course Code: MMM 107	L : 5	T/P : 0	CREDITS : 5
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Marks of end term theory paper: 60

Marks of internal assessment: 40

Objective of the course:

- I. To enable the students appreciate freedom of the press in India and other democratic countries
- II. To look into the relevance of print media laws and analyse ethical issues
- III. To understand legal framework in audio-visual media, assess the need for regulation and control on the quality of contents
- IV. To apprise the students of cyber laws and the ethical issues involved
- V. To understand the intricacies of promotional media and their social and moral responsibility

Unit I [Freedom of the Press]

L-13

1. Right to freedom of speech and expression
2. Freedom of the press in India
3. Reasonable restrictions on the freedom of the press- Art 19(2)
4. Freedom of speech and expression, advertising and ethical issues
5. Validity of pre-censorship in cinema, Censor Board and its relevance
6. Freedom of the press in Britain, United States and other democratic countries
7. Parliamentary privileges and freedom of the press in India and elsewhere
8. Right to Information Act 2005, its utility for the media

Unit II [Print Media, Laws and Ethics]

L-15

1. Press and Registration of Books (PRB) Act, its relevance
2. Working Journalist Act: wage boards and fixation of wages, present practices
3. Press Council of India (PCI) and its code of conduct
4. International norms, code of ethics in different countries
5. Intellectual property right, copyright in India
6. Right to privacy, invasion in privacy by media
7. Laws related to vulgarity, obscenity in media
8. Social responsibility of the press, self regulation
9. Social audit, ombudsman

Unit III [Audio-Visual Media, Laws and Ethics]

L-17

1. AIR and DD code, commercial code
2. Guidelines for election broadcast
3. Prasar Bharti Act: relevance of corporation, control on content quality
4. Broadcast Regulation Bill and regulation of broadcast media
5. Code of conduct proposed for private radio and TV channels
6. Fight for TRP and its fallout on ethical standard of TV channels
7. Role of I&B ministry in enforcing ethics
8. Cable Act: channel operator V cable operator V subscriber
9. TRAI's role, need of a regulatory body for broadcast media
10. Ethical rules framed by professional bodies in India and abroad

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Unit IV [Cyber Media, Laws and Ethics]

L-14

1. Cyber laws in India and abroad
2. Cyber crimes, Cyber security, Cyber forensics
3. Control on contents: blogging, social networking sites
4. Hacking and anti-hacking concepts
5. Government system in media technologies, need of regulation
6. Ethical rules by professional bodies at national – international level

Unit V [Promotional Media, Laws and Ethics]

L-16

1. Integrated marketing communication, laws and ethics
2. Social marketing, laws and ethics
3. Govt. information system – guidelines for government publicity
4. Regulation of advertising in India
5. Advertising- ethical rules framed by Advertising Standard Council of India (ASCI), Advertising Agencies Association of India, Indian Newspaper Society (INS), American Association of Ad Agency (4 A), Federal Trade Commission (FTC)
6. Public relations- ethical rules framed by Public Relations Society of India (PRSI), International Public Relations Association (IPRA)

Case Studies: Teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

Guidelines for Examiners/ Papersetters

Maximum marks	60
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Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students, eg. ‘← →.’ or ‘← →.’.

Internal Assessment:

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
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Master of Mass Media (MMM)

COURSE CODE: MMM 107

Suggested Readings:

1. Ravindranath, PK : Press Laws and Ethics of Journalism, Authors Press, New Delhi, 2004
2. Barua, Vidisha : Press & Media Law Manual, Universal Law Publishing Co. Pvt. Ltd., New Delhi, 2002
3. R K Ravindran : Handbook of Radio, Television & Broadcast Journalism, Anmol Publication, Delhi, 1999
4. John Vernon Pavlik : New Media Technology, Allyn & Bacon, 1997
5. Ambrish Saxena : Freedom of Press and Right to Information in India, Kanishka Publication, New Delhi, 2004
6. Angela Wadia : Global Resource Book on Right to Information, Kanishka Publication, New Delhi, 2006
7. Faizan Mustafa : Constitutional Issues in Freedom of Information, Kanishka Publication, New Delhi, 2003
8. Julian Baggini : Making sense: Philosophy Behind Headlines, Oxford University Press, 2002
9. Jean Claude Bertrand : Media Ethics and Accountability System, Transaction Publishers, 2000
10. Valerie Alia, Brian Brennan & Barry Hoffmaster : Deadlines and Diversity: Journalism Ethics in a Changing World, Black Point (Nova Scotia), Fernwood Publishing, 1996
11. Clow E Kenneth : Integrated Advertising, Promotion and Marketing Communication, Printice Hall, 2002
12. Philip Kotler : Social Marketing
13. J Jethwaney and Shruti Jain : Advertising Management, Oxford Uni. Press, 2006
14. Scott and Cutlip : Effective Public Relations
15. J Jethwaney : Public Relations, Sterling, 2000

Guru Gobind Singh Indraprastha University
Master of Mass Media (MMM)

SECOND SEMESTER

COMMUNICATION RESEARCH & EVALUATION STUDIES

Course Code: MMM 102	L : 5	T/P : 0	CREDITS : 5
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Marks of end term theory paper: 60

Marks of internal assessment: 40

Objective of the course:

- I. To enable the students understand the importance of research in communication, also the research methods
- II. To tell the students about various techniques of data collection, also the data analysis
- III. To teach the students intricacies of communication research and its applications
- IV. To help the students use media research for pre-production, production and post production assessment/ evaluation of their programmes
- V. To make use of research methodology for studying the market

Unit I [Research: Basic concepts and methods]

L-15

1. Concepts
 - . Meaning of research
 - . Process of research
 - . Research problem
 - . Research design
 - . Sampling
 - . Hypothesis
2. Methods
 - . Process research
 - . Anthropological research
 - . Historical research
 - . Experimental research
 - . Other types

Unit II [Data collection techniques and analysis]

L-17

1. Survey
 - . Tool box: schedule, questionnaire
 - . Audience surveys: NRS-IRS, TAM-TRP
 - . Election related surveys: opinion poll, exit poll
 - . National sample survey: collection of data by NSSO
2. Case study
 - . In-depth analysis of subject of research
 - . Intergenerational research
 - . Cross-cultural research
 - . Macro and micro research
3. Observation
4. Interview

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COURSE CODE: MMM 102

- 5. Content analysis
 - . Quantitative
 - . Qualitative
- 6. Data analysis
 - . Computer assisted handling and analysis-SPSS

Unit III [Communication research] L-13

- . Message Analysis
- . Discourse and semiotic analysis
- . Channel/ medium analysis: characteristics, access, appropriateness and coverage
- . Audience analysis: quantitative and qualitative techniques
- . Impact analysis: tools and techniques

Unit IV [Media Research] L-14

- 1. Formative Research
 - . Need assessment
 - . Development of audience profile
 - . Availability of audience segment
 - . Access of the media
 - . Resource mapping
 - . Production research
 - o Print production
 - o Radio programme production
 - o TV programme production
 - . Analysing moving images
- 2. Feedback and summative research
 - . Impact of stated objectives and unintended outcomes
- 3. Ethics in research

Unit V [Market Research] L-16

- 1. Need, scope and function of product, consumer and Ad research
- 2. Product testing, test marketing
- 3. Market segmentation, buying motives, purchase intent
- 4. Target audience / market, message research, concept research, copy research, DAGMAR
- 5. Relevance of market research in media studies

Case Studies: Teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

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COURSE CODE: MMM 102

Guidelines for Examiners/ Papersetters

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students, eg. '← →.' or '← →.'.

Internal Assessment:

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

Suggested Readings:

1. C R Kothari : Research Methodology: Methods & Techniques
Wishwa Prakashan, New Delhi, 1996
2. Judith Bell : Doing Your Research Project, Viva Books
Private Limited, 1999
3. Wimmer Roger D, Dominick Joseph R : Mass Media Research, Thompson, New York,
2004
4. Philip Mayer : Precision Journalism : A reporters'
introduction to social science methods,
Rowman and Littlefield, Lanham, MD, 2005
5. Sharon Lorio : Qualitative Research in Journalism : Taking it
to the streets, Lawrence Erlbaum, Mahwah:
NJ, 2004
6. Uma Joshi : Media Research- Cross Sectional Analysis,
Authors Press, 2002
7. G K Parthasarthy : Electronic Media and Communication
Research Methods, Authors Press, New
Delhi, 2006

Guru Gobind Singh Indraprastha University
Master of Mass Media (MMM)
SECOND SEMESTER

BROADCAST MEDIA & EMERGING TRENDS

Course Code: MMM 104	L : 4	T/P : 0	CREDITS :4
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Marks of end term theory paper: 60

Marks of internal assessment: 40

Objective of the course:

- I. To apprise the students of the birth and growth of radio and TV in India and abroad
- II. To understand the contemporary trends in broadcasting
- III. To enable the students understand the nature of radio, programme formats and recording
- IV. To train the students in TV programming and recording
- V. To familiarise the students with the equipments and technology used in broadcasting

Unit I [Growth of Broadcast Media]

L-14

1. Radio

- . Birth of radio, its growth in different countries of the world
- . Radio in India: inception and growth
- . All India radio: setup, divisions/ units
- . News Services Division: news and news bulletins

2. TV

- . Birth of TV, its growth in different countries of the world
- . TV in India: inception and growth
- . Doordarshan: setup, divisions / units
- . News and news bulletins on DD, private channels

Unit II [Contemporary Issues and Trends]

L-14

1. Radio

- . Public service broadcasting
- . Three-tier of broadcasting: reach and access
- . Commercial broadcasting: revenue generation and entertainment
- . Educational broadcasting: Yuvvani, Gyanvani, other channels
- . Privatisation: FM channels and the changing idiom
- . Community radio

2. TV

- . Local, regional and national channels, language channels
- . Sector based/ subject specific channels: business, sports, music, films
- . Information / Education based channels: Gyan Darshan, Discovery, National Geographic etc
- . News and entertainment channels: the crisis of contents

Unit III [Production for Radio]

L-10

1. Understanding the medium-nature of radio
2. Writing for radio-writing for ears
3. Various programme formats
4. Vox pop-collecting people's voice
5. Recording, making audio clips

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COURSE CODE: MMM 104

Unit IV [Production for TV]

L-10

1. Understanding the medium-nature of TV
2. Writing for TV-writing in visual language
3. Various programme formats
4. Shooting /recording, making video clips

Unit V [Broadcast Technology and Equipments]

L-12

1. Studio and production control room
2. Microphones and other equipments
3. Analogue and digital
4. Satellite communication
5. CAS and DTH
6. Terrestrial broadcasting

Case Studies: Teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

Guidelines for Examiners/ Papersetters

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students, eg. '← →.' or '← →.'.

Internal Assessment:

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

Guru Gobind Singh Indraprastha University
Master of Mass Media (MMM)

COURSE CODE: MMM 104

Suggested Readings:

1. R K Ravindran : Handbook of Radio, Television and Broadcast Journalism, Anmol Publication, Delhi, 1999
2. Keval J Kumar : Mass Communication in India, Jaico Publishing House, Mumbai, 2005
3. Paul Chantler, Peter Stewart: Basic Radio Journalism, Focal Press, 2003
4. Janet Trewin : Presenting on TV and Radio, Focal press, 2003
5. Prince Shadwal : Satellite Radio- Wroldspace in india, Adhyayan Publisher & Distributors, New Delhi, 2006
6. Dr. Sanjeev Bhanawat : Electronic Media, Jan Sanchar, Kendra, Rajasthan University, Jaipur
7. Andrew Boyd : Broadcast Journalism, Heinermann Professional Publishing, Oxford, 1990
8. Nick Dimpleby & Richard Dimpleby and KenWhittington : A Guide to Production Techniques, Hodder and Stoughton Bath, UK, 1994
9. Keith : The Radio Station, Focal Press, 2007
10. Musburger : An Introduction to Writing for Electronic Media, Focal Press, 2007
11. Mridula Menon : Indian Television and Video Programmes, Kanishka Publications, New Delhi, 2007
12. J Chakravarthy : Changing Trends in Public Broadcasting Journalism, Authors Press, 2004
13. Pete Wilby : The Radio Handbook, Routledge, London, 1996
14. Steve R Cartwright : Pre-Production Planning of Video Film and Multimedia, Focal Press, Oxford, 1996
15. Stewart Bronfeld : Writing for Films and TV, Simon and Schuster, New York, 1986

Guru Gobind Singh Indraprastha University
Master of Mass Media (MMM)
SECOND SEMESTER

BROADCAST MEDIA LAB

Course Code: MMM 152	L : 0	T/P : 8	CREDITS :4
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Marks of end term practical exam: 60

Marks of internal assessment: 40

Objective of the course:

- I. To acquaint the students with the studio setup and to familiarise them with main equipments used in audio-video production
- II. To help the students realise the changing idiom of radio broadcasting
- III. To enable the students understand the fast changing and diversified TV programming
- IV. To give the students the basic understanding of radio, programme formats and recording
- V. To train the students in TV programming, shooting and recording

Exercises/ Assignments:

1. Listening and analyses of radio programmes
 - . Listening to radio channels, recorded programmes of AIR and other channels and analysing the contents, presentation styles by the students in the class
 - . Writing critical assessment of selective radio programmes and submission of report for evaluation
 2. Watching and analysis of TV programmes
 - . Watching TV channels, recorded programmes of DD and other channels and analysing the contents, presentation styles by the students in the class
 - . Writing critical assessment of selective TV programmes and submission of report for evaluation
 3. Making audio clips of vox pop
 - . Recording vox pop by the students and making audio clips
 - . Submission of audio clips for evaluation
 4. Making video clips of vox pop
 - . Recording vox pop by the students and making video clips
 - . Submission of video clips for evaluation
- [The above four are individual assignments, meant for internal assessment]

Group Work:

1. Recording of a panel discussion in the studio, with no editing involved
 2. Making a one-minute in-camera film [non-fiction], with no editing involved
- [The above two are group works, meant for external evaluation]

Internal assessment: 40 Marks

1. The above mentioned four individual assignments submitted by the students in written/ audio/ video format as desirable, with due respect to deadlines

External evaluation: 60 Marks

The evaluation will be done on the basis of:

1. The quality of group work undertaken by a group
2. The individual contribution of a student to group works
3. The testing of knowledge and understanding of the subject by the external examiner

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SECOND SEMESTER

VIVA VOCE (PRESENTATION)

Course Code: MMM 156	L : 0	T/P : 0	CREDITS :2
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Marks of end term practical exam: 60

Marks of internal assessment: 40

Objective of the course:

- I. To enhance the thinking process of the students
- II. To help them shape their concern on vital academic and social issues
- III. To motivate them to research and gather relevant information on pertinent issues / topics
- IV. To enable them organise their thoughts and make presentation in effective communicable language
- V. To boost the confidence of the students in facing diverse audience and putting forth their viewpoint clearly and emphatically

Presentations:

The students will be asked to make two presentations on their chosen topics. They are, however, advised to pick up topics from the subjects that they are studying in II semester. The topics can be chosen from any of the following areas:

- . Communication research
- . Media research
- . Market research
- . Radio broadcasting
- . TV: contents and programmes
- . Broadcast technology
- . Cyber media: websites, blogs, vlog, podcasting, convergence
- . Mobile phones and communication
- . Contemporary trends in cinema

Internal Assessment: 40 Marks

Assessment will be made on the basis of the following:

- . Selection of original and innovative topic
- . Research work done by the student
- . Quality of the presentation made
- . Response to queries posed by audience

External Evaluation: 60 Marks

External evaluation should be done on the basis of the following:

- . Relevance of the topic chosen for presentation
- . Quality of the contents in the presentation
- . Confidence and commitment shown by the students in the presentation
- . Response to questions asked by the examiner during viva voce

Guru Gobind Singh Indraprastha University
Master of Mass Media (MMM)
FIRST SEMESTER

TRADITIONAL & MICRO-LEVEL MEDIA

Course Code: MMM 103	L : 4	T/P : 0	CREDITS : 4
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Marks of end term theory paper: 60

Marks of internal assessment: 40

Objective of the course:

- I. To make the students realise the strength of traditional media which establishes most intimate, immediate and direct relation between the performer and the audience
- II. To prepare students for an effective, purposeful and economical approach towards theatre for communication
- III. To acquaint the students with various forms of theatre and their relevance in society
- IV. To enable the students to study, research and develop their own methodology, performance style and mode of expression
- V. To motivate the students appreciate and use micro-level media for the balanced development of society and nurturing democracy

Unit I [Street Theatre in India]

L- 14

1. Street theatre in pre independence era
 - . Formation of Indian People's Theatre Association (IPTA)
 - . Contribution of Sombhu Mitra, Bijon Bhattacharya, Balraj Sahni, Udai Shanker, Shailendra, Kaify Azmi, Sardar Ali Jafri etc.
2. IPTA movement and street theatre
 - . Socio-economic issues
 - . Contribution of Balraj Sahni, Dina Pathak, Habib Tanvir etc.
3. Contemporary street theatre
 - . Disintegration of IPTA and changing role of street theatre
 - . Trends of contemporary street theatre
4. Contribution of theatre personalities
 - . Habib Tanvir, Badal Sircar, Safdar Hashmi, Guru Sharan Singh, Probir Guha and others
5. Salient features of street theatre

Unit II [Puppetry for Communication]

L-14

1. Traditional puppet theatre
 - . Types: String/ Marionettes, Rod, Shadow, Glove
 - . Themes: Mythological, Historical, Folk tales
 2. Forms of traditional puppet theatre in India
- String puppets:
- . Kathputli, Yakshagana Gombeyatta, Bomlattam, Tarer Putul, Kala Sutri Bahuliye, Putul Nach
- Rod Puppets:
- . Danger Putul, Kandheyi Nach

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Shadow Puppet:

- . Ravan Chhaya, Tol Pavakuttu, Togalu Gombeyatta, Tolu Bomlatta, Tol Bomlattam

Glove Puppet:

- . Benir putul, Pava Kathakali
- 3. Main characteristics of puppetry
- 4. Relevance of puppetry in mass communication
 - . Suitable to rural audience: regional language, music and dance
 - . Acceptance in urban audience: focus on issues, new experiments
 - . Puppet shows on TV news channels
 - . Muppets with human actors for political, social satire
 - . Contribution of contemporary puppeteers

Unit III [Traditional Theatre]

L-10

1. Background of traditional theatre
 - . Performing art: enjoying popular appeal and entertaining mass audiences
 - . Elements: folk literature, regional music and dance, mime, graphic and plastic arts
2. Main forms of Traditional Indian theatre:
 - . North: Bhand Pather, Naglan, Karyala, Swang, Nautanki, Ram Leela, Ras Leela
 - . South: Bhagwat Mela, Kuchipudi, Kutiyattam, Kathakali, Kalari Payathu, Yaksha Gaan, Teru Kutt
 - . East: Prahlad Natak, Chhau, Ankia Nat and Bhaona, Lai Haroba Thang Ta, Ras and Yatra
 - . West: Khyal, Turra Kalangi, Bhavai, Tamasha
 - . Central: Maach, Naacha
3. Main characteristics of traditional theatre
4. Contemporary value of traditional theatre

Unit IV [Contemporary Theatre]

L-10

1. Background of contemporary theatre
 - . Impact of Western theatre, Stanislavsky's contribution
 - . Changes in mid 20th century: from Brecht to Richard Shekhenor
 - . Rejection of realistic theatre: actor-audience relationship, suggestivity and symbolism
2. Transitional period
 - . Bhartendu and Rabindra Nath Tagore's search for Indian ness in Indian theatre
 - . Contribution of Sombhu Mitra, Habib Tanvir, B.V. Karanth, Panikkar, Ratan Thiyam
3. Realistic theatre
 - . Realistic theatre of western mode, its popularity in urban areas
 - . Popular playwrights like Shaw, Ibsen, Chakhov, Mohan Rakesh, Vijay Tendulkar etc

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COURSE CODE: MMM 103

4. New experiments

- . Rejection of conventional set design, makeup, costumes and realistic methodology
- . Imbibing simple, suggestion and stylized form of acting
- . Kahani ka Rangmanch, Kavita ka Rangmanch
- . Solo performances

Unit V [Micro-Level media]

L-12

1. Micro-level media as distinguished from mass media
2. Concept of micro-level media, its usefulness in society
3. Role of micro-level media in accelerating development and strengthening democracy
4. Local area network, dissemination of information in limited area
5. Small newspapers: the challenges, role in society
6. Small publishing devices: less expensive, speedy
7. Handwritten newspapers, wall newspapers
8. Local, community broadcasting
9. Community radio, involvement of NGOs and educational institutes

Case Studies: Teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

Guidelines for Examiners/ Papersetters

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students, eg. '← →.' or '← →.'.

Internal Assessment:

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

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COURSE CODE: MMM 103

Suggested Readings:

- | | | |
|--|---|---|
| 1. Plays of Safdar Hashmi | : | Publication - Jan Natya Manch (Janam) |
| 2. Safdar on Street Theatre | : | Publication - Jan Natya Manch (Janam) |
| 3. Publications of Sahmat | : | Publication-Safdar Hashmi Memorial Trust |
| 4. Rang Habib | : | A book on Theatre of Habib Tanvir: Publication
National School of Drama, New Delhi, 2006 |
| 5. Kapila Vatsyayan | : | Paramparik Bhartiya Rangmanch, National Book
Trust, New Delhi |
| 6. Devi Lal Samar | : | Kathputli Kala, Bhartiya Lok Kala Mandal, Udaipur |
| 7. Sangeet Natak,
Sliver Jubilee Volume | : | Sangeet Natak Akademi, New Delhi |
| 8. Jiwan Pani | : | Ravan Chhaya, Sangeet Natak Akademi, New Delhi |
| 9. Mahesh Anand | : | Kahani ka Rangmanch, National School of Drama,
New Delhi |
| 10. Colin Fraser and Sonia | : | Community Radio Handbook, UNESCO, 2001 |
| 11. K Madhusudan | : | Traditional Media and Development Communication,
Kanishka Publication, New Delhi, 2006 |

Guru Gobind Singh Indraprastha University
Master of Mass Media (MMM)

FIRST SEMESTER

TRADITIONAL & MICRO-LEVEL MEDIA LAB

Course Code: MMM 151	L : 0	T/P : 8	CREDITS : 4
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Marks of end term practical exam: 60

Marks of internal assessment: 40

Objective of the course:

- I. To enable the students to use street play as a tool for creating awareness in the society on contemporary issues
- II. To reinforce the importance of puppetry as a strong mode of communication which could be used effectively for education and entertainment in today's time
- III. To apprise the students of the merits of traditional theatre which is a combination of folk literature, regional music and dance, and possess mass appeal
- IV. To acquaint the students with contemporary theatre and its relevance in society
- V. To educate the students in the comparatively new concept of micro-level media and train them to use it from accelerated communication at the grass root level

Exercises/ Assignments:

The students will be given assignments at the pre-production level which includes idea generation, visualisation and writing, with regard to the following:

1. Street play
2. Puppetry
3. Traditional theatre
4. Contemporary theatre

These will be individual assignments and the students will be marked on their basis.

Productions:

1. Street play
 - . Scripting and rehearsals of street plays
 - . Final production and performances at various places inside and outside the campus
2. Puppetry
 - . Scripting, rehearsals and making of puppets
 - . Final production and performance in the university auditorium and other locations
3. Wall newspaper
 - . Preparing and writing reports on A3 sheet by hand for producing wall newspaper
 - . Getting the copies photocopied and placing the newspaper on the walls at different locations on the campus.

[The above three are group productions, meant for external evaluation]

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Master of Mass Media (MMM)

COURSE CODE: MMM 151

Internal Assessment: 40 Marks

- . The above mentioned four individual assignments submitted by the students in writing with due respect to deadlines

External Evaluation: 60 Marks

The evaluation will be done on the basis of:

- . The quality of productions undertaken by a group
- . The individual contribution of a student to group productions
- . The testing of knowledge and understanding of the subject by the external examiner

Guru Gobind Singh Indraprastha University

Master of Mass Media (MMM)

FIRST SEMESTER

PRINT MEDIA LAB

Course Code: MMM 153	L : 0	T/P : 8	CREDITS : 4
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Marks of end term practical exam: 60

Marks of internal assessment: 40

Objective of the course:

- I. To enable the students to express themselves in their writings
- II. To provide the students opportunity to improve expression by enhancing their creativity and polishing their writing skills
- III. To help the students understand various forms of printing technology and the process of printing
- IV. To train the students in Desk Top Publishing (DTP) and letting them work themselves for gaining confidence
- V. To give the students confidence of handling print production by taking out their own publications

Exercises/ Assignments:

1. Newspaper reading and analysis
 - . Reading the newspapers/magazines and analysis of contents by the students in the class
 - . Writing critical assessment of newspapers/ magazines and submission of report for evaluations
 2. DTP learning
 - . Working on the computer and learning the use of DTP software by the students
 - . Making and designing of pages with the help of their learning and skills
 3. Printing press visits
 - . Printing press visits by the students for learning the process of printing
 - . Submission of a report based on their learning and understanding
- [The above three are individual assignments, meant for internal assessment]

Productions:

1. Weekly / fortnightly newspaper carrying one/two sheets (2 or 4 pages) in A4 or A3 size
 - . Preferably computer print outs, to be photocopied for getting multiple copies
 - . In-house (CMS and on campus) distribution of limited number of copies produced
 2. Monthly/ bi monthly newsletter of 4 to 8 pages in A4 or A3 size, preferably in colour
 - . The made-up pages to be taken to a job press for printing
 - . On campus and off campus distribution, also in media institutes and industry
 3. Half-yearly magazine of 16 to 24 pages, printing in B/W and colour
 - . The made-up pages to be taken to a job press for printing
 - . On campus and off campus distribution, also in media institutes and industry
- [The above three are group productions, meant for external evaluation]

Guru Gobind Singh Indraprastha University
Master of Mass Media (MMM)

COURSE CODE: MMM 153

Internal Assessment: 40 Marks

- . The above mentioned three individual assignments submitted by the students in writing with due respect to deadlines
- . The initiative taken by students in group production, also the level of cooperation and adjustment in the group

External Evaluation: 60 Marks

The evaluation will be done on the basis of:

- . The quality of productions undertaken by a group
- . The individual contribution of a student to group productions
- . The testing of the knowledge and understanding of the subject by the external examiner

Guru Gobind Singh Indraprastha University

Master of Mass Media (MMM)

FIRST SEMESTER

VIVA VOCE (PRESENTATION)

Course Code: MMM 155	L : 0	T/P : 0	CREDITS : 2
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Marks of end term practical exam: 60

Marks of internal assessment: 40

Objective of the course:

- I. To enhance the thinking process of the students
- II. To help them shape their concern on vital academic and social issues
- III. To motivate them to research and gather relevant information on pertinent issues / topics
- IV. To enable them organise their thoughts and make presentation in effective communicable language
- V. To boost the confidence of the students in facing diverse audience and putting forth their viewpoint clearly and emphatically

Presentations:

The students will be asked to make two presentations on their chosen topics. They are, however, advised to pick up topics from the subjects that they are studying in I semester. The topics can be chosen from any of the following areas:

- . Mass Communication
- . Mass Media and Development
- . Digital divide and information sharing
- . Traditional media and theatre
- . Micro-level media
- . Contemporary trends in print media
- . Freedom of the press
- . Relevance of various laws
- . Ethics in media

Internal Assessment: 40 Marks

Assessment will be made on the basis of the following:

- . Selection of original and innovative topic
- . Research work done by the student
- . Quality of the presentation made
- . Response to queries posed by the audience

External Evaluation: 60 Marks

External evaluation should be done on the basis of the following:

- . Relevance of the topic chosen for presentation
- . Quality of the contents in the presentation
- . Confidence and commitment shown by the student in the presentation
- . Response to questions asked by the examiner during viva voce

Guru Gobind Singh Indraprastha University
Master of Mass Media (MMM)

SECOND SEMESTER

CINEMA & POPULAR CULTURE

Course Code: MMM 108	L : 5	T/P : 0	CREDITS : 5
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Marks of end term theory paper: 60

Marks of internal assessment: 40

Objective of the course:

- I. To enable the students understand the linkage between cinema and culture
- II. To develop an understanding in the students about various movements of cinema
- III. To apprise the students of the birth and growth of cinema in different parts of the world
- IV. To tell the students the history of Indian cinema- the major phases of its growth
- V. To acquaint the students with various approaches to study cinemas so as to enable them appreciate cinema in right perspective

Unit I [Cinema and Culture]

L-12

1. Development of culture studies
2. Concept of popular culture
3. Various elements of popular culture
4. Cinema as an element of popular culture
5. Cinema and other elements in popular culture

Unit II [Various Movements of Cinema]

L-10

1. German Expressionism
2. Italian Neo-realism
3. French New Wave
4. Iranian New Wave Cinema

Unit III [History of World Cinema]

L-18

1. Technological innovations and early cinema
2. Griffith and evolution of film grammar
3. Influence of Eisenstien and Pudovkin
4. Hollywood Studio System
5. Sound in cinema
6. Impact of world war
7. Development of film industries in Asia and Latin America
8. Impact of video, television and digital media

Unit IV [History of Indian Cinema]

L-18

1. Early developments
2. Prabhat Studios and Bombay Talkies
3. Influence of world cinema
4. Cinema of Ray, Ghatak and Mrinal Sen
5. Rise of regional cinema
6. Impact of FFC, IFFI and FTII
7. Indian cinema after liberalisation

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Master of Mass Media (MMM)

COURSE CODE: MMM 108

Unit V [Various Approaches to study cinema]

L-17

1. Auteur theory
2. Formalist film theory
3. Psychoanalytical film theory
4. Socialist realism
5. Screen theory
6. Structuralist film theory
7. Marxist film theory
8. Feminist film theory

Case Studies: Teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

Guidelines for Examiners/ Papersetters

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students, eg. '← →.' or '← →.'.

Internal Assessment:

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

Suggested Readings:

1. James Monaco : How to Read a Film, Oxford
2. Eric Rhodes : A History of Cinema, Penguin
3. John Storey : Culture Studies & Study of Popular Culture, Edinburgh University Press
4. Govind Nihlani,
Saibal Chatterjee & Gulzar : Encyclopedia of Indian Cinema
5. Wimal Dissanayke : Indian Popular Cinema: A Narrative of Cultural Change, Trentham Books
6. Denise D. Bielby,
C. Lee Harrington : Popular Culture: Production & Consumption, Blackwell Publishing
7. Susan Hayward : Cinema Studies: The Key Concepts, Routledge

Guru Gobind Singh Indraprastha University
Master of Mass Media (MMM)

SECOND SEMESTER

NEW MEDIA & MOBILE COMMUNICATION

Course Code: MMM 106	L : 4	T/P : 0	CREDITS :4
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Marks of end term theory paper: 60

Marks of internal assessment: 40

Objective of the course:

- I. To introduce information technology to students and tell them its basic applications for media
- II. To apprise the students with the vast spectrum opened to them by internet
- III. To help the students explore mobile as an effective tool of communication
- IV. To enable the students appreciate the applications of mobile in media-news as well as promotional media
- V. To educate the students in converging technologies and media convergence

Unit I [IT for Media]

L-12

1. Basic IT applications for print, electronic and cyber media
2. Description and uses of various electronic gadgets used in electronic media
3. Emerging trends in information technology
4. Comparison with print media
5. Introduction to Blogs and Vlogs

Unit II [Internet for Interactivity]

L-12

1. Introduction to internet application in media
2. Websites and portals
3. Static and dynamic websites
4. Various Internet tools for fast dissemination of news, video and pictures
5. Sharing and syndication of news

Unit III [Mobile Communication]

L-12

1. Concepts of mobile communication
2. CDMA and satellite communication
3. Mobile as a new tool of communication and advertising
4. Applications of mobile communication

Unit IV [Media Convergence]

L-12

1. Introduction to media convergence
2. Evolution of converging technologies
3. Changing media scenario – consumer need and demand
4. Interactive media

Guru Gobind Singh Indraprastha University

Master of Mass Media (MMM)

COURSE CODE: MMM 106

Unit V [Mobile Commerce and Media]

L-12

1. Concepts of M-commerce
2. Mobile as new tool for business applications
3. Mobile an effective tool for promotional media
4. Mobile as a business tool for media organisations
5. Mobile for social communication
6. Applications in media, mobile reporting through satellite communication
7. Mobile safety and precautions

Case Studies: Teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

Guidelines for Examiners/ Papersetters

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students, eg. '← →.' or '← →'.

Internal Assessment:

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

Suggested Readings:

1. James Foust : Online Journalism – Principles and practices of News for the web, Holcomb Hathway Publisher, Scottsdale, AZ, 2005
2. James Glen Storall : Web Journalism – Practice and Promise of a New Medium, Pearson Education, Boston, 2004
3. Stephen Quinn : Convergent Journalism: The Fundamentals of Multimedia Reporting, Peter Lang Publishing, New York, 2005
4. Shyam Nath : Assessing the State on Web Journalism, Authors Press, New Delhi, 2003
5. G K Parthasarathy : Computer Aided Communication, Authors Press, 2006
6. R C Mishra : Cyber Crime, Authors Press, 2002
7. J Chakravorthy : Cyber Media, Authors Press, 2003

Guru Gobind Singh Indraprastha University
Master of Mass Media (MMM)

NEW MEDIA & MOBILE LAB

Course Code: MMM 154	L : 0	T/P : 8	CREDITS : 4
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Marks of end term practical exam: 60

Marks of internal assessment: 40

Objective of the course:

- I. To enable the students use IT applications in media
- II. To train the students in the use of HTML based software
- III. To encourage the students develop web based publications
- IV. To motivate the students explore applications of mobile phone
- V. To ask the students take up productions with the help of mobile phone

Exercises/ Assignments:

- . Application of HTML based self-generated software like MS FrontPage, Macromedia Dreamweaver, File Transfer Protocols (FTP) for launching a web newspaper and e-publishing
 - . Basics of Adobe PhotoShop for all types of image editing for web based applications
 - . Applications of compressed file formats and cross-platform conversion
 - . Applications of mobile phone for communication
- [The above four are individual assignments, meant for internal assessment]

Productions:

1. Developing a web based publication either a newspaper or magazine with hyperlinks, graphics, and gif animations.
 2. Production of a short video film on mobile phone
- [These two are group productions, meant for external evaluation]

Internal Assessment: 40 Marks

- . The above mentioned four individual assignments submitted by the students with due respect to deadlines

External Evaluation: 60 Marks

The evaluation will be done on the basis of:

- . The quality of productions undertaken by a group
- . The individual contribution of a student to group productions
- . The testing of knowledge and understanding of the subject by the external examiner

Guru Gobind Singh Indraprastha University
Master of Mass Media (MMM)

MMM PREVIOUS

FIRST SEMESTER

Course Code:	Paper	L	T/P	CREDITS
<u>Theory</u>				
MMM 101	Mass Communication & Development Issues	5		5
MMM 103	Traditional & Micro-level Media	4	-	4
MMM 105	Print Media & Changing Trends	4	-	4
MMM 107	Media Regulations & Professional Ethics	5	-	5
<u>Practical</u>				
MMM 151	Traditional & Micro-level Media Lab	-	8	4
MMM 153	Print Media Lab	-	8	4
MMM 155	Viva Voce (Presentation)	-	-	2
Total		18	16	28

Guru Gobind Singh Indraprastha University
Master of Mass Media (MMM)
MMM PREVIOUS

SECOND SEMESTER

Course Code:	Paper	L	T/P	CREDITS
<u>Theory</u>				
MMM 102	Communication Research & Evaluation Studies	5		5
MMM 104	Broadcast Media & Emerging Trends	4	-	4
MMM 106	New Media & Mobile Communication	4	-	4
MMM 108	Cinema & Popular Culture	5	-	5
<u>Practical</u>				
MMM 152	Broadcast Media Lab	-	8	4
MMM 154	New Media & Mobile Lab	-	8	4
MMM 156	Viva Voce (Presentation)	-	-	2
Total		18	16	28