

Department of Journalism and Mass Communication

Maharshi Dayanand University, Rohtak

M.Sc. (Electronic Media)

Two years regular course

Syllabus

Session: 2011-12

Number of seats: 25

Objectives

- ❑ To train students in basic skills required for working in the ever-changing electronic media industry i.e. radio and television
- ❑ To provide students an insight into the world of media with a judicious blend of theory and skills.
- ❑ To produce media professionals having sound understanding of societal needs and community concerns within the Indian context.
- ❑ To transform students into excellent electronic media professionals to meet the challenges posed by rapidly changing environment.

MAHARSHI DAYANAND UNIVERSITY ROHTAK

Department of Journalism & Mass Communication

ORDINANCE

Master of Science (Electronic Media)

w. e. f. 2011-2012

Two Years Regular Course (Four Semesters)

1. The duration of the course Master of Science Electronic Media (M.Sc. EM) shall be of two years. The course will be divided in two years i.e. Master of Science Electronic Media (Previous) and Master of Science Electronic Media (Final) and in four semesters. The semester examination shall be held ordinarily in the month of April/May and December/January or any such date as may be fixed by the Vice-Chancellor. A supplementary examination for re-appear and failed candidates shall be held along with the semester examination.
2. This course would be run in a modular format. Students would be given a choice either to quit after one year (first and second semester) or continue for the second year. Students shall be awarded P.G. Diploma in Electronic Media (Radio and Television) after successfully completion of first and second semesters. Whereas students who would continue and complete all the four semesters would be awarded M.Sc. Electronic Media.
3. There would be provision of lateral entry in the final year (third semester) for the students who have completed one year P.G. Diploma in Electronic Media (Radio & Television) or any other one year P.G. Diploma/degree in the field of electronic media approved by the authorized equivalency committee of the university.
4. The last date for receipt of admission form and fee without late fee as fixed by the Vice-Chancellor shall be notified to the H.O.D. concerned.

Criteria for Eligibility:

5. The minimum qualification for Master of Science Electronic Media course will be as under :

a) Bachelor of Journalism (Mass Communication) / or Bachelor of Mass Communication (Three years degree course)

OR

b) B.A./B.Sc./B.Com. (Hons.) in the subject other than Journalism & Mass Communication with at least 50% in aggregate.

OR

c) Ist Bachelor Degree with at least 50% marks in aggregate or 45% marks in the subject of Journalism & Mass Communication.

OR

d) Any other examination recognized by this University as equivalent.

6. There will be 25 seats in this course.
7. The admission to Master of Science (Electronic Media) course will be through entrance test. The mode of admission will be combined merit based upon the score of entrance test plus academic merit (including all weightage). Admission Merit List- Entrance Test(100 Marks) + Academic merit (including all weightage)- (100 marks)
8. The examination of Master of Science (Electronic Media) shall be open to a person who has passed examination laid down in clause;
 - i) who has been on the rolls of the university teaching department throughout the academic year preceding the examination; and
 - ii) whose name is submitted to the Registrar/Controller of Examination by the Head of the Department provided that the Head of the Department certifies that the candidate has:
 - a) Attended not less than 80 percent of the full course of Lectures delivered in each paper and 80 percent of tutorials (Lectures and tutorials shall be counted up to 20 days before the commencement of the examination).
 - b) Obtained at least 40 percent marks in practical (internal/external) on the basis of assignments done by a student up to the end of February of the academic year); and

- c) Satisfactorily performed the work of his class and is of good character.
9. A student who having attended the prescribed number of lectures does not appear at the examination, or having appeared at the examination has failed may be permitted to appear at the examination as ex-student for three consecutive years without attending a fresh course of instruction as a regular student in the University Teaching departments.
 10. The amount of Examination fee to be paid by a candidate shall be fixed by the University for each Examination.
 11. The medium of instructions as well as of examination shall be Hindi/English.
 12. The examination shall be held according to the syllabus and courses of reading prescribed by the Academic Council.
 13. The minimum number of marks required to pass the examination shall be 40 percent in each paper.
 14. Successful candidates shall be classified as under on the total aggregate number of marks obtained.
 - a) Those who obtain 60 percent more of the total marks
First Division
 - b) Those who obtain 50 percent of more but less than 60 percent of total marks
Second Division
 - c) Those who obtain less than 50 percent of total marks
Third Division.
 - d) If a candidate secures 75% or more marks in first attempt, he/she will be awarded first class degree with distinction.Each successful candidate shall be granted a degree stating the division in which he has passed.

**M.Sc. (Electronic Media) and
P.G. Diploma in Electronic Media (Radio & Television)**

The M. Sc. EM, Master Programme in the subject of Electronic Media under the Semester System will consist of 18 papers/Courses and one project work. The programme will be spread over to four semesters. First two semesters will

be in M.Sc.EM (Previous) and rest of the semesters in M. Sc. EM (Final) year.
The M. Sc. EM Programme in the Subject of Journalism & Mass Communication will be of 2000 Marks in grand total. The Semester-wise break up of the paper/Courses will be as under :-

Scheme of Examination and Syllabus w.e.f. session 2011-12

First Semester

	T	P/IA	Total
1. Introduction to Communication & Journalism(EM-01)	80	20 (IA)	= 100
2. Introduction to Electronic media(EM-02)	80	20 (IA)	= 100
3. Writing for Electronic Media(EM-03)	80	20 (P)	= 100
4. Electronic Media Production (EM-04)	80	20 (P)	= 100
5. Computer Applications in Communication(EM-05)	80	20 (IA)	= 100

Second Semester

6. Communication Theories and Research(EM-06)	80	20 (IA)	= 100
7. Media Technologies (EM-07)	80	20 (IA)	= 100
8. Media Laws and Ethics(EM-08)	80	20 (IA)	= 100
9. Radio Production(EM-09)	80	20 (P)	= 100
10. Television Production (EM-10)	80	20 (P)	= 100

Third Semester

11. Current Affairs(EM-11)	80	20 (IA)	= 100
12. Photography (EM-12)	80	20 (P)	= 100
13. Videography and Editing(EM-13)	80	20 (P)	= 100
14. News and documentary production(EM-14)	80	20 (IA)	= 100
15. Sound recording and editing(EM-15)	80	20 (P)	= 100

Forth Semester

16. Electronic Media Management(EM-16)	80	20 (IA)	= 100
17. Media, Culture and Society(EM-17)	80	20 (IA)	= 100
18. Special Paper (Any one)	80	20 (P)	= 100

<ul style="list-style-type: none"> • Advance Radio Production Techniques(EM-18) • Advance Television Production Techniques(EM-19) 			
19. Project Work (EM-20)			Total
Marks-200 (Actual Production: 100 + Viva voce: 100)			

Project work is to be evaluated by a committee of two experts (one external + one internal) to be nominated by Head of the Department. This committee would also conduct a viva-voce of students, whereas, practical in all the papers would be conducted by the external/internal examiners to be nominated by the Head of the Department. Practical examiners may be teachers or professionals related to the subject.

- T- Theory
- P- Practical
- IA – Internal Assessment

Paper-I (First Semester)

Introduction to Communication and Journalism

Total Marks: 80

Internal Assessment: 20

The question paper will be divided into five units carrying equal marks i.e. 16 marks for each question. Each of the first four units will contain two questions and the students shall be asked to attempt one question from each unit. Unit five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all questions in unit five shall be compulsory.

Unit-I

- Communication: Definition, Nature & Scope
- Nature & Process of Human Communication
- Functions of Communication
- Types of Communication: Inter personal, Intra personal, group and mass communication

Unit II

- Elements in the process of communication
- Communication flows: one step, two-step, multi-step flows
- Barriers in communication
- Verbal, Non-verbal communication

Unit III

- Journalism: Definition, nature and scope
- Journalism as a profession
- Duties and responsibilities of a journalist
- Current issues in Journalism

Unit IV

- Journalistic terminology
- Code of Ethics for Journalists
- Various organizations of Journalists
- Emerging trends in Journalism

Reference:

- McQuail's Mass Communication Theory by Denis McQuail, Vistaar Publications, 2005
- Mass Communication Theory: Foundations, Ferment and Future by Stanley J Baran & Dennis K Davis, Thomson/Wadsworth 2007
- Mass Communication in India by Keval J. Kumar, Jaico Publication 2008
- Hand Book of Journalism & Mass Communications by V.S. Gupta, Vir Bala Aggarwal, concept Publishers, New Delhi.
- सपनों में बनता देश, राजेन्द्र माथुर, सामयिक प्रकाशन
- समकालीन पत्रकारिता-मूल्यांकन और मुद्दे, राजकिशोर, वाणी प्रकाशन

Paper – II (First Semester)

Introduction to Electronic Media

Total Marks: 80

Internal Assessment: 20

The question paper will be divided into five units carrying equal marks i.e. 16 marks for each question. Each of the first four units will contain two questions and the students shall be asked to attempt one question from each unit. Unit five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all questions in unit five shall be compulsory.

Unit-I

- Meaning and types of media
- Characteristics of various media
- Brief history of Indian cinema
- Introduction to Indian documentaries

Unit-II

- Development of All India Radio
- Growth of private radio channels in India
- Introduction to major radio networks – FM Gold, FM Rainbow, Radio City, Radio Mirchi, My FM, Big FM, Red FM, Suryan FM, Radio Mantra, Radio Dhamal.

Unit-III

- Development of doordarshan and private television channels
- Introduction to major Indian networks: Prasar Bharti, Zee group, Sun group, Enadu group, TV Today network, STAR India, Sahara group, NDTV group, CNN-IBN group
- Introduction to cable industry in India

Unit-IV

- New media: meaning and characteristics
- Computer revolution in India
- Convergence and future of media

Reference:

- The Indian Media Business by Vanita Kohli-Khandekar, Response Books, 2010
- India's Communication Revolution by Arvind Singhal and Everett M. Rogers, Sage Pub. 2007
- भारतीय इलेक्ट्रॉनिक मीडिया, डॉ. देवव्रत सिंह, प्रभात प्रकाशन, 2010
- टेलीविजन की कहानी, मुकेश कुमार और श्याम कश्यप, राजकमल प्रकाशन 2008
- पत्रकारिता की लक्ष्मणरेखा, आलोक मेहता, सामयिक प्रकाशन, 2006

Paper–III (First Semester)

Writing for Electronic Media

Total Marks: 80

Practical: 20

The question paper will be divided into five units carrying equal marks i.e. 16 marks for each question. Each of the first four units will contain two questions and the students shall be asked to attempt one question from each unit. Unit five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all questions in unit five shall be compulsory.

Unit-I

- Meaning and importance of language
- Language and communication
- Essentials of good writings

Unit-II

- Writing for mass communication
- Features of spoken language
- Concept of visual language
- Writing for visuals

Unit-III

- Process of script writing
- Introduction to various formats of scripts
- Writing for television news, documentary, serial and advertisement

Unit-IV

- Writing for radio programmes
- Writing radio news, talk, advertisement, feature
- Conducting radio interview, discussion and phone-in programmes

Reference:

- Copy Writing for Electronic Media: A Practical Guide, Milan D. Meeske, Wadsworth Publishing Co. 2006
- Broadcast Journalism: Techniques of Radio and Television Journalism by Andrew Boyd, Focal Press 2009
- Broadcasting News: Writing, reporting and producing by Ted White 2008
- The Craft of Copywriting by June A. Valladares, Response Books
- Writing for Media by Usha Raman, Oxford University Press, 2010
- टेलीविजन पत्रकारिता-एक परिचय, डॉ. देवव्रत सिंह और कीर्ति सिंह, श्रीनटराज प्रकाशन, 2009

Paper – IV (First Semester)

Electronic Media Production

Total Marks: 80

Practical: 20

The question paper will be divided into five units carrying equal marks i.e. 16 marks for each question. Each of the first four units will contain two questions and the students shall be asked to attempt one question from each unit. Unit five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all questions in unit five shall be compulsory.

Unit – I

- Concept and idea generation
- Writing proposal or synopsis for production
- Various stages of production: pre production, production, post production

Unit - II

- Introduction to still and video camera
- Basic elements of television production: video, audio, lighting, makeup, scenic design, graphics and animation, talent, script
- Basic elements of radio production: music, spoken word, special effects

Unit – III

- Radio program formats – news, newsreel, feature, talk, discussion, drama, phone-in program, music program, and commentary.
- Production team members and their responsibilities
- Introduction to radio equipments

Unit – IV

- Television program formats – fictional and non fictional programs
- Production team members and their responsibilities
- Introduction to various video formats and equipments

Reference:

- Television Production by Gerald Millerson and Jim Owens, Focal Press 2009
- Television Production Handbook by Herbert zettl, Wadsworth Publishing Co. 2007
- Video Basics by Herbert Zettl, Wadsworth Publishing Co. 2007
- Video Production by Vasuki Belavadi, Oxford University Press, 2008
- Radio Production by Robert McLeish, Focal Press, 2005

Paper – V (First Semester)

Computer Applications in Communication

Total Marks: 80

Internal Assessment: 20

The question paper will be divided into five units carrying equal marks i.e. 16 marks for each question. Each of the first four units will contain two questions and the students shall be asked to attempt one question from each unit. Unit five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all questions in unit five shall be compulsory.

Unit-I

- Definition, Origin & History
- Classification of Computers
- Introduction to input & output devices
- Introduction to memory – Primary & Secondary

Unit II

- Introduction to graphical and user interface (GUI)
- File and Folders – Flash, Directory
- Creating, Copying, Moving, Deleting and Renaming
- Applications & Setting : Desk top Management, tool box

Unit III

- MS-Word and Application –basics
- Typing and editing, formatting text
- Quick Express basics
- Power Point – Introduction, presentation, graphics,
- creating presentation and slide shows

Unit IV

- Introduction to Internet, definition, various activities
- Tools and services on Internet
- Internet protocols FTP, HTTP, TCP, IP
- Major News Sites E Magazines, outline newspapers

Reference:

- Fundamentals of Computers by V. Raja Raman
- Adobe Photoshop – Creative techniques, PHI
- Personal Computer Book by Robin Bradbeer
- Computer Handbook by Peter Roadbell
- कंप्यूटर एक परिचय- संतोष चौबे, मध्यप्रदेश हिन्दी ग्रंथ अकादमी, भोपाल
- माइक्रोसॉफ्ट ऑफिस 2000, विष्णु प्रिया सिंह, मीनाक्षी सिंह, एशियन पब्लिशर्स

Paper-VI (Second Semester)

Communication Theories and Research

Total Marks: 80

Internal Assessment: 20

The question paper will be divided into five units carrying equal marks i.e. 16 marks for each question. Each of the first four units will contain two questions and the students shall be asked to attempt one question from each unit. Unit five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in unit five shall be compulsory.

Unit I

- SMCR, Laswell Model
- Osgood Model, Dance Model
- Shannon and Weaver Model, Wilbur
- Westley & Macbean, Garbiner Model

Unit II

- Theories of Communication
- Two step and multi step
- Commercial, Play Theory
- Uses and Gratification
- Perception and Retention Theory

Unit III

- Research: Meaning & Concept
- Type of Research
- Research Process
- Research Approaches

Unit IV

- Nature and Significance of Communication Research
- Stages and types of Communication
- Public Opinion Research
- Quantitative & Qualitative content analysis

Reference:

- McQuails's Mass Communication Theory by Denis McQuail, Vistaar Publications, 2005
- Mass Communication Theory: Foundations, Ferment and Future by Stanley J Baran & Dennis K Davis, Thomson/Wadsworth 2007
- Research Methods by Ram Ahuja, Rawat Publications, 2009
- संचार के मूल सिद्धांत, ओम प्रकाश सिंह, क्लासिकल पब्लिशिंग कंपनी, नई दिल्ली 2002
- संप्रेषण- प्रतिरूप एवं सिद्धांत, श्रीकांत सिंह, भारती पब्लिशर्स एंड डिस्ट्रीब्यूटर्स 2001

Paper-VII (Second Semester)

Media Technologies

Total Marks: 80

Internal Assessment: 20

The question paper will be divided into five units carrying equal marks i.e. 16 marks for each question. Each of the first four units will contain two questions and the students shall be asked to attempt one question from each unit. Unit five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all question in unit five shall be compulsory.

Unit-I

- The process of radio and television transmission
- Satellite: origin, growth, types and use
- Satellite and terrestrial broadcasting
- Different transmission bands

Unit-II

- Television display technology: CRT, Plasma, LCD
- Television standards: NTSC, PAL, SECAM, HDTV
- Distribution technology – cable television, DTH, CAS,
- Interactive television, IPTV, process of webcasting

Unit-III

- Nature of sound wave: frequency and amplitude
- Mono, stereo and surround sound
- Frequency modulation and amplitude modulation
- Satellite and web radio

Unit-IV

- Functioning of world wide web
- Features of optical fiber
- Convergence of media technologies
- Mobile technologies: CDMA, GSM, 3G

Reference:

- Communication Technology Update and Fundamentals by August E. Grant and Jennifer H. Meadows, Focal Press, 2008

Paper-VIII (Second Semester)

Media Laws & Ethics

Total Marks: 80

Internal Assessment: 20

The question paper will be divided into five units carrying equal marks i.e. 16 marks for each question. Each of the first four units will contain two questions and the students shall be asked to attempt one question from each unit. Unit five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all questions in unit five shall be compulsory.

Unit I

- Press Regulation : A historical Perspective
- Censorship and Media : A historical Perspective
- Emergency & Censorship : Indian Experience
- Freedom of Speech and Expression in the Constitution of India

Unit II

- Media and right to information
- Contempt of Court act 1971
- Defamation Law in India
- Right to Privacy

Unit III

- Press and Registration of Books Act, 1867
- Copy Right Act 1957
- Consumer Protection Act 1986
- Prasar Bharti Act 1996

Unit IV

- Media Ethics – Meaning and Concept
- Media Ethics – A historical perspective
- Code of ethics for media professional
- Ombudsmen – A perspective

Reference:

- Law of Press by Durga Das Basu, Prentice Hall of India,
- प्रैस विधि एवं अभिव्यक्ति स्वातंत्र्य, डॉ. हरबंश दीक्षित, वाणी प्रकाशन, 2007
- प्रैस कानून एवं पत्रकारिता, संजीव भानावत
- प्रैस विधि, नंद किशोर त्रिखा

Paper-IX (Second Semester)

Radio Production

Total Marks: 80

Practical: 20

The question paper will be divided into five units carrying equal marks i.e. 16 marks for each question. Each of the first four units will contain two questions and the students shall be asked to attempt one question from each unit. Unit five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all questions in unit five shall be compulsory.

Unit-I

- Types of audio recorders
- Dubbing systems and mixing techniques
- Audio consoles and various sound effects
- Sound monitoring system: VU meter, PPM

Unit-II

- Nature and types of microphones
- Selection and placement of microphones
- Various types of speakers and their characteristics
- Placement of speakers

Unit-III

- Various types of studios and their nature
- Acoustic treatment of a radio studio
- Cues, commands and signals of studio
- Introduction to various audio connectors and cords

Unit-IV

- Planning and production of radio programmes
- Recording talk and interview in studio
- Preparing radio advertisements

Reference:

- Audio in Media: The Recording Studio by Stanley R. Alten, Wadsworth Publishing 2009
- Introduction to Media Production by Robert B. Musburger and Gorham Kindem, Focal Press 2009
- Sound and Recording by Francis Rumsey and Tim McCormick, Focal Press, 2009
- Essentials and Practices of Radio Management by Anil Kak, Wings Institute of Broadcasting, 2009
- Radio Production by Robert McLeish, Focal Press, 2005

Paper-X (Second Semester)

Television Production

Total Marks: 80

Practical: 20

The question paper will be divided into five units carrying equal marks i.e. 16 marks for each question. Each of the first four units will contain two questions and the students shall be asked to attempt one question from each unit. Unit five shall contain eight short answer type questions without any internal choice and it shall be covering the entire syllabus. As such, all questions in unit five shall be compulsory.

Unit-I

- Working principle of a still camera
- Components and functioning of still camera
- Types of still camera: compact camera, SLR, DSLR
- Basic shots and their composition

Unit-II

- Working principle of a video camera
- Components of video camera
- Concept of looking space, head room and walking space
- Various camera movements and angles

Unit-III

- Basics of lighting
- Importance of lighting in television
- Lighting equipment and control
- Lighting techniques and problems

Unit-IV

- Planning and production of programs in studio
- Single and multi-camera shooting
- Shooting an interview

Reference:

- Television Production by Gerald Millerson and Jim Owens, Focal Press 2009
- Television Production Handbook by Herbert zettl, Wadsworth Publishing Co. 2007
- Grammar of Shot by Roy Thompson and Christopher Bowen, Focal Press 2009
- Video Basics by Herbert Zettl, Wadsworth Publishing Co. 2007
- Video Production by Vasuki Belavadi, Oxford University Press, 2008
- Digital Photography by Mark Galer, Focal Press, 2008