



SIBSAGAR COMMERCE COLLEGE

Course

Diploma in Mass Communication (ONE YEAR)

Semesters

I, II

Centre for Journalism and Mass Communication

SIBSAGAR COMMERCE COLLEGE, SIBSAGAR Assam: 785640

SEMESTER I

PAPER 101 : FUNDAMENTAL OF COMMUNICATION

UNIT	TOPIC	CONTENTS	Class (Theory)	Class (Practical)	Marks (Theory)
1	BASICS OF COMMUNICATION	a. Meaning, Definitions, Functions of communication b. Process, elements & types c. Overview of Traditional Media	07	06	15
2	PRINT MEDIA	a. Basic of Print Publication(Newspaper, Magazine etc) b. History of Print Media in India (North east India, special Preference to Assam) c. Role, Characteristics, d. advantages and disadvantages of Print media	07	06	10
3	ELECTRONIC MEDIA	a. History, origin, evolution, growth of radio and TV b. Characteristics of Radio & TV c. Advantage and Disadvantage of Radio & TV d. Organizational structure of Radio and TV	06	08	15
4	ADVERTISING & PUBLIC AFFAIRS	a. Concept, Purpose, services, tools of advertising and public relation b. Difference between Public Affairs and Public relation c. Media planning, Press Release	06	08	10
5	NEW MEDIA	a. Concept, characteristics, b. Types of new media c. Impact of new media	06	06	10
Total			32	34	60

MARKS : TOTAL= 100 PRACTICUM = 40 (assignment marks = 30, Sessional marks = 10)

End Sem written exam =60 PASS MARKS: - THEORY= 24 PRACTICUM = 15

DISCUSSIONS

- Media industry, market consolidation and media fragmentation.
- Comparative analysis of different forms of mass communication.

KEY READINGS

- Aggrawal Vir Bala , Gupta V.S. (2001) Hand book Of Journalism and Mass Communication: concept publishing company, New Delhi.
- McQuail, Denis. (2005). Mass Communication Theory: London: Sage Publication
- Griffin, E.M. (2012). A First Look at Communication theory (5th E). New York: McGraw Hill
- Jethwani, Jaishree. (2010). Advertising Management. New Delhi: Oxford University Press
- Ryan, Johnny. (2010). A History of the Internet and the Digital Future. London: Leaktion Books:

SEMESTER I

PAPER 102 :INTRODUCTION TO JOURNALISM

UNIT	TOPICS	CONTENTS	Class (Theory)	Class (Practical)	Marks (Theory)
1	CONCEPT OF JOURNALISM	a) Concept of journalism b) Types c) Yellow Journalism	06	04	15
2	CONCEPT OF NEWS	a) Definition of News, Types b) Elements of news c) Characteristics of news d) Functions of news	07	06	15
3.	STRUCTURE OF MEDIA ORGANIZATION	a. Editorial b. Advertising c. TRP, Readership d. Circulation/ Marketing	06	06	10
4	STRUCTURE OF EDITORIAL DEPARTMENT	a) News Section: Chief Reporter, Executive editor, Managing editor, news editor, Sub editor, city editor, News Anchor b) Views section: Features Editor Editorial writer, Columnist, c) Photo section: Photo Journalists, Editorial Cartoonist d) Correspondent	08	06	20
<u>Total</u>			27	22	60

MARKS : TOTAL= 100 PRACTICUM = 40 (assignment marks = 30, Sessional marks = 10)

End Sem written exam =60 PASS MARKS: - THEORY= 24 PRACTICUM = 15

DISCUSSIONS

- Working structure of different media organizations
- Media consolidation and fragmentation in India
- Media industry in Northeast India

KEY READINGS

- Aggrawal Vir Bala , Gupta V.S. (2001) Hand book Of Journalism and Mass Communication: concept publishing company, New Delhi.
- Berkowitz, Dan. (1997). Social Meanings of News – A Text Reader. London: Sage Publication
- Natarajan, J. (2002). History of Indian Journalism (2nd Ed). Ministry of Information & Communication, GOI
- Gobinda Prasad Sarma. (2007). 150 Years of Journalism in Assam. Media Trust

SEMESTER II

PAPER 103 : INTERVIEW AND FIELD REPORTING

UNIT	TOPICS	CONTENTS	Class (Theory)	Class (Practical)	Marks (Theory)
1	CONCEPT OF INTERVIEW	a. What is interview? b. Types of interview c. Questionnaire d. Three basic types of questionnaire	4	6	10
2	NEWS GATHERING PROCESS	a. Basic of reporting b. News reporter qualities, responsibility c. Sources of news d. Basic facts about reporting,	3	8	10
3	SPECIALIZED REPORTING	a. Travel, tourism, cultural b. Science and technology c. Environmental, Political, Sports d. Investigative	3	8	10
4	BASICS OF NEWS READING	a. Duties and Responsibilities a News Reader. b. Understanding News Scripts and News Agenda c. 7Ps in News Presentation : Posture, Projection, Pace, Pitch, Pause, Pronunciation and Personality d. The Basics of Voice: Pitch/tone/intonation/inflection, Modulation	4	6	10
<u>TOTAL</u>			14	28	40

MARKS : TOTAL= 100 PRACTICUM = 60 (assignment marks = 50, Sessional marks = 10)

End Sem written exam =40 PASS MARKS: - THEORY= 15 PRACTICUM = 25

DISCUSSIONS

- Case studies of popular television programmes.
- Functioning and working knowledge of television and radio
- Development of essential writing skill for different program radio and television programmes.

KEY READINGS

- Aggrawal Vir Bala , Gupta V.S. (2001) Hand book Of Journalism and Mass Communication: concept publishing company, New Delhi.
- Allen, Louise C. (2012). Radio and Television Continuity Writing. Literary Licensing, LLC
- Zettl, Herbert. (2014). Television Production Handbook. Twelfth Edition. Cengage Learning.
- Kaempfer, Rick and Swanson, John.(2004). The Radio Producer's Handbook. Allworth Press.

SEMESTER I

PAPER 104: BASICS OF PHOTOGRAPHY

UNIT	TOPICS	CONTENTS	Class (Theory)	Class (Practical)	Marks (Theory)
1	BASICS OF PHOTOGRAPHY	a. What is Photography ? b. Genres of Photography c. Understanding Light, Properties of Light	3	8	10
2	UNDERSTANDING CAMERA FORMATS AND TYPES	a. Camera , Camera Metering (Incident & Reflective) b. Understanding exposure c. Understanding ISO, White balance & Depth of Field d. Types of Lenses and their uses	4	8	10
3	COMPOSITION VARIOUS RULES OF COMPOSITION	a. Shot sizes, b. space and angles c. Motion Blur	3	6	10
4	LIGHTING PRINCIPLES	a. Types of Studio Light b. In built & External Flash c. Various types of lighting	4	6	10
<u>TOTAL</u>			14	18	40

MARKS : TOTAL= 100 PRACTICUM = 60 (assignment marks = 50, Sessional marks = 10)

End Sem written exam =40 PASS MARKS: - THEORY= 15 PRACTICUM = 25

DISCUSSIONS

- **Photography as an industry.**
- **Shoot different types of photographs.**
- **Apply the art and skills to become professional photographer.**
- **Make use of photography editing techniques and image processing**

KEY READINGS

- **Ang, Tom. (2013). Digital Photography Masterclass. London: DK Publishers**
- **Freeman, Michael (2007). The Photographer's eye. London: Focal Press**
- **Kelby, Scott. (2011). Light it, Shoot it, Retouch it. San Fransisco: New Riders**

E-RESOURCES

- **FIAP: <http://www.fiap.net>**
- **Photographic Society of America: <http://www.psa-photo.org/>**
- **Royal Photographic Society: <http://www.rps.org/>**

SEMESTER II

PAPER 201 : MEDIA LAWS AND ETHICS

Unit	Topics	Contents	Class (Theory)	Class (Practical)	Marks (Theory)
1	GLOBAL/ INDIAN PERSPECTIVE	a. Intellectual Property Right b. UNDHR (Universal Declaration of Human Right) c. Press council Act,1978	6	2	15
2	ACTS	a. Prasar Bharati Act,1990 b. Cable TV Network Act,1995 c. Right to Information Act,2005	5	3	10
3	CYBER CRIMES	a. Introduction to cyber crimes b. Types of cyber crimes c. Information Technology Act,2000	5	2	15
4	LAW RELATED TO WOMEN AND CHILDREN	a. Indecent Representation of Women (Prohibition) Act,1986 & 1987 b. UN Convention on the Right of Children	6	2	10
5	REGULATING AGENCIES & CODE OF ETHICS	a) Telecom Regulatory Authority of India b) Journalist Code of Conduct (P.C.I guidelines) c) General rules of conduct in advertising.	8	4	10
<u>TOTAL</u>			30	13	60

MARKS : TOTAL= 100 PRACTICUM = 40 (assignment marks = 30, Sessional marks = 10)

End Sem written exam =60 PASS MARKS: - THEORY= 24 PRACTICUM = 15

DISCUSSIONS

- **Media laws, ethics and regulations in global and Indian context**
- **Role of media regulatory bodies in shaping media practices and governance**

KEY READINGS

- **Basu, D.D. (2006). Law of the Press. Prentice Hall**
- **Neelamalar, M. (2015). Media Laws and Ethics. PHI.**

E-RESOURCES

- **Cyber Journalist: Technology, Tools & Ethics: <http://cyberjournalist.org.in/index.html>**
- **Digital Media Ethics : <https://ethics.journalism.wisc.edu/resources/digital-media-ethics/>**
- **Media laws and ethics and news coverage issues of the Indian media: <http://indiatogether.org/media/thehoot.htm>**

SEMESTER II

PAPER 202 : COMMUNICATION THEORIES

UNIT	TOPICS	CONTENTS	Class (Theory)	Class (Practical)	Marks (Theory)
1	THEORIES AND MODELS OF COMMUNICATION	a. Harold D. Laswell b. Berlo's SMCR Model c. The Johari Window Model	4	2	10
2	MEDIA EFFECTS THEORY	a. Two Steps/Multi Step Flow Theory b. Gate Keeping	3	2	10
3	PSYCHOLOGICAL & SOCIOLOGICAL THEORY	a. Agenda Setting Theory b. Cultivation Theory c. Social Responsible Theory d. Cultivation Theory	4	2	20
4	POWERFUL EFFECT OF MEDIA	a. Spiral of Silence b. Diffusion of Innovation c. Visual Communication Theories : Gestalt Theory, Semiotics, Constructivism	4	2	20
<u>TOTAL</u>			15	8	60

MARKS : TOTAL= 100 PRACTICUM = 40 (assignment marks = 30, Sessional marks = 10)

End Sem written exam =60 PASS MARKS: - THEORY= 24 PRACTICUM = 15

DISCUSSIONS

- Role of media in setting public agenda.
- Use of communication theories and models
- Significance communication theories in media studies.

KEY READINGS

- Andal, N. (2004). Communication Theory and Models. Himalaya Publishing House
- Baran, J. Stanley & Davis, K. Dennis. (). Mass Communication Theory: Foundations, Ferment, and Future (6th Ed). Boston: Wadsworth
- Roger, E. Everett. (1997). A History of Communication Study. Free Press
- Fahmy, B. Wanta. (2014). Visual Communication Theory and Research. Palgrave MacMillan

E-RESOURCES

- Communication Theory: <http://communicationtheory.org>
- Mass Communication Theory: <https://masscommtheory.com/>

SEMESTER II

PAPER 103: DEVELOPMENT COMMUNICATION

UNIT	TOPICS	CONTENTS	Class (Theory)	Class (Practical)	Marks (Theory)
1	INTRODUCTION TO DEVELOPMENT	a. Meaning, process b. Characteristics of developing and under developing countries c. Regional development	4	6	10
2	DEVELOPMENT COMMUNICATION	a. Meaning, concept, definition b. Role of mass communication in development c. Participation communication in community development	6	4	10
3	CONCEPT OF COMMUNITY JOURNALISM	a) Concept of community b) Concept of community journalism, definition, purpose c) Community map d) Different activities of community journalism e) Criteria of community journalism	6	6	10
4	THEORIES AND MODELS AND APPROCHES TO DEVELOPMENT AND DEVELOPMENT COMMUNICATION	a) Digital Democracy b) Diffusion of innovation c) New Millennium Development Goals d) Social Responsibility Theory	4	3	10
<u>TOTAL</u>			20	19	40

MARKS : TOTAL= 100 PRACTICUM = 60 (assignment marks = 50, Sessional marks = 10)

End Sem written exam =60 PASS MARKS: - THEORY= 15 PRACTICUM = 25

DISCUSSION

- **Case studies of development communication experiments in India.**
- **Application of theories of development in for rural/urban development.**
- **Strategic communications for social change and development.**

KEY READINGS

- **Manyozo, Linje. (2012). Media, Communication and Development: Three Approaches. London: Sage**
- **Pieterse, Jan Nederveen. (2001).Development Theory: Deconstruction/Reconstruction, Vistaar**
- **Everett, Roger. (2003).Diffusion of Innovations, Free Press**

SEMESTER II

PAPER 204 : CURRENT AFFAIRS AND MEDIA ISSUES

UNIT	TOPICS	CONTENTS	Class (Theory)	Class (Practical)	Marks (Theory)
1	INDIAN POLITY, ECONOMY, & SOCIETY	a. Constitution of India b. Fundamental Rights and Duties c. Directive Principles of State Policies d. Corruption e. Development policies	10	2	10
2	INTERNATIONAL ISSUES	a. Human Rights b. Terrorism and Cross border disputes c. Nuclear Disarmament	8	3	10
3	ISSUES OF NORTHEAST INDIA	a. Migration b. Insurgency c. Social Issues	8	2	10
4	RECENT TRENDS IN MASS COMMUNICATION	a. Event management , Event manager, carer in Event management , Budget of Event Organizing a media event, Event Planning tips, Event Promotion b. Exhibition , Trade Fair	10	3	10
<u>TOTAL</u>			36	10	40

MARKS : TOTAL= 100 PRACTICUM = 60 (assignment marks = 50, Sessional marks = 10)

End Sem written exam =60 PASS MARKS: - THEORY= 15 PRACTICUM = 25

KEY DISCUSSIONS

- **Current and important news of regional, national and global interest**
- **Understand different facets of news like business, politics, sports etc**
- **Increase awareness of general knowledge and latest current affairs**

KEY READINGS

- **Books and Journals on Current Affairs**
- **Indian Constitution**
- **Leading News papers**
- **Books of General Knowledge covering North East India**

E-RESOURCES

- **Press Information Bureau <http://pib.nic.in/newsite/mainpage.asp>**
- **Institute of Peace and Conflict Studies: <http://www.ipcs.org/>**
- **United Nations: <http://www.un.org/en/about-un/index.html>**