

University of Pune

Subject: Communication and Journalism

Faculty: Mental, Moral and Social Sciences

Course: Diploma in Mass Media

(Post graduate, part-time Diploma course).

This post-graduate part-time diploma course is designed to give an overview of different media. Students with a bachelor's degree in any subject from a recognized university (as per norms set by University of Pune) can apply for this course.

Students planning a career in media or students pursuing post graduate studies in different disciplines or working professionals intending to branch off into media-related activities will be able to acquire the basic skills required to enter these fields. This course can also prove to be useful to those who want to contribute to media on freelance basis.

This course offers substantial practical training, as the internal assessment is mostly through practical exercises. The various subjects are closely related to each other, therefore several cross-references have been given in the syllabus and students are expected to correlate them.

Note: Students enrolling for this course may write their assignments and final examination in Marathi or English.

Outline of syllabus for Diploma in Mass Media

Paper no.	Title	Final Exam Marks*	Internal Assessment Marks*	Total Marks	Lectures (of one hour duration)
1	Introduction to Communication	50	--	--	30
2	Print Journalism	50	50	100	30
3	Radio Journalism	50	25	75	30
4	TV Journalism	50	25	75	30
5	Online Journalism	50	25	75	30
6	Advertising	50	25	75	30
7	Public Relations	50	25	75	30
8	Current Affairs	50	25	75	30
					30 (for Internal Assessment in all subjects)
	Total	400	200	600	270

Only Internal Assessment

9	Internship	--	25	25	60 hours
10	Visits to Media Institutes and Social Institutes	--	25	25	30
11	Experimental Journal	--	50	50	30
	Total	--	100	100	60

	Total	400	300	700	330 (240 lectures + 90 hours for all internal assessment)
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* A student has to have a minimum of 40% marks separately in each head (from 1 to 11) under Final Exam and Internal Assessment to pass.

* If a student fails in any one of the final examination papers OR Internal assessment, he/she can appear again in the following year (as per University rules) by filling up the examination form again. He/she will have to complete the pending Internal Assessment, if any, at least 15 days before the Final Examination.

1) Introduction to Communication

1. Key concepts in communication: types and basic models of communication; key issues in mass communication: concept of mass, characteristics of mass communication, effects of mass communication: short term, long term
2. Evolution of mass media: technological, economic, political development; role of mass media in a democracy, public opinion, social change and development, culture.
3. Media content processes: media content formats (genre), news as a genre, Gatekeeping, effects of organisational structure on journalistic content; mass communication as an academic discipline
4. Mass Media in democracy: controls on mass media- self-control, internal control, advertiser control, source control, public control, government control, laws governing mass media
5. Mass Media Ethics: individual's right to privacy, right to reply, objectivity, sensationalism/yellow journalism, investigative journalism, role of press/media councils

(No Internal Assessment for this paper)

2) Print Journalism

1. Newspaper: structure and working of a newspaper office, functioning of editorial department, content of newspapers
2. Sub-editor: need for editing, proof-reading, editing different copies
3. Copy and schedule: style, writing lead, headline, deadlines
4. Newspaper design: functions, basic elements, page layout
5. Feature writing: types of features, sources and ideas, writing style
6. News reporting and writing: inverted pyramid, focus, lead, quoting sources, style (*more discussion on news in related modules- Radio Journalism - Module 2 and TV Journalism- Module 3*)

Internal Assessment (50 marks): 2-3 translation and editing exercises, reporting assignments: 2-3 of different types, writing features: 2-3 of different types

3) Radio Journalism

1. **Understanding the medium:** invention and development, strengths and weaknesses of the medium, production and transmission technology
2. **Understanding news:** definition of news, purpose, importance; rights and responsibilities of a reporter
3. **Radio news reporting:** skills of a radio news reporter, interview skills, sound recording and editing, anchoring and news reading skills
4. **Writing radio news:** characteristics of radio writing style; rewriting news to suit brevity and clarity in radio news, editing news, types of leads; writing headlines
5. **Compiling a bulletin:** types of bulletins: local to international, editing news for different bulletins; using voice-dispatches and other elements in a bulletin; sequencing, updating etc.
6. **Other formats:** radio report, newsreel, features, documentaries; phone-in programmes.

Internal assessment (25 marks): Listening and evaluating a news bulletin, writing and compiling a bulletin, Radio news presentation, interview exercise etc.

4) TV Journalism

1. **Understanding the medium:** invention and development, strengths and weaknesses of the medium, production and transmission technology
2. **Visual language:** camera shots and angles for news coverage, types of ENG cameras, understanding use of sound, light and colour in TV newsgathering
3. **Understanding news:** news sense, news values, news sources, cultivating sources, 5 Ws and 1 H, news beats
4. **TV news reporting:** skills of a TV reporter: information gathering and processing, sound-bites, piece-to-camera, interview skills, meeting deadline, use of technology
5. **Writing and editing TV news:** TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script
6. **News presentation:** structure of a news bulletin, compilation, live feed, qualities of news anchor

Internal assessment (25 marks): Watching and evaluating news bulletins, planning visuals for news stories, basic camera operations, PTC or news reading exercise

5) Online Journalism

1. Internet: nature, features, history, spread, knowledge society, convergence
2. Online Journalism: Internet editions, e-newspaper, HTML, content management system, online tools for texts, links, photos etc.
3. Multimedia: tools, story development and news updates, writing in appropriate style, podcast, webcast
4. Open source journalism: response to audience, citizen journalism, verification, accuracy, fairness
5. Social media: dynamics, strengths, weaknesses, use for marketing and advertising
6. Laws and Ethics: cyber crimes, laws, ICT policy

Internal Assessment (25 marks): running a blog, analysis of web editions of newspapers, websites of news channels, using multi-media tools etc.

6) Advertising

1. Advertising industry in India: size, major ad agencies and campaigns, social and cultural context of Indian advertising, advertising ethics and social responsibility
2. Advertising as Marketing Communication: role in marketing mix, different advertising media and their comparative strengths and weaknesses, media planning
3. Types of advertising: consumer, industrial, financial, corporate, social service etc. Brand Image and its importance, importance of brand building in advertising

4. Advertising Planning and execution: structure of an ad agency, research inputs for advertising strategy, development of an ad from concept to release
5. Copywriting: use of different appeals in ads, types of headlines and body copy, slogans; writing copy for different media: print, radio, TV, Internet, transit media etc.

Internal Assessment (25 marks): Quiz on advertising, scrap book of ads, analysing social effects of ads, study of an ad agency, copywriting exercises: writing headlines, slogans, body copy etc.

7) Public Relations

1. Understanding PR: definitions, purpose and utility; difference between PR, advertising and propaganda; status of PR in India
2. Role of PR in different sectors: government, corporate, defence establishments, educational institutions, hospitals, individuals, political parties, NGOs etc.
3. Types of PR: Internal/external, publics of PR, communication audit; qualities required of a PR professional, role and responsibilities of PR professional; in-house PR department, PR consultancy
4. PR Tools: Internal: house journals, bulletin boards, events, mailing groups, social networking sites; External: exhibitions, trade fairs, external journals, media publicity, programmes and events, CSR projects; PR during crisis: some recent case studies
5. Media Relations as a PR function: importance of media publicity in PR; necessity and ways of building and maintaining media relations, organizing press conferences and visits; writing press releases and arranging other publicity material (audio, video, CDs, etc.)

Internal assessment (25 marks): Preparing a PR plan for an organisation, evaluating media publicity given to various organisations, writing Press Releases etc.

8) Current Affairs

1. Post-independence history of India: political parties, politics of alliance, rise of regional parties; economic development: five year plans, green revolution, agriculture, infrastructure, rise of service sector, IT boom; social problems: communalism, terrorism etc.
2. India and its neighbouring countries: mutual relations, changing equations, threats and opportunities
3. International affairs: India at the world stage, globalisation, India as an emerging superpower; major international organisations: their role and limitations
4. Recent developments in the course period: background and analysis of all events in sports, culture, science and technology, politics, industry, agriculture etc.

Internal Assessment (25 marks): Group discussions, presentations, quiz, objective type test, clippings file etc.

Internal Assessment

9. Internship

(Marks: 25)

This internship has to be done before end of the course. In any case the Internship should be over minimum 15 days before the final exam and a written report of 1000 words be submitted minimum 10 days before the final exam.

Internship may be done in any organisation related to subjects no. 2 to 7 in the syllabus. The minimum requirement is 60 hours of work for 15 days @four hours a day.

Marks will be awarded on the basis of performance grade awarded by newspaper authority, written report submitted by student, amount of work done during internship, regularity in work etc.

10. Visits to Media Institutes and Social Organisations

(Marks: 25)

At least five visits (three different media institutes and two to social organisations) must be organised which are marked for 5 marks each. Marks will be given on the basis of student's performance during the visit and report/test about the place visited.

11. Experimental Journal

(Marks: 50)

Each student must be involved in the production of at least two experimental journals, wherein the student gets the opportunity to work as a reporter, sub-editor and feature writer. Each institute may decide the size and frequency of the journal. Minimum 60% content of the experimental journal should be news based.

Each student should also submit two individual newspaper issues (at least two pages of A4 size) wherein each student has to be involved in all aspects of newspaper production.

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