

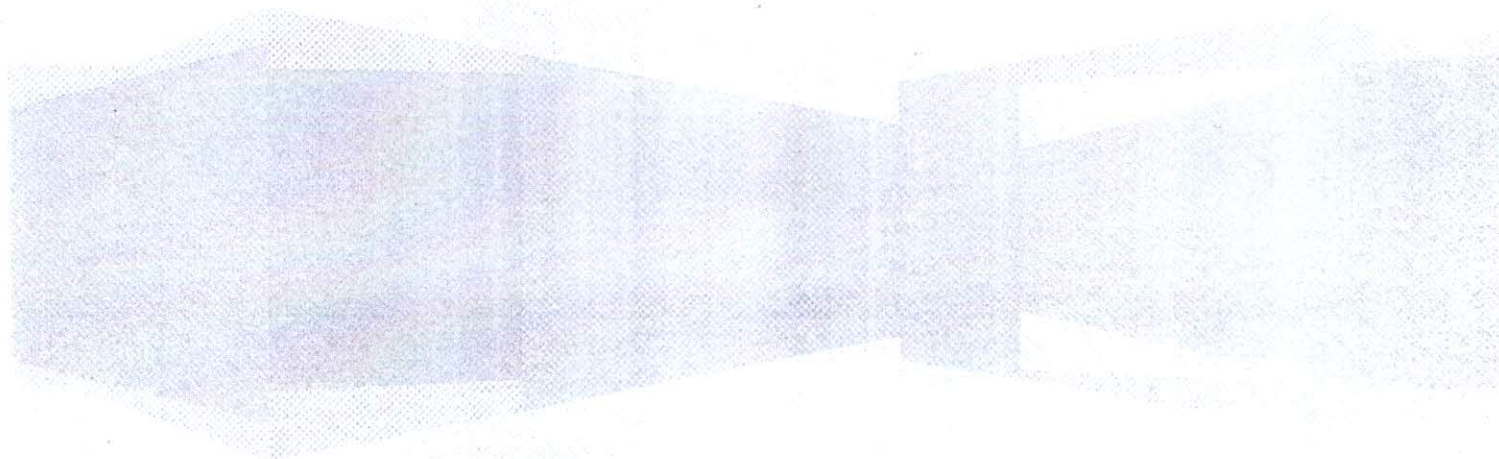


**Department of Mass Communication**  
**RAJIV GANDHI UNIVERSITY**

**Course Structure For**

**•PG Diploma in Mass Communication**

**( Choice Based Credit System )**



## II. POST GRADUATE DIPLOMA IN MASS COMMUNICATION

The **Post Graduate Diploma In Mass Communication** of the Rajiv Gandhi University is a one-year (two semesters) programme consisting of theory and practical components, taught and learned through a combination of lectures, hands-on training and project execution.

### COURSE OBJECTIVES:

1. To introduce students to the basic working of the media and to train them to be qualified professionals to take on media responsibilities.
2. To develop a high degree of media and communication skills amongst the students.
3. To give students exposure to techniques of media production.
4. To prepare students to produce well researched and well executed media products.

### PEDAGOGY:

#### 1. Approaches:

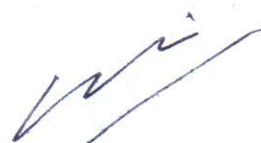
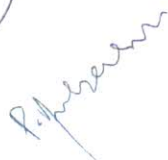
The course includes lectures, workshops and hands-on use of media equipment with an emphasis on the production of at least one media product each on print, radio, photography, web and video.

#### 2. Practical Exercises:

Practical assignments are an integral part of the learning process at the Department. The faculty shall engage students in a series of individual and group assignments. A group assignment shall involve working in mixed groups to replicate real life industry scenarios.

#### 3. Media Study Tour (Local):

During the course, the students shall undertake a weeklong study tour along with the faculty members to media institutions in the Itanagar-Naharlagun Capital Complex. The places will be so chosen as to be of maximum educational benefit to students. During the tour, the focus shall be on visiting as many media organizations as possible and to interact with media professionals. A report of the learning outcomes shall be submitted to the Department at the end of the tour.



**COURSE STRUCTURE**

Paper Code	Course Title	Credit Distribution	Total Credit
<b>SEMESTER 1</b>			
PGDMC - 01	INTRODUCTION TO MASS COMMUNICATION	4	20
PGDMC - 02	MEDIA LAW & ETHICS	4	
PGDMC - 03	PRINT MEDIA PRODUCTION	4	
PGDMC - 04	NEWS REPORTING & EDITING	4	
PGDMC - 05	PHOTOGRAPHY AND VISUAL COMMUNICATION	4	
<b>SEMESTER 2</b>			
PGDMC - 06	ADVERTISING & PUBLIC RELATIONS	4	20
PGDMC - 07	COMMUNICATION RESEARCH	4	
PGDMC - 08	NEW MEDIA	4	
PGDMC - 09	RADIO PRODUCTION	4	
PGDMC - 10	VIDEO AND TELEVISION PRODUCTION	4	

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<b>DETAILED SYLLABUS</b>				
<b>PG DIPLOMA IN MASS COMMUNICATION</b>				
<b>SL. NO.</b>	<b>COURSE CODE</b>	<b>PAPER</b>	<b>TYPE OF COURSE</b>	<b>CREDITS</b>
<b>Semester 1</b>				
<b>1.</b>	<b>PGDMC-01</b>	<b>INTRODUCTION TO MASS COMMUNICATION</b>	<b>MANDATORY</b>	<b>70 Semester Exams 30 Sessional</b>
<p><b>Course Objective:</b></p> <p>To introduce the students to the basic concepts of media and its impact. Also to motivate the students to take up the study of media at a conceptual level.</p> <p>a) The process of communication: Definitions of communication, interpersonal &amp; mass communication, signal, sign, icon, symbol, communication and culture, models and theories of communication</p> <p>b) Media: Meaning, Definition &amp; Functions of Communication, types of communication, Media as a vehicle of communication</p> <p>c) Origin, Types &amp; Characteristics of Media (Print &amp; Electronic): Development of print media, cinema (both in India and the world), radio (development of AIR services, news, external services, rural broadcasting, educational broadcasts, commercials Services; the licensing system, Local Radio Stations, Vividh Bharati service, television, new media technologies, genres,</p> <p>d) Concept of Development, Development challenges of development in the north-east with a focus on Arunachal Pradesh, Development Communication &amp; Development Support Communication, modernization &amp; satellite television, alternative development strategies using video and other media, examples from UNDP, etc.</p> <p>e) Traditional communication practices in the region, adaptation to modern context.</p> <p><b>Media Reach and Impact</b></p> <p>a) Media reach Media access, Media exposure, Media impact</p> <p>b) Advertising &amp; Development, commercialization, violence and sex on television and its consequences</p> <p>c) The effects of cable television &amp; satellites, the homogenizing of culture.</p> <p><b>International Communication</b></p> <p>a) Political, economic and cultural dimensions of international communication – communication and information as a tool of equality and exploitation, Impact of new communication technologies on news flow</p> <p>b) Satellite communication, UNESCO's efforts in removing imbalances in news flow, MacBride Commission Report,</p> <p>c) International media institutions and professional organizations, FDI, significant issues in the management of print, broadcast and web media, profits and quality</p> <p>d) Media convergence</p>				

