

## 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.

  
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### 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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## DETAILED SYLLABUS

### PG DIPLOMA IN MASS COMMUNICATION

SL. NO.	COURSE CODE	PAPER	TYPE OF COURSE	CREDITS
Semester 1				
1.	PGDMC-01	INTRODUCTION TO MASS COMMUNICATION	MANDATORY	70 Semester Exams 30 Sessional

#### Course Objective:

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.

a) The process of communication: Definitions of communication, interpersonal & mass communication, signal, sign, icon, symbol, communication and culture, models and theories of communication

b) Media: Meaning, Definition & Functions of Communication, types of communication, Media as a vehicle of communication

c) Origin, Types & Characteristics of Media (Print & 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,

d) Concept of Development, Development challenges of development in the north-east with a focus on Arunachal Pradesh, Development Communication & Development Support Communication, modernization & satellite television, alternative development strategies using video and other media, examples from UNDP, etc.

e) Traditional communication practices in the region, adaptation to modern context.

#### Media Reach and Impact

a) Media reach Media access, Media exposure, Media impact

b) Advertising & Development, commercialization, violence and sex on television and its consequences

c) The effects of cable television & satellites, the homogenizing of culture.

#### International Communication

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

b) Satellite communication, UNESCO's efforts in removing imbalances in news flow, MacBride Commission Report,

c) International media institutions and professional organizations, FDI, significant issues in the management of print, broadcast and web media, profits and quality

d) Media convergence

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**Projects:**

1. Content Analysis of media coverage
2. Feature on rural / development communication

2.	PGDMC-02	MEDIA LAWS AND ETHICS	MANDATORY	70 Semester Exams 30 Sessional
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- a) Media laws—Freedom of Speech, Article 19(1)
- b) Absolute freedom Vs. limited freedom, Censorship during pre-independence, Press & Registration of Books Act, 1867, Official Secrets Act, 1923, Contempt of Courts Act, 1971, Press Commissions of India, Press Council of India, Normative Theories of the Press
- c) Self Regulation by the Press
- d) Cyber Laws, status, legislation on information technology
- e) Law of Defamation—types of defamation, scope of law, punishment for defamation, journalistic defence.
- f) Media Ethics—Principles of journalism, social, legal & professional role & responsibility of journalists, ethics of journalism, Press Council guidelines, Parliament code

3.	PGDMC-03	PRINT MEDIA PRODUCTION	MANDATORY	60 Semester Exams 20 Sessional 20 Practical Assignment
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**Desk Job**

- a) Editing: Sub Editor or Copy Editor (the bridge between the reporter and the reader), Duties from subbing or para-phrasing to prioritizing the news, Headlines, Captions, Last minute changes, Stop Press
- b) Layout & Design: Newspaper size & content, The Masthead, Front Page, Placement of Photographs & Cartoons, Overall page design, Editorial page, Inside pages, Importance of cover page for periodicals, Readability & Eye-catching strategies, Advertisements & Sales Promotion, Typography and the Magic of Desk Top Printing (DTP)

**Production**

- a) Organizational structure: Editor-the overall in-charge of the publication who controls the News Desk, while Advertisement, Circulation, Finance, Administrative and Production Departments are controlled by the General Manager
- b) News Desk is headed by the Executive Editor who is assisted by News Editor, Chief Sub-Editor and Chief Reporter. The Sub-Editors and Reporters work under their respective chief

**Other departmental heads**

- c) Production: DTP, Layout artist, Page maker, Photography section, Plate making, Machine section
- d) Circulation: Hitting the newsstands on time and Dispatch for outside destinations
- e) Visit to press

**Projects:**

1. Story Reporting
2. News Photo assignment

  
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		3. Editing of given text (from agencies)		
		4. Design and layout front page of a newspaper		
4.	PGDMC-04	NEWS REPORTING & EDITING	MANDATORY	60 Semester Exams 20 Sessional 20 Practical Assignment

#### Concept of News

##### a) Concept of news – History

Definition & ingredients of news, fundamental qualities of news, print news vs. broadcast news, print news vs. agency news, difference in news scripts, hard news vs. soft news, types of leads, writing effective leads

b) Source of News- source of news, news gathering, news structure with library inputs, news value, shelf value, content research for news, validation

#### Writing and Reporting

a) Types and Techniques of reporting- Objective, Interpretative, Investigative & Crime, Editorial, Feature writing (with emphasis on rural / development stories), Article, Middle & Review

b) Creative Writing: Qualities and techniques of good writing, getting ideas and sources of information, accuracy and attribution, revise and rewrite

c) Interviews: Interviewing skills, importance of interview, Objective, Research, Strategy, Preparation, Dos & Don'ts

5.	PGDMC-05	PHOTOGRAPHY AND VISUAL COMMUNICATION	MANDATORY	60 Semester Exams 20 Sessional 20 Practical Assignment
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#### Visual Communication

a) The Visual elements and their organization;

Space, Line, Form, Shape, Texture, Light & Colour, Rhythm, Movement, Balance, Harmony, Variety and Unity.

b) Visual Creativity -The requisites for creativity, the creative process, the ability to transform, curiosity and receptiveness, flexibility and open mindedness, the spirit of adventure and experimentation.

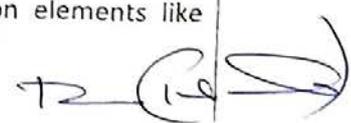
c) Semiotics

d) Photo-reconstruction: The process of reconstructing an image from ones own set of photographs and trying out the various possibilities of its re-interpretation.

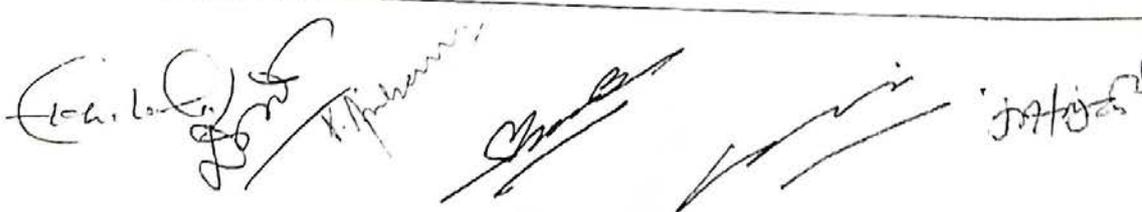
e) Working in two-dimensional media within a frame: Principles of composition, exercises to create an image based on a theme in black and white.

e) Lettering and typography for titles and production credits.

f) Exercises towards initiating, complete story telling, in four frames; elaboration of the story in between the frames and working out appropriate visuals for them. Emphasis on elements like continuity, also emphasis in a frame and progression.



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## 5.2 Still Photography

### Cameras: Structures and Function

- a) Comparison/Classification of Cameras: 35 mm cameras, single lens reflex, principle of auto focus cameras
- b) Digital cameras: resolution, technology, application
- c) Shutters: Comparison of Focal plane shutter and lens shutter, effect of different shutter speeds on the aesthetic quality of picture, capturing motion
- d) Aperture: F-stops, T stops, and their effect on the technical quality of picture
- e) Lenses: Lens coating, definition of various lenses, normal lens, standard lens, tele-lens, wide lens, zoom lens, macro lens, fisheye lens
- f) Focus: Focusing mechanism, focal length, effect of focal length on angle of view, depth of field, perspective and depth of field, laws governing depth of field, circle of confusion and its effect on sharpness/blur, depth of focus, different type of focusing mechanism employed in cameras
- g) Filters: Correction, conversion, and special effect filters, optical limitations of filters
- h) Lighting: Natural light, artificial light, sculpting with light
- i) Flash: Working of a flash gun, disadvantage of using an on camera single flash unit, ways of overcoming, studio flash, use of umbrellas, estimation of Exposure by Guide number, Using Auto and TTL modes, Sun Sync Flash

### Processing and Printing

- a) Films: Effect of speed on contrast, grain and resolving power.
- b) Transferring images from camera, editing images on Adobe Photoshop

### Projects:

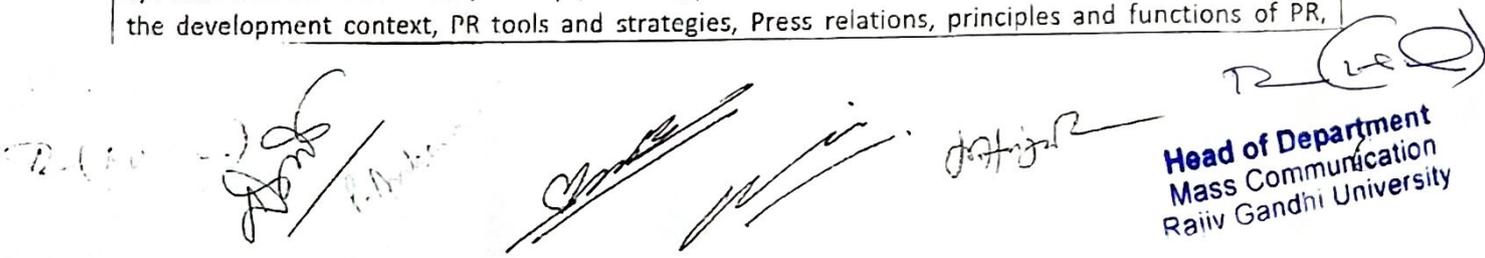
1. Production of a photo feature / ad campaign

## Semester 2

1.	PGDMC-06	ADVERTISING AND PUBLIC RELATIONS	MANDATORY	60 Semester Exams 20 Sessional 20 Practical Assignment
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### Advertising & Public Relations

- a) Advertising: Organization and functioning, how advertising works, social and economic impact, advertising and social development issues, target audience
- b) Strategies of ad campaigns: Copywriting, prioritization, tools and methods, editing, layout & design, type and type faces, copy preparation for printing, desktop publishing, feedback and evaluation
- c) Public Relations: Definition, concept, nature, process, PR in social and political environment, PR in the development context, PR tools and strategies, Press relations, principles and functions of PR,

  
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media relations

d) Govt. publicity: need, nature, press conferences, press releases, press tours, briefings, talks, supporting services like backgrounders, reference, photographs

2.	PGDMC-07	COMMUNICATION RESEARCH	MANDATORY	60 Semester Exams 20 Sessional 20 Practical Assignment
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- Definition –elements of research – scientific approach - research and communication theories
- Role – function – scope and importance of communication research – basic and applied research.
- Research design component - experimental, quasi-experimental
- Method of communication research – Sources, media source book, questionnaire and schedules, people's meter, TRP, diary method, field studies, logistic group, telephone, survey, on-line polls, random sampling methods and representative ness of the samples, sampling errors and distribution in the finding.
- Media research – evaluation, feedback – feed forward – media habits – public opinion surveys – pre-election, studies and exit polls.
- Report Writing- data analysis techniques- coding and tabulation-non statistical methods- descriptive-historical-statistical analysis
- Media research as a tool of reporting, readership and audience surveys, preparation of research reports/project reports/dissertations theses.

3.	PGDMC-08	NEWMEDIA	MANDATORY	60 Semester Exams 20 Sessional 20 Assignment
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Basics of Computer applications

- a) Hardware, Software basics
- b) The WINDOWS interface- Managing the desktop, Programs, Microsoft Word and Power Point

Application software

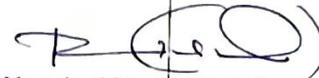
- a) Adobe Photoshop: Setting preferences, calibrating system, scanning and importing images, Photoshop interface, selections, paths and masks, painting and editing images, layers and channels, colour images, colour correction, working with text, preparing images for the web, filters, printing and exporting
- b) Adobe PageMaker

Concepts of Internet and Web design

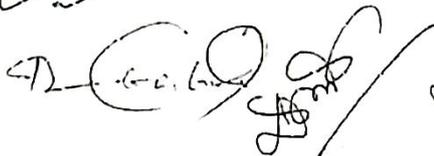
- a) Introduction to the internet, evolution, ISP, TCP-IP, addressing, domains, types of connectivity, browsing the internet, introduction to http, html
- b) E-mail: Protocols (SMTP, POP3, IMAP), format, email clients
- c) File transfer protocols, Introduction to networking, LAN
- d) Web publishing: Website planning, designing a website, hosting, maintaining, the process of web publishing (creating site, linking, navigation, management)

Projects:

1. Exercises on editing images in Adobe Photoshop
2. Prepare a cover page for a magazine or newsletter
3. Design a hone page of a website
- 4.

  
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7

4.	PGDMC-09	RADIO PRODUCTION	MANDATORY	60.Semester Exams 20.Sessional 20 Practical Assignment
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#### Principles of Sound:

Cause and nature of sound, propagations, frequency, audio frequency range, low/mid/high frequencies amplitude, wavelength, pitch, presence, sibilance, reverberation, echo, reverberation time, reflection, absorption, loudness & decibels.

b) Microphones: Basic designs, advantages and limitations of different types, wireless mikes, lapel mikes, mike accessories, impedance, power supplies.

c) Directional response and polar diagrams of mikes: Basic field patterns, line mikes, shotgun mikes, factors governing the selection of mikes, types of cables and connectors and their uses

g) Sound level Controls: Manual, Automatic level control, Sound Level Meters.

h) Creative applications: The sound recordist's role in a production crew

#### Radio Production

- The Spoken Word: Distinction between the spoken word and the written word
- art of speaking over the radio; radio as medium vis-à-vis listeners' imagination; role of spoken word producer, scriptwriting for radio
- The Studio: Technical parameters Acoustics, reverberation time, dead and live acoustics, decibel, distortion, dubbings, cuing, effects, erasure, feedback effect, filter, frequency, impedance.
- Nature and Types of Radio Programmes: General characteristics of the medium, its strength and weaknesses
- Kinds of Radio Programmes:

- The Radio Talk

- The Discussion

- Interviews and the art of interviewing

- Feature and Documentary: Writing and production, technique of good documentary writing with illustration, important ingredients in a radio documentary, selection of an idea and point of view/focus to be presented, research in written and audio material, outline determining the specific material to be selected, preparation of final outline & final script.

- Radio Drama: characteristics of the Radio Play, use of sound effects and production techniques, importance of sound effects like "stage properties"; ingredients of a radio play (dialogue, sound effects, music, and silence), radio play vis-à-vis listener's imagination

- News and Current Affairs, News Bulletins, General Characteristics of a news bulletin, sources of news, policy and censorship, news dispatches, writing/voicing of dispatches

- Music and Radio, presentation of live music programmes, classical and light, devotional, folk etc., balancing problems involved

#### f) Radio and Applications:

- Non-formal Education

- Children's Programmes

- Radio and Literacy

#### Projects: (Any Two)

- Production of news bulletins
- Radio ads and jingles
- Radio drama
- Radio feature

  
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5.	PGDMC-10	VIDEO AND TELEVISION MANDATORY PRODUCTION	60 Semester Exams 20 Sessional 20 Practical/Assignment
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#### Reading Films

- a) How to read a film: Film as Art, film language, film genres, film industry and economy, film criticism and interpretation
- b) The documentary process

#### The Video Chain

- a) The Video Chain: Basic design and structure, the camera tube, encoding & decoding colour, formation of the composite image, the scanning process, lens characteristics, care & maintenance of equipment, digital cameras and CCDs.
- b) Basic operations: Exposure, under and over exposure, gain and aperture, controlling exposure, tripod, pan and tilt head
- c) The Video Tape Recorder: Video track, operations & control, helical scan, control track, video formats, video technology
- d) Grammar of cinema: Terminology and description, scripting, grammar & visual thinking, rationale for using specific shots, cutting between shots
- e) Composition: Technique & aesthetics, balance, proportion and perspective
- f) Exposure & Lighting: Colour temperature, colour balance, lighting plots, lighting equipment and accessories, 3 point lighting

#### Editing

- a) Editing or electronic transfer: Off line and on line edit, insert and assemble edit, roll back and crash edit
- b) Basic principles: Continuity of action & appearance, the line and how to cross it, cutaways/cut ins/buffer shots, the aesthetic considerations of editing
- c) Preparing the audio track (Music SFX, Dialogue etc.)

#### 6.4 Production Planning/ Paperwork:

- a) Format and structure budgeting, production book, scripting
- b) Storyboarding, Floor plans, Rundown sheet, Camera blocking, Paper edit, proposal writing

#### Projects:

1. Familiarization exercise with equipment
2. In camera edit exercise
3. Continuity exercise
4. Final Electronic Field Product (with a proposal)

  
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