

STUDY & EVALUATION SCHEME
for
TWO YEAR POST GRADUATE DIPLOMA COURSE IN
MASS COMMUNICATION Spl. WITH ADVERTISING & JOURNALISM
(Effective from session)

I YEAR

Curriculum						Scheme of Examination									
Periods Per Week						Theory				Practical				Grand Total	
Le	Tut	Dr	Lab.	Work	Tot	Examination	Sess.	Total	Examination	Sess.	Total	Total			
ct	ori	g.	Shop	Shop	al	Dur.	Marks	Marks	Dur.	Marks	Marks	l			
ur	al														
e.															
4	-	-	-	-	4	1.1 Principles of Communication	3.0	75	25	100	-	-	-	100	
4	-	-	-	-	4	1.2 History, Law & Ethics of Media	3.0	75	25	100	-	-	-	100	
4	-	-	6	-	10	1.3 Media Writing	3.0	75	25	100	6	75	25	200	
4	-	-	8	-	12	1.4 Printing Journalism	3.0	75	25	100	6	75	25	200	
4	-	-	4	-	8	1.5 Advertising Principles Practices-I	3.0	75	25	100	3	75	25	200	
2	-	-	4	-	6	1.6 Computer Application-I	3.0	75	25	100	6	75	25	200	
-	-	-	4	-	4#	1.7 ** Extension Lectures, Library studies, Visit to Institute Professional Organisation and student centred activities like preparation of Lab Journal						10	10	10	
22	-	-	26	-	48	<-----TOTAL----->		450	150	600		300	110	410	1010
												Games/NCC/Social and Cultural Activity + Discipline (30 + 20)	50		
												TOTAL	1060		

** Industrial exposure of one week.
Advance planning is required to utilise this time.

- NOTE:-
- (1) Each period will be of 50 minutes duration.
 - (2) Each session will be of 32 weeks.
 - (3) Effective teaching will be at least 25 weeks.
 - (4) Remaining periods will be utilised for revision etc.
 - (5) Field visit and extension lectures are to be organised and managed well in advance at institute level as per need.
 - (6) Equal weightage will be given to marks secured in each year for determining student award.
 - (7) The overall division in the diploma programme will be awarded on the basis of existing criteria of the state board of technical education.
 - (8) Industrial attachment/exposure for four weeks at the end of I st Year.

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Keeping in view the vast potential of employment in the field of mass communication; Directorate of Technical Education, Uttar Pradesh decided to start one year diploma course in this field. This is the first time that such a course is being introduced in polytechnics.

The task of designing this course was entrusted to Curriculum Development Centre of Technical Teachers' Training Institute, Chandigarh. The faculty of the centre visited number of organisations involved in the field of mass communication and obtained competency profile of middle level personnel in this field, which became the basis of designing this curriculum. A workshop was held from 14-16 February, 1996 in which experienced professionals and teachers were invited to workout curriculum details, which was done by adopting a scientific approach to curriculum development. This workshop resulted in preparing a report, which was further validated by experts in this field.

This curriculum details out employment opportunities, competency profile, curriculum structure and contents, resources required for its effective implementation.

It is hoped that this curriculum will be useful in producing right type of personnel in the field of mass communication.

YK ANAND
PROJECT COORDINATOR

Dr LN MITTAL
PROFESSOR AND HEAD
CURRICULUM DEVELOPMENT CENTRE

ACKNOWLEDGEMENT

We are grateful to the following for providing assistance effectively contributing in the design of curriculum for diploma course in Mass Communication.

1. Professor HS Dilgir, Nadiali P.O. Dharam Garh, Distt Ropar - 140306
2. Professor LR Naghpal, House No. 1047, Sector 21, Chandigarh
3. Chairman, Department of Mass Communication, Punjab Univesity, Chandigarh for deputing Shri Sanjay Wadwalkar
4. Management of Hindustan Machine Tools, Pinjore for deputing Shri Jatinder Vijn, Deputy Manager Public Relations
5. National Institute of Advertising, Mohammad Pur, Bhikaiji Cama Place, New Delhi 110 066 for deputing Ms Nina Sharma, Head of Faculty of Advertising
6. Projessor Jitender Mohan, Professor, Department of Psychology, Punjab University, Chandigarh
7. Chairman, Department of Journalism, Punjab Agricultural University, Ludhiana (Punjab) for deputing Dr Balwinder Singh, Assistant Professor
8. Chairman, Department of Journalism and Mass Communication, Punjabi University, Patiala (Punjab) for deputing Shri Navjit Singh Johal, Lecturer
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1. Professor M. Radhakrishna, Professor and Head, Computer Science Department, TTTI, Chandigarh
2. Shri Ashutosh Kapila, Senior Production Assistant, ETV Department, TTTI, Chandigarh
3. Ms Laxmi M.V., Consultant, Computer Science Department, TTTI, Chandigarh
4. Professor Rabi Bahl, Professor and Head, Educational Television Department, TTTI, Chandigarh

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LIST OF EXPERTS

List of experts who contributed in the workshop held on 09.09.09 and 15.9.09 to revise the curriculum of Two Year Post Graduate Diploma in Mass Communication.

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1. SALIENT FEATURES OF THE COURSE

1. Title of the Course : Post Graduate Diploma course
in Mass Communication Spl.
with Advertising & Generalism
2. Duration of the Course : Two years
3. Type of the Course : Full time
4. Pattern of the Course : Annual System
5. Entry Qualification : Graduate in any discipline
6. Admission : Through Joint Entrance Exam.
7. Intake of Students : 60

2. JOB OPPORTUNITIES

With the growing aspirations of the common man brought about by the new economic and industrial policy of Government of India, significant changes in the media and communication sector have been witnessed in recent times. With free entry of foreign capital, advanced technologies are making inroads in all sectors of this area. It is changing the scale of operation and sophistication, efficiency and productivity of the communicators. This calls for well trained manpower to use this new media and technology for designing and conveying print and non-print information to varied target population. The present era has been appreciated as the communication era.

The globalization of economy has also resulted in greater competition among industries and services. It calls for greater sophistication in advertisement messages of the corporate world. A large manpower is needed to conceive, plan and execute advertisement campaigns information. Entertainment business has increased manifold in recent years. Newspapers and books, radio and television and multiple channels have open flood gates for employment for different types of media personnel such as journalist, script writer, reporters, camera man etc. In the emerging communication environment, media persons having understanding of basis of mass communication and skills of handling latest technologies and equipment for producing print and non-print media for specific target group are in great demand.

The PG diploma holder in Mass communication may get employment in Television Networks Information and Broadcasting department; Advertising Agencies, press and Newspaper; Public Relations Departments, Advertisement Department of Corporate World, Marketing and Advertisement Department of Newspaper and set up their own enterprise. Most of the positions likely to be occupied by diploma holders after gaining work experience for a certain period of time are as under:

2.1 Job Position in Television Networks; Information and Broadcasting Departments

2.1.1 Radio/Television Announcer

2.1.2 News Reader

2.1.3 Video and Print Editor

2.1.4 Programme Executor

2.1.5 Researcher and Correspondent

- 2.1.6 Script Writer
- 2.1.7 Video Grapher
- 2.2 Job position in Advertising Agencies
 - 2.2.1 Copywriter
 - 2.2.2 Accounts Executive
 - 2.2.3 Media Executive
 - 2.2.4 Visualiser
 - 2.2.5 Public Relation Officer
 - 2.2.6 Research Executive
- 2.3 Job Position in Newspapers and Publishing Houses
 - 2.3.1 Reporter
 - 2.3.2 Sub-Editor
 - 2.3.3 Proof Reader
- 2.4 Job Positions in Public Relations Departments
 - 2.4.1 Assistant Public Relations Officer
 - 2.4.2 Corporate Affairs Officer
 - 2.4.3 Communication Officer
 - 2.4.5 Press Officer
 - 2.4.6 Information Officer
 - 2.4.7 House Journal Editor
 - 2.4.8 Trade Journal Editor
- 2.5 Job Positions in Advertising Department of Corporate World
 - 2.5.1 Advertising Coordinator
 - 2.5.2 Publicity Officer
- 2.6 Job Positions in Marketing and Advertisement Department of Newspapers
 - 2.6.1 Marketing
 - 2.6.2 Circulation and Space Selling Executive
- 2.7 Researcher in public opinion survey organisations
- 2.8 Self Employment in Advertising; Public Relations; Free Lancers; Event Management/Organiser and Commentators

3. ACTIVITIES

The activities done in various job positions in different organisations are:

- 3.1 While working in different positions in Television Networks; Information and Broadcasting Departments the pg diploma holders in Mass communication perform following activities:
 - 3.1.1 News gathering
 - 3.1.2 News editing
 - 3.1.3 News casting
 - 3.1.4 Compering/compere
 - 3.1.5 Script Writing
 - 3.1.6 Interviewing
 - 3.1.7 Video Camera handling
 - 3.1.8 Feature preparation
 - 3.1.9 Production
- 3.2 While working on different positions in Advertising Agency the PGdiploma holders in Mass communication perform following activities:
 - 3.2.1 Planning the campaign strategy
 - 3.2.2 Identification of clients
 - 3.2.3 Presentation of agency profile
 - 3.2.4 Interaction with client
 - 3.2.5 Research
 - 3.2.6 Setting advertisement objective
 - 3.2.7 Media Planning and Budgeting
 - 3.2.8 Creating and Launching the campaign
 - 3.2.9 Pretesting and post-testing
- 3.3 While working on different position in Newspapers and Publishing House the PGdiploma holders perform following activities:

- 3.3.1 Reporting
- 3.3.2 Feature writing
- 3.3.3 Editing
- 3.3.4 Page making
- 3.3.5 Interviewing
- 3.3.6 Column writing
- 3.3.7 Special article writing
- 3.3.8 Proof reading
- 3.4 While working on different Positions in Public Relations Departments the PGdiploma holders perform following activities:
 - 3.4.1 Preparing Communication Policies of Company
 - 3.4.2 Developing Employer and Employee Relations
 - 3.4.3 Projecting Corporate Image
 - 3.4.4 Preparing Corporate Literature
 - 3.4.5 Preparing and Launching of PR Campaigns
 - 3.4.6 Managing Event, Exhibition and Display
 - 3.4.7 Establishing relationship with internal and external publics
 - 3.4.8 Scanning business environment
 - 3.4.9 Auditing Communication
 - 3.4.10 Establishing press relation
 - 3.4.11 Organising Press Conference
 - 3.4.12 Issuing Press release/Note
- 3.5 While working on different Positions in Advertising Department of Corporate World PG diploma holders perform following activities:
 - 3.5.1 Identifying and selecting agency
 - 3.5.2 Briefing of agency
 - 3.5.3 Advertising Budgeting

- 3.5.4 Coordinating with agency and the organisation for preparation of campaign and advertisement material
- 3.5.5 Direct mail advertising and point of purchase advertising material
- 3.5.6 Deciding/Choosing distribution channels
- 3.5.7 Settling of accounts with agency
- 3.5.8 Record keeping of publicity material
- 3.5.9 Synchronising advertisement plan with marketing plan
- 3.6 While working in Marketing and Advertisement Department of Newspaper, PG diploma holder in Mass Communication will perform following activities
 - 3.6.1 Deciding circulation strategy
 - 3.6.2 Appointing distributors
 - 3.6.3 Establishing liaison with advertising agencies
 - 3.6.4 Coordinating with editorial department
 - 3.6.7 Preparing dummy for specifying space
 - 3.6.8 Preparing advertisement text
 - 3.6.9 Generating awareness of special equipments/events
 - 3.6.10 Visualising
- 3.7 While working as a Researcher in public opinion survey organisations PG diploma holders in Mass Communication will perform following activities:
 - 3.7.1 Deciding research strategy and methodology of collecting information
 - 3.7.2 Conduct survey including interviewing persons
 - 3.7.3 Prepare research report
- 3.8 While planning for setting self enterprise and its management, PG diploma holders in Mass Communication will perform following activities:
 - 3.8.1 Identifying opportunity areas
 - 3.8.2 Procuring resources and infrastructure
 - 3.8.3 Performing activities relating to advertising or public relation, event manager etc for setting up enterprise
 - 3.8.4 Managing effectively new enterprise

4. CURRICULUM OBJECTIVES

Keeping in view the job opportunities and related activities performed by PG diploma holders in Mass Communication in different positions, following objectives of curriculum of this course are derived:

- 4.1 Development of understanding of communication theory and process
- 4.2 Development of knowledge and skills in verbal non-verbal and written communication for Television/radio and print media
- 4.3 Development of presentation skills
- 4.4 Development of skill of research and analysis
- 4.5 Development of knowledge and skills of various stages in editorial process
- 4.6 Development of creative skills
- 4.7 Development of interpersonal relations, human relations and management skills
- 4.8 Exposure and working understanding of communication equipment
- 4.9 Development of practical knowledge and use of computer
- 4.10 Development of planning and budgeting skills
- 4.11 Development of skill in production of communication material
- 4.12 Development of understanding of social, cultural, psychological aspects of system for which communication messages are being produced
- 4.13 Development of knowledge and skill in preparing and launching advertising campaign
- 4.14 Development of understanding of laws relating to media
- 4.15 Development of understanding of ethics relating to media
- 4.16 Development of understanding of origin and development of different media

5. DERIVING CURRICULUM AREAS FROM CURRICULUM OBJECTIVES

Sr. No.	CURRICULUM OBJECTIVES	CURRICULUM AREAS
5.1	Development of understanding of communication theory and process	-Principles of Communication -Communication Models
5.2	Development of knowledge and skills in verbal non-verbal and written communication for Television/radio	-Writing Styles for different Media -Public Speaking
5.3	Development of presentation skills	-Public Speaking -Debate -Group Discussion -Interviews
5.4	Development of skill of research and analysis	-Research Methodology -Statistics and Data Analysis
5.5	Development of knowledge and skills of various stages in editorial process	-News gather process -Reporting -Editing -Feature Writing -Editorial Writing -Proof Reading etc
5.6	Development of creative skills	-Elements of Creativity -Writing -Designing -Producing
5.7	Development of interpersonal relations, human relations and management skills	-Organisational Behaviour
5.8	Exposure and working understanding of communication equipment	-Use of Communication Equipment
5.9	Development of practical knowledge and use of computer	-Use of Word Processor -DTP -Computer Graphics -Multi Media -Economics of Advertising
5.10	Development of planning and budgeting skills	-Financial strategy for Equipment, Personnel, Media and Resources
5.11	Development of skill in production of communication material	-Print Production -Audio Production -Video Production

Sr. No.	CURRICULUM OBJECTIVES	CURRICULUM AREAS
5.12	Developments understanding of social, cultural, psychological aspects of system for which communication messages are being produced	-Audience and Readership Profile -News Gathering
5.13	Development of knowledge and skill in preparing and launching advertising campaign	-Role of Advertising -Creating and Executing Advertisement -Concept of Advertising
5.14	Development of understanding of laws relating to media	-Press Laws -Advertising Laws
5.15	Development of understanding of ethics relating to media and advertising	-Code of Ethics for Media Personnel
5.16	Development of understanding of origin and development of different media	-Historical Perspective

6. CURRICULUM AREAS

The curriculum of PG Diploma Course in Mass Communication with specialisation in Advertising Journalism has following curriculum areas:

- 6.1 Principles of Communication
- 6.2 History, Law and Ethics of Media
- 6.3 Media Writing and Editing
- 6.4 Print Journalism
- 6.5 Advertising Principles and Practices
- 6.6 Computer Applications
- 6.7 Radio and TV Journalism
- 6.8 Public Relations
- 6.9 Research Methods
- 6.10 Project
- 6.11 Business Management and Entrepreneurship
- 6.12 Lab Journal (Student Centred Activities)
- 6.13 Professional Exposure and Attachement
 - Professional/Industry Expsores for 1 week during Session
 - Professional/Industry Attachement for 4 week During Summer Vacation

NOTE: The workshop group recommended the following:

- I. There should be a strong linkage between the polytechnic and Professional organisations and Industry, to develop professional capabilities in students. For this purpose following activities are required to be planned and implemented
 - Professional exposure for one week to different organisations relating to Mass Communication
 - Professional attachement of four weeks during summer vacation after first year examination to provide structured professional experience.

This specific experience shall be planned in consultation with students, faculty and professional organisation and

industry. This programme will be supervised by faculty. Students may be given option to select out of following organisations for professional attachement according to their interest:

- Directorate of Audio Visual Publicity (DAVP)
- News Agency

- Doordarshan

- All India Radio (AIR)

- Adverstising Agency

- Printing Press

- Industry

Students shall prepare a report of the work done by them in a professional industry/organisation. This will be evaluated by industry and faculty jointly.

- II. Students should write and prepare lab journal for the polytechnic. This may be published monthly/quarterly

- III. Expert lectures may be arranged from related professional fields during the session

- IV. Extra curriculum activities shall be arranged during the session in games, sports, debates, specific discussion competitions and paper reading etc.

I YEAR

1.1 PRINCIPLES OF COMMUNICATION

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4	-	-

RATIONALE

Communication is life. At every moment we are communicating with each other and sending out verbal or non-verbal messages, by which our fellow beings judge us. However, in the communication process, the recipient is the most important. The diploma course has its base in communication. Obviously, therefore, the 'Communication' module is the most important element of the course and required for all functional areas of various job opportunities. This module of communication will develop the following competencies:

- a) The ability to communicate effectively in day to day personal and professional life
- b) The ability to communicate effectively messages meant for mass communication be it journalism or advertising
- c) The ability to think visually and solve any given problem in a creative manner

DETAILED CONTENTS

- 1. Definition and Scope
 - 1.1 Definitions and origin of the word
 - 1.2 Scope of communication
- 2. Models of Communication
 - 2.1 Models of communication
 - 2.2 Applications of models in media
- 3. Theories of Communication
 - 3.1 Types of communication
 - 3.2 New approaches to theories: Authoritarian, Libertarian, Social Responsibility and Soviet Government Theory
- 4. The Recipient
 - 4.1 Segmentation on the basis of demographic data

- 4.2 Importance of the receiver
- 5. Communication Effectiveness
 - 5.1 Determinants of communication effectiveness
 - 5.2 Application of determinants
 - 5.3 Study of appeals
- 6. Barriers to Communication
 - 6.1 Theories of barriers and dissonance
 - 6.2 Study of barriers as related to media (advertisement and Journalism)
- 7. Mass Communication (Scope)
 - 7.1 Types of media/mass media
 - 7.2 National and international mass communication including inter cultural mass communication
 - 7.3 Rural and regional mass communication
- 8. Mass Communication and Development
 - 8.1 The role of mass communication in development
 - 8.2 Communication and social awareness/development
 - 8.3 Communication and the economy
- 9. A Study of Mass Communication in India
 - 9.1 Mass communications in development as in 8.1, 8.2 and 8.3 as applied to India
 - 9.2 Mass communication as an agent of change in Indian context
 - 9.3 The contradictory signals in mass communication in India
- 10. Feedback in Mass Communication
 - 10.1 Methods of feedback

10.2 Types of feedback

10.3 Effect of feedback on communication

11. Recent trends in Mass - Communication Blogs, Podcasting, Visual, Radio, satellite Radio, etc.

NOTE ON TEACHING METHOD AND STUDENT EVALUATION

This diploma course is designed for employment in various creative capacities. Therefore every subject of the course must be taught with intensive practical applications. However, it is not necessary to go for time consuming projects. It would be more appropriate to link every theory or principle to a real life experience derived from advertising or journalism. The aim will be from theory to practice e.g. out of the many salient features of effective communication, one is "An effective way to communicate is by using the informal language of the recipient. This breaks all barriers created by age, sex, caste, religion, nationality, strata etc". The example from advertising could be the international slogan "The Right Choice, Baby" was changed to "Yahi ha" Right Choice Baby.

The introduction of only two words ensured the popularity of this advertisement with all rural/urban upper/lower classes. Likewise, the evaluation should also be based on the student's understanding of the principles rather than his learning by rote.

The question papers should be imaginatively designed to include as many applications of principles as possible rather than mere theories and features.

1.2 HISTORY, LAW AND ETHICS OF MEDIA

L T P
4 - -

RATIONALE

Journalism has passed through various stages of development right from inscription on tableau to electronic newspaper. The historical prospective needs to be appreciated by diploma holder in order to be at home with the journalistic environment.

In this process, Number of press laws have been enacted which a journalists should know to safeguard their own interests, the interests of the nation, society and their employer. The groups have also adopted code of ethics which need to be followed in the discharge of responsibility

DETAILED CONTENTS

1. History
 - 1.1 History of newspapers - overview UK, and USA
 - 1.2 Evolution of English/Hindi Newspapers in India
 - 1.3 Vernacular Press
 - 1.4 Struggle of Indian press during independence movement
2. History of Broadcast Journalism
 - 2.1 Radio
 - 2.2 Television
 - 2.3 Satellite communication
 - 2.4 e-Communcation
3. Press Laws
 - 3.1 Trade Marks Act, Copyright Act
 - 3.2 MRTP Act
 - 3.3 Press and Registration of Book Act
 - 3.4 Public Library Act, 1954
 - 3.5 Prize Competition ACT
 - 3.6 Laws of Defamation/Libel/Slander

- 3.7 Emblems and Names Act, 1950
- 3.8 Contempt of Courts Act
- 3.9 Official Secrets Act
- 3.10 Drug and Magic Remedies Act
- 3.11 Section 3(2) of the Criminal Law Amendment Act, 1961
pertaining to Rumours
- 3.12 Press Council Act
- 3.13 Prasar Bharti Bill
- 3.14 Right To Information Act
- 3.15 Copy Right Act 1957
- 4. Code of Ethics
 - 4.1 Defining ethics
 - 4.2 Social responsibility of media
 - 4.3 Code of ethics for working journalist
 - 4.4 Code of ethics adopted by Advertising Agencies
Association of India, Public Relations Society of
India and Association of Business Communication of
India
 - 4.5 Broadcasting ethics for T.V. news channel.

1.3 MEDIA WRITING

L T P
4 - 6

RATIONALE

Effective writing is the backbone of any media production. A good script always provides a solid base to the editor, producer or director to build a news story, feature, documentary, a film or a radio or television programme on it. As the messages on the media are produced for the millions of heterogeneous, and anonymous audience, the writing for media should be simple, attractive and appealing.

The aim of this course is to equip the students with basic writing skills; the course will focus on differentiating various writing styles. By writing different things differently for different media, students would learn the art of writing for media.

By developing a taste for a specific media, they can specialize in writing for a particular medium. After the completion of the course the students can work as script writer, reporters, freelancers, feature writers etc.

DETAILED CONTENTS

1. Principles of Writing
 - 1.1 General principles of writing for the media
 - 1.2 Difference between journalistic literary writing
 - 1.3 Literary journalism
2. Creativity in Writing
 - 2.1 Defining creativity, creative process
 - 2.2 Conception and development of an idea
 - 2.3 Creativity, sub-limiting and criticism in writing
3. Writing for Print Media
 - 3.1 Art and craft of writing for print media
 - 3.2 Writing features - creating lyrics in prose
 - 3.3 Writing creative headlines and Intros
 - 3.4 Writing news in literary styles

4. Writing for Radio
 - 4.1 Simplicity and directness
 - 4.2 Creating word images
 - 4.3 Basic radio script format
5. Writing for Television
 - 5.1 Basics of writing for television
 - 5.2 Creating visual language
 - 5.3 Television split page layouts
6. Public Relations and Advertising
 - 6.1 Writing press notes, press releases etc
 - 6.2 Copy writing for radio and television advertisements

7. Writing for Internet News Portal, Qualities for e-writer.
LIST OF PRACTICALS

1. News writing exercises by using different styles
2. Feature writing exercises
3. Script writing for radio talks, features reports etc
4. Script writing for television, skits, documentaries and plays etc
5. Writing press notes and releases
6. Writing slogans and topics for print media advertisements and writing scripts and preparing story boards for television advertisements
7. Prepare a News Portal Web Page.

During the year students should also be encouraged for creative writing and should be told how the creative skills can be applied to media writing

1.4 PRINT JOURNALISM

L T P
4 - 8

RATIONALE

The knowledge in Print Journalism is essential for a student preparing for PGdiploma in mass communication. Besides imparting the students the basic knowledge of reporting, editing, feature writing, editorial writing, proof reading etc a great deal of practical work would be undertaken in this course. It is a well recognised fact that students are much easily absorbed in the newspaper/magazine organisations if they have the capabilities of taking up the responsibilities of a reporter, tele-editor etc. Students will also be introduced to the latest information technology used in modern print journalism profession

DETAILED CONTENTS

1. Introduction to Journalism
 - 1.1 Concept of journalism
 - 1.2 Functions of journalism
 - 1.3 Journalism in the modern context
 - 1.4 Importance of journalism
2. News
 - 2.1 Definitions
 - 2.2 Types of news
 - 2.3 Five Ws and one H of news
 - 2.4 News Agency: Evolution and function
3. News Gathering Process
 - 3.1 History and Process of news gathering
 - 3.2 Sources of news
 - 3.3 Writing news story
 - 3.4 Inverted pyramid
 - 3.5 Transmission of news

4. News Values
 - 4.1 Characteristics of news
 - 4.2 Knowledge about various beats
5. News Room
 - 5.1 Knowledge about the practices in a news room
 - 5.2 News-editor
 - 5.3 Chief sub-editor
 - 5.4 Sub-editor
6. Reporter/Correspondent
 - 6.1 Qualities of a reporter
 - 6.2 Responsibilities of reporter
 - 6.3 Attending press conferences
 - 6.4 Interviewing
 - 6.5 Dealing with press releases/handouts
 - 6.6 Specialized beats
7. Sub-editing
 - 7.1 Importance of sub-editing
 - 7.2 Responsibilities of a sub-editor
 - 7.3 Giving head-lines
 - 7.4 Types of head lines
 - 7.5 Translation
8. Proof Reading
 - 8.1 Basics of proof reading
9. Feature Writing
 - 9.1 What is feature writing
 - 9.2 Types of features
 - 9.3 Developing a feature story

- 10. Editorial Writing
 - 10.1 Editorial page
 - 10.2 Importance and types of editorials
 - 10.3 Responsibilities of an editor and assistant editor
 - 10.4 Planning and writing editorial
 - 10.5 Editor versus management
- 11. Photo Journalism
 - 11.1 Importance of photographs
 - 11.2 Introduction to digital still photography
 - 11.3 Photo-editing

PRACTICALS

Much emphasis needs to be put on the practicals in this course. Students are required to go to the field and collect information for making news stories. Teachers should check the individual student's assignments and help him/her improve news writing. Students should be sent to different beats. They should also try writing features on various subjects. In the practical class, students should sub-edit news items received on the teleprinter, give them appropriate headlines. They would also correct, and rewrite if need be, the news items by using proof reading marks. Editorial writing should be practised in the class room.

All practical assignments need to be submitted within the deadlines set by teachers. Practical work should be evaluated.

1.5 ADVERTISING PRINCIPLES AND PRACTICES I

L T P
4 - 4

RATIONALE

With the globalisation of economy the competition among domestic and international market has grown manifold. Now success of the product to a great extent depends on its advertising skills and capacity. It calls for greater sophistication in the advertising. Students will be introduced to the theme of advertisement and its impact on the prospects of the product.

DETAILED CONTENTS

1. Introduction to Advertising
 - 1.1 Definition
 - 1.2 Origin and development
 - 1.3 Scope (effects on economy/industry)
 - 1.4 Facets of advertising (as an act of commerce, as hidden persuader etc)
2. Functions of Advertising
 - 2.1 Functions of advertising
 - 2.2 Classifications of advertising (retail, wholesale, consumer, corporate financial etc)
 - 2.3 Types of advertising (Regional, National, Cooperative)
3. Advertising as a Communication Tool
 - 3.1 Communication principles, theories applied to Advertising
4. Advertising as a Marketing Tool
 - 4.1 The marketing mix - Product - Distribution - Price - Packaging - Brand - Advertisement
 - 4.2 Market research
 - 4.3 Concepts of segmentation of consumer and positioning of product
5. Advertising as a PR Tool
6. How Advertising Works

- 6.1 Advertising Theories
 - 6.2 Rosser Greeves USP/Ogily's Brand Image Tyout's Positioning
 - 6.3 Relevance to Indian Advertising
 - 6.4 Effective advertising and persuasion elements
 - 7. Negative and Positive Effects of Advertising
 - 7.1 Advertising and Society
 - 7.2 Advertising and Development (Economy)
 - 7.3 Social awareness Advertising
 - 7.4 Recent trends in advertising.
 - 7.5 Advertising and social responsibility.
- Practical List-
- 1- Write a script of electronic meadia advertisement of 20 seconds of given product
 - 2- Prepare of print media advertisement with punch line,logo,jingle ,slogan and with other essentials.
 - 3- Prepare various kinds of advertisement : Social advertisement, commercial advertisement, educational advertisement.

1.6 COMPUTER APPLICATION-I

L	T	P
2	-	4

RATIONALE

The course is aimed at developing basic knowledge of computers, their working and familiarisation with operating systems like DOS and Windows. The students will be exposed to different applications of computers and given the knowledge of different hardware devices like printers, scanners, modems etc. Basics of computer networking will also be taught.

DETAILED CONTENTS

1. Introduction to Computers
 - 1.1 Block diagram of the computer and overview of the working
 - 1.2 Basic concepts in stored program execution
 - 1.3 Input/Output and secondary storage devices and their care
 - 1.4 Types of computers and their capabilities
 - 1.5 Computer hardware and software.
 - 1.6 Memories, types of memories, storage devices.
2. Familiarisation with Computer
 - 2.1 Identification of subsystems and terminology
 - 2.2 Selection of disk and organising information on the disk
 - 2.3 Creating and working with directories
 - 2.4 File operations such as copying, renaming and deleting
 - 2.5 Typing and printing files
3. Introduction to operating systems, MS window, Linux, MS Dos.
4. Overview of Computer Applications
 - 4.1 Document preparation and publishing
 - 4.2 Information storage, retrieval and processing
 - 4.3 Communications

- 4.4 Animations
- 4.5 Information presentation
- 4.6 Related to media - Print Electronics & Film, etc.
- 5. Computer Networking
 - 5.1 Awareness of LAN
 - 5.2 Internet access, navigational tools and familiarisation with the associated software
- 6. Peripherals and their use, connecting peripherals and working with peripherals
 - 6.1 Basic cards and ports
 - 6.2 Laser printer, colour printer
 - 6.3 Microphones and speakers
 - 6.4 Fax
 - 6.5 Scanner
 - 6.7 Single frame camera and video camera
 - 6.8 Modems
- 7. Application of Internet.
 - 7.1 Introduction to internet, Concept and development.
 - 7.2 World wide web & online media.
 - 7.3 Tools and services on internet.
 - 7.4 Browsing the internet.
 - 7.5 Internet protocols, domain name systems.
 - 7.6 Internet functions ; e-mail, searching and down loading information, security issue on internet.

PRACTICALS

Practice of DOS commands and working with windows. Connecting different peripherals and working with peripherals.
Creation of Email-ID of the student and searching, surfing on internet.

II YEAR

2.1 ADVERTISING PRINCIPLES AND PRACTICES II

L T P
4 - 6

RATIONALE

The Pgdiploma course has been designed with specific emphasis on advertising. Therefore, the advertising module of the course is one of the most important components and offers job opportunities as enlisted under Advertising Agencies and Public Relations Departments.

At the end of the first year, it is envisaged that the competencies developed would be:

- a) The ability to think visually
- b) The ability to write creatively for print, audio and video
- c) Competency in all areas of creativity such as writing designing production
- d) Competency in all areas of production such as thumbnail sketching, roughs, copy, design layout - print, story board - video audio mixing - radio/audio tapes
- e) Competency in all aspects of the advertising campaign - sufficient to become an entrepreneur
- f) Competence in positive thinking

The Pgdiploma course is designed for employment in various creative capacities in advertising. Therefore every aspect of the module "Advertising" should be taught with intensive practical applications. This could be done on 2 levels

- a) Starting with existing advertisements and applying the theories of creative concepts and research to them
- b) Creating advertisements for all three media
- c) Forming the habit to think visually with everyday 10 minutes exercises that triggers creative thinking.

DETAILED CONTENTS

1. Organisational Structure of Advertising Agency
 - 1.1 Departments of an advertising agency Creative Marketing

Accounts (PR) finance media etc

- 1.2 Skills required for the various departments
2. The Campaign
 - 2.1 Various stages of the campaign
 - 2.2 Relationship of the advertising campaign with the organisational structure of the agency
3. Creatives
 - 3.1 Creative and visual thinking theories and principles
 - 3.2 Advertising styles (for different form of advertising)
 - 3.3 Copywriting techniques for print audio video
 - 3.4 Copy headlines slogans corporate by lines punchlines
 - 3.5 Design and page layout
 - 3.6 Script writing for radio and television
4. Production
 - 4.1 Stages of the production process - from thumbnail sketches/roughs/story board/copy/script/final art work
 - 4.2 Related inputs photography camera and sound systems for skills/video and audio
5. Media Selection
 - 5.1 Media selection and budgeting
6. Ancillary Advertising
 - 6.1 Point of purchase material catalogues brochoures posters
 - 6.2 Direct mailers
 - 6.3 Telemarketing scripts
 - 6.4 Outdoor publicity headings/banners
 - 6.5 Media soft sell publicity
7. Feedback in Advertising
 - 7.1 Research tools used
 - 7.2 Pretesting and post testing

8. Benefits of Advertising: To Seller, Buyer and Media
9. Advertising format for different media i.e. Radio, T.V., Print.
Practical List-
 - 1- News Paper page make-up (front page)
 - 2- Dummy of tabloied
 - 3- review: book review, film review, TV serial review.
 - 4-print advertisement:classified, display classified,
display,poster,pamphlets,
brochures,leaflets,press release.

2.2 COMPUTER APPLICATION-II

L T P
3 - 4

RATIONALE

The course is meant for training the students in the preparation of documents using word processing software like microsoft word. Students would be trained to prepare advertisements using simple presentation software like powerpoint, Harvard graphics etc. They would also be exposed to multimedia presentation software

DETAILED CONTENTS

1. Preparation of Documents using Microsoft Word
 - 1.1 Copying, cutting and pasting
 - 1.2 Making use of graphic tool
 - 1.3 Inserting Pictures, files
 - 1.4 Inserting tables, automormat of tables
 - 1.5 Setting bullets, headers and footers
 - 1.6 Printing documents
2. Preparation of documents and Advertisements using Software like
 - 2.1 Coreldraw
 - 2.2 Harvard graphics
 - 2.3 Powerpoint
 - 2.4 Story board
 - 2.5 Photoshop
 - 2.6 Page Maker
 - 2.7 MS Word & Quark Express
3. Introduction to MS Power Point, Presentation Manager.
4. Graphics
Advanced techniques in graphics - shading and light source
5. Multimedia

- 5.1 Introduction to multimedia
 - 5.2 Hardware and software requirements
 - 5.3 File formats
 - 5.4 Recording
 - 5.5 Editing and playing back of sounds
 - 5.6 Superimposition of sounds
 - 5.7 Import and assembly of files software related to audio and video; VCD cutter, Cool edit, Windows movie maker.
- 6. Creating Animations using software
 - Animator
 - Autoshade
 - Morphing software (photomorph)
 - 7. Capturing single frame and motion video pictures
 - 8. Creating Multimedia Presentations
 - 8.1 Script writing
 - 8.2 Familiarisation with multimedia creation software.
 - 8.3 Development of multimedia presentation

PRACTICALS

Preparing documents by using software like MS Word. Students should make use of the peripherals like scanner, audio recorder and video camera in the presentation of documents, advertisements and multimedia presentation.

2.3 RADIO AND TV JOURNALISM

L T P
4 - 6

RATIONALE

Radio and Television journalism has become a very important area of mass communication, today. The expansion of satellite and cable television has opened new horizons in this field. The entrance of multinationals, international communication companies and big industrial and production houses into this profession has widened the scope of employment markets. The students stand a good chance to join any radio and television network after the completion of the course.

In this course students are required to have a glimpse of historical and organizational aspects of television in India. They will also learn some basic programme production techniques and by the end of the second year they will be able to produce small budget radio and television programmes

DETAILED CONTENTS

1. History
 - 1.1 A brief history of radio and television services in India
 - 1.2 Organisation structure of AIR and Doordarshan (Studio and organisation)
 - 1.3 Important recommendations of various committees on electronic media
2. Satellite Communication
 - 2.1 Use of Satellites in radio and television communication
 - 2.2 Satellite television in India
 - 2.3 Cable television in India
 - 2.4 Internet Protocol T.V. (IPTV) in India.
3. Radio and television news services
 - 3.1 Basic characteristics of radio and television news
 - 3.2 Their comparison with print news

3.3 Radio and Television news gathering, compilation and gathering

3.4 Radio and television news anchoring.

4. Radio and Television Production

4.1 Basic principles of radio and Television programme production

4.2 An introduction to programme production equipment

4.3 Basic production techniques

4.4 Production of radio and television, outerview, reports, talks, discussion, feature documentaries etc.

4.5 Radio and T.V. interview, format and style.

5. Radio and Television audiences

5.1 Characteristics of radio and television audiences in India

5.2 Impact of TV on Indian audiences

PRACTICALS

1. Use of basic radio and television equipment

2. Writing scripts for radio and television advertisements, talks, features, documentaries etc

3. Weekly class assignments on the topics covered in the class

4. At least one seminar (presentation) on any topic related to electronic media

5. Production of a 10 minutes radio and television programme

6. Using internet prepare 5 minutes T.V. news capsule.

2.4 PUBLIC RELATIONS

L T P
4 - 2

RATIONALE

With the winds of change fast sweeping the corporate sector as well as the government sector coupled with the growing aspirations of the common man exposed to the modern means of communication, there is growing need of professionalism in public relations. The course contents not only provide academic and practical inputs but also make the potential public relation person recognise and appreciate the business environment and accordingly act as agent of change.

DETAILED CONTENTS

1. Definition of Public Relations
 - 1.1 Public relation
 - 1.2 Publicity
 - 1.3 Press Agent
 - 1.4 Propoganda
2. Birth and Development of Public Relations
 - 2.1 On International level
 - 2.2 In India
 - 2.3 Present status and future scope
 - 2.4 Public Relation and Research Action Communication Evaluation (R.A.C.E.) approach.
3. Purpose, Objectives and Functions
4. Public Opinion
 - 4.1 Attitudes of individuals as well as group
 - 4.2 Public opinion
 - 4.3 Generators of opinion change
5. Identification of Publics
 - 5.1 Employees
 - 5.2 Community
 - 5.3 Share-holders/stock holders

- 5.4 Government
- 5.5 Trade associations
- 5.6 Educational institutes
- 5.7 Press
- 5.8 Competitors
- 5.9 Suppliers/Vendors/Dealers
- 5.10 Retailers
- 5.11 Consumers
- 6. Public Relations Process
 - 6.1 Objective
 - 6.2 Fact finding (Research)
 - 6.3 Planning
 - 6.4 Pre testing
 - 6.5 Execution (Communication)
 - 6.6 Evaluation and feedback
- 7. Tools of Communication
 - 7.1 Exhibitions and displays
 - 7.2 Spoken word
 - 7.3 Printed word
 - 7.4 Audio and visual
 - 7.5 Staged events
- 8. Internal as well as External Communication
 - 8.1 Newsletters
 - 8.2 House journals
 - 8.3 Bulletin boards
 - 8.4 Speech writing
 - 8.5 Backgrounders

9. Press Relations
 - 9.1 Building contacts
 - 9.2 Press releases
 - 9.3 Press conferences
10. Public Relations Role in
 - 10.1 Marketing
 - 10.2 Industrial Relations
 - 10.3 Community service
 - 10.4 Crisis situations
11. Organisation of Public Relations Department
 - 11.1 Budgeting
 - 11.2 Staffing
 - 11.3 Training

PRACTICALS

1. Preparation of Press releases
2. Organisation of mock press conference
3. Public speaking
4. Debates, groups discussions, interviews etc.
5. Prepare a 20 pages house Journal for your institution.

2.5 RESEARCH METHODS

L T P
4 - 2

RATIONALE

Communication to be effective needs to be based on user or recipient behaviour, knowledge, awareness level educational background etc. This calls for doing basic research work and analysing it for designing the communication message. The research will include pre-testing and post-testing using statistical models. The students will need to know various ways and means of doing it.

DETAILED CONTENTS

1. Concept of research : role function and importance
2. Need role and importance of media research
3. Research Methodology : qualitative research, quantitative research, content analysis.
4. Method of media research : statistical, census sampling survey
5. Data - demographic, socio economic, socio psychological data's
6. Tools of data collection
7. Methods of obtaining feedback in media
8. Research agencies like MARG, MODE, Indian Institute of Public Opinion
9. Use of computer in research.
10. Introduction to SPSS software.
Practical -
 - 1- Prepare a questionnaire and tabulate the obtained data on topic given by the department.
 - 2- Prepare a mini research project with the help of content analysis.

2.6 BUSINESS MANAGEMENT AND ENTREPRENEURSHIP

L	T	P
3	-	-

RATIONALE

The changing business environment has created enough avenues of self employment for those in the field of Mass Communication. In order to prepare for self-employment, the business environment needs to be known and the skills of management need to be implanted especially inter-personal skills, financial management and project preparation.

DETAILED CONTENTS

1. Business Trends Organisation
 - 1.1 The need
 - 1.2 Theories
 - 1.3 Structure Design
2. Planning
 - 2.1 Process
 - 2.2 Control
 - 2.3 Budgeting and C costing
3. Inter-Personal Relations
 - 3.1 Delegation
 - 3.2 Departmental coordination
 - 3.3 Analysing inter-personal relations
 - 3.4 Group dynamics, leadership and leadership styles
 - 3.5 Team building and role planning
4. Management
 - 4.1 Men, Machines, Money, Materials and Time Management
 - 4.2 Management system and processes
 - 4.3 Management of change
5. Project Preparation including flexibility, study, cost benefit analysis

6. Ethics and Social Responsibility of Business
7. Entrepreneurship
 - 7.1 Types of enterprises
 - 7.2 Skills of enterprise
 - 7.3 Agencies Available
 - 7.4 Vendor development

2.7 PROJECT

L T P
- - 2

Project study is the pursuit of truth with the help of study, observation, comparison and experiment. It is intended to apply the learning of research methodology to any issue/problem concerning marketing/advertising/public relations/communication and make recommendations based in their findings. The main objective of the project report is to prepare the students to look beyond their course books and lectures sessions. It is also intended to inculcate in them an independent, critical and analytical thinking and deeper insight into the subject opted for. The project report should have relevance to the course content, bibliography and should have minimum 25 pages.

The students shall decide their topics in consultation with the respective faculty member of the institute who would also supervise their work. The topics shall be selected in view of their relevance in terms of the conceptualised expectation of curricula.

The students shall appear for final viva-voce examination before the external examiner appointed by the Board of Technical Education, Uttar Pradesh. The project work will carry 100 marks for external examiner and 50 marks for internal sessional work.

Some projects in this field are:

- a) Field Survey/Content Analysis Project/Impact Study
 - Impact of television advertising on different target population
 - Development of polytechnic in Uttar Pradesh
 - Analysis of public relation functions in organisation
 - Analysis of the literature on certain areas
- b) Development Projects
 - Documentary (10 minute) preparation
 - Audio CD preparation
 - Photo story exercises
 - Use of internet in multimedia.

NOTE: The above will be accompanied by a complete script

RESOURCE REQUIREMENT FOR IMPLEMENTING THE COURSE

Intake of Course	Staff Structure	60
Post	Nos	Qualifications
Head of Department	1	Master's degree in Mass Communication with 8 years experience
Lecturers (4)		
- Computer Application	1	BE/B.Tech Computer Engineering
- Advertising	1	Master degree in Mass Communication or Bachelor degree in Mass Communication and P.G. Diploma in Advertising and visual publicity or Post graduate with P.G.Diploma in Advertising
- Print Journalism	1	Master's degree in Mass communication or Post Graduate with Bachelor's degree in Mass Communication
- Radio and Television Journalism	1	Bachelor's degree in Mass Communication with specialisation in Radio and Television
Supporting Staff		
Computer Operator/ Programmer	1	
Cameraman	1	As per State Government Norms
Assistant	1	
Peon	1	

22.2 SPACE REQUIREMENT

Following space is recommended for the department of Mass Communication

Particulars	Qty	Space
Class Room	2 Nos	60 sq.m
Head of Department Room	1 No	15 sq.m
Faculty Rooms	4 Nos	40 sq.m
Computer Centre	1 No	60 sq.m
Media Laboratory comprising of		
- Library and newspaper Section	1 No	50 sq.m
- Computer Lab	1 No	30 sq.m
- Photo lab and Advertising	1 No	30 sq.m
- Electronic Media Studio(Audio/Video)	1 No	50 sq.m

- NOTE:
- i) The facility of Library and office space available in existing polytechnic will be utilised
 - ii) It is presumed that the polytechnic will have Audio Visual Aid

It is suggested that a media laboratory-cum-Advertising Agency equipped with the equipments given in the next section may be set up for providing practical training to students. The equipment will be arranged in an integrated manner, so as to present a picture of a Advertising Agency and media laboratory in which the students will be able to perform varied activities. These facilities may be utilised for providing media services to others on payment basis. This will be managed by students themselves.

LIST OF EQUIPMENTS

Sr. No.	Items with Specification	Qty	Cost
1	PENTIUM-IV 2.4 Ghz or latest RAM-256 MB or latest HDD-80 GB latest MONITOR COLOUR 17" AGP 16 MB 52X MM KIT(52x CD Drive, Speaker, sound card) FDD - 1.44 MB Key Board - 107 Keys Multimedia Mouse - Optical Fibre Mouse 32 Bit PCI ETHERNET CARD(10/100) Mbps Pre loaded Windows XP OR WINDOWS 2000 Pre loaded Norton Anti Virus with licence media and manual	10	4,000,00=00
	OR		
2.	Computer of latest Specification Lanyfax935or equivalent LCD Projector	1	50,000
3.	Photocopy machine with enlarging and reducing facility 30 to 40 pages output per minutes	1	1,40,000
4.	Photography Digital Still camera, Nikon FM-2 or equivalent with wide angle, normal, telephoto lens and zoom lens F-35 mm to 70 mm	4	1,00,000
5.	Video Digital 3 CCD Camera Soney(PD-170) or equivalent quality with standard accessories like battery, battery charger, character generator, stand etc.	1	1,25,000
6.	Colour TV, 74", sony or equivalent	1	75,000
7.	Fax Machine Minolta 161 or equivalent transmission time 12 sec with auto dialing facility	1	50,000
8.	MAC operating system with FCP Software	1	1,00000
-	Sound Blaster Kit(includes CARD, S/W, Microphone, Speakers etc)	LS	12,000
-	Laser Printer (300 dpi)preferably laser jet model	LS	30,000

NOTE: Editing equipment may be hired from any production house

LIST OF EQUIPMENT

AUDIO VEDIO LAB

1.	Delay Unit	01
2.	Sungum Simpex	02
3.	Tape Recorder 4 Track	01
4.	Tape Recorder 2 Headk	01
5.	Soney TV 14"	02 (Recent TV)
6.	Gun Mic.	02
7.	Camera Stand	02
8.	Dimma	02
9.	Head Phone	04
10.	Path 5 tip 20 lines	01
11.	Path Box 4 Mic	01
12.	Servo Stablizer 2 KVA	01
13.	Audio Mixer	01
14.	Cam Corder 9500	01
15.	Battery	04
16.	Head Phone Box	
17.	Head Phone	02
18.	Satelite Receriver	01
19.	Samsung TV 51 Cm.	01
20.	Samsui TV 51 Cm.	01 (01 Remote)
21.	Samsui TV 14"	02 (02 Remote)
22.	Panasonic 3500	01
	1 Battery,1 Charging Power Pack	
23.	Still Stand	01
24.	Video Stand	01
25.	Spot Light	03
26.	Wodden Speaker	02 (Small Size)
27.	Metal Speaker	02
28.	Carsett Deak(Ahuja)	01
29.	Video Mixer	01
30.	Videocon Tape Recorder	01 (01 Carok Mic.)
31.	Amplifiers	01
32.	Stablizer	01

RECOMMENDATIONS FOR EFFECTIVE IMPLEMENTATION OF CURRICULUM

The workshop group strongly recommended following for effective implementation of curriculum

- a) While imparting instructions, stress should be laid on the development of practical skills in the students. For this purpose, as far as possible, classes should be conducted in the media laboratory-cum-advertising agency itself.
- b) Professional organisation/Field visits be organised as and when required to clarify the concepts, principles and practices involved. For this purpose, time has already been provided in student centred activities
- c) Extension lectures from professionals should be organised to impart instructions in specialised areas
- d) There is no need of purchasing very costly equipment. Efforts may be made to establish linkages with local professional organisations/field organisations for providing experiences to students on these equipment
- e) Teachers should generate competitiveness among the students for the development of professional skills
- f) Teachers should take examples from the fields and provide practices in evaluating these and come out with innovative solutions
- g) Hobby clubs and other co-curricular activities be promoted to develop creativity in the students

REFERENCE BOOKS

1. Experiences in interpersonal communication : Prentic Hall Publication, New Jersey.
2. Introduction to human communication : Devito Joseph L
3. Sampreshan : Pratiroop Evam Sidhant : Dr. Shrikant Singh.
4. Communication Theories, Origins, Methods and Uses in the Mass Media : Warner J Severin.
5. Mass communication in India : Kevel J Kumar : Kaico Mumbai
6. Mass Communication Theory - An Introduction : Denis McQuail : Sage Delhi.
7. Bharat Men Sanchar Aur Jansanchar : J. V> Vilanilam : M.P. Hindi Granth Academy, Bhopal.
8. Mass Communication : Concept and Issues : D.V.R. Murthy : Olive Green : Kochi
9. Mass, Culture, Language and Arts in India : Mahadev L. Apte : Popular Prakashan, Mumbai
10. Towards Sociology of Mass Communication : Denis McQuail : Collier - Macmillan
11. Introduction to communication studies : John Fiske : Methuen London
12. The process and effects of mass communication : Wilbur Schramm and Donald.
13. News writing : George A. Hough: Boston Hough Mifflin Company.
14. News culture : Allen Stuart : Buckingham open university press.
15. Modern Journalism and News writing : Savita Chadda.
16. Basic Journalism : Rangaswami Parthasarathi, Macmillan India Ltd.
17. Samachar Feature Avam Sampadan Kala : Harimohan: Takshila Prakashan, New Delhi.
18. Suchana Sanchar Aur Samachar : Mukul Srivastava : New Royal Book Company, Lal Bagh Lucknow.
19. Media Aur Manavadhikar, Mukul Srivastava, Atlantic Publication, Rajuari Garden, New Delhi.
20. Photography - Arts & Technique : Alfred A. Blaker
21. Broadcast Journalism : S. C> Bhatt : Har Anand Publications, New Delhi.
22. Writing News For Broadcast : Edward Bliss and M. John Patterson.
23. Indian Broadcasting : H. R> Luthra : Publication Division, New Delhi.
24. Radio Drama - theory and Practice : Tim Crook London.
25. Writing with power - Techniques for mastering the writing process : Elbow Peter, New York.

ANNEXURE - I
FIELD EXPOSURE - I

After first Yr. exam. in the summer vacation students of P.G.D. Mass Communication will have a four week Industrial Exposure in related mass communication and journalism field. They will work and focus their attention there on following points to incorporate them in their reports.

1. Name & Address of the organisation

2. Date of
 - i. Joining.
 - ii. Leaving.

3. Nature of Industry
 - i. Product.
 - ii. Services.
 - iii. Working Hrs.

4. Sections of the unit visited and activities there in.

5. Details of machines/Tools & instruments used in working in the section of the unit visited.

6. Work procedure in the section visited.

7. Specifications of the product of the section and materials used.

8. Use of computer - if any.

9. Visit of units store, Manner of keeping store items, Their receiving & distribution.

10. Safety measures on work place & working conditions in general - comfortable, convenient & hygienic.

ANNEXURE - II

TRAINEES ASSESSMENT

This Institution invites the comments on the training of its students (work & behaviour) from their immediate supervisors on the following points.

1. Name of the trainee
2. Date of
 - i. Joining.
 - ii. Leaving.
3.
 - i. Regularity & Punctuality
 - ii. Sense of responsibility
 - iii. Readiness to work/learn
 - iv. Obedience
 - v. Skill aquired
4. Name of the sections of the unit he attended during his stay.
His activities/worth of being there.
5. Any thing specific

Sinnature of the Assessor

Date :-

Designation

ANNEXURE- III QUESTIONNAIRE

INSTITUTE OF RESEARCH,DEVELOPMENT AND TRAINING U.P.KANPUR -208024

SUBJECT: Questionnaire for ascertaining the job potential and activities of Pgdiploa holder in Mass Communication..

PURPOSE: To design and develop Two Year Post Graduate diploma curriculum in Mass Communication.

NOTE: 1.Please answer the questions to the points given in the questionnaire.

2.Any other point or suggestion not covered in this questionnaire may be written on a separate paper and enclosed with the questionnaire.

1.Name of the organisation: _____

2.Name & Designation of the officer _____
filling the questionnaire _____

3.Name of the department/section/
shop _____

4.Importent functions of the _____
department/section/shop _____

5.Number of P.G. diploma holder employees
under your charge in the area of _____
Mass Communication.

6.Please give names of modern equipments/machines handled by a P.G. diploma holder in Mass Communication.

1. 2. 3.

4. 5. 6.

7.What proficiencies are expected from a P.G. diploma holder in Mass Communication.

1. 2. 3.

4. 5. 6.

8. Mention the approximate percentage of the following desired in P.G. Diploma teaching.

- 1. Theoretical knowledge -----%
- 2. Practical knowledge -----%
- 3. Skill Development -----%

9. Do you think "on the job training"/Industrial training should form a part of curriculum. (Yes/ No)

if yes then

- (a) Duration of training -----
- (b) Mode of training
 - 1. Spread over different semesters
 - 2. After completion of course
 - 3. Any other mode

10. What mode of recruitment is followed by your organisation.

- 1. Academic merit
- 2. Written test
- 3. Group discussion
- 4. Interview
- 5. On the job test.

11. Mention the capabilities/ Qualities looked for while recruiting P.G. diploma holder in Mass Communication.

- (a) Technical knowledge -----
- (b) Practical skill -----
- (c) Etiquettes and behaviour -----
- (d) Aptitude -----
- (e) Health habit and social background -----
- (f) Institution where trained -----

12. Does your organisation have any system for the survey of Home articles of different countries/States. Yes/No

13. Does your organisation conduct field survey to know users views regarding. Yes/No

- 1. Home Articles for different age groups and sex.
 - 2. Effect of climatic conditions
 - 3. Any other
- If yes ; Please give brief account of each.

14. Which type of assignment do you suggest for an entrepreneur in Mass Communication.

15. In which types of organisations can a P.G. diploma holder in Mass Communication can work or serve.

