

MASTER OF ARTS IN ELECTRONIC MEDIA

SYLLABUS



**TWO YEARS MA (ELECTRONIC MEDIA) (FULL
TIME) PROGRAMME
(2026- 28)**

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**KUSHABHAU THAKRE PATRAKARITA AVAM
JANSANCHAR VISHWAVIDYALAYA RAIPUR (C.G.)**

KTUJM | MA (EM)| 2026- 28

MASTER OF Arts in Electronic Media

(Two years full time degree course)

Marking Scheme

Semester – I

Code	Subject / Paper	Type of Course	Credit	Max. Marks	Min Passing Marks
MAEM 101	Principles of Communication (TH) CE+AA	C	4	75 25	30 10
MAEM 102	Development of Electronic Media (TH) CE+AA	C	4	75 25	30 10
MAEM 103	Electronic Media Journalism (TH) CE+AA	C	4	75 25	30 10
MAEM 104	Camera Techniques (TH) CE+AA	C	4	75 25	30 10
MAEM 105 (A)	• Information of Technology and Media (TH) CE+AA • Indian Politics and International Relations (TH) CE+AA	E	4	75	30
MAEM 105 (B)				25	10
MAEM 106	Practical and viva-voce	C	2	100	40
Grand Total				600	240 (45%)

Semester – II

Code	Subject / Paper	Type of Course	Credit	Max. Marks	Min Passing Marks
MAEM 201	Radio Programme Production (TH) CE+AA	C	4	75 25	30 10
MAEM 202	Television Programme Production (TH) CE+AA	C	4	75 25	30 10
MAEM 203	Media Laws and Ethics (TH) CE+AA	C	4	75 25	30 10
MAEM 204	Advertising and Public Relations (TH) CE+AA	C	4	75 25	30 10
MAEM 205 (A)	• Electronic Media Commercials (TH) CE+AA • News Writing and Editing (TH) CE+AA	E	4	75	30
MAEM 205 (B)				25	10
MAEM 206	Practical and viva-voce	C	2	100	40
Grand Total				600	240 (45%)



Subject/Paper		Type of Course	Credit	Max. MKS	Min. Passing MKS
<u>Semester-III</u>					
MAEM 301	Script Writing for Electronic Media (TH) CE+AA	C	4	75 25	30 10
MAEM 302	Media Planning and Management (TH) CE+AA	C	4	75 25	30 10
MAEM 303	Media Research (TH) CE+AA	C	4	75 25	30 10
MAEM 304	Media issues and Current Affairs (TH) CE+AA	C	4	75 25	30 10
MAEM 305(A)	• Digital Video Production (TH) CE+AA	E	4	75 25	30 10
MAEM 305(B)	• Web Media and Production (TH) CE+AA				
MAEM 306	Practical and viva-voce	C	2	100	40
Grand Total				600	240(45%)

Subject/Paper		Type of Course	Credit	Max. MKS	Min. Passing MKS
<u>Semester-IV</u>					
MAEM 401	Television Journalism (TH) CE+AA	C	4	75 25	30 10
MAEM 402	Dissertation & Presentation	C	4	100	40
MAEM 403	Attachment (Internship)	C	4	100	40
MAEM 404	Project on Video Production	C	4	100	40
MAEM 405(A)	- Radio Journalism and Production (TH) CE+AA - Development Communication (TH) CE+AA	E	4	75 25	30 10
MAEM 405(B)					
MAEM 406	Practical and viva-voce	C	2	100	40
Grand Total				600	240(45%)

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PAPER- I

**MA (EM) - I Semester
MAEM 101
PRINCIPLES OF COMMUNICATION**

Maximum Marks: 75
Minimum Marks: 30

Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)

(Not more than 100 words) - 05 Marks each = 25 Marks

2. 05 Long Answered questions of 05 Marks each = 25 Marks

(With internal choice of one question from each unit) (Not more than 500 words) = 50 Marks

Unit -1: Communication

- Concept, Meaning and Definition of Communication
- Elements of Communication, Process of Communication, Functions of Communication
- Types of Communication
 - (a) Intra-personal & Inter-Personal Communication
 - (b) Verbal and Non-Verbal Communication
 - (b) Group Communication
 - (d) Mass Communication
- 7Cs of Communication
- Mass Communication: Concept, Meaning and Definition
- Elements & Process of Mass Communication

Unit-2: Models of Communication

- Linear Communication Model
 - (a) Lasswell's Model
 - (b) Aristotle's Model
 - (c) Berlo's Model
- Transactional Model
- Interactive model
- Westley & Maclean's Model

Unit-3: Theories of Communication (Part-1)

- Normative Theories of Mass Communication
 - (a) Authoritarian theory
 - (b) Free Press Theory
 - (c) Social Responsibility Theory
 - (d) Communist Theory
- (a) Two Step Flow
- (b) Multi-Step Flow

Unit-4: Theories of Communication (Part-2)

- Hypodermic Needle Theory (Magic Bullet Theory)
- Sociological Theories Of Mass Communication
 - (a) Cultivation theory
 - (b) Agenda Setting Theory
- Psychological or Individual Difference Theory
 - (a) Selective Exposure
 - (b) Selective Perception
- Development Communication Theory
- Participant Mass Communication Theory

Unit-5: Speech and IEC

- Concept of Information Education & Communication (IEC) and its Implementation
- Speech
 - (a) Characteristics of a good speech & Speaker
 - (b) Effective & impressive speech
 - (c) Style & Language of speech
 - (d) Public speech
- Information & Media:
 - (a) The Role and Functions of Mass Communication in the Society
 - (b) Information as Wealth & Power: Concept of free flow Information
- NWICO

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PAPER- II

MA (EM) - I Semester

MAEM 102

DEVELOPMENT OF ELECTRONIC MEDIA

Maximum Marks: 75

Minimum Marks: 30

Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) - 05 Marks each = 05×05 = 25 Marks
 2. 05 Long Answered questions of 05 Marks each = 05×10
(With internal choice of one question from each unit) (Not more than 500 words) = 50 Marks
-

UNIT-I: Folk Media

- Meaning and Definitions of Folk and Traditional Media
- Folk Street Play Puppet
- Folk Song and Folk Dance in various states
- Brief history of Folk Song and Folk Dances in India

UNIT-II: Radio

- Radio as Medium of Communication
- Development of Radio in India
- Educational, Commercial Radio and Community Radio.
- Private Radio and Emergence of FM Radio and Entertainment.
- Organisational Structure of Radio
- Various programmes of Akshwani & AIR

UNIT-III: Television

- Television as Medium of Communication
- Origin and Development of Television in India
- Organisational Structure of Television
- Doordarshan vs Private Television Channels
- New Trends in TV Channels.

UNIT-IV: Film

- Nature of film as Medium of Mass Communication
- Development of Film in India
- Film and Social Issues
- Parallel Cinema, Commercial Cinema and Documentaries
- Challenges and issues of Film Industries.

UNIT-V: New Media

- Development of New Media
- Online journalism
- Web portals
- Convergence of Media
- Social Media: Issues and Challenges
- OTT Platforms

MA (EM) - I Semester
MAEM 103
ELECTRONIC MEDIA JOURNALISM

Maximum Marks: 75

Minimum Marks: 30

Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)

(Not more than 100 words) - 05 Marks each = 05×05

= 25 Marks

2. 05 Long Answered questions of 05 Marks each = 05×10

(With internal choice of one question from each unit) (Not more than 500 words)

= 50 Marks

Unit-1: Basics of News

- NEWS: Meaning, Definition and Types
- Elements of News and News Values
- Sources of News
- Principles of News Writing
 - (a) Inverted Pyramid (b) Parts of News (c) Steps of News Writing
- Reporting: Various types of Reporting Technique
- Reporter: Qualities and Characteristics of a Good Reporter

Unit-2: News Editing and Presentation

- Principles of News editing
- Process of Editing, writing Lead and Headlines
- Qualities and Characteristics of a News Editor
- Qualities and Characteristics of an Anchor

Unit-3: Radio Journalism

- Basic Principles of Radio News Writing
- Radio News: Language, word time & presentation
- Format of Radio News and its elements
- Qualities of News Reader
- Elements of Radio News
 - (a) Sound effect (b) Recording process (c) Tempo
- Types of Radio News Bulletin & Structure

Unit-4: Television Journalism

- Principles of TV News Writing and Editing, Language of Visuals
- Format of TV News and its elements
- TV News Format and Structure
 - (a) Std/Anc (b) Package (c) Std Bite (d) Sot/Bite (e) Walk through
 - (f) Tictac (g) Ticker (h) PTC (i) Phono-live (j) Vox-pop
 - (k) Dry News/ News with Graphics
- TV News Studio & PCR
- Role and Responsibilities of News team members
- Types of Television News Bulletin.

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Unit-5: Web Journalism

- Growth & Development of Online Journalism in India
- Characteristics
 - (a) Interactive (b) Convergent (c) Networked (d) Hypertext
- Introduction to Major News Portals
- Principle of Writing for News Portal
- Content Production Team for Web Media

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MA (EM) - I Semester
MAEM 104
CAMERA TECHNIQUES

Maximum Marks: 75

Minimum Marks: 30

Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) - 05 Marks each = 05×05 = 25 Marks
2. 05 Long Answered questions of 05 Marks each = 05×10
(With internal choice of one question from each unit) (Not more than 500 words) = 50 Marks

Unit I: Video Camera

- Introduction to Video Camera
- Block Diagram of Video Camera
- Types of Camera in Broadcast (Fixed lens & Interchangeable lens)
- Components of Broadcast Camera
- Sensor in Broadcast Camera (Size & Type), (CCD & CMOS)
- Different Controls of Video Camera.
- Preparing Camera for Shooting.

Unit II: Types of Lenses used in Video Camera

- Fixed Lens Camera
- Interchangeable Lens Camera
- Use of different Lenses in different shooting purpose
(Tele-Lens, Zoom Lens, Wide angle Lens, Macro Lens & Fisheye Lens)
- Different Accessories of Video Camera
(Tripod, Dolly, Track Trolley, Jib, Glider, Steady-Cam, Crane, Drone).

Unit III: Composition & Camera setup for Production

- Lighting for Video
- White Balance, Black Balance, Back Focus, Colour Temperature, Iris, Shutter & Focus
- Camera Movement: Pan, Tilt, Follow focus, Zoom, Track in, Track out, Pedestal, Dolly.
- Basic Camera Compositions & Framing: Close up, Medium Close up, Extreme Close up, Mid Shoot, Wide Shoot, Ultra-Wide Shot, Extra Wide Shot, Two Shot, Group Shot, Point of view, Over the shoulder shot.

Unit IV: Audio for Video

- Microphone used in Video Production (Shotgun, Handheld, Lapel, Boundary)
- Use and handling of Cable in Mic & Wireless Mic
- Use of Limiter on Audio Recording
- Reading Audio Level Meter & Audio Gain Control
- Use of Windshield & Pop filter.

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Unit V: Camera Technique

- ENG Camera Technique
- EFP Camera Technique
- Studio Camera Technique
- Multi-Cam Vs Single Camera, Three Camera Shooting
- Video format on Camcorder, VTR and DVR
- Beta, Beta cam, Beta cam SP, Beta cam SX, Digi Beta, DVC Pro, DVC Pro HD, XD Cam, HD Cam, AVCHD, DV, Mini DV, DV Cam, HDV



MA (EM) - I Semester
MAEM 105 [A]
INFORMATION TECHNOLOGY & MEDIA

Maximum Marks: 75

Minimum Marks: 30

Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) - 05 Marks each = 05×05 = 25 Marks
 2. 05 Long Answered questions of 05 Marks each = 05×10
(With internal choice of one question from each unit) (Not more than 500 words) = 50 Marks
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Unit I: Introduction to Computer

- History & Evolution of Computer
- Fundamentals of Computer
- Hardware & Software (Different parts of Computer & its Functions)
- Operating System (Window, Linux & Mac)

Unit II: Digital Communication

- Role of Computer in Communication Revolution
- Uses of Computer in Radio & Television Production
- Video Conferencing
- Video Editing, Sound & Graphics

Unit III: Software used in Media Production

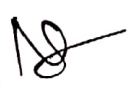
- Introduction to Photoshop
- Introduction to Coral Draw
- Introduction to MS Office
- Introduction to Adobe Primer
- Introduction to Adobe After Effect
- Introduction to FCP
- Introduction to Sound Forge

Unit IV: Audio/Video Editing Software

- Adobe Primer- Functions Tools & implimentation
- Final Cut Pro- Functions Tools & implimentation
- Adobe After Effect- Functions Tools & implimentation
- Sound Forge- Functions Tools & implimentation
- Davinnci

Unit V: Graphic Contains in Media

- Concept of Graphics & Animation
- Designing Graphics for News
- Graphics for TV Montages
- Credit scroll
- Title.



PAPER- V

MA (EM) - I Semester

MAEM 105 [B]

INDIAN GOVERNMENT, POLITICS AND INTERNATIONAL RELATIONS

Maximum Marks: 75

Minimum Marks: 30

Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) - 05 Marks each = 05×05 = 25 Marks
2. 05 Long Answered questions of 05 Marks each = 05×10
(With internal choice of one question from each unit) (Not more than 500 words) = 50 Marks

UNIT-I: Constitutional Framework

- Constitutional Framework, Historical Background, Making of Constitution
- Demand for the Constitutional Assembly
- Committees of the Constituent Assembly
- Implementation of Constitution
- Preamble features, Indian Constitution- basic features

UNIT-II: Major Articles

- Citizenship (Article: 05-11), Fundamental Rights (Article: 12-35)
- DPSP (Article: 36-51), Fundamental Duties (Article: 51(A))
- Administration of Scheduled Areas and Tribal Areas (Article: 244)
- Centre-State Relations (Article: 245-263, 264-293)
- Constitutional Amendment (Article: 368) and Major amendments.

UNIT-III: Indian Governance

- Political Party, Election Commission of India, Election Process
- State Election Commission, Panchayat Election, Panchayati Raj
- Parliament, Lok Sabha, Rajyasabha, Legislative Assembly & Council.
- President, Governor, CJI, Prime Minister, Speaker, Leader of Opposition, Chief Minister.
- Supreme Court, High Court, RBI, NPCI, SEBI, NITI Aayog, ED, IT, CBI.

UNIT-IV: Major Reforms and Events

- Green Revolution, Blue Revolution, White Revolution.
- First General Election (1951-52), Emergency 1975
- GST, NEP2020, RTI 2005, Digital India.
- Financial Sector and Fiscal Sector Reforms- LPG
- War of 1962, 1965 and 1971, Operation Vijay, Kargil, Surgical and Air Strikes.

UNIT-V: International Relation and Foreign Policies

- International Relation-Foreign Policies of India, UK, USA, Russia,
- UN and its agencies and their Functions
- Regional organizations such as ASEAN, SAARC, OIC, OAC
- India's Relations with China, Pakistan, South Asian countries, West Asian countries, Africa, Europe and America.

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PAPER-VI**MA (EM) - I Semester
MAEM 106
PRACTICAL & VIVA-VOCE**

Maximum Marks: 100
Minimum Marks: 40

Each student shall take up a practical/project work individually. Subject of the project or practical work shall be assigned by the concerned HoD/faculty. The practical/project work must be entirely the student's own work.

Evaluation of Practical Work:

- Student shall have to submit a written synopsis of the production/practical work in the department. This shall contain subject, objective, target audience, planning, script, budget etc. of the program having total 25 marks.
- Final production shall be evaluated out of 50 marks.
- Student shall undergo an individual Viva-voce examination, where they must answer all queries regarding the production and subject covered in the concerned semester. This shall be of 25 marks.



PAPER-I

MA (EM) - II Semester
MAEM 201
RADIO PROGRAMME PRODUCTION

Maximum Marks: 75

Minimum Marks: 30

Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)

(Not more than 100 words) - 05 Marks each = 05×05 = 25 Marks

2. 05 Long Answered questions of 05 Marks each = 05×10

(With internal choice of one question from each unit) (Not more than 500 words) = 50 Marks

Unit- I: Audio Technology

- Nature and types of microphones
- Selection and placement of microphones
- Audio control and Sound effect
- Stereo and mono sound
- Recording techniques and Voice Recording Process.

Unit- II: Format of Radio Programmes

- Generic element: content and format
- News, Talk, Discussion, News Reel,
- Radio Feature, Drama, Commentaries, Commercials
- Phone In Programme and Other Relevant Programmes
- Radio Magazines, Interviews, Music Classical, Folk, Light

Unit- III: Radio and Voice

- Role and responsibilities of a news reader
- Common errors in pronunciation
- Modulation and voice quality
- Elements of radio writing and its presentation
- Characteristics and qualities of a good announcer
- Qualities and responsibilities of broadcasting ethics of RJ

Unit- IV: Field Based Programmes

- Team member for field production.
- Radio News Gathering, Writing and Editing.
- Radio Reporting and Writing.
- Necessary Equipment's for field-based programme.
- Radio interview: Types and Preparation of Interview

Unit- V: Studio Production

- Structure of Radio studio and News Room.
- Recording of programs With Practical Demo.
- Selection of sound effects, audio editing and mixing techniques.
- Process of planning, scheduling and transmission
- Evaluation of programmes and quality control.

TELEVISION PROGRAMME PRODUCTION

Maximum Marks: 75

Minimum Marks: 30

Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) - 05 Marks each = 05×05 = 25 Marks
 2. 05 Long Answered questions of 05 Marks each = 05×10
(With internal choice of one question from each unit) (Not more than 500 words) = 50 Marks
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Unit I: Introduction to Television Programme

- Conceptualization of TV Programme
- Genre of Television Programme: Interview & Panel Discussion, News Bulletin, News Feature, Chat Show, Fiction & Non-fiction, Documentary & Docudrama, Tele-Film, Shop Opera, Serial, TV Commercial & Reality Show.
- TV Crew Members (Programme & Engineering)
- Programme Production Process.

Unit II: Light & Audio for TV Programme Production

- Importance of Lighting
- Different types of Lighting techniques Used in TV Programme
- 3 Point Lighting
- Light Reflectors
- Lighting Effects
- Microphone used in TV Production (Shotgun, Lapel, Handheld, Boundary)
- Selection & Placement of Microphone.

Unit III: Aesthetics of Visuals

- Types of Shots
- Camera Angles
- Pictorial Compositions
- Visual Literacy.
- Visual Grammar.

Unit IV: Editing Fundamental & Concept

- Significance of Video Editing (Nature, Aesthetics, Elements)
- Online Edit & Offline Edit
- Modern NLE System
- Post Production Equipment
 - a. Digitization & Storage of Raw Footages
 - b. NLE System & Vision Mixer
 - c. Video Player & Recorder (VTR, DVR)
 - d. Microphone, Cable, Audio Mixer, Headphone, Studio Monitor
 - e. VFX System (2/3D Model Developer, Colour Correction)
 - f. Digital Video Effects

Unit V: Techniques & Aesthetics

- ENG, EFP & Studio Production
- Single Camera and Multi Cam Setup
- In Camera Editing
- Set, Scenery, Props, Costumes & Wardrobes
- Makeup Techniques
- Tools of Makeup, Types of Makeup.



MA (EM) - II Semester
MAEM 203
MEDIA LAWS AND ETHICS

Maximum Marks: 75

Minimum Marks: 30

Scheme of Examination

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|--|------------|
| 1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) - 05 Marks each = 05×05 | = 25 Marks |
| 2. 05 Long Answered questions of 05 Marks each = 05×10
(With internal choice of one question from each unit) (Not more than 500 words) | = 50 Marks |
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Unit- I: Constitution of India

- Brief introduction to Constitution of India
- Fundamental rights and duties
- Freedom of speech and expression
- Right to privacy
- Constitutional amendment
- Judiciary and Media
- Contempt of Court Act

Unit- II: Media Commissions and Committees

- Press Commissions
- Various Committee on Broadcasting
- (Chanda Committee, Verghese Committee, Joshi Committee)
- Working Journalist Act 1955
- Press Council of India
- Concept of Media Council

Unit- III: Media and Laws

- BNS, BNSS and BSB 2023,
- Copy Right Act 1957, IPR
- Official Secrets act 1923
- Right to Information Act 2005
- Civil and Criminal law of defamation

Unit- IV: Electronic Media Laws

- Cinematography Act 1952
- Prasar Bharti Act 1990
- Cable TV Network regulation Act 1995
- Information Technology Act 2000.
- Convergence Laws
- TRAI, Cyber Law and regulation, Cyber crime

Unit- V: Media Codes and Ethics

- Concept of ethics, importance and need of ethics in electronic media, Paid News
- Ethical issues communal and sensational
- Parliamentary Privileges
- Guidelines for Parliamentary coverage
- ASCI commercial code, Broadcasting code and ethics
- Mc Bride Commission and its finding

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PAPER- IV

MA (EM) - II Semester

MAEM 204

ADVERTISING AND PUBLIC RELATIONS

Maximum Marks: 75

Minimum Marks: 30

Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) - 05 Marks each = 05×05 = 25 Marks
 2. 05 Long Answered questions of 05 Marks each = 05×10
(With internal choice of one question from each unit) (Not more than 500 words) = 50 Marks
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Unit- I: Origin and Development

- Origin and Development of Advertising
- Nature and Scope,
- Definition
- Creativity in Advertising.
- Types of Advertising
- Advertising and Propaganda, Publicity and PR – Advertising Agency; Structure, Organization, Functions, Ad Copy, Writing, Visualization, Process, Layout, Principles, Characteristics, Types and Strategies of Advertising media.

Unit- II: Media Planning

- Brand Positioning – Media Planning, USP, Selection of Time and Space in Print and Electronic
- Media – Scheduling Advertisements – Ad Campaign, Process, Strategies, Concepts and Principles of Marketing
- Economic, Social, Cultural, Psychological and Ethical aspects of Advertising –
- Ad Research, Techniques of pre-test and Post-test, Consumer behaviour, Process of Market research

Unit- III: Growth of PR

- PR- Definition and functions
- Origin of PR
- Growth of PR in India
- Element of public relations, components and tools of PR
- Public Relations in central and state govt departments
- Publicity, propaganda and public opinion
- 3.7 Process of PR- Planning, Implementation, Research, Evaluation

Unit- IV: Strategy and Planning

- PR Strategy
- House Journal: need importance and content
- Characteristics and qualifications of PR personnel
- PR codes of ethics
- PR and social responsibility
- Professional organizations in public relation, PRSI, PRCI

Unit- V: Conclusion

- Organizational setup of corporate public relation
- Industrial PR;
- Stages of PR campaign, Planning PR campaign and evolution of Feedback
- PR counselling and consultancy, PR in support of sales promotion,
- Corporate Social Responsibility in India: Best practices

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PAPER- V

**MA (EM) - II Semester
MAEM 205 [A]
ELECTRONIC MEDIA COMMERCIALS**

Maximum Marks: 75

Minimum Marks: 30

Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)

(Not more than 100 words) - 05 Marks each = 05×05 = 25 Marks

2. 05 Long Answered questions of 05 Marks each = 05×10

(With internal choice of one question from each unit) (Not more than 500 words) = 50 Marks

UNIT-I: INTRODUCTION

- Meaning and Definition of Commercials
- Development of Advertisements in India
- Elements of Advertisements
- Types of Electronic Media Advertisements and their Functions : P.S.A.
- Advertising Appeals
- Socio Economic Effects of Advertising

UNIT-II: TARGETTING

- Introduction
- Commercials for Consumer, Corporate, Industries, Retail, Trade, Professional and Social Target Groups.
- Advertising of Different Product and Service Segments
- Target Group Specific Advertising
- Media Selection (Selecting Space and Time in: Radio, TV, Internet and Ambient -Media)

UNIT – III: PRODUCTION PROCESS

- Advertisement production Process
 - A. Ideation
 - B. Conceptualization
 - C. Copywriting
 - D. Shooting, Recording
 - E. Post Production (Editing)
 - F. Final Output
- Rough Cut and Fine Cut
- Scheduling and Scheduling Techniques
- Ad Campaign
- IMC (Integrated Marketing Communication) and It's Role in Marketing

UNIT – IV: OTHER ASPECTS

- Advertisement Planning
- Media Buying
- Testing Advertisement Effectiveness (Evaluation)
- Advertising agency (Structure and Functions)
- Commissioned, Royalty and Sponsored programmes
- Publicity Vs Propaganda

Unit-V: CONCLUSION

- Basic knowledge of apex bodies in advertising and their code of conduct :
(i) AAI (ii) ASCI (iii) PRSI (iv) PRCI
- Research in Advertising
- Public Relations
- Case Studies of Renowned Ad Filmmakers of India
- Analysis of Famous Electronic Media Commercials and Campaigns

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PAPER- V

**MA (EM) - II Semester
MAEM 205 [B]
NEWS WRITING AND EDITING**

Maximum Marks: 75

Minimum Marks: 30

Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) - 05 Marks each = 05×05 = 25 Marks
2. 05 Long Answered questions of 05 Marks each = 05×10
(With internal choice of one question from each unit) (Not more than 500 words) = 50 Marks

Unit-1: Introduction

- Detailed analysis of news, definition, concepts, components, values
- sources, press conference, Interviews
- qualifications and responsibilities of reporter, ethical aspects
- Reporting special events, disasters and accidents, crime, sports, budget, courts, legislature reporting
- speech reporting, investigative reporting, science reporting, Rural reporting

Unit 2: Editing

- Copy Editing, Aspects of Copy Editing
- Role and responsibilities of TV and Radio News editorial staff
- Paraphrasing and transition devices in news writing
- Organizational structure of editorial department of TV and Radio News
- General principles and functions of News editing

Unit 3: The Editorial

- Editorial Staff- An Introduction
- Qualities of Good Journalists
- Qualities of Editorial Staff
- Qualities of Sub Editors.
- Roles and Responsibilities of Editorial Staff.
- News Desk

Unit 4: Process of Editing

- Fundamentals of copy editing, editing and proof, reading symbols, Style sheet
- Headlines, Types of headlines, Modern trends in headlines
- Column writing, writing creative middles
- Language as a tool of writing, principles of grammar
- Photo editing / cropping, Layout and design of different pages, Magazine production techniques

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Unit 5: Process of TV Editing

- Editing Process for Electronic Media
- Headlines Writing
- Basic TV Packages
- Main body of TV News
- Use of Visuals with TV News Bulletin.

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PAPER-VI**MA (EM) - II Semester
MAEM 206
PRACTICAL & VIVA-VOCE**

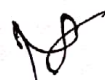
Maximum Marks: 100

Minimum Marks: 40

Each student shall take up a practical/project work individually. Subject of the project or practical work shall be assigned by the concerned HoD/faculty. The practical/project work must be entirely the student's own work.

Evaluation of Practical Work:

- Student shall have to submit a written synopsis of the production/practical work in the department. This shall contain subject, objective, target audience, planning, script, budget etc. of the program having total 25 marks.
- Final production shall be evaluated out of 50 marks.
- Student shall undergo an individual Viva-voce examination, where they must answer all queries regarding the production and subject covered in the concerned semester. This shall be of 25 marks.



SCRIPT WRITING FOR ELECTRONIC MEDIA

Maximum Marks: 75

Minimum Marks: 30

Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) - 05 Marks each = 05×05 = 25 Marks
 2. 05 Long Answered questions of 05 Marks each = 05×10
(With internal choice of one question from each unit) (Not more than 500 words) = 50 Marks
-

UNIT 1: Introduction to Script Writing

- Script Fundamentals: Definition, meaning, evolution in Indian context, storytelling traditions.
- Types of Scripts: Film (Bollywood & regional), Television (serials, reality, etc.), Radio (drama, jingles), Digital platforms.
- Basic Elements: Plot, character, dialogue, setting, theme.
- Scriptwriter's Role in Media: Industry structure, collaboration and ethical considerations, copyright in India.
- Concept & Form in Storytelling: Understanding rasa, bhava, traditional narrative structures, modern adaptations.

UNIT 2: Developing the Script

- Idea Generation: Drawing from mythology, epics, social issues, contemporary culture.
- Research & Local Context: Cultural sensitivity, regional variations, authentic representation.
- Sequencing & Structure: Adapting Western models to Indian pacing and audience expectations.
- Opening & Concluding: Traditional hooks, emotional resonance, satisfying resolutions.
- Character Arc & Motivation (Relatable to Indian Audiences): Exploring family dynamics, social hierarchies and individual aspirations.

UNIT 3: Script Writing for Radio and TV

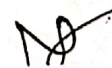
- Radio in India: Reach, regional diversity, writing for sound (Hindi/regional languages), jingles.
- Types of Radio Programs: Drama, storytelling, folk traditions, educational content.
- Television Landscape in India: Soap operas, reality shows, news formats, cultural programming.
- Writing for Indian Television: Pacing, melodrama, character relationships, commercial breaks.
- Language & Cultural Nuances: Dialects, social etiquette, humor, avoiding stereotypes.

UNIT 4: Script Writing for TV & Film

- Writing for Indian Educational Documentaries: Addressing social issues, cultural heritage, scientific topics.
- Writing for Indian Tele Serials: Family dramas, social narratives, mythology, crime shows.
- Writing for Indian Feature Films (Bollywood & Regional): Genre conventions, song integration, star system.
- Review of Famous Indian Movie Scripts: Analyzing narrative structure, characterization, dialogue.
- Concept of Time in Indian Scripts: Pacing in films and serials, flashbacks, non-linear storytelling.

UNIT 5: Spoken Language, Visuals & Advertising

- Spoken Language in Indian Media: Dialect usage, code-switching, narration styles in different regions.
- Narration & Visuals in Indian Cinema: Song sequences, dance numbers, symbolic imagery.
- Script Layouts for Indian Productions: Treatment, screenplay formats adapted to local practices.
- Writing for Fictional & Non-Fictional Programs in India: Understanding audience expectations for each genre.
- Advertising Copy in India: Linguistic considerations, cultural appeals, jingle writing in Hindi/regional languages, storyboard for TV commercials.



MEDIA PLANNING AND MANAGEMENT

Maximum Marks: 75

Minimum Marks: 30

Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) - 05 Marks each = 05×05 = 25 Marks
 2. 05 Long Answered questions of 05 Marks each = 05×10
(With internal choice of one question from each unit) (Not more than 500 words) = 50 Marks
-

UNIT - I: BASICS OF MANAGEMENT AND PLANNING

- Introduction to Media Management: Meaning, scope, and unique challenges in the media industry.
- Significance and Principles of Media Management: Importance for organizational success, core management principles applied to media.
- Media as an Industry and Profession in India: Economic aspects, market dynamics, professional roles, and ethical considerations.
- Fundamentals of Media Planning: Objectives, target audience, media channels, and resource allocation.
- Strategic Planning in Media: Setting goals, developing strategies, and adapting to the evolving media landscape.

UNIT - II: OWNERSHIP PATTERNS AND VENTURES

- Diverse Ownership Structures in Indian Media: Individual, Partnership, Companies (Private/Public), Trusts, Cooperatives, Govt., JVs.
- Policy Formulation and Regulatory Framework: Planning, control, and the influence of Indian media regulations.
- Launching a Media Venture: Process and Prospects: Market analysis, business planning, funding, and opportunities in India.
- Organizational Structure of Major Media Houses: Analysis of Print, Electronic (TV), and Radio organizational models in India.
- Core Management Theories in Media: Application of Organization Theory, Delegation, Decentralization, Motivation, Control, and Coordination.

UNIT - III: HUMAN RESOURCE MANAGEMENT

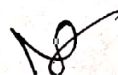
- Organizational Hierarchy and Departmental Functions in Media: Structure, roles, and responsibilities within media organizations.
- HR Characteristics and the Role of the HR Manager in Media: Unique aspects of managing media professionals and key HR functions.
- Sourcing Finance and Financial Management in HR: Understanding salary structures, benefits, and the financial aspects of human resources.
- Contractual Agreements and Legal Implications in Media Employment: Understanding employment contracts, penalties, and relevant labor laws.
- Employee Relations and Performance Management in Media: Fostering a positive work environment and evaluating employee performance.

UNIT - IV: MEDIA ECONOMICS

- Integrated Aspects of Media Management: Business, Legal, Financial, and Managerial considerations in media economics.
- Budgeting, Cost Management, and Financial Planning in Media: Capital costs, production costs, and overall financial strategy.
- Revenue Generation: Advertising, Sales, and Commercial Strategies: Exploring different income streams in the media industry.
- Competition, Market Dynamics, and Operational Strategies: Survival in a competitive market, evolving strategies, and managing operations.
- Legal and Ethical Considerations in Media Economics: Company and Labour Laws, Tax, Liabilities, and the role of PR.

UNIT - V: QUALITY MANAGEMENT

- Marketing and Promotion Strategies for Media: Advertising, PR, Brand Promotion, and overall marketing efforts.
- Specific Challenges and Problems in Media Management: Addressing unique issues within the media industry in India.
- Managing Media in the Digital Age: Strategies for Social Media, Internet presence, and online audience engagement.
- Principles of Quality Management in Media: Error elimination, production efficiency, and continuous improvement.
- Total Quality Management and ISO 9001 in Media: Introduction to TQM principles and the relevance of ISO 9001 certification.



PAPER- III

**MA (EM) - III Semester
MAEM 303
MEDIA RESEARCH**

Maximum Marks: 75

Minimum Marks: 30

Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) - 05 Marks each = 05×05 = 25 Marks
 2. 05 Long Answered questions of 05 Marks each = 05×10
(With internal choice of one question from each unit) (Not more than 500 words) = 50 Marks
-

Unit-1: Introduction to Research Methodology

- Understanding the Concept of Research
- Types of Research
- Research Process and its components
- Importance and scope of research methodology in journalism and mass communication

Unit-2: Research Design

- Formulating research problems and objectives
- Types of research designs (Qualitative, Quantitative, mixed- methods)
- Sampling techniques and sample size determination
- Data collection methods (interviews, surveys, content analysis, etc.)

Unit –3: Data Analysis and Interpretation

- Introduction to statistical analysis techniques
- Data processing and cleaning
- Descriptive statistics
- Inferential statistics and hypothesis testing
- Qualitative data analysis methods (thematic analysis, content analysis)

Unit – 4: Ethical Considerations in Research

- Understanding research ethics
- Informed consent and confidentiality
- Plagiarism and academic integrity
- Ethical issues specific to journalism and mass communication research

Unit – 5: Writing and Presenting Research Findings

- Structure and organization of research reports
- Writing styles and citation formats
- Effective presentation techniques
- Peer review process and publishing research in academic journals

PAPER- IV

MA (EM) - III Semester

MAEM 304

MEDIA ISSUES AND CURRENT AFFAIRS

Maximum Marks: 75

Minimum Marks: 30

Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) - 05 Marks each = 05×05 = 25 Marks
2. 05 Long Answered questions of 05 Marks each = 05×10
(With internal choice of one question from each unit) (Not more than 500 words) = 50 Marks

UNIT - I: CONTEMPORARY MEDIA ISSUES

- Fake News, Paid News prevalence and impact.
- Online Journalism, social media and citizen rights.
- Traditional Media: Current state of Print and Electronic (TV/Radio).
- Emergent Media: Growth and significance of Film and Web Media.
- Media Landscape Evolution: Interplay and changes across media forms.

UNIT - II: MEDIA INDUSTRY & REGULATORY BODIES (India Focus)

- Top Media Players: Leading Print, TV, Radio industries
- Major Advertising & PR agencies and their brief overview.
- Press Freedom Index, TRP, ABC reports and their significance.
- Press Council of India, PIB, Ramnath Goenka Awards
- Department of Public Relation (CG), Chhattisagrh Samvad,
- Chandulal Chandrakar Memorial Journalism Award, Madhukar Kher Memorial Journalism Award (Print Media English), Pandit Madhavrao Sapre National Creativity Award

UNIT - III: KEY ISSUES IN NEWS

- National Issues : Political, Social, Health, Environment, Security.
- Regional & Local Issues: Importance and coverage.
- International Issues: Key global events and relevance.
- Development Issues : Social and economic progress narratives.
- Security Challenges: Internal and external threats.
- Introduction and Importance of SDG and NGT.

UNIT - IV: INTERNATIONAL & NATIONAL AGENCIES

- Global Organizations: UNO, World Bank, UNDP.
- Regional Cooperation: SAARC, ASEAN.
- Indian Institutions: RBI, IMF, Income Tax, CBI, ED.
- Trade & Economy: WTO impact.
- Development Focus: UNDP's work.

UNIT - V: INDIAN ECONOMY & AGRICULTURE

- Nature of Indian Economy, Key characteristics.
- GDP, GNP, Inflation, Budget, Stock Market.
- Indian Agriculture: Role and recent plans.
- Agri Challenges: Key issues in the sector.
- Agro-Business: Issues and opportunities.

MA (EM) - III Semester
MAEM 305 (A)
DIGITAL VIDEO PRODUCTION

Maximum Marks: 75

Minimum Marks: 30

Scheme of Examination

- | | |
|--|------------|
| 1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) - 05 Marks each = 05×05 | = 25 Marks |
| 2. 05 Long Answered questions of 05 Marks each = 05×10
(With internal choice of one question from each unit) (Not more than 500 words) | = 50 Marks |
-

Unit I: Digital Video Fundamentals

- Digital Video Technology
- Working Principle of Digital Video Camera
- Colour Geometry
- Primary & Secondary Colour System
- Additive & Subtractive Colour Principle.

Unit II: Digital Video Compression Technology

- Video Compression (MPEG-1, MPEG-2, MP4, DVC, GOP, I Frame)
- Different Television Standard (PAL, NTSC, SECAM, SD, HD, 4K),
- Luma & Chroma,
- Interlace & Non-interlace Video,
- Audio Video Interleave.

Unit III: Different Functional Camera Control

- Zoom, Servo, Manual, Remote,
- Camera Control Unit, Gen Lock,
- Auto/ Manual Focus Control, Back Focus Adjustment, Macro Focus,
- View Finder & Video Monitor types & its controls.
- Audio Control (Audio Gain, Limiter, Phantom Power)

Unit IV: Camera Lens

- Fixed Lens Camcorder, Interchangeable Lens Camcorder (Different Lens Mount),
- Types of Interchangeable Lenses: (a. Tele-lens, b. Wide Angle Lens, c. Zoom Lens)
- Special Lens (Macro, Micro & Fisheye),
- Different Filters (a. ND Filter, b. UV Filter, c. Colour Correction Filter, d. Polarizer)
- Special Effect Filters (Star, Multi, Soft & Center focus),
- Colour Temperature (White Balance, Need & Importance).

Unit V: Video Editing

- NLE System, Digital to Analogue Converter,
- Time Code & Black Burst Stamping,
- Copying to tape,
- Rendering Video for different Format & Platforms,
- Up Scaling & Down Scaling of Video.

PAPER- V

**MA (EM) - III Semester
MAEM 305 (B)
WEB MEDIA AND PRODUCTION**

Maximum Marks: 75
Minimum Marks: 30

Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) - 05 Marks each = 05×05 = 25 Marks
2. 05 Long Answered questions of 05 Marks each = 05×10 = 50 Marks
(With internal choice of one question from each unit) (Not more than 500 words)

Unit I: Internet as a medium of Communication

- History & Evolution of Internet
- Characteristics of New Media
- New Media Aesthetics,
(Content, Colour & Font, Template, Navigation Bar, Hyperlink).

Unit II: Computer & Mobile as tool

- Blogosphere
- Blog
- Podcast
- Search Engine
- Social Media.

Unit III: Online Journalism

- Online Reporting
- Language & Style of Online Journalism
- Tools for News gathering
(The News Agencies, Google Advance search, Google Reader, RSS feed & Periodicals)
- News Documents in Cyber space,
- Do's & Don'ts on Online Reporting,
- Online Editing Requirement (Content, Conciseness, Clarity, Layout, Style),
- Online Headline,
- Web site Design
(Purpose, Communication, Typeface, Colour, Images, Navigation, Grid base layout, "F" pattern design, Loading Time, Mobile Compatibility).

Unit IV: Ethics in New Media

- Online Obscenity & Libel
- Digital Privacy
- Online Copyright
- Cyber Law
- New Media Ethics

Unit V: Writing for Web

- Technical Writing (Objectives & Importance)
- Content for Web Writing
- Web Production, Elements, Design & Aesthetics.

PAPER-VI**MA (EM) - III Semester
MAEM 306
PRACTICAL & VIVA-VOCE**

Maximum Marks: 100

Minimum Marks: 40

Each student shall take up a practical/project work individually. Subject of the project or practical work shall be assigned by the concerned HoD/faculty. The practical/project work must be entirely the student's own work.

Evaluation of Practical Work:

- Student shall have to submit a written synopsis of the production/practical work in the department. This shall contain subject, objective, target audience, planning, script, budget etc. of the program having total 25 marks.
- Final production shall be evaluated out of 50 marks.
- Student shall undergo an individual Viva-voce examination, where they must answer all queries regarding the production and subject covered in the concerned semester. This shall be of 25 marks.



PAPER- I

**MA (EM) - VI Semester
MAEM 401
TELEVISION JOURNALISM**

Maximum Marks: 75

Minimum Marks: 30

Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) - 05 Marks each = 05×05 = 25 Marks
 2. 05 Long Answered questions of 05 Marks each = 05×10
(With internal choice of one question from each unit) (Not more than 500 words) = 50 Marks
-

Unit-I: Basic of Television News

- What makes a news story
- Journalistic Television genre- news, current-affairs, program, news documentary, talk show, chat show, Panel discussion, interview.

Unit-II: Television Reporting

- News Source & Collection
- News Sense
- Reporting Skill
- Piece to camera
- Vox-Pop
- Live and Phono Reporting
- Bite selection

Unit-III: Quality of a newscaster

- Quality of a T.V Journalist- Reporting skill, aggressiveness, fairness, sensitivity, curiosity etc.
- Role and Importance of an anchor
- Good habits of an Interviewer
- Studio etiquette

Unit-IV: Making of a News Bulletin

- Functioning of a newsroom –input and output division
- Television news team- role and responsibilities
- Rundown and Structure of a news bulletin
- Research for news and news Programmes

Unit-V: Specialized Television Reporting

- Political reporting
- Social Culture reporting
- Economic reporting
- Science & environment reporting
- Sports reporting, legal reporting
- Investigative reporting
- Submission of a 10 minutes news bulletin at the end of semester

PAPER-II**MA (EM) - IV Semester****MAEM 402****DISSERTATION & PRESENTATION**

Maximum Marks: 100

Minimum Marks: 40

Each student shall carry out a research project during the course and he/she shall have to submit research synopsis/proposal within 3 months from the date of admission. Topic of the research project shall be selected in consultation with the teachers and a Guide shall be allocated to each student by the Head of the department. Copy of the approval of the topic by the head with the name of the supervisor, copy of the approval of the synopsis signed by the supervisor shall have to be attached in the dissertation. It shall also contain a certificate by the allotted supervisor stating that the research work is approved by the supervisor and has been carried out under her or his supervision.

Dissertation shall be computer typed in Hindi or English, on both sides of the A-4 size paper, font size-12 for English and font size-14 for Hindi. It shall NOT be spiral bound. Line space shall be single, borders maximum 3cm on all four sides. For headings, titles and subtitles bigger font size can be used. One copy each of the code book and questionnaire (if used) shall also be the part of the dissertation. All the questionnaires, computer listing of data and computer generated tables and other rough work shall be presented at the time of viva voce examination. Any mistakes in the dissertation shall be that of the student and shall not be attributed to the computer operator or anybody else.

During the viva voce examination each student shall make a short presentation (not more than 15 minutes) of her or his work preferably with the help of power point.



PAPER-III**MA (EM) - IV Semester
MAEM 403
ATTACHMENT (INTERNSHIP)**

Maximum Marks: 100

Minimum Marks: 40

Each student shall have to undergo a 45 days or more attachment in any of the local, regional or national Electronic media organizations or any other identified by the students and faculty jointly/individually. Each student should submit a certificate from the organization about his/her completion of internship.

Evaluation of Attachment

- Each student shall make presentation of 15 minutes.
- Each student submit internship report separately.
- To be evaluated by panel of faculty members/ professionals Constituted by Head of the Department.
- Guidelines for Internship shall be communicated separately.

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PAPER-IV

MA (EM) - IV Semester

MAEM 404

PROJECT ON VIDEO PRODUCTION

Maximum Marks: 100

Minimum Marks: 40

Each student shall take up a practical/project work individually. Subject of the project or practical work shall be assigned by the concerned HoD/faculty. The practical/project work must be entirely the student's own work.

Evaluation of Practical Work:

1. Short Film (40 marks)

- Content and Storyline: 15 marks
- Technical Aspects (Cinematography, Editing, Sound Design): 10 marks
- Visual Aesthetics (Lighting, Colour Palette, Composition): 5 marks
- Overall Impression and Engagement: 10 marks

2. Script (20 marks)

3. Presentation (20 marks)

4. Viva-Voce (20 marks)

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PAPER-V

MA (EM) - IV Semester

MAEM 405 (A)

RADIO JOURNALISM AND PRODUCTION

Maximum Marks: 75

Minimum Marks: 25

Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) - 05 Marks each = 05×05 = 25 Marks
 2. 05 Long Answered questions of 05 Marks each = 05×10
(With internal choice of one question from each unit) (Not more than 500 words) = 50 Marks
-

UNIT-I: INTRODUCTION

- Introduction to Radio Journalism
- Radio reporting: A. Field reporting, B. Reporting specialized areas,
C. Investigative reporting, D. Voice dispatches E. Interview Techniques
- Presentation: A. Structuring B. radio report C. News Capsuling
- Radio Commentary
- Specialised Radio Reporting:
A. Economic Reporting B. Political Reporting C. Cultural Reporting
D. Sports Reporting E. Crime Reporting F. Development Reporting

UNIT-II: FORMATS OF NEWS BASED RADIO PROGRAMMES

1. Announcemen 2. Talks 3. Features 4. Documentaries 5. Discussion
t
6. Interviews 7. News

UNIT-III: WRITING FOR RADIO

- Writing for radio: Spoken language writing
- Writing for Programmes: Writing for Radio Commercials
- Illustrating copy with sound effects
- News writing:
A. Structuring radio- copy B. Editing agency copy C. Reporter's copy
D. Compiling radio news programmes
- Writing intro to Bytes, Headlines, Teasers and Promos.

UNIT-IV: VOICE TRAINING

- Effective use of voice:
A. Enunciation
B. Flow
C. Pronunciation
D. Modulation
- Online Interview techniques
- Moderating skills for radio discussion programmes
- Handling interactive live transmission.

UNIT-V: RADIO PROGRAMME PRODUCTION

- Radio program production process and techniques
- Role of Music and Background Music
- Aspects of Sound:
 - A. Types of Microphones and their Uses
 - B. Acoustics
 - C. Field recording skills
 - D. Mono and Stereo Sound
- Qualities and responsibilities of RJ
- Analysis of Various Radio Programmes (Via Air and FM Channels)

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PAPER-V

**MA (EM) - IV Semester
MAEM 405 (B)
DEVELOPMENT COMMUNICATION**

Maximum Marks: 75

Minimum Marks: 25

Scheme of Examination

1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) - 05 Marks each = 05×05 = 25 Marks
2. 05 Long Answered questions of 05 Marks each = 05×10
(With internal choice of one question from each unit) (Not more than 500 words) = 50 Marks

Unit 1: Process of TV Editing

- Development-Concept and meaning
- Indicators of Development
- Characteristics of developing and developed countries
- Gap Between Developed and developing societies
- Processes and theories of Development
- Strategies and Barriers

Unit-II: Development communication

- Meaning, Concept and Definition
- Role of media in Development Communication
- Strategies in development communication
- Social, Cultural and economic barriers
- Development communication policy-Strategies and action plans
- Democratic decentralization,
- Panchayati Raj-planning at national, state, regional, district, block and village levels.

Unit-III: Agricultural communication

- The genesis of agricultural extension
- Extension approach system
- Diffusion of innovation model of agricultural extension
- Case studies of communication support to agriculture.
- Development support communication
 - A. Population and family welfare, Health, Education and Society
 - B. Environment and development
 - C. Problems faced in development support communication

Unit-IV: Rural Development and Environment

- Developmental and rural extension agencies:
 - A. Governmental, B. Semi-government
- Problems faced in effective communication
- Writing development messages for rural audience
- Sustainable Development
- Role of NGO's and their brief introduction

UNIT-V: Development and Society

- Alternatives Approaches to Development
- Issues : Water, shelter, poverty, hunger, food shortage
- Problems faced in effective communication
- ICT, Internet and Mobile Telephony for Development
- The Need for National and International Regulations
- Media, Development and Social Change
- Traditional Media and Development

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PAPER-VI**MA (EM) - IV Semester
MAEM 406
PRACTICAL & VIVA-VOCE**

Maximum Marks: 100
Minimum Marks: 40

Each student shall take up a practical/project work individually. Subject of the project or practical work shall be assigned by the concerned HoD/faculty. The practical/project work must be entirely the student's own work.

Evaluation of Practical Work:

- Student shall have to submit a written synopsis of the production/practical work in the department. This shall contain subject, objective, target audience, planning, script, budget etc. of the program having total 25 marks.
- Final production shall be evaluated out of 50 marks.
- Student shall undergo an individual Viva-voce examination, where they must answer all queries regarding the production and subject covered in the concerned semester. This shall be of 25 marks.

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