

Dr. Bhimrao Ambedkar University, Agra

Detailed syllabus Post Graduation Diploma in Mass Communication

Note- In 1st Sem there will be a Mid Sem 10 marks+ End Sem 40 marks, End Sem Written paper will contain 10 Long Question, Answer any 5 Question (10 marks Each) and in Sem 2nd only End Sem written Paper will contain 10 Question, Answer any 5 Question (10 marks Each), Viva and Dissertation, each has 50-50 marks.

Sem 1- Paper 1- Introduction to Communication

Communication and Journalism- Basic term, Concepts and Definition, Nature and Process, Types of Communication

Mass Communication- Nature of Media and Content

Mass Communication in India- Reach, Access and Nature of Audience

Sem 1- Paper- 2- Media and Society

Role of Media in Society,

Characteristics of Indian Society- Demographic and Sociological impact of Media in Genera.

Impact of Media on specific audiences- Women, Children etc.

Mass Media effects studies and their limitations

Mass campaigns for specific issues- Social concerns, Environment, Human Rights, Gender Equality

The press, Radio, Television, Cinema and traditional form of Communication

Sem 2- paper 1- History and Development of Print Media

History of Print and Broadcast media in general with particular reference to India

Post independent Developments in Print

Newspapers- English and Indian Language Press- Major landmarks

Magazines- Their role, book phase and contemporary situation

Small Newspapers- Problems and Prospects

Sem 2- Paper 2-History of Radio and T.V.

Development of Radio after Independence- Extension role, radio rural forums and local broadcasting- General and specific audience programs

Developments of television- Perception, initial developments and experimental approach; SITE

Phase and evaluation; Expansion of television- Post-Asiad phase, issues concerns and debates over a period of time.

Committees in broadcasting- Background, recommendation and implementation.

Cinema- Historical overview and contemporary analysis- Commercial, parallel and documentary genres- Problems and prospects for the film industry.

Sem 2- Paper Viva

Sem 2- Paper Dissertation