POST GRADUATE DIPLOMA IN MASS

COMMUNICATION (PGDMC)

SYLLABUS

**SEM-I**

**PAPER- MMC/PGD-MC- 01 Communication and Journalism**

Communication and Journalism—Basic terms, 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. I**

**Paper MMC/PGD-MC- 02 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. II**

**Paper- MMC/PGD-MC-03 IV History and Development of Print of Media**

History of Print and Broadcast media in general c'4th particular reference to India.

Post-independent developments in print

Newspapers—English and Indian language press—major landmarks

Magazines—Their role, bookphase and contemporary situation .

.• .

Small Newspapers—Problems and Prospects

**SEM. II**

**Paper- MMC/PGD-MC- 04 History of Radio and TV**

Development of Radio after independence—Extension role, radio rural forums and local broadcasting—General and specific audience programmes

Development of television—Perception, initial development 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, recommendations and implementation Cinema—Historical overview and contemporary analysis—Commercial, parallel and documentary genres—Problems and prospects for the film industry

**Sem. II Paper- MMC/PGD-MC-05 (A) Viva- 50 Marks**

**Sem.II Paper- MMC/PGD-MC- 05 (B) Dissertation — 50 Marks**