



Dr. Bhimrao Ambedkar University, Agra

A State University of Uttar Pradesh (Paliwal Park, Agra -282004)

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A Documentary Support for Matric No. – 1.3.1

Institution integrates cross-cutting issues relevant to **Professional Ethics, Gender, Human Values, Environment & Sustainability** and other value framework enshrined in Sustainable Development goals and National Education Policy – 2020 into the Curriculum

under the
Criteria - I
(Curriculum Design and Development)

Key Indicator - 1.3

in

Matric No. – 1.3.1

**POST GRADUATE DIPLOMA IN MASS
COMMUNICATION**

1994



PROFESSIONAL
ETHICS



ENVIRONMENT &
SUSTAINABILITY



NATIONAL EDUCATION
POLICY – 2020



HUMAN VALUES



GENDER


Registrar
Dr. B.R.A. University, Agra

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

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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