Objectives

1. To introduce different concept of development
2. To develop understanding of communication for development
3. To enable students in handling tasks of development communication

UNIT -1 CONCEPT OF DEVELOPMENT
1.1 Concept of development, indicators of development.
1.2 Models of development
1.3 Theories of development
1.4 Problems and issues in development, characteristic of developing societies, sustainable development.

Unit -2 CONCEPT OF DEVELOPMENT COMMUNICATION

2.1 Development communication: concept, philosophy, process, theories
2.2 Strategies in development communication - social cultural and economic barriers
2.3 Case studies and experience (satellite instruction television experiment, Kheda communication project, Jhabua development communication project)
2.4 Development communication policy - strategies and action plan, democratic decentralization, Panchayati Raj - planning at national, state, regional district, block and village levels.

Unit -3 MASS MEDIA AND DEVELOPMENT

3.1 Role of mass media in development
3.2 Evaluation of print, electronic, web and traditional media (with regard to development programmers)
3.3 Role of Akashvani, Doordarshan, Field publicity, DAVP, Film Division, PIB
3.4 Writing development messages: specific requirements for print, electronic, web and traditional media
Unit 4 DEVELOPMENT SUPPORT COMMUNICATION

4.1 Agricultural communication and rural development: The genesis of agricultural extension extension approach system approach in agricultural communication diffusion of innovation model of agricultural extension case studies of communication support to agriculture.

4.2 Development support communication: pupation and family welfare

4.3 Development support communication: health, education, environment

4.4 Problems faced in development support communication

Unit -5 DEVELOPMENT AGENCIES AND DEVELOPMENT COMMUNICATION

5.1 Development agencies: government, semi-government non-governmental organization

5.2 Micro and macro-economic framework available for actual developmental activates

5.3 Communication strategies of development agencies

5.4 Problems faced in effective communication, case studies on development communication programmers

Reference books:

1. Media and development: M R Dua
2. Perspective on Development Communication: K Sadanandan Nair
3. Media Utilization for the development of women and children: B.S Thakur, Binod C. Agrawal
4. Media Communication: Suresh Chandra Sharma
8. Journalism & Human Development (Making of the News Persons), Robin Khemchand, Dominant Publishers and Distributors, New Delhi

10. भारत वार्षिक, प्रकाशन निदेशालय, भारत सरकार
11. संचार और विकास : श्यामचरण दुबे
12. जनमाध्यम, संप्रेषण और विकास : देवेन्द्र इस्सार
13. विकास पत्रकारिता : साबेश्याम शर्मा
14. कृषि एवं ग्रामीण विकास : अजुन तिवारी
Objectives

1. To familiarize students with management process in media
2. To enable students to perform management functions

UNIT-1
1.1.1 Media Management- Concept and significance.
1.2 Principles of Management
1.3 Functions of Management
1.4 Forms of business organization

Unit – 2
2.1 Media Ownership patterns in India
2.2 Economics of media
2.3 Formation of a media company, problems and prospects of launching media venture
2.4 Organizational structure and functions of different departments—finance, circulation, marketing, human resource, production.

Unit – 3
3.1 Marketing- concept, objectives
3.2 Functions of marketing
3.3 Marketing Mix- product, price, place and promotion
3.4 Brand promotion, market survey, advertising and sales strategy in media management
UNIT – 4
4.1 Financial management - concept, objectives and importance,
4.2 Financial management - financial planning in media
4.3 Circulation management - circulation strategy, pricing and price war
4.4 Production management – Overview of production process.

UNIT – 5
5.1 Human resource planning, recruitment, selection and training
5.2 Job evaluation, compensation, performance appraisal
5.3 Foreign equity in Indian media, Press commissions on Indian newspaper management structure
5.4 Apex bodies- DAVP, INS and ABC.

Recommended books
2. Electronic Media Management, Avinash, Chiranjeev, Authors Press, New Delhi
8. Steven J. Skinner “Marketing

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MJMC 303 : RADIO JOURNALISM

Objectives
1. Learning the art and skills of radio journalism
2. Understanding different formats of radio programmers

Unit 1. INTRODUCTION TO RADIO MEDIUM
1.1 Radio as an oral medium: strengths and weaknesses, radio and public service broadcasting
1.2 Radio for social change and development.
1.3 Alternative radio: community radio.
1.4 Radio broadcasting as entertainment: FM radio, Web radio.

Unit 2. RADIO PROGRAMME FORMATS
2.1 News based programmes: Radio news bulletins and their structures (hourly and special; national, regional and local)
2.2 News based programmes: talk, spotlight, discussion, interview, voice dispatch and reviews
2.3 Entertainment programmes: features, music, drama, quiz; Interactive programmes: people’s forum, voice mail, phone in programmes
2.4 Audience and subject specific programmes: programmes for youth, women, children and senior citizen (audience specific); rural, educational, sports, science, health and family welfare (subject specific)

Unit 3. REPORTING, WRITING AND EDITING FOR RADIO
3.1 Basic principles of writing for radio: language of radio scripts, types of scripts for radio, five principles- spoken, immediate, person to person, heard only once, sound only
3.2 Interviewing: planning and preparation of radio interview. Interview by appointment, telephone interview, live and on the spot interview, news conference
3.3 Reporting and editing: basics of radio reporting and news writing; accuracy, balance, clarity, coverage of functions; editing of radio news bulletin

3.4 Preparing script for anchoring entertainment programme; radio audition.

Unit 4: RADIO PROGRAMME PRODUCTION

4.1 Programme planning and production process; role of listeners' response, audience research and feedback in programme planning, Field point chart, Schedule of programmes

4.2 Equipments of radio production: studio set-up, transmission and related technical persons

4.3 Equipments: microphones: importance, types; sound recording machines; sound mixers; sound transmission over lines; radio news gathering vehicles.

4.3 Recording and editing radio programmes, Cues, commands and signals of studio.

Unit 5. Radio production

5.1 To make listeners FEEL, as well as, THINK; to ENTERTAIN as well as to INFORM; making "Audience Oriented" programme.

5.2 Production elements of radio programmes: speech, narration, dialogue; sound effect; music; silence.

5.3 Criteria for a successful programme – simplicity, title and involvement of listeners.

5.4: Presentation of radio programmes; Job of the presenter lively presentation; broadcast speech delivery, modulation and projection of voice culture.

Recommended Books

1. SC Bhatt, Broadcast Journalism-Basic principles
2. Parthasarthi, Here is the News
3. Hiard Roberth, Radio Broadcasting – an introduction to sound medium
5. John Clayton, Interview for journalism
6. Curtis D Dougall, Interpretative Reporting
9. This is All India Radio- Techniques of radio and T.V. News, V.L. Baruah, Publication Division, New Delhi.
11. Perspective on Radio and T.V., Smith S. Leslie, Harper and Row

9. रेडियों और दृश्यदर्शन पत्रकारिता, हॉ.- हरिमोहन पाठक, तक्षशिला प्रकाशन नईदिल्ली.

10. जननायक प्रोफ़ैसरी, और विचारधारा: रेडियो, टेलिविजन, केबल टेलीविजन के संदर्भ में, जगदीश चन्द्र चटुर्वेदी, अनामिका प्रकाशन, नईदिल्ली
MJMC304: COMMUNICATION RESEARCH

Objectives
1. To acquaint students with the methods and techniques of research.
2. To enable students to plan and develop research proposal
3. To prepare them for conducting research.

Unit-1 CONCEPT OF RESEARCH
1.1 Meaning, nature, and scope of social and communication Research
1.2 Type of research
1.3 Formulation of research problem
1.4 Variable & hypotheses
1.5 Problem of objectivity in research

Unit -2 RESEARCH DESIGN, TOOLS AND TECHNIQUES OF RESEARCH
2.1 Research design: concept, importance, & types
2.2 Sampling: meaning & type
2.3 Sources of data: Primary and Secondary
2.4 Data collocation: Questionnaire Schedule
2.5 Data collation: Interview & Observation

Unit -3 METHODS OF RESEARCH
3.1 Historical methods
3.2 Experimental Method
3.3 Case study
3.4 Content Analysis
3.5 Survey

Unit -4 AREAS OF ANALYSIS
4.1 Source analysis
4.2 Message analysis
4.3 Channel Analysis
4.4 Audience Analysis
4.5 impact analysis

Unit -5 DATA ANALYSES AND REPORT WRITING
5.1 Data analysis and interpretation
5.2 Tabulation ,classification ,graphical representation of data
5.3 Elementary of statics : mean, mode ,median
5.4 Report Writing ,Indexing ,Bibliography
5.5 Use of computer in research

Recommended books
1. Research and report Writing: Saravanavel
2. Research methods for communication Science : James H Watt
3. Communication network management: Cornel Terplan
4. International media research: John corner
5. मीडिया शोध : जोन दयाल
6. समाजिक अनुसंधान : हॉ. डी.एस.बेबेल