

Choice Based Credit System (CBCS) MA (Mass Communication)

Two Years (Full Time)

Master Degree Programme (July 2017)

CBCS Total Credits: 108

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25/2/2017

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25/02/2017
25/2/17

DEPARTMENT OF MASS COMMUNICATION

MAKHANLAL CHATURVEDI

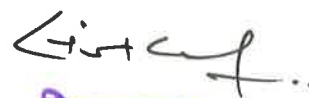
RASHTRIYA PATRAKARITA EVAM SANCHAR

VISHWAVIDYALAYA, BHOPAL (M.P.) INDIA

MA Mass Communication Course Objective

The MA in Mass Communication programme is a two years full time Master Degree Programme comprising of 4 Semesters It is designed to meet the following objectives

- To offer a curriculum that provides training in basic skills in different areas of mass communication
- To improve the communication ability of students, particularly in professional genres
- To instill in students a sense of purpose, mission and ethical values in their chosen fields
- To engage students in critical analysis of the texts of the media of mass communication
- To initiate students in the culture and habit of self study
- To prepare professionals, who possess the ability to produce, present and disseminate information in accordance with the higher standard excellence of media organizations, NGOs and others
- To impart students an understanding of the mass communication process, its impact on human and social sphere, and the cultural environment within which it operates
- To lead students towards intellectual preparation that emphasizes the ability to think critically and creatively and build there ability to solve problems effectively in a professional environment and to cope with the fast moving changes in the professional world of media


 विभागाध्यक्ष
 (जन संचार)

Terminology and Explanation in CBCS of MAMC

Core Course Compulsory (CCC)

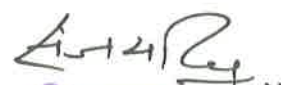
Core course is the one which is to be studied compulsorily by a student as core requirement to complete a programme

Core Course Elective (CCE)

This course will enable the students to learn skills which will help them in their profession

Open Elective (OE)

Open Elective courses are those which students have to pursue as per their interest They must opt open elective course from a pool of courses


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SCHEME OF EXAMINATION- MAMC


MA in Mass Communication – MA:MC (Course Code – 118) SEMESTER – I

S. No.	Course of Study	Paper Numerical Unique	Class & Papers	Paper Name/Subject	Th	IA	P	Total
1.	CCC1	4701	1MA(MC)1	Introduction to Socio Economic Polity	80	20	-	100
2.	CCC2	4702	1MA(MC)2	Media Language : Structure, Style & Translation	80	20	-	100
3.	CCC3	4703	1MA(MC)3	Origin and Growth of Media	80	20	-	100
4.	CCE1	4704	1MA(MC)4	Science of Human Communication	80	20	-	100
Open Elective : (Any One in each Semester)								
5.	OE1	4705	MA(MC)5	1) Art of Photography	25	10	15	50
6.	OE2	4706	MA(MC)5	2) Art of Anchoring	25	10	15	50
7.	OE3	4707	MA(MC)5	3) Art, Culture and Life-style Communication	25	10	15	50
8.	OE4	4708	MA(MC)5	4) Communication Skill	25	10	15	50
9.	OE5	4709	MA(MC)5	5) Cyber Communication	25	10	15	50
10.	OE6	4710	MA(MC)5	6) Writing for New Media	25	10	15	50
11.	OE7	4711	MA(MC)5	7) Mobile Communication	25	10	15	50
12.	OE8	4712	MA(MC)5	8) Writing on Current Affairs	25	10	15	50
13.	OE9	4713	MA(MC)5	9) Business Journalism	25	10	15	50

MA in Mass Communication – MA:MC (Course Code – 118) SEMESTER – II

S. No.	Course of Study	Paper Numerical Unique	Class & Papers	Paper Name/Subject	Th	IA	P	Total
14.	CCC4	4714	2MA(MC)1	Art & Craft of Reporting (Print Media)	50	20	30	100
15.	CCC5	4715	2MA(MC)2	Communication for Development	80	20	-	100
16.	CCC6	4716	2MA(MC)3	Media Laws and Ethics	80	20	-	100
17.	CCE2	4717	2MA(MC)4	Mass Communication Concept and Process	80	20	-	100
Open Elective : (Any One in each Semester)								
18.	OE1	4705	MA(MC)5	1) Art of Photography	25	10	15	50
19.	OE2	4706	MA(MC)5	2) Art of Anchoring	25	10	15	50
20.	OE3	4707	MA(MC)5	3) Art, Culture and Life-style Communication	25	10	15	50
21.	OE4	4708	MA(MC)5	4) Communication Skill	25	10	15	50
22.	OE5	4709	MA(MC)5	5) Cyber Communication	25	10	15	50
23.	OE6	4710	MA(MC)5	6) Writing for New Media	25	10	15	50
24.	OE7	4711	MA(MC)5	7) Mobile Communication	25	10	15	50
25.	OE8	4712	MA(MC)5	8) Writing on Current Affairs	25	10	15	50
26.	OE9	4713	MA(MC)5	9) Business Journalism	25	10	15	50

Core Course Compulsory (CCC), Core Course Elective (CCE), Open Elective (OE)


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MA in Mass Communication – MA:MC (Course Code – 118) SEMESTER – III

S. No.	Course of Study	Paper Numerical Unique	Class & Papers	Paper Name/Subject	Th	IA	P	Total
27.	CCC7	4718	3MA(MC)1	Art & Craft of Editing (Print Media)	80	20	-	100
28.	CCC8	4719	3MA(MC)2	Reporting & Editing for Electronic Media	50	20	30	100
29.	CCC9	4720	3MA(MC)3	Advertising : Principles & Practice	80	20	-	100
30.	CCE3	4721	3MA(MC)4	Radio Programme Production	50	20	30	100
31.	CCE4	4722	3MA(MC)4	OR Basic Computer Application	50	20	30	100
Open Elective : (Any One in each Semester)								
32.	OE1	4705	MA(MC)5	1) Art of Photography	25	10	15	50
33.	OE2	4706	MA(MC)5	2) Art of Anchoring	25	10	15	50
34.	OE3	4707	MA(MC)5	3) Art, Culture and Life-style Communication	25	10	15	50
35.	OE4	4708	MA(MC)5	4) Communication Skill	25	10	15	50
36.	OE5	4709	MA(MC)5	5) Cyber Communication	25	10	15	50
37.	OE6	4710	MA(MC)5	6) Writing for New Media	25	10	15	50
38.	OE7	4711	MA(MC)5	7) Mobile Communication	25	10	15	50
39.	OE8	4712	MA(MC)5	8) Writing on Current Affairs	25	10	15	50
40.	OE9	4713	MA(MC)5	9) Business Journalism	25	10	15	50

MA in Mass Communication – MA:MC (Course Code – 118) SEMESTER – IV


S. No.	Course of Study	Paper Numerical Unique	Class & Papers	Paper Name/Subject	Th	IA	P	Total
41.	CCC10	4723	4MA(MC)1	Mass Communication Research	80	20	-	100
42.	CCC11	4724	4MA(MC)2	Media Management	80	20	-	100
43.	CCC12	4725	4MA(MC)3	Issue Oriented Writing	80	20	-	100
44.	CCE5	4726	4MA(MC)4	Television Programme Production	50	20	30	100
45.	CCE6	4727	4MA(MC)4	OR Public Relations and Corporate Communication	50	20	30	100
Open Elective : (Any One in each Semester)								
46.	OE1	4705	MA(MC)5	1) Art of Photography	25	10	15	50
47.	OE2	4706	MA(MC)5	2) Art of Anchoring	25	10	15	50
48.	OE3	4707	MA(MC)5	3) Art, Culture and Life-style Communication	25	10	15	50
49.	OE4	4708	MA(MC)5	4) Communication Skill	25	10	15	50
50.	OE5	4709	MA(MC)5	5) Cyber Communication	25	10	15	50
51.	OE6	4710	MA(MC)5	6) Writing for New Media	25	10	15	50
52.	OE7	4711	MA(MC)5	7) Mobile Communication	25	10	15	50
53.	OE8	4712	MA(MC)5	8) Writing on Current Affairs	25	10	15	50
54.	OE9	4713	MA(MC)5	9) Business Journalism	25	10	15	50

Core Course Compulsory (CCC), Core Course Elective (CCE), Open Elective (OE)

Signature
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MAMC – SEMESTER ONE

Course	Subject	Credits
CCC Paper 01	Introduction to Socio Economic Polity	6
CCC Paper 02	Media Language: Structure, Style, Translation	6
CCC Paper 03	Origin and Growth of Media	6
CCE Paper 04	Science of Human Communication	6
OE Paper 1 to 9	Any one from following options- <ul style="list-style-type: none"> i. Art of Photography ii. Art of Anchoring iii. Art, Culture and Life-style Communication iv. Communication Skill v. Cyber Communication vi. Writing for New Media vii. Mobile Communication viii. Writing on Current Affairs ix. Business Journalism 	3


 विभागाध्यक्ष
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Semester -1

CCC Paper 01: Introduction to Socio Economic Polity (6 Credit)

Unit-1 : Indian Constitution : Basic Characteristics

1. Objectives and Ideals of Indian Constitution
2. Fundamental Rights and Directive Principles of State Policy
3. Federal and Unitary nature, Center-State relationship, Civil services
4. Election, Emergency Powers, Amendments of Constitution

Unit-2 : Political System and Parliamentary Proceedings

1. Introduction to various political systems
2. Parliamentary and Legislative procedure in India
3. Power and Privileges of Parliament members of parliament
4. Indian Judicial system

Unit-3 : History Culture and Society

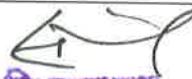
1. Characteristics of the main stages of Indian History
2. Basic elements of Indian culture
3. Secularism, Communalism, Fundamentalism
4. Aspects of various social concerns: Poverty, Gender Inequality, Child Rights & Human Rights

Unit-4 : Introduction to Indian and World Economy

1. Nature of Indian economy
2. Essential economic terms like Per Capita Income, Currency Devaluation
3. Indian agriculture: Issues and Problems, Indian Industry: Challenges
4. Introduction to World Economy, the concept of Globalization, World Trade Organization

Unit-5 : Current Affairs-Issues & International Scenario

1. Indian Foreign Policy
2. United Nations and SAARC
3. Introduction to International Politics: Brief history and current major issues
4. Current national and international events


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Semester -1

CCC Paper 02: Media Writing: Structure, Style & Translation (6 Credit)

Unit-1 : Essentials of Media Writing

1. Basics of grammar in Hindi and English, use of Phrases and Words
2. Characteristics of writing for newspapers and magazines
3. Basics of writing for radio
4. Basics of writing for TV

Unit-2 : News & Feature Writing Skills

1. News: Concepts and Elements
2. Writing Intros and Headlines
3. Writing simple News Stories
4. Writing Feature Articles

Unit-3 : Paraphrasing & Translation


1. Methods of paraphrasing, attribution and quoting
2. Translating different news items
3. Translating creative writing in about 500 words
4. Preparing a list of phrases in Hindi and English used for the same expression

Unit-4 : Translating Journalistic Content – 1 : Business

1. Translating different news items from business pages
2. Translating different headlines of business news
3. Translating article on business
4. Preparing a glossary of words in both the languages, generally used for the same expression for business related journalistic content

Unit-5 : Translating Journalistic Content – 2 : Sports

1. Translating different news items on five different sports
2. Translating headlines of sport news items of different sport
3. Translating a column article of renown person on sport
4. Preparing a glossary words in both the languages, generally used for the same expression for different sports


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Semester -1

CCC Paper 03 :Origin and Growth of Indian Media (6 Credit)

Unit-1 : Characteristics of Pre Independence Indian Press

1. History of 'Bengal Gazette' and 'Udant Marthand'
2. Contribution of pioneer journalists like Raja Ram Mohan Rai and Bhartendu Babu Harishchandra
3. Role of press in Freedom Movement
4. Brief introduction of prominent journalists: Lokmanya Tilak, Mahatma Gandhi, Baburao Vishnu Paradkar, Makhanlal Chaturvedi, Madhav Rao Sapre and Ganesh Shankar Vidyarthi

Unit-2 : Characteristics of Post Independence Regional Language Press

1. The regional press after independence: Nature and Growth, Web based Regional newspapers
2. Trends in post independence leading Hindi language - newspaper newspapers: Nai Duniya, Danik Bhaskar, Aaj Cosmopolitan Hindi newspapers and magazines: Navbharat Times, Hidustan, Jansatta, Hindi Outlook, Hindi India Today
3. Trends in post independence leading non-Hindi regional language newspapers: one each in Malayalam, Telgu, Tamil, Kannada, Bengali, Marathi, Gujarati and Assamese
4. Growth of leading Hindi News Agencies
5. Web based regional language newspapers

Unit-3 : Characteristics of Post Independence English Language Press


1. The English press after independence nature and growth: Times of India ,Indian Express, Hindustan Times ,The Statesman, The Hindu, The Tribune
2. Characteristics of English language news agencies
3. Web based newspapers

Unit-4 : Brief History of Electronic Media

1. Development of Radio, public and private radio systems
2. Development of television in India
3. Public and Private Television Networks
4. Cable industry in India
5. Web Media in India

Unit-5 : Brief History of Development of Film and Traditional Media

1. Indian Cinema : Silent and Talkie Era
2. Documentary and feature films, parallel and commercial cinema in India
3. Traditional media : Types and Importance
4. Contemporary relevance of traditional media


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Semester -1

CCE Paper 04 : Science of Human Communication (6 Credits)

Unit-1 Concepts

1. Characteristics of human beings
2. Essentials of human being to live in the society
3. Essentials of communication to build the society
4. Concept of socialization : Process, Factors and Problems
5. Introduction, Process and Elements of Communication

Unit-2 Communication Process

1. Introduction to Jo-Hari's Window of Joseph Luft's & Harry Ingham
2. Mass Communication : Concept, Process and role
3. Concept of 'Self' and 'others' in communication
4. Mutual dependency of Language and Communication
5. Art of Listening, Speaking and Writing

Unit-3 Models of human communication


1. Aristotle Model, SMR and David Berlo, SMCR model
2. Harold D. Lasswell's Model, Model of Wilbur Schramm
3. Shannon and Weaver's mathematical Model, Charles E. Osgood and Wilbur Schramm circular model
4. George Gerbner's Model, Helical Model of Frank E.X Dance

Unit-4 Types of Communication

1. Levels of communication: Intrapersonal, Interpersonal, Group and Mass Communication
2. Verbal and Non-Verbal Communication
3. Audio - Visual Communication
4. Communication of small groups : process and importance
5. Communication of big groups: process and importance

Unit-5 Mass Communication Multi Dimension

1. Institutional Communication: Process and types
2. Mobile and Communication
3. Internet and Communication
4. Concept of "Vasudhaiva Kutumbakam"
5. Introduction to Narad Muni's communication formula
6. Spiritual communication – Concept and importance


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MAMC – SEMESTER TWO

Course	Subject	Credits
CCC Paper 04	Art & Craft of Reporting (Print Media)	6
CCC Paper 05	Communication for Development	6
CCC Paper 06	Media Laws and Ethics	6
CCE Paper 02	Mass Communication Concept and Process	6
OE Paper 1 to 9	Any one from following options- <ul style="list-style-type: none"> i. Art of Photography ii. Art of Anchoring iii. Art, Culture and Life style Communication iv. Communication Skill v. Cyber Communication vi. Writing for New Media vii. Mobile Communication viii. Writing on Current Affairs ix. Business Journalism 	3


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Semester -2

CCC Paper 04 : Art & Craft of Reporting (Print Media) : (6 Credit)

Unit-1 : Reporting and Reporters /Correspondents

1. Concept of reporting and advanced reporting
2. Qualities, skills and functions of a reporter / correspondent Classification of reporters
3. Setup and working of news bureaus in the national capital, metropolitan cities and state capitals
4. Foreign Correspondents / Bureaus and their functions
5. A brief history of News Agencies and their functions

Unit-2 : Craft of News Writing and sources

1. Identifying news and news value Perspective of news
2. Treatment of News – Investigative, Interpretative and Analytical approach
3. Structuring news – Traditional & Alternative structures
4. Writing of various types of Intro's and headlines
5. News sources (Informal, Formal, Factual, Informative, Secret, Press Release, Press Conference off the record etc)

Unit-3 : Other than News Writing


1. Articles
2. Columns
3. Editorial Writing
4. Reviews
5. Features
6. Interview
7. Travelogue

Unit-4 : Beat Reporting

1. Reporting of Govts Ministries, Legislative Reporting
2. Political reporting and Legal Reporting
3. Reporting of Rural and Development activities
4. Covering special fields : Business, Sports, Science, Life-Style, Human Interest stories, Entertainment and Society
5. Art and Cultural Reporting of Crime, Accident and Disaster

Unit-5 : Contemporary Reporting

1. Modern Trends in Reporting
2. Impact of Electronic Media on Print reporting
3. Sting Operations, Use of Bugging Devices, Hidden cameras etc


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Semester -2

CCC Paper 05 : Communication for Development (6 Credits)

Unit-1 : Development and Sustainable development

1. Understanding concept, issues and sub-issues of development and sustainable development
2. Indexes of development and human development
3. Debate on environment, consumerism and sustainable development, Gender development and empowerment
4. Brief introduction of UNICEF, WHO, UNDP, FAO, World Bank, Millennium Development Goals

Unit-2 : Theories of Development

1. Modernization Theory
2. Dominant Paradigms
3. Dependency Theory
4. Five Year Plans of India and development priorities
5. Gandhian Concept

Unit-3 : Development Communication

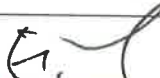
1. Concept of Development Communication and Development Support Communication
2. 'Passing of a Traditional Society' as interpreted by Daniel Lerner
3. 'Communication and National Development' approach of Wilbur Schramm
4. 'Diffusion of Innovation' approach of EM Rogers

Unit-4 : Alternative Approaches to Development Communication

1. Concept of Participatory Development Communication, Participatory Aural Communication Appraisal (PRCA)
2. Paulo Freire Approach
3. Case studies of Satellite Instructional Television Experiment (SITE), Kheda Communication Project (KCP), Jhabua Development Communication Project (JDGP) as alternative development communication approaches
4. Asian concepts of development and critique of dominant models of Development Communication

Unit-5 : Contemporary Issues and Development Communication

1. Development and role of media, role of NGOs and people's movement
2. Awareness campaign for grassroot democracy - Panchayat Raj Institutions
3. Health Communication: family welfare, nutrition, mother and child survival, and AIDS awareness Pulse Polio Campaign
4. Communication for water conservation, agriculture, education, literacy


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Semester -2

CCC Paper 06: Media Laws and Ethics (6 Credits)

Unit-1: Important Provisions and Media

1. Constitution of India : Fundamental Rights, Freedom of Speech & Expression their limitations, Article 19 (1) and 19 (2)
2. Directive Principles of State Policy
3. Theory of basic structure of nation : Union & states
4. Provisions of declaring Emergency and their effects on media, provisions for amending the constitution

Unit-2 : Specified Press Law (A)

1. Contempt of courts Act- 1971, Contempt of Parliament and Legislature
2. Laws of defamation : Libel and slander
3. Relevant provisions of Indian Penal Code
4. Law dealing with obscenity

Unit-3 : Specified Press Law (B)


1. Official Secrets Act 1923 vis-a-vis Right to Information Act 2005,
2. Press & Registration and Books Act (1867), Prevention of Publication of Objectionable matter act
3. Working Journalist Act, Role and functioning of Press Council
4. Salient features of Cinematography Act 1953, Prasar Bharti Act

Unit-4 : Media Laws

1. Information Technology & Convergence Bill, Cyber Laws
2. Cable Television Act
3. Media and Public Interest Litigation
4. Salient features of Copyright Act, Trade-Marks Act, Patent Act and Intellectual Property Rights

Unit-5 : Media and Social Responsibility

1. Media's social accountability
2. Media & gender perspective, Media & human rights
3. Media & caste perspective, Media & civil liberties, Media and secular perspective
4. Codes & guidelines suggested by Press Council, Codes for radio, television, advertising & public relations:
5. Drug and Magic remedies act


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Semester -2

CCE Paper 02 : Mass Communication Concept and Process (6 Credits)

Unit-1 : An Introduction to Model of Communication

1. Functions of Communication Model
2. Classification of Model : Structural Model, Functional Model, Mathematical Model, Non-Linear Model, Behavioral Model
3. Importance of Communication Model
4. *Sahridaya and Sadharanikaran* (Tender Hearted and Simplification)- Concept and Interpretation

Unit-2 : Models and Theories of Mass Communication

1. Bharat Munies Model of drama (Natyashastra), Aristotle Model, Harold D. Lasswell's Model (1948), Shannon and Weaver's Model (1949), Charles E. Osgood and Wilbur Schramm Model (1954), George Gerbner's Model (1956), Frank E.X Dance (1967)
2. Agenda setting, Authoritarian, Gate keeping, Knowledge gap, Libertarian, Magic bullet/Hypodermic Needle, Media dependency, Normative Theories, Social Responsibility, The spiral of silence, Two Step flow, Uses and gratification, Action-Reaction, Multi Step, Cultural Sustainable Theory, Lasswell's Formula of Mass Communication

Unit-3 : Concepts and Role of Media

1. Concept of Social Group, Crowd, Folk, Mass, Public, Audience, Reader, Viewer
2. Media Concept and Interpretation, Types of Media : their merits and demerits, Convergence management
3. Characteristics of audience: Structure and Power
4. Dictatorship Media, Libertarian, Social Responsibility, Democratic Media, Dependency Theory, Russian formation of Media, Participatory Media, Developmental Media, Business Media

Unit-4 : Media and Mass Communication

1. Media persons: Qualities and Skills, different tasks, Characteristics of an Ideal media person
2. Structure of Media in India its Reach and Impact
3. Impact of mobile, computer and internet on Traditional Media
4. Role of Mass Media in development

Unit-5 : Ethics and Alternative Media

1. Importance and need for Moral Values and Code of Ethics in Media Work
2. Public Broadcasting, Community Media: Need and Interpretation
3. Alternative Media, Parallel Media and Social Media


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MAMC – SEMESTER THREE

Course	Subject	Credits
CCC Paper 07	Art and Craft of Editing (Print Media)	6
CCC Paper 08	Reporting & Editing for Electronic Media	6
CCC Paper 09	Advertising : Principles & Practice	6
CCE Paper 03	Radio Programme and Production	6
CCE Paper 04	OR Basic Computer Application	
OE Paper 1 to 9	Any one from following options- <ol style="list-style-type: none"> i. Art of Photography ii. Art of Anchoring iii. Art, Culture and Life style Communication iv. Communication Skill v. Cyber Communication vi. Writing for New Media vii. Mobile Communication viii. Writing on Current Affairs ix. Business Journalism 	3


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Semester- 3

CCC Paper 07 : Art and Craft of Editing (Print Media) : (6 Credits)

Unit-1 : Art of Editing

1. Concept and Significance of Editing
2. Responsibilities and tools of a Copy Editor Use of Style Sheet
3. Understanding the Publication its Audience, Region etc
4. Editing symbols and reorganising and restructuring of a story

Unit-2 : Printing Technology

1. Various types of Printing presses- Hand press, Treadle, Cylinder, Litho, Rotary, Photo Gravure, Flexography, Offset, Web offset, Search Printing etc
2. Knowledge and use of In design & Quark Xpress, Coral Draw and Photoshop in Newspaper layout Designing
3. Colour printing – processing, color separating etc
4. Printing Paper- Types, Weight and measurements

Unit-3 : Editing of newspaper

1. Art and steps of subbing, Editing of copies of news agencies and bureaus or special correspondents, city reporters and stringers etc
2. Editing of local papers as pullouts
3. Editing of Sunday Magazine, Special Sections and Special supplements
4. New trends in Magazine Journalism

Unit-4 : Layout and Designing

1. Principles of layout designing of contemporary newspaper relationship between writing editing and designing
2. Planning and designing the front page and inside pages, designing special pages, importance of Dummy
3. Preparation of charts, Diagrams, Graphs, Illustrations and Cartoons etc
4. Photo Editing – Selection of Photograph, Techniques and Procedure of cropping, caption and sub caption writing, editing of photo features

Unit-5 : Online magazine editing

1. Writing and editing skills for online magazine
2. New trends in layout designing of online magazine
3. Print versus Online Media
4. Components of creativity for online magazine


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Semester- 3	
CCC Paper 08 : Reporting & Editing for Electronic Media	
(6 Credits)	
Unit-1: Basics of News for Electronic Media	
1.	News sources for TV, Radio and Web
2.	News Values: Objectivity, Balance and Fairness in reporting
3.	Duties and functions of news reporter for TV, Radio and Web media
4.	Basic principles of Reporting & Editing for Radio, TV & Web Media
Unit-2: Reporting & Editing for Radio	
1.	Qualities of a good radio news reporter Structure and functioning of a news room of radio and FM Channels
2.	Duties and responsibilities of a news editor, precautions for editing Proof reading & correction systems
3.	Types of radio news bulletin and their structures Principles & Techniques of editing radio news and preparing newscast
4.	Headline technique for radio news, Phone in programmes
Unit-3 : Reporting for Television	
1.	Qualities of a good TV reporter
2.	Functioning of news channel TV news team – role & responsibilities
3.	Concept & Technique of live reporting, Digital Satellite News Gathering (DSNG)
4.	Need & importance of piece to camera and Vox-Pop
Unit-4 : Editing and Presentation of TV news	
1.	Role and responsibilities of TV news editor
2.	TV newsroom working and preparation for news cast, news selection, copy to anchor, Assignment board and its salient features Input desk, coordination desk, and output desk
3.	Types of TV news bulletin & their structures: national, regional, local & their importance, breaking news, news headlines, Phono, use of graphics in TV news,
4.	Live news dispatch, commentary : Role of news Anchor, Voice modulation, News Packaging
Unit-5 : Web Media	
1.	Characteristics of web media : Strength and limitations
2.	Concept of cyber space, convergence media & digital technology
3.	Introduction to major Indian portals, web radio and IPTV
4.	Structure of a web newsroom, editing, layout and use of pictures in web

Semester- 3

CCC Paper 09 : Advertising : Principles & Practice (6 Credits)

Unit-1 Advertising Basic

1. Advertising – definition, need, importance and functions
2. History & development of Advertising
3. Role of Advertising in Society, Economy
4. Advertising ethics and social responsibility

Unit-2 Ad agency & media planning

1. Ad agency – structure and functions
2. Types of Ad Agencies, composition of Ad Agency
3. Media planning – Definition and role Developing Media Plan, Media Objectives, Media Strategy, Media Mix and Media Scheduling techniques
4. Media Buying

Unit-3 Creativity in Advertising

1. Creativity-concept and importance in advertising
2. Creativity thought process
3. Advertising appeal, Visualization
4. Layout designing, stages of developing layout, Principles of a good layout

Unit-4 Copywriting

1. Copywriting – purpose and types
2. Writing effective copy
3. Writing copy for different media
4. TV and radio commercials

Unit-5 Advertising campaign planning

1. Ad campaign – concept and importance
2. Planning and managing Ad Campaign
3. Role of Research in advertising, Types of research – Pretesting & Post testing
4. Creative brief

Semester- 3

CCE Paper 03 : Radio Programme and Production (6 Credits)

Unit-1 : Radio Profile

1. Radio as an oral medium: strengths and weaknesses
2. Radio and Public Service Broadcasting
3. Radio for social change and development
4. Radio broadcasting as entertainment : Commercial Radio
5. Alternative radio: community radio
6. FM Radio, AM Radio and Web Radio

Unit-2 : Types of Radio Programmes

1. Brief introduction to main categories of radio programmes: Music- light, classical, folk and tribal, spoken words - talks, discussion, interviews, quiz, story and poetry recitation, documentaries and radio magazine, drama and radio serials: News, News Reel, News Bulletin
2. Audience specific programmes: programmes for youth, women, children and senior citizens
3. Subject specific programmes: rural, educational, sports, science, health and family welfare
4. Interactive broadcasts: Phone-in, voice mail, morning information, field based, radio bridge and people's forum

Unit-3 : Radio Programmes : Planning and Production

1. Programme planning, role of listeners' responses in programme planning, audience research and feedback in programme planning, Fixed-Point-Chart Schedule of programmes and its importance
2. Equipment for radio production: studio set-up, transmission and related technical persons
3. Microphones: importance, types, sound recording machines, sound mixers, radio news gathering vehicles
4. Programme planning and production process

Unit-4 : Writing for Radio

1. Basic principles of writing for the ear, language of radio scripts, types of scripts for radio, five principles: spoken, immediate, person-to-person, heard only once, sound only
2. Interviewing, planning and preparation of the radio interview, interview by appointment, telephone interview, live and on the spot interview, news conference
3. Writing for radio advertisement (Jingles)
4. Production process of radio news bulletin
5. Preparing script for comparing entertainment programmes, radio audition

Unit-5 : Radio Production

1. Radio studio : facilities and equipments, control room, outside broadcast (OB)
2. Production elements of radio programmes: speech, narration, dialogue, sound effect, music, silence
3. Criteria for a successful programme - Simplicity, title and involvement of listeners
4. Presentation of radio programmes, Job of the presenter, lively presentation, broadcast speech-delivery, modulation and projection of voice culture

Semester - 3

CCE Paper 04 : Basic Computer Application (6 Credits)

Unit-1 : Computer Fundamentals

1. Definition, Generations and Basic Components of Computer
2. Introduction to Operating System (Windows 7, 8, 10, Linux)
3. Input/Output devices, Memory and other peripherals
4. Functions and features of Operating System (Accessories, Control Panel, Desktop, Windows Explorer)

Unit-2 : Office Automation Tools: MS Word

1. Introduction to MS Office Suite
2. Introduction to Word Processing
3. MS Word interface, Tools and Menus
4. Document editing and formatting, Mail Merge and other tools

Unit-3 : Office Automation Tools: MS Excel and MS PowerPoint


1. MS Excel Interface, Tools and Menus
2. Creating Spreadsheet, Use of functions, Charts and Graphs
3. MS PowerPoint Interface, Tools and Menus
4. Creating slides, inserting multimedia objects, Transition and Custom Animation, Delivering Presentations, Taking printouts of presentation/handouts

Unit-4 : Introduction to Internet

1. Brief history and services of Internet (E-mail, Video Conferencing, Internet Telephony Chatting, Blogs, Usenet), Instant messaging, netiquettes
2. Internet Protocols (FTP, HTTP, TCP/IP), www, cyber communication, bowser
3. Websites, Portals and Search Engines, Online newspapers/channels / magazines
4. Advantages and threats in Internet Communication


Unit-5 : Introduction to Adobe Photoshop

1. Introduction to Graphics, types of computer, vector , poser , Colour models and modes
2. Graphic file formats and their applications
3. Adobe Photoshop Interface, Tools and Menus
4. Working with Layers, Filters, Masking and other tools
5. Zero to high resolution photo images, creating a passport size photo as in studio


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MAMC – SEMESTER FOUR

Course	Subject	Credits
CCC Paper 10	Mass Communication Research	6
CCC Paper 11	Media Management	6
CCC Paper 12	Issue Oriented Writing	6
CCE Paper 05	Television and Video Programme Production	6
CCE Paper 06	OR Public Relations and Corporate communication	6
OE Paper 1 to 9	Any one from following options- <ul style="list-style-type: none"> i. Art of Photography ii. Art of Anchoring iii. Art, Culture and Life style communication iv. Communication Skill v. Cyber Communication vi. Writing for New Media vii. Mobile Communication viii. Writing on Current Affairs ix. Business Journalism 	3


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Semester -4

CCC Paper 10 : Mass Communication Research (6 Credits)

Unit-1 : Communication Research

1. Nature and significance of communication research
2. Steps of Communication Research : Formulation of research problem, Research objectives, Literature review, Identifying variables, Constructing Hypotheses, Research questions
3. Problems in obtaining objectivity in research
4. Types of research: academic and applied, qualitative and quantitative
5. Area of communication research

Unit-2 : Research Design and Methodology

1. Universe / Population, Hypotheses and variables
2. Sampling technique : Selection, Types and Problems
3. Data Collection sources : Primary and Secondary
4. Research design and its types
5. Experimental and field research, panel research,

Unit-3 : Methods and Tools of Data Collection

1. Research methods : Census, Survey, Case study, Content analysis, Focused Group Studies, Interview, Holistic research
2. Research Tools : The Questionnaire/ Schedules, Observation - Participatory and non participatory
3. Reliability and validity in data collection

Unit-4 : Processing and Displaying Data

1. Tabulation and classification of data
2. Statistics in Research – its Importance Measures of Central Tendency, Dispersion, correlations, Rating Scale, TRP, TAM
3. Basic steps in data analysis
4. The role of statistics and computer in research
5. Software packages for data analysis specially SPSS

Unit-5 : Planning Research Proposal and Writing a Research Report

1. Planning, preparing, designing, & presenting a research proposal
2. Writing report of research project: Indexing, chapter titles, footnotes, endnotes, graphical and diagrammatic representation of data, drawing conclusions, writing a bibliography, citation, appendices, referencing styles
3. Writing executive summary
4. Ethical perspectives of communication research : plagiarism, misuse of information, ethical issues in collecting data from secondary sources

Semester- 4

CCC Paper 11 : Media Management (6 Credits)

Unit-1 : Management : Functions and principles

1. Management – Definition, Nature, Need and Importance
2. Management Functions & Principles
3. Leadership – Importance and Major types
4. Motivation and conflict management
5. Media as Industry & Profession

Unit-2 : Ownership of Media

1. Ownership patterns of Mass Media organizations
2. Role of Proprietorship : Private Ltd, Public Limited companies
3. Trust, Cooperatives
4. Religious Institutions (Societies), Franchisees & joint ventures

Unit-3 : Type of Media organization

1. Types of Media Organization: Newspaper Organisation, Publishing House, PR organization, Radio, Television, Web Based Organisations,
2. Role of Business, Content Syndicates, Media intermediaries & Digital Agencies
3. Govt. media organisation : DAVP, INS, Press Information Bureau (PIB), State PR department, Publication division, Photo division, Song and drama, Films division and DFP (Directorate of Field Publicity)

Unit-4 : Functional Management of Media

1. Hierarchy, functions and organizational structure of different Media Organizations
2. Economics of Print & Electronic Media Audience
3. Business, Legal & Financial Aspects of Media Management
4. Advertising, PR & Brand Promotions for Media Audiences

Unit-5 : Challenges & Growth

1. Current challenges of Media Management
2. Growth of Entertainment Industry, Infotainment
3. Process and prospects of launching Media Ventures
4. Planning & Control, Problems of Launching new Venture


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Semester -4

CCC Paper 12 : Issues Oriented Writing (6 Credits)

Unit-1: Political views

1. Indian Social Thinkers: Swami Vivekanand, Maharishi Arvind, Dr Bhimrao Ambedkar
2. Indian Political Thinkers: Mahatma Gandhi, Deen Dayal Upadhyay, Dr Ram Manohar Lohia
3. Election Process and Election Reform system
4. Major National and Regional Political Parties (Introduction only)

Unit-2 : National Security

1. India's Relationship with Neighbouring Countries
2. India's Internal Security Challenges, Terrorism, Maoism, and Separatism
3. Cyber Security
4. Indian Army: strengths and limitations

Unit-3 : Economic Issues

1. Economic Growth, GNP, Inflation, Recession, Inequality And Social Justice, Digital India, Clean India- Healthy India
2. Planning Of National Budget and its issues, Rail Budget- an introduction
3. Economic Reforms: Liberalization, Privatization
4. Trends Of Globalization

Unit-4 : Social Issues

1. Unemployment, Poverty and Black Money
2. Issues of Tribal Society: Water, Forest, Land and issues related to Migration
3. Casteism, Communalism, Social Harmony
4. Issues Related to Child Rights

Unit-5 : Gender Issues

1. The role Of Women in Society and role Of Childbirth
2. Gender equality
3. Sexual Exploitation, Sexual Harassment at Workplace, Domestic violence
4. Gender Discrimination, Adverse Sex Ratio


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Semester-4

CCE Paper 05 : Television and Video Programme Production (6 Credits)

Unit-1 : Fundamentals of TV / Video Production

1. Overview of video production process, Stages of video production, pre production, production stage, post production process
2. Components of video camera, white balance
3. Basic shots and their composition
4. Camera movements and camera angles
5. Importance of lighting and makeup

Unit-2 : Technical Aspect of TV / Video Production

1. Use of different lens: tele-photo lens, normal lens, wide angle lens, zoom lens fish eye lens
2. Chroma key technique: concept, diagram and application in video production
3. ENG, EFP & Multi Camera Studio Production
4. Techniques of News-telecast
5. Overview of the television studio, master control room, audio control room, vision mixer panel, floor, lighting etc

Unit-3 : Programme Production Team

1. Duties & responsibilities of director, producer and editor
2. Duties & responsibilities of cameraperson, floor manager and production assistant
3. Duties & responsibilities of sound recordist, technical director, set designer, makeup person etc
4. Scriptwriter, graphic writer, TV personality: qualities of TV presenter, and news anchoring

Unit-4 : Developing TV Script

1. Norms for video / TV writing
2. Sources of idea for writing script, research for developing script
3. Types and characteristics of script for TV / Video, Visualisation process, images and sound
4. Screenplay, construction of sequence, scenes, storyboard
5. Writing for TV news, Script writing for educational/development TV, narration writing, piece to camera, voice over
6. TV interviews and Talk shows

Unit-5 : Audio & Video Editing Techniques

1. Video editing: meaning & significance, Process and principles of editing
2. Non-linear editing techniques
3. Criteria for editing - picture, narration and sound
4. Post production: Audio effects, narration and voice-over, titling, graphics and animation

Semester- 4

CCE Paper 06 : Public Relations & Corporate Communication (6 Credits)

Unit-1 : Public Relations – Concept & Process

1. What is Public Relation, importance & significance history & development of PR in India
2. Process of Public Relations, Public of an Organization
3. PR Consultancies & Department
4. Tools of PR: House Journal, Annual Reports, News Release, Speeches, Interviews
5. Types of PR: Public Sector, Private Sector, Govt PR, Political PR, Service Sector, NGO

Unit-2 : PR Organisations

1. Public Relations setup & structure
2. News Agency, PIB, Public Relations Organisations such as IPRA, PRSA, PRSI, PRCI
3. Global Public Relations, online/digital PR
4. PR practitioners: Responsibilities & Duties
5. Ethics in Public Relations

Unit-3 : Corporate Communication – I

1. Definition, Importance & Objectives of Corporate Communication
2. Concept of Identity & Image, Image Building & Management, Image Communication in Factors & Trends
3. Corporate Identity: Policy Planning, Core communication elements in corporate identity programme

Unit-4 : Corporate Communication –II

1. Corporate Social Responsibility, Corporate Citizenship
2. Public Service Communication, Social Communication
3. Crisis Management & Communication, Types of Crisis, Contingency Planning
4. Crisis Communication & Evaluation

Unit-5 : Business Communication

1. Importance & Objectives
2. Correspondence, Formal & Informal Letters
3. Notices, Office Correspondence, PR Letter, Reports, Business Magazines
4. Written & Oral Communication


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OE Paper 1 to 9

(Any one from following options)

- i. Art of Photography
- ii. Art of Anchoring
- iii. Art, Culture and Life style communication
- iv. Communication Skill
- v. Cyber Communication
- vi. Writing for New Media
- vii. Mobile Communication
- viii. Writing on Current Affairs
- ix. Business Journalism


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OE Paper 01 : Art of Photography

(3 Credits)

Unit-1 Basics of Photography

1. Meaning and scope of photography
2. Photography as a medium of communication
3. Technological development in photography
4. Photo caption writing techniques

Unit-2 Introduction to camera

1. Working principle of DSLR camera
2. Parts and functions of a DSLR camera
3. Types of camera
4. Camera accessories

Unit-3 Photo techniques


1. Photo lens and their types
2. Depth of field & its creative use
3. Lighting techniques
4. Filters use in Photography

Unit-4 Photo composition

1. Concept & importance of composition
2. Photo composition rules
3. Elements of photo composition
4. Golden rule of third, point of interest
5. Point of view : Subjective and Objective
6. Camera angles

Unit-5 Digital Techniques

1. Photoshop softwares, tools & techniques
2. Art of photo cropping
3. Photo editing tools
4. Tools for photo finishing


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OE Paper 02 : Art of Anchoring (3 Credits)

Unit-1 Skills of an Anchor

1. Anchoring art or techniques
2. Qualities of a good anchor
3. Importance in TV channels
4. Role and responsibilities of an anchor
5. Sociality of an anchor

Unit-2 Anchor and Voice

1. Voice culture
2. Voice modulation
3. Moderation with guests : articulation, diction, pronunciation (Hindi, Urdu and English)
4. Voice quality : pitch, volume, tempo, vitality, tone, berating
5. Piece to camera

Unit-3 Presentation Techniques

1. Programme presentation techniques
2. Do's & don't for an anchor
3. Pronunciation and articulation problems
4. Limitations of live anchoring

Unit-4 Anchor & Glamour

1. Awareness about studio working : camera facing technique, warm-up techniques
2. Use of multi prompter, earphone etc
3. Cues and commands of studio
4. Backdrops & LED panels
5. Lighting & makeup basics

Unit-5 Role of Anchor

1. News programme : Breaking News
2. Interview based programmes
3. Panel discussion and chat show
4. Reality shows
5. Crime show
6. Travelogue

OE Paper 03 : Art, Culture & Life Style Communication (3 Credits)

Unit-1 Concept of Culture

1. Culture : Meaning & Importance
2. Culture and tradition
3. Culture and the world
4. Elements of Indian Culture

Unit-2 Different Arts : Origin, Development & Contemporary Status

1. Painting
2. Dance
3. Music
4. Sculpture
5. Theatre
6. Literature

Unit-3 Culture & Media

1. Newspaper & culture
2. Radio and culture
3. TV and culture
4. Web media & culture
5. Advertising & culture

Unit-4 Contemporary Culture

1. Cultural practices around us
2. Contemporary culture
3. Cultural capital
4. Enjoyment & pleasure
5. Popular culture

Unit-5 Life style communication

1. Need & Importance of life style communication
2. Food, health, travel, celebrity, movie, books, publication
3. Life style news : evolution and growth, problems, solutions
4. Mobile addiction and abuse


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OE Paper 04 : Communication Skill

(3 Credits)

Unit 1 Communication Skill : An Overview

1. Communication : Definition, Nature , Scope, Process and Barriers
2. Inter-personal Communication, Group Communication, Mass Communication
3. Types of Communication -Verbal, Non Verbal (Gestures, Postures, Proximity etc)

Unit 2 Receptive Skill Development (Listening and Reading)

1. Listening :Listening for general information and specific information
2. Listening :Analysis of TV/ Radio News Programmes for language used and presentation
3. Listening :Listening and Comprehending various accents of a Language
4. Reading: Analyzing the Choice of Vocabulary, Sentence Structure and Sentence Connectors
5. Reading: Analysis of the Structure of Paragraphs and the Stylistic Features, Checking the text for Simplicity and Precision of Expression

Unit 3 Productive Skill Enhancement (Speaking and Writing)

1. Writing: Vocabulary, Spelling, Punctuations
2. Writing: Types of : Sentences, Paragraphs, Essays/Articles
3. Speaking: Pronunciation, Intonation, Stress

Unit 4 Presentation Skill Augmentation

1. Anchoring, Interview, Public Speaking, Skits and Plays
2. Panel Discussions, Voiceover, Elocution
3. Moderating Debates and Group Discussion

Unit 5 Study Skill Enrichment

1. Note Taking, Note Making
2. Telephonic Conversation
3. Dictionary, Encyclopedia, Sourcebooks Usage


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OE Paper 05 : Cyber Communication (3 Credits)

Unit-1: Introduction

Introduction to Cyber Communication - Definition, Examples, New Media - Definition, Examples- Social Networking Sites (SNS) - Facebook, Twitter, LinkedIn, YouTube, Instagram etc, Web as new media of Mass Communication Cyber Journalism, Web Magazine and Web Newspaper, Strength and Weaknesses of web media, Media convergence, Digital Divide, Media Credibility, Technological Determinism

Unit -2: Technological aspects of Cyber Communication

Introduction to Computer Networks - Network Classification-LAN, WAN, MAN, Topology of Networks, Application of Networks, Video Conferencing, Teletext and Videotext, Radiotext, Definition of Internet, About World Wide Web : IP, Web Page Domain: Name, Address, About Search Engines : web browsers, tools & services provided on Internet (FTP, e-mail, chat, UseNet, news groups etc), Concept of BBS(bulletin Board System), VOIP, RSS etc Cyber communication technologies with the use of Google Doc, Wiki, cloud application, Blogs and other multimedia formats used in industry

Unit-3: Website Planning, Designing and Development

Topic, target visitors and domain name, Selection of web server/hosting services Creating web page layout and navigation architecture plan, Designing graphics for web, web image types, image optimization, Working with Dreamweaver /Amaya - HTML, DHTML, and CSS

Unit-4: Content Planning and Writing for Web

Content Planning, Management and Rewriting of Content, Exclusive versus Generic Content Writing for web: Basic Principles Information, News, and Entertainment on web, impact of web journalism Web copy- editing, presentation of content on the web, Content Management Systems (CMS) Features and application: Joomla, Drupal, WordPress etc

Unit-5: Case Studies

Study of a newspaper and TV Channel on the basis of modified content in their website (BBC, NDTV, AAJTAK), Comparative study of major news portals on the basis of region, language and nationality Study of a business/ industry websites and educational institution's website


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OE Paper 06 : Writing for New Media (3 Credits)

Unit 1: Understanding New Media

1. Characteristics of New Media and Social Media
2. Comparison of New Media with other Media
3. New Media as a communication tool,
4. Constituents – Face book, Twitter, Word press, Blog, micro-blogging wikis, Forums, Internet Messaging, Social Bookmarking, Photo Sharing (Instagram, Picasa, Flickr), Video & Document Sharing (Slideshare, DocStoc, Scribd etc), Youtube, Hangouts, Slide share, Skype etc

Unit 2: Online Writing Basics

1. Basic characteristics of Writing for New Media
2. Identifying the reader/ Target audience
3. Purpose and types of writing
4. Forms of writing: Prose, Poetry, Letters, Essay, News, Article, Feature Review, Memoir, Travelogue, Writing a Play, Story and Novel

Unit 3: Integrate Content Design for New Media

1. Identifying visual trends in new media platforms
2. Basics of design- Colour, Space, Typography and Composition
3. Useful and clear headlines/ punchlines, subheads, lists, tables and hyperlinks
4. Meaningful linking
5. Effective illustrations, images and photographs

Unit 4: Digital story telling

1. Tools of multimedia journalists
2. Podcast and webcast
3. Webpage elements
4. Story telling structures that work on the web
5. Basic programming for web design - HTML

Unit 5: Writing for online PR & Marketing

1. Building online communities, pages and channels
2. Online campaigns: strategies and tactics
3. Collaboration and crowdsourcing, collective action and sharing
4. Content Aggregation


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OE Paper 07 : Mobile Communication (3 Credits)

Unit-1

1. Concept and background of mobile communication
2. Evolution of language for mobile communication
3. Journalism and mobile media
4. Need of mobile communication in various sectors-Banking, Finance, Education, Health etc
5. Mass communication after mobile

Unit-2

1. Mobile communication as an innovation, including the emergence of new usage forms, the negotiation of norms and symbolic representation by producers and users
2. The interrelationship of this nearly ubiquitous technology and the users' everyday lives
3. The embeddedness of mobile communication within social networks and the mutual shaping of technology and social structure

Unit-3

1. Local cultures and forms of use of mobile communication
2. Mobile communication in developing countries
3. Cultural differences in mobile communication
4. Mobile communication and gender

Unit-4

1. Mobile operating systems
2. Mobile Applications and Web Service (Social Networking, information browsing etc)
3. Persuasion through mobile media in various domains

Unit-5

1. M-learning, M-banking, M-commerce, M-governance, Mobile advertising
2. Mobile security: security, privacy, security tools, issues in mobile communication
3. Mobile Communication : Power and Limitations
4. Mobile addiction and abuse

OE Paper 08 : Writing on Current Affairs (3 Credits)

Unit-1 : Political Issues at National Level

1. Major debates and issues raised by various parties in current session of parliament
2. Major events and development in different ministries
3. Issues in Governance
4. Major political issues, covered in the news stories and editorials in magazines / Newspapers

Unit-2 : Particular State (Self Selection and Self Study)

1. History of state, political background
2. Contemporary political scene
3. Major problems of the state
4. The economy, development and culture of the state

Unit-3 : Current Social Issues

1. Current issues in primary and higher education
2. Current issues in health, AIDS and other major disease
3. Current issues in human rights
4. Current issues in status of women, gender equality

Unit-4 : Current Issues in Economic Development

1. Economic growth
2. Development of Infra structure, Stock Exchange and its behavior
3. Major economic policies
4. Current issues related to implementation of annual budget

Unit-5 : International Issues

1. Major issues and debate raised in relations to Pakistan and China
2. India's Foreign Policy in relations to US and Russia
3. Current issues in South Asian countries with reference to SAARC and ASEAN
4. United Nations, G-8, OPEC and Middle - East Countries


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OE Paper 09 : Business Journalism

(3 Credits)

Unit-1 Business world

1. Introduction to world economy
2. Introduction to Indian economy
3. Terminology of business world
4. Study of content & packaging of major business newspapers , magazines & TV channels

Unit-2 Govt Policies & business journalism

1. Niti Aayog : Role and Function
2. Central / State budgets
3. Finance, Commerce, Agriculture, Industry, Telecom, Steel & Mines etc Ministries and their functions
4. WTO
5. Privatization

Unit-3 Corporate sectors and industry

1. Major business families in India
2. Corporate sector in India
3. Major industries of India : Analysis, Changing Patterns & Trends
4. Corporate sector and foreign capital

Unit-4 Stock Market

1. Techniques of evaluating stocks
2. BSE, NSE, IPO, commodity market
3. Mutual funds
4. SEBI: Role and Function

Unit-5 Online market and e-commerce

1. Business media in the age of electronic media
2. Business and social sites
3. Business and mobile communication
4. E-shoppings :OLX, Flipcart, Amezon, Snapdeal, Naaptol etc



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