

**Guru Gobind Singh Indraprastha University**  
**MASTER OF MASS MEDIA (MMM)**

**Specialisation in New Media & Convergence**

**Third Semester**

<b>Course Code</b>	<b>Paper</b>	<b>L</b>	<b>T/P</b>	<b>Credits</b>
<b>Theory</b>				
MMNM 201	Information Technology for Media	4	-	4
MMNM 203	Cyber Media Writing	4	-	4
MMNM 205	Mobile & Visual Communication	4	-	4
<b>Practical</b>				
MMNM 251	Cyber Media Writing Lab	-	6	3
MMNM 253	Mobile & Visual Communication Lab	-	6	3
MMNM 255	Minor Project	-	-	4
MMNM 257	Industrial Training Report*	-	-	4
	<b>Total</b>	<b>12</b>	<b>12</b>	<b>26</b>

*\*The industrial training is to be undertaken soon after the End Term Second Semester Examination for a period of minimum four weeks. The Industrial Training Reports submitted by the students will be evaluated in the Third Semester by a Board of Examiners.*

**Guru Gobind Singh Indraprastha University**  
**MASTER OF MASS MEDIA (MMM)**

**Specialisation in New Media & Convergence**

**Fourth Semester**

<b>Course Code</b>	<b>Paper</b>	<b>L</b>	<b>T/P</b>	<b>Credits</b>
<b>Theory</b>				
MMNM 202	E-business Journalism	4	-	4
MMNM 204	Internet Advertising & PR	4	-	4
<b>Practical</b>				
MMNM 252	Internet Advertising & PR Lab	-	8	4
MMNM 254	Major project	-	-	10
MMNM 256	Comprehensive Viva	-	-	4
<b>Total</b>		<b>8</b>	<b>8</b>	<b>26</b>

Note :

1. The total number of credits of the MMM programme : 108
2. Each student shall be required to appear in examination of all theory and lab courses. However, for the award of the degree a student shall be required to earn the minimum 102 credits.

# Guru Gobind Singh Indraprastha University

## MASTER OF MASS MEDIA (MMM)

### THIRD SEMESTER

### INFORMATION TECHNOLOGY FOR MEDIA

Course Code: MMNM 201	L : 4	T/P : 0	CREDITS : 4
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Marks of end term theory paper: 60

Marks of internal assessment: 40

#### Objective of the course:

- i. To make the students understand the utility of information technology particularly its applications in media
- ii. To expose the students to the world of internet and its extensive use for interactivity
- iii. To familiarize the students with web based broadcasting

#### Unit I [Internet and Convergence] L-10

1. Understanding the internet, its applications in media
2. Computer network fundamentals – cable, NIC, router, hub, bridge gateway, types of network, LAN, MAN, WAN
3. Static and dynamic websites and portals
4. Convergence of technologies
5. Convergence and contemporary media

#### Unit II [IT Applications] L-12

1. The 24x7 media concepts
2. Web publishing – tools and applications
3. Electronic and cyber media
4. Blogs and vlogs – emerging online tools
5. Newseum

#### Unit III [New Tools for Journalism] L-10

1. Web newspapers
2. Blogs, vlogs and blog aggregator
3. Ethical issues in blogging and other internet writings
4. E-Commerce applications
5. MIS tools for internet management

#### Unit IV [Online Editing] L-8

1. Developing and editing contents and stories on internet
2. File transfer protocols and uploading images and text
3. Creating graphics and animation
4. Editing software for various media
5. Displaying images in web pages, inserting images, supporting file formats, JPEG, TIFF, PNG, GIF

#### Unit V [Web Broadcasting] L-10

1. Concepts of web based TV and radio transmission
2. Concepts of IPTV and satellite based broadcast
3. Satellite transmission
4. Internet research
5. Online research tools

**COURSE CODE: MMNM 201**

**Case Studies :** The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

**Guidelines for Examiners/ Papersetters**

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students, eg. '← →.' or ' ← →.'

**Internal Assessment:**

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

**Suggested Readings:**

1. James G. Stovall                      Web Journalism: Practice and Promise of a New Medium
2. Shelley Powers                        Dynamic Web Publishing, Techmedia, 1998.
3. C. Xavier                                World Wide Web Design with HTML, Tata Mcgraw Hill
4. Ronal Dewolk                         Introduction to Online Journalism, Allyn & Bacon, 2001
5. John Vernon Pavlik                    New Media Technology, Allyn & Bacon, 1997
6. Leon and Leon                         Introduction to Information Technology, Leon Tech World.
7. Om Gupta                                Information technology in Journalism, Kanishka Publishers
8. J. Chakravarthy                        Cyber Media Journalism, Authors Press
9. Durai                                      Dictionary of Digital Journalism, Authors Press
10. R. Singhal                              Computer Application for Journalism, Ess Publishers
11. Chris Priestman                        Web Radio: Radio Production for Internet Streaming , 2001
12. Joanne Mattern                        From Radio to the Wireless Web (Transportation and Communication Series) , 2002)
13. Chetan Shrivastava                    Introduction to Information Technology
14. T.C. Bartee                              Digital Computer Fundamentals, Mc Graw Hill Publication
15. Lawrence Lessi                        Free Culture, Penguin
16. Paschal Preston                        Reshaping Communication, Sage Publication

# Guru Gobind Singh Indraprastha University

## MASTER OF MASS MEDIA (MMM)

### THIRD SEMESTER CYBER MEDIA WRITING

<b>Course Code: MMNM 203</b>	<b>L : 4</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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*Marks of end term theory paper: 60* *Marks of internal assessment: 40*

#### **Objective of the course:**

- i. To give the students an understanding of writing for the cyber media
- ii. To tell the students the intricate things about writing for web based newspapers, radio and television
- iii. To apprise the students of the importance blogs as means of one's expression

#### **Unit I [Content Development on Internet] L-10**

1. Writing for news websites and portals
2. The concept of usability/navigation in a website
3. E-features and stories
4. Writing for different groups and e-magazines
5. Developing e-media help lines and help groups

#### **Unit II [Writing for e-newspapers] L-10**

1. Writing for web newspapers and portals
2. Writing news and non news contents
3. Purpose and rationale of writing
4. Difference and similarities with print media
5. Developing online project reports with hyperlinks based source quotes

#### **Unit III [Internet Advertising] L-10**

1. The concept and practice of interactive packaging
2. Advertising on internet – branding & presentation
3. Technology for the e-ad designing and uploading
4. Marketing through internet: understanding the psychographic and demographic profile of target audience
5. Writing as per audience demand
6. Concept and practice of design

#### **Unit IV [Blog Writing] L-10**

1. Effective blog writing
2. Use of blog writing in generating social awareness
3. Prominent bloggers
4. Netiquettes

#### **Unit V [Writing for Web TV and Web Radio] L-10**

1. Global scenario of TV and radio on internet
2. E-scripting for web TV and web radio
3. Modules on news and feature writing formats for web TV
4. News and feature writing formats for web radio
5. Web TV and web TV as PR tool

**Case Studies :** The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

**COURSE CODE: MMNM 203**

**Guidelines for Examiners/ Paper setters**

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students, eg. '← →.' or '← →.'

**Internal Assessment:**

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

**Suggested Readings:**

1. David Kline; Dan Burstein; Arne de Keijzer Blog, CDS Books, Oct 2005
2. By Stuart Allan Online News: Journalism and the Internet, 2006
3. Cecilia Friend, Jane B. Singer Online Journalism Ethics: Traditions and Transitions, 2007
4. Richard Craig Online Journalism: Reporting, Writing, and Editing for New Media, 2006
5. Om Gupta, Ajay S. Jasra Internet Journalism In India
6. H.M.Dietel, P.J.Dietel, T.R.Neito, Wiley, 2000
7. Mindy McAdams Flash Journalism: How to Create Multimedia News Packages, 2005
8. Roger F. Fidler Mediamorphosis , Pine Forge Press, 2007
9. Erwin Kenneth Thomas, Brown H. Carpenter Mass Media in 2025 : Industries, Organisation, People & Nation, Greenwoon Publishing Group
10. Leah A. Lievrouw, Sonia Livingstone The Handbook of New Media, Sage Publications, 2007
11. Steve Jones Encyclopedia of New Media, Sage Publications
12. Jon Samsel Writing for Interactive Media, Allworth Press

# Guru Gobind Singh Indraprastha University

## MASTER OF MASS MEDIA (MMM)

### THIRD SEMESTER

### MOBILE & VISUAL COMMUNICATION

Course Code: MMNM 205	L : 4	T/P : 0	CREDITS : 4
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*Marks of end term theory paper: 60*

*Marks of internal assessment: 40*

#### **Objective of the course:**

- i. To apprise the students of the importance of the mobile phones as tools of convergence
- ii. To make the students understand the use of mobile for social purpose
- iii. To motivate them to understand and use mobile for news purpose and in corporate communication

#### **Unit I [Mobile Communication Technology – Media Perspective]**

**L-10**

1. Mobile technology as new media in communication
2. Advertising concepts using mobile
3. Journalism through mobile phones
4. Generating various alerts
5. Mobile ethics and its intrusion in society
6. SMS and MMS

#### **Unit II [Media Advocacy through Convergence]**

**L-10**

1. Synchronization and convergence with other cross-platform technologies
2. Mobile as a powerful tool for political, business and social campaigns.
3. Mobile for promotional media
4. Mobile PR - its reach and impact
5. E-privacy, rules and regulations and government norms

#### **Unit III [Convergence of Technologies]**

**L-10**

1. Mobile as a media tool for web TV and web radio convergence
2. Data transfer technologies
3. Conferencing for better communication
4. Satellite conferencing on mobile based technologies with web TV, web radio with other online gadgets
5. Mobile synchronization with other digital technologies

#### **Unit IV [Mobile Applications for Social Cause]**

**L-10**

1. Financial and social advantages for all types of campaigns
2. Technology of the future
3. Integration and user generated content
4. Satellite communication in disaster and crisis management
5. Use of mobile in crime investigation, other administrative purpose

#### **Unit V [Mobile as Camera]**

**L-10**

1. Basics of photography
2. Technical know-how of camera
3. Approach to visual composition
4. Use of mobile as camera
5. Capturing visuals/stills
6. Editing of photos

**COURSE CODE: MMNM 205**

**Case Studies :** The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

**Guidelines for Examiners/ Paper setters**

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students, eg. '← →.' or '← →.'.

**Internal Assessment:**

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

**Suggested Readings:**

1. Stephen Quinn, Vincent F. Filak Convergent Journalism an Introduction: Writing and Producing Across Media , Focal Press , 2005
2. Sandeep Singhal, "The Wireless Application Protocol, Writing Applications for Mobile Internet", Pearson Education, 2000
3. Mitch Meyerson, Mary Eule Scarborough Mastering Online Marketing, 2007
4. David W. Schumann and Esther Thorson Internet Advertising: Theory and Research (Advertising and Consumer Psychology, 2007
5. Robbin Lee Zeff Advertising on the Internet, , 1999
6. Tony Wakefield, Dave McNally, David Bowler, and Alan Mayne Introduction to Mobile Communications: Technology, Services, Markets (Informa Telecoms & Media, 2007
7. Manuel Castells, Mireia Fernandez-Ardevol, Jack Linchuan Qiu, and Araba Sey Mobile Communication and Society: A Global Perspective (Information Revolution and Global Politics, 2006
8. Gregg Berrymen Notes on Graphics Design & Visual Communication, Crisp Publications
9. M.J. Miller, BVucetic, Les Berry Satellite Communications; Mobile & Fixes Services, Kluwar Academic Publisher, 1993
10. David Tse & Pramod Vishwanath Fundamentals of Wireless Communication, Cambridge University Press
11. Mishcha Schwartz Mobile Wireless Communication, Cambridge University Press, 2005
12. Joachim R Hoflich, Maren Harlman Mobile Communication in Everyday Life, Frank & Timme Publication, 2006



**Guru Gobind Singh Indraprastha University**  
**MASTER OF MASS MEDIA (MMM)**

**THIRD SEMESTER**  
**CYBER MEDIA WRITING LAB**

<b>Course Code: MMNM 251</b>	<b>L : 0</b>	<b>T/P : 6</b>	<b>CREDITS : 3</b>
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*Marks of end term practical exam: 60*

*Marks of internal assessment: 40*

**Objective of the course:**

- i. To apprise the students of growing importance of information technology for communication purposes
- ii. To encourage them to write and develop contents for media

***Exercises/Assignments :***

The students will undertake the following exercises/assignments either individually or in groups.

1. Web Journal : Design and develop web journal with self-written stories and features / articles etc
2. Blogs : Design and produce blogs : journalistic writing – opinions and analysis
3. CMS Website : Develop and run a website of CMS
4. Web TV contents: Develop stories for web based TV programmes
5. Web Radio contents : Develop advertising jingles/news/social campaign for web radio
6. CMS Web Radio: Develop and run a web radio of CMS

**Guru Gobind Singh Indraprastha University**  
**MASTER OF MASS MEDIA (MMM)**

**THIRD SEMESTER**  
**MOBILE & VISUAL COMMUNICATION LAB**

<b>Course Code: MMNM 253</b>	<b>L : 0</b>	<b>T/P : 6</b>	<b>CREDITS : 3</b>
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*Marks of end term practical exam: 60*

*Marks of internal assessment: 40*

**Objective of the course:**

- i. To encourage the students use mobile phones for various communication purposes
- ii. To train the students in use of mobile phones for visual communication

***Exercises/Assignments :***

The students will undertake the following exercises/assignments either individually or in groups.

1. Develop SMS and MMS for political, social and advertising campaigns. Also to evaluate the impact of campaign
2. Survey / research on the various applications of mobile communication. Submit a comprehensive report based on the study
3. Record the bytes and produce small audio and video clips, covering news/non news contents
4. Photo shoots in the field for learning the skills of photography
5. Capturing stills on mobile phones and editing them in mobile

# Guru Gobind Singh Indraprastha University

## MASTER OF MASS MEDIA (MMM)

### THIRD SEMESTER MINOR PROJECT

Course Code: MMNM 255	L : 0	T/P : 0	CREDITS : 4
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#### Objective of the course:

- i. This lab course aims at the growth of students as thinking being who feel concerned on vital contemporary issues. The research based project would enable students to analyse, investigate, organise and write their work adopting a certain methodology.
- ii. It will motivate students to conduct research and collect relevant material on chosen issues or topics.

#### Selecting the topic :

- The students have freedom to choose the topic which is close to their heart. They are, however, advised to pick up topics which have some contemporary value.

#### Writing the paper:

- The students are required to write a report based on their research and data collection on the chosen topic. The report is to be written like a research paper.

#### Presentation of paper:

- The students will be asked to make presentation of their research papers in the class. For presentation they are advised to use the synopsis while the copies of the research paper can be distributed among the students.

#### Evaluation :

- The Minor Project carries 100 marks. The report will be evaluated by a Board of Examiners comprising one Internal and one External examiner to be appointed by the Vice Chancellor.

# Guru Gobind Singh Indraprastha University

## MASTER OF MASS MEDIA (MMM)

### THIRD SEMESTER INDUSTRIAL TRAINING REPORT

Course Code: MMNM 257	L : 0	T/P : 0	CREDITS : 4
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#### Objective of the course:

- i. This lab course ensures the students an opportunity of getting hands on training in media organisation
- ii. Through the training they would gain a knowledge of practical application of all they have learned in the classroom and the lab of the institute in real life situation
- iii. This training also provides them the platform to learn how to do the documentation of their functional exposure to media

#### Industrial Training and Report Writing :

Soon after the End Term Second Semester Examination, each student will undergo Industrial Training for at least four weeks in a media organisation. After the training, he/she will submit an Industrial Training Report based on his/her experience and learning during media attachment. The report should be submitted within four weeks of the start of the session in the Third Semester.

#### Evaluation :

The Industrial Training Report carries 100 marks. The report will be evaluated by a Board of Examiners comprising one Internal and one External examiner to be appointed by the Vice Chancellor.

# Guru Gobind Singh Indraprastha University

## MASTER OF MASS MEDIA (MMM)

### FOURTH SEMESTER E-BUSINESS JOURNALISM

Course Code: MMNM 202	L : 4	T/P : 0	CREDITS : 4
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*Marks of end term theory paper: 60*

*Marks of internal assessment: 40*

#### Objective of the course:

- i. To apprise the students of the growing importance of technology in journalism, particularly internet
- ii. To educate the students in the applications of e-based technology in modern day journalism

#### Unit I [Journalism : Concept & Trends] L-10

1. Concept of journalism, changing trends
2. Use of technology in modern journalism
3. Influence of market on journalism
4. Dependence of journalism on internet
5. Advantages/disadvantages of web based journalism

#### Unit II [Introduction to E-business Journalism] L-10

1. Concepts and applications of e-business
2. Elements of business on internet
3. Advantages and case studies of e-business,
4. Financial reporting on internet, constrains and limitations
5. Online business communication technologies and resources

#### Unit III [B2B and B2C Concepts on Emerging Business Platforms] L-10

1. Business-to-business and business-to-consumer relations
2. Emerging trends in internet commerce
3. Applications of e-commerce and reporting of business stories on net
4. E-commerce constrains and advantages
5. Global markets, e-business payments and transactions

#### Unit IV [Online Reporting and Editing] L-10

1. Writing stories, articles, features for web publications
2. News stories, business reporting and online editing
3. E-commerce applications
4. Limitations and constrains in e-commerce reporting
5. Advantage of e-reporting over traditional reporting
6. Online archives and digital libraries

#### Unit V [Writing for Web Radio, Web TV and Mobile] L-10

1. Scripting for web medium mass communication tools
2. The language of internet
3. Basic ethics and limitations for web writing
4. Customization of cyber writing for media convergence
5. e-business development

**COURSE CODE: MMNM 202**

**Case Studies:** The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

**Guidelines for Examiners/ Paper setters**

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students, eg. '← →.' or ' ← →.'.

**Internal Assessment:**

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

**Suggested Readings:**

- |                                   |  |
|-----------------------------------|--|
| 1. K.M. Shrivastava               | News Agencies : from Pigeon to Internet  |
| 2. David Whiteley                 | E-Commerce, Tata McGraw Hill, 2000   |
| 3. Jayshree Bose                  | Co-opetition and strategic collaboration: the new age business strategy, ICFAI Press |
| 4. David Taylor. Asley D. Terhune | Doing e-business, wiley publication 2007   |
| 5. Douglas Holmes                 | e-gov: e- business strategies for government, Nicholas Brealey Publishing            |
| 6. Erik Brynjolfsson, Glen Urban  | Straategies for e-business success< Jossey –Bass publications                        |
| 7. Tawfic Jelassi & Albert Enders | Strategies for e-business, Prentice Hall   |

# Guru Gobind Singh Indraprastha University

## MASTER OF MASS MEDIA (MMM)

### FOURTH SEMESTER INTERNET ADVERTISING & PR

Course Code: MMNM 204	L : 4	T/P : 0	CREDITS : 4
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*Marks of end term theory paper: 60*

*Marks of internal assessment: 40*

#### Objective of the course:

- i. To apprise the students of the usefulness of internet in the field of advertising
- ii. To educate the students in designing the advertisements by using the digital technology
- iii. To make the students understand the importance of internet in public relations

#### Unit I [Basics of Advertising]

L-10

1. Definition, concept, nature and scope of advertising
2. Types of advertising and innovations
3. Advertising on internet as different from print, radio and television
4. Use of internet as a strategic information warfare
5. Definition, process and need of public relations
6. PR as a communication tool

#### Unit II [Advertising on Internet – Branding & Presentation]

L-10

1. Concepts of internet advertising
2. Advantages of internet advertising
3. Digital presentation on internet
4. Brand promotion on internet, global reach and international clients
5. Introduction to Macromedia Flash and Gif Animations

#### Unit III [The Concept and Practice of Interactive Packaging]

L-10

1. Elements of interactive packaging of internet advertising
2. Interactive media and packaging, hyperlink based advertisements
3. Developing flash based simple animations and gif animations
4. Packaging of a web-based interactive advertising campaign
5. Search marketing and e-mail marketing

#### Unit IV [Technology for E-ad Designing and Uploading]

L-10

2. Digital ad designing for internet
3. File transfer protocols
4. File size constraints and compressions used in uploading advertisements
5. FTP software and their applications in uploading HTML files & pictures
6. FTP Software applications in updating existing websites

#### Unit V [PR on Internet]

L-10

1. PR in international perspective, social networking, advantages and disadvantages, awareness campaigns
2. Role of online PR in political, social, commercial campaigns
3. Strategies for integrating on line and off line PR
4. Elements, styles and methods of PR operations on internet
5. Online PR in global scenario and business communication

**COURSE CODE: MMNM 204**

**Case Studies :** The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

**Guidelines for Examiners/ Papersetters**

Maximum marks	60
Time	3 hrs
Total Questions	5 questions. Q 1 needs to be based on Unit I, Q 2 to be based on Unit II, Q 3 to be based on Unit III, Q 4 to be based on Unit IV and Q 5 to be based on Unit V
Distribution of marks in questions	A question should be either a full-length question of 12 marks or 2 short notes of 6 marks each or 3 short notes of 4 marks each or 4 short notes of 3 marks each. A combination of full-length questions and short notes should be preferred.
Choice to students	Within a unit, internal choice must be given to students, eg. '← →.' or '← →.'.

**Internal Assessment:**

- Weightage of 15 marks will be taken from the Minor Test-I to be held after six weeks of study.
- Weightage of another 15 marks will be decided on the basis of Minor Test-II to be held after 12 weeks of study.
- Ten marks are reserved for assignments, class presence, initiative on the part of students and participation in subject related activities.

**Suggested Readings:**

1.	Foley, Van Dam, Feiner, Hughes	Computer Graphics Principles & Practice, 2000.
2.	Ralf Skinmetz and Klana Naharstedt	Multimedia: Computing, Communications and Applications, Pearson, 2001
3.	Susan Sweene, Andy Maclellan and Ed Dorey	3G Marketing on Internet, Maximum Press, 2007
4.	Harvey M. Deitel, PJ Deital and Tam R. Nieto	e- business and e- commerce , Willi publishers, 2007
5.	David M. Schumann	Advertising and World Wide Web, Lawrence Erlbanum Associate Publisher.2007



**Guru Gobind Singh Indraprastha University**  
**MASTER OF MASS MEDIA (MMM)**

**FOURTH SEMESTER**  
**INTERNET ADVERTISING & PR LAB**

<b>Course Code: MMNM 252</b>	<b>L : 0</b>	<b>T/P : 8</b>	<b>CREDITS : 4</b>
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*Marks of end term practical exam: 60*

*Marks of internal assessment: 40*

**Objective of the course:**

- i. To train the students in designing and uploading advertisements on the internet
- ii. To motivate the students to make use of internet for launching a PR campaign

***Exercises/Assignment***

1. Design and prepare advertisements for website
2. Learn uploading of advertisements on websites
3. Develop a campaign (product and social advertising) for internal and place them on CMS website or on a pseudo server or on a free website
4. Develop a PR campaign on some contemporary issue and judge its effectiveness

**Guru Gobind Singh Indraprastha University**  
**MASTER OF MASS MEDIA (MMM)**

**FOURTH SEMESTER**  
**MAJOR PROJECT**

<b>Course Code: MMNM 254</b>	<b>L : 0</b>	<b>T/P : 0</b>	<b>CREDITS : 10</b>
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**Objective of the course:**

- i. This lab course is targeted to motivating the students to do a quality research based study.
- ii. This will enable the students to make use of the research methodology studied in the second semester for studying a vital issue.
- iii. This will help the students appreciate the importance of research in media studies.

**Selecting the topic :**

The students are expected to choose the topic which is of some academic value or social importance and which gives them scope of using the research methodology. They can even pick up the topic on which they would have worked in the Third Semester as part of “Minor Project” if there is enough space for expanding/further studying that topic.

**Writing the report :**

The students will write a comprehension report based on their study. It should be written by using the parameters laid down in research methodology.

**Evaluation :**

The Major Project carries 100 marks. The report will be evaluated by a Board of Examiners comprising one Internal and one External examiner to be appointed by the Vice Chancellor.

**Guru Gobind Singh Indraprastha University**  
**MASTER OF MASS MEDIA (MMM)**

**FOURTH SEMESTER**  
**COMPREHENSIVE VIVA VOCE**

<b>Course Code: MMNM 256</b>	<b>L : 0</b>	<b>T/P : 0</b>	<b>CREDITS : 4</b>
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**Objective of the course:** The Viva Voce is aimed at testing the knowledge, learning and understanding that the student would have acquired during the course of two-year studies at this master's programme.

**Comprehensive Viva :**

There shall be Comprehensive Viva Voce at the completion of this master's programme Master of Mass Media. It will carry 100 marks.

**Evaluation :**

Comprehensive Viva Voce will be conducted by a Board of Examiners comprising the Director/Dean and two external experts, of whom one would be preferably from the industry. The quorum shall be deemed to have been met if 2 out of 3 members are present.