

MA IN MASS COMMUNICATION

The 'MA in Mass Communication' of Rajiv Gandhi University is a two-year (four semesters) programme consisting of theory and practical components, taught and learned through a combination of lectures, hands-on training and project execution.

COURSE OBJECTIVES

- To put ***communication practices in context*** of the social and cultural milieu of the State of Arunachal Pradesh (where the University is located) and to sensitize the students to use media for development, particularly in response to the needs of development communication in the State as well as in other states in the northeast region.
- To equip students with the knowledge of theories and practices of communication.
- To impart training to the students in various areas of Mass Communication including Print, Radio, Television & Video Production, Web, Visual Design and Media Research.
- To create a body of *core communication competency* in **Digital Media, Communication for Development** and **Documentary Film** as the Department's forte.
- To enable the students to specialise in a particular area of mass communication as offered by the Department ***in addition*** to the areas of ***core communication competency***.

PEDAGOGY

1. Approaches

- Students would need to go through a rigorous academic curriculum marked by continuous evaluation throughout the semester. The student's learning experience is enriched by a combination of lectures, hands-on training, tutorials and seminars. Emphasis is on independent thinking and critical understanding of media and their operations.
- The 4-semester course has a definite emphasis on learning through hands-on use of media equipment as well as working on content design- all directed towards the production of substantial media products on print, radio, photography and video.
- A regimen of strict deadlines on assignments prepares the students to step into the industry with confidence. Field visits/ study tours give the students a feel of 'on-the-ground' media operations.
- There is also a pointed emphasis on peer evaluation, which would hone the students' knowledge and skills for critical appreciation and analysis.

2. Departmental Elective Paper (DEP)

Keeping in line with the Department's objective of creating a body of *core communication competency* in **Digital Media, Communication for Development** and **Documentary Film**, these areas are offered for **elective Specialization**.

In the Fourth Semester, the student has to opt two Departmental Elective Papers – one each from **elective Specialization** and from **elective Optional** papers.

However, the papers for the Departmental Elective Paper-II (Optional) will be confirmed depending on the availability of seats and the interest of the student. The Department will offer the optional paper only if a minimum of 5 (five) students opt for it.

3. Media Project

In the Fourth Semester, students have to undertake a media project and submit a dissertation. The work may be either by a research thesis/content analysis/indepth study. The project work is compulsory. The viva – voce is mainly based on the project work.

4. Practical Exercises

Practical assignments are an integral part of the learning process at the Department. The faculty shall engage students in a series of individual as well as group assignments in each semester. A group assignment shall involve working in mixed groups to replicate real-life industry scenarios.

5. Study Tour

During the course the students will have two different tours for which the expenses will be collected from the students depending on the propose budget:

- A. **Communication for Development Outreach Programme:** Students in Second Semester will undergo a communication for development outreach programme to a place identified by the Department and submit a report.
- B. **Media Exposure External Tour:** Students of the Fourth Semester will undergo a media exposure tour along with faculty members to a place approved by the University. The places are to be so chosen as to be of educational benefit to the students.

During the tour, the focus shall be on visiting as many media organizations as possible and to interact with professionals. A report of the learning outcomes shall be submitted to the Department at the end of the tour. The tour report will be graded for final evaluation of the student.

6. Internship

All students will compulsorily undergo an internship programme in a recognized newspaper or news agency or advertising agency or public relations department or any other mass media organization approved by the department for a period of one month by the end of the Fourth Semester. The internship report along with specified certification from the interning organisation shall be submitted to the Department in order to attain graduation credits.

7. Open Elective Paper (OEP)

The Department will offer Photo Journalism as an Open Elective Paper (OEP) to students of other departments for credit attainment. Students of the Department of Mass Communication are not eligible to opt for this paper and will instead have to opt for an OEP offered by any other department of the University.

8. Attendance

Students shall attend the classes regularly and those who do not have 75% attendance will not be permitted to appear for the examination.

**COURSE STRUCTURE FOR
MASTER'S PROGRAMME IN MASS COMMUNICATION**

Sl. No.	Course Code	Course Title	L	T	P	CH	CR	Theory marks	Sessional marks	Practical marks	
I semester	MCC- 401	Introduction to Mass Communication & Journalism	3				3	60	40		100
	MCC - 402	Communication Theories and Communication Models	3				3	60	40		100
	MCC - 403	Reporting and Editing for Print Media	3		2		5	60	20	20	100
	MCC - 404	Media in Northeast India	3				3	60	40		100
	MCC - 405	Media Laws and Ethics	3				3	60	40	20	100
II Semester	MCC- 411	Photography and Visual Communication	3		2		S	60	20	20	100
	MCC - 412	Political and International Communication	3				3	60	40		100
	MCC – 413	Advertising and Public Relations	3		2		4	60	20	20	100
	MCC - 414	Communication for Development	3		2		4	60	20	20	100
	MCC - 415	Radio Production and Journalism	3		2		S	60	20	20	100
III Semester	MCC- 501	Film Studies	3				3	60	20	20	100
	MCO-502	Photo Journalism (open choice elective)	3		2		4	60	20	20	100
	MCC - 503	Communication Research	4				4	60	20	20	100
	MCC - 504	Digital Media	3		1		4	60	20	20	100
	MCC - 505	Television Production & Journalism	2		3		5	60	20	20	100
Semester	MCC- 511	Media Internship					3				100
	Elective: I Specialization	MCS 512:Rural Communication MCS 513: Documentary/Short Film MCS 514: Online Journalism	3		2		5	60	20	20	100
	MCC - 515	Media Tour Report					3				100
	Elective II Optional paper	MCE-516:Health & Environment Communication MCE517: Human Rights & Conflict Resolving MCE518 :Sport Journalism	3		2		5	60	20	20	100
	MCC-519	Media Project (Dissertation)		3			4				100

**COURSE STRUCTURE FOR MA IN MASS
COMMUNICATION DEPARTMENT OF MASS
COMMUNICATION
RAJIV GANDHI UNIVERSITY, ARUNACHAL
PRADESH**

First Semester

MCC401- Introduction to Mass Communication and Journalism
MCC402- Communication Theories and Communication Models
MCC403- Reporting and Editing for Print Media
MCC404- Media in Northeast India
MCC405- Media Laws and Ethics

Second Semester

MCC411- Photography and Visual Communication
MCC412- Political and International Communication
MCC413- Advertising and Public Relations
MCC414- Communication for Development
MCC415- Radio production and Journalism

Third Semester

MCC501- Film Studies
MC0502- Photo Journalism(open choice elective)
MCC503- Communication Research
MCC504- Digital Media
MCC505- Television Production & Journalism

Fourth Semester

MCC511- Media Internship
Elective 1 (Specialization)

Department of Mass Communication

(Choose one)

MCS512: Rural

Communication MCS513:

Documentary/Short Film

MCS514:Online Journalism

MCC515- Media Tour Report

Elective 2 (Optional paper)

(Choose one) MCE516: Health and Environment Communication
MCE517: Human Rights & Conflict
Reporting. MCE518: Sport Journalism

MCC519- Media Project (Dissertation)

MCC-401

INTRODUCTION TO MASS COMMUNICATION & JOURNALISM

Course Objectives:

- To develop an understanding of the evolution of human communication from the pre-historic time to the most recent development. The Course will provide a descriptive view of the history and development of journalism in English and Indian languages and also of professional organisations;
- To introduce students to the rich heritage of traditional folk media of India and examine its role in the present time.

UNIT I: Understanding communication and Journalism

- (a) Concept, Definition, Process and types of communication.
- (b) Nature, process and elements of mass communication.
- (c) Definition, function and types of Journalism.
- (d) Different mass media and their characteristics.

UNIT II: History of the press

- (a) Early communication systems- (both in India and the world)
- (b) Invention of printing press and development of print media in Europe, USA, China etc.
- (c) Development of Indian press and freedom movement.
- (d) Growth and development of press in India after independence.

UNIT III: Evolution of electronic media

- (a) History of radio broadcasting.
- (b) Emergence and development of AIR, private FM channels, community radio.
- (c) Growth and development of television with special reference to India.
- (d) Evolution and growth of satellite communication and microwave transmission.

UNIT IV: History of cinema

- (a) News agencies: their origin and growth.
- (b) History of cinema - silent era, talkies.
- (c) Historical development of Indian films- Hindi films and regional films.
- (d) New Media: Development of new media technologies, internet, convergence.

UNIT V: Traditional media

- (a) Traditional folk media, their regional diversity in India.
- (b) Media organizations- PCI, ABC, DAVP, Song & Drama Division, PIB etc.
- (c) Mass media: public opinion, media culture and its production.
- (d) Media content: market-driven, sky-vasion, cultural integration and cultural pollution.

Course Outcome:

At the end of this course students will be able to:

CO1: Demonstrate an understanding of the history of media and the evolution of the mediated environment.

CO2: Conduct a historical survey of media and diachronic analysis of a variety of mediated forms especially in the context of India.

CO3: Identify the rich folk heritage of India and its role in grass-root communication.

CO4: Evaluate the relationship between media and development in Indian culture, politics and society.

Books suggested for reading

- 1) History of Indian Press: Growth of Newspapers in India, B.N.Ahuja.
- 2) Introduction to Mass Communication, Denis McQuail.
- 3) Journalism in modern India, Ronald E. Wolseley.
- 4) Mass Communication in India, KewalJ.Kumar.
- 5) Passing of a Traditional Society, David Lerner.
- 6) The Romance of Indian Journalism, J.Basu, Calcutta University Press.
- 7) Theory & Practice of Journalism, B.N. Ahuja.

- 8) Communications, B.N. Ahuja & S.S Chhabra.
- 9) Understanding Media, Marshal McLuhan.
- 10) Our Films and Their Films, Orient Blackswan, Satyajit Ray.
- 11) *What is Cinema? Vols 1 & 2: University of California Press, Bazin, Andre.*
- 12) Oxford History of World Cinema, Oxford University Press, Smith, Geoffrey Nowell (Ed.). Cinemas of India, Thoraval, Yves

MCC402

COMMUNICATION THEORIES AND COMMUNICATION MODELS

Course Objectives:

- The main objective of the course is to introduce the various aspects of communication process including its elements; models and theories;
- To provide an in-depth theoretical understanding of communication theories.
- To discuss the meaning, process and significance of communication models.
- To learn the application of theories and models in communication process.

UNIT I: Models of communication

- (a) Aristotle model & Lasswell
- (b) Shanon & Weaver, Westley-Maclean
- (c) Osgood & Schramm, Berlo
- (d) Newcomb, Gerbner

UNIT II: Communication Theories

- (a) Normative Theories: Authoritarian theory, Libertarian theory, Communist theory, Social responsibility theory, Democratic-participate media theory, Development media theory.

- (b) Media effects theories: Bullet theory, Agenda setting theory, Two step theory, Limited effects theory, Cultivation theory, Dependency theory, Uses and Gratification theory.
- (c) Propaganda theory and Public opinion.
- (d) Critical Cultural theory: Frankfurt School.

UNIT III: Communication Psychology

- (a) Festinger theory of Cognitive Dissonance
- (b) Theories of Persuasion
- (c) Mass media and public opinion
- (d) Communication and mass behaviour

UNIT IV: Semiology & Post-modern theories

- (a) Semiology: Ferdinand Saussure; C S Pierce
- (b) Leavicism, Theory of Roland Barthes, Jean Baudrillard
- (c) Theory of Jacobson, Thompson
- (d) Feminist and queer theory

UNIT V: Media Criticism

- (a) Impact of business on media, Chomsky-Herman theory
- (b) Media environment
- (c) Media text analysis
- (d) Media technology issues.

Course Outcome:

At the end of this course students will be able to:

CO1: Demonstrate an understanding of the key terms, models, concepts and a range of theories about communication.

CO2: Apply communication theories and models in communication programmes and research.

CO3: Analyze the link between major theoretical understandings of communication and the socio-cultural setting they have developed in.

CO4: Explain the intersection between communication, in its many forms, and society and culture.

CO5: Define the concept of semiotic theory and practice.

CO6: Test the various models and theories of communication in real-world situation.

Books suggested for reading

1. McQuail, D. (2010). *McQuail's Mass Communication Theory*. New Delhi: Sage Publications.
2. Stevenson, N. (1997). *Understanding media culture: Social theory and mass communication*.
3. Singhal, A. & Rogers, E M. (2001). *India's Communication Revolution: From Bullock Carts to Cyber Marts*. New Delhi: Sage Publications.
4. McQuail, D. (Ed.) (2007). *Mass Communication*. Vol. I, II, III & IV. New Delhi: Sage Publications.

MCC403

REPORTING AND EDITING FOR PRINT MEDIA

Course Objectives:

- As news reporting is the core of Journalistic profession, the course will dissect the concept, component and the specialised sector of news reporting;
- To introduce learners to the basics of writing, reporting and editing in print media;
- To discuss about the various roles, responsibilities and portfolios of print media professionals. To provide an overview of the contemporary structure of news media organization.

UNIT I: Understanding of News

- (a) Concept, Definition and elements of news
- (b) Types of news: hard news and soft news
- (c) Structure of news: headline, lead and body
- (d) Sources of news: interview, press release, news agency and other sources

UNIT II: Writing for the press

- (a) Principles of news writing, inverted pyramid
- (b) Headlines, Lead and body writing
- (c) Feature story writing
- (d) Books and films review

UNIT III: News reporting

- (a) Elements of news reporting
- (b) Different types of news reporting: Objective, Interpretative and Investigative
- (c) Qualities and responsibilities of a reporter
- (d) Specialised reporting: court, legislature, crime, sport, development, conflict reporting etc.

UNIT IV: News Editing

- (a) Meaning and Definition of news editing
- (b) Editing marks and symbols
- (c) Caption writing and photo editing
- (d) Cropping and scaling

UNIT V: Newspaper layout and design

- (a) Newspaper sizes and formats
- (b) The masthead
- (c) Dummy page make -up
- (d) Desktop publishing and page designing

Course Outcome:

At the end of this course students will be able to:

CO1: Define the concept, meaning and function of journalism. CO2: Classify different types of news media. CO3: Apply the concepts and techniques of journalism in news reporting. CO4: Analyse the role of news media in society. CO5: Explain the role and responsibilities of a journalist. CO6: Write, produce and edit news stories

Books suggested for reading

1. Batty Craig and Cain Sandra (2010). *Media Writing: A Practical Introduction*. Palgrave Macmillan.
2. Stovel J. (2006). *Writing for Mass Media*, 6th edition. Allyn and Bacon.

References

1. Melvin Mencher (2006). *News Reporting and Writing*. 10th edition. McGraw- Hill.
2. Strunk, William & White, E.B. (1999). *The Elements of Style*. Longman.
3. Clark, Roy Peter (2006). *Writing Tools: 50 Essential Strategies for Every Writer*. Little, Brown.
4. Raman, Usha (2009). *Writing for the Media*, OUP

MCC404

MEDIA IN NORTHEAST INDIA

Course Objectives:

- The course is to provide learners an overview understanding of the history, geography, culture and politics of Northeast India;
- To acquaint learners on various socio-cultural, political and development issues of the region in general and media functioning of the region in particular.

UNIT I: Introduction to Northeast India

- (a) Brief history of Northeast India
- (b) Geography, People and language
- (c) Culture and Customs
- (d) Significant Social and Political Movements in Northeast

UNIT II: History of Media in Northeast

- (a) Growth and Development of press in the Northeast
- (b) Role of Christian Missionaries in the development of the press
- (c) Basic features of the press in Northeast
- (d) Noted journalist and writers of the region

UNIT III: Current Status of Media in Northeast

- a) Current trend and media organizations in the region
- b) Ownership Pattern and Status of journalists
- c) Problems and Challenges of the press in Northeast
- d) Future scopes and prospects of media Industry in the region

Course Outcome:

At the end of this course students will be able to:

CO1: Define the various physiographic features of northeast region.

CO2: Demonstrate understanding the complex socio-cultural and political mosaic of the region.

CO3: Identify the various development issues in the region. CO4: Examine opportunities and challenges of the region.

CO5: Have clear understanding about the problems and issues of media in the region.

Books suggested for reading:

1. Barpujari H.K: The American Missionaries and North-East India (1836-1900 AD); Spectrum Publications, Guawhati/Delhi, 1986
2. Baruah S. P: Press in Assam—Origin and Development; Lawyer's Book Stall, Guwahati, 1999
3. Baruah Sanjib, Beyond Counter-insurgency: Breaking the Impasse in Northeast India, Oxford University Press, ISBN 019569876-2
4. Downs F.S.: The Mighty Works of God—A Brief History of the Council of Baptist Churches in North-East India: The Mission Period 1836-1950; Christian Litarature Centre, Guawhati, 1971
5. N Maheswar: The Resuscitation of the Assamese Language by the American Baptist Missionaries, Omsons Publications, 2008, xxvi, 502 p, ISBN : 8190720502,
6. Sword V.H.: Baptists in Assam—A Century of Missionary Service (1836- 1936); spectrum Publications, Guwahati/Delhi, 1992

MCC405

MEDIA LAWS AND ETHICS

Course Objectives:

- To introduce students to the constitutional provisions related to media in India while understanding Freedom of Speech and Expression, Freedom of the Press; RTI and Right to Privacy;
- To introduce learners to a broad range of ethical and legal issues pertinent to various aspects of the media in India. To expose students to the ethical issues in mass media for media producers as well as media consumers.

UNIT I: Introduction to Indian Constitution

- (a) Indian Constitution and its salient features
- (b) Basic principles of the Preamble
- (c) Fundamental rights and duties
- (d) Directives Principles of State Policy

UNIT II: Understanding of media ethics and laws

- (a) Meaning and importance of media ethics
- (b) Relation between law and ethics
- (c) Basics principles of media ethics
- (d) Different approaches to media ethics: Golden Mean, categorical imperatives, utilitarian, theories of duty and justice

UNIT III: Media laws

- (a) Press laws – Contempt of court, defamation, sedition, obscenity
- (b) Privacy and public interest
- (c) Communal writing and class hatred
- (d) Sensationalism

UNIT IV: Media conduct and issues

- (a) Trial by media

- (b) Paid journalism: Issues and challenges
- (c) Sting operations
- (d) Investigative journalism

UNIT V: Media regulation bodies

- (a) Organizational code of conduct
- (b) Press Council of India
- (c) Press ombudsman
- (d) Media professional associations in India and their role

Course Outcome:

At the end of this course students will be able to:

CO1: Demonstrate an understanding of the salient features of the Indian Constitution.

CO2: Identify the legal issues relevant to media in India.

CO3: Analyse a range of ethical issues, perspectives and debates relevant to media. CO4: Discuss the purpose and role of media professionals in modern society.

CO5: Evaluate the current situation of the press in India in terms of media ethics.

Books suggested for reading:

1. Basu, D.D. (2004). *Introduction to the Constitution of India*. Prentice-Hall of India.
2. Thakurta, Paranjoy Guha (2011). *Media Ethics: Truth, Fairness and Objectivity*, 2nd Second, New Delhi: OUP.
3. Manna, B. (2006). *Mass Media and Related Laws in India*, Academic Publishers.

References

1. Singh, P.P. et. al. (1998). *Media, Ethics and Laws*, Anmol.
2. Prabhakar, M. et. al. (1999). *A Compendium of Codes of Conduct for Media Professional*, University Book House.
3. Fackler, Mark et. al. (1995). *Media Ethics -Cases and Moral Reasoning*, Longman.

MCC411

PHOTOGRAPHY AND VISUAL COMMUNICATION

Course Objectives:

- To provide learners an introductory yet broad-based understanding of photography;
- To make learners proficient in digital image post-production and presentation techniques;
- To equip learners with all aspects of creative image production including capturing and rendering of lights, editing and critique, and print production;
- To acquire knowledge about Visual Communication and to strengthen the knowledge on concept, theories, techniques and importance of visual communication and graphic design.

UNIT I: Introduction to Visual Communication

- (a) Visual Semiotics
- (b) Visual Communication and Design
- (c) The Visual elements and their organization
- (d) Elements and Principle of Design

UNIT II: Visual communication in Practice

- (a) Coding and Decoding messages
- (b) Digitalization and Visual culture, Intertextuality, Convergence
- (c) Visual Creativity
- (d) Initiating story telling in four frames, elaboration of the story in between the frames and working out appropriate visuals for them

UNIT III: Cameras: Structures and Function

- (a) Classification of Cameras
- (b) Shutters and Apertures
- (c) Lenses, Filters and Lighting
- (d) Composition: Principles and Techniques, Flash and Filters

UNIT IV: Practicum

- (a) Landscape, Still Life and Portrait Photography
- (b) Photo feature
- (c) Stories in four frames
- (d) Deconstruction of Design

Course Outcome:

At the end of this course students will be able to:

CO1: Show working knowledge of digital SLR cameras.

CO2: Demonstrate an understanding of composition and image design process. CO3: Apply image editing and output techniques.

CO4: Define and analyse the concepts and theories of visual communication CO5: Illustrate the fundamentals of design

CO6: Apply a sharpened sense of aesthetics and skills in communication through visual imagery and design

Books suggested for reading:

1. Smith Kenneth L., et.al. (2011). *Handbook of Visual Communication: Theory, Methods, and Media*. Routledge.
2. Messaris, Paul (1996). *Visual Persuasion – Role of Images in Advertising*. Sage.
3. Parrish, Fred S., (2001). *Photojournalism: An Introduction*, Wadsworth Publishing.
4. Brill, Betsy. (2001). *Photo Journalism: The Professionals' Approach*, Focal Press.

References

1. Hodge, Gavin, et. al. (1990). *In Introduction to Photography*. Sandstone Publishing.
2. Wileman, Ralph E. (1993). *Visual Communicating*, Educational Technology Publication.
3. Bergstrom, Bo. (2009). *Essentials of Visual Communication*. Thames and Hudson.

4. Drew, Helen. (2005). *The Fundamentals of Photography*. AVA Publishing.
5. McCartney, Susan. (2001). *Mastering the Basics of Photography*. Allworth Press.
6. Hoy, Frank P., (1993) *Photojournalism: The Visual Approach*, Prentice Hall Books.
7. McCartney, Susan. (2001). *Mastering the Basics of Photography*, Allworth Press
8. Drew, Helen. (2005). *The Fundamentals of Photography*, AVA Publishing.
9. Chapnick, Howard. (1994). *Truth Needs No Ally: Inside Photojournalism*, University of Missouri Press.

MCC412

POLITICAL AND INTERNATIONAL COMMUNICATION

Course Objective:

- To impart understanding about the various aspects and techniques of how political communication works and its changing nature and effects from conventional practices to professionalization and to the emergence of digital media.

UNIT I: Introduction to political communication

- (a) Nature and definition of political communication
- (b) Elements and process of political communication
- (c) Political organizations
- (d) Political Campaigns

UNIT II: Political communication management

- (a) Media Management

- (b) Political Advertising & Public Relation
- (c) Information Management & role of spin doctors
- (d) Media and Public opinion

UNIT III: Historical background of international communication

- (a) Evolution and development of international communication
- (b) Meaning and definition of international communication
- (c) World war I & II, Cold war & Vietnam war
- (d) Communication as a human right

UNIT IV: International information flow

- (a) Free Flow of information
- (b) Imbalance flow of information
- (c) Non Aligned Movement, NWICO & NIEO
- (d) Macbride Commission Report.

UNIT V: Globalization Paradigm

- (a) Media structure, cross media ownership
- (b) Media and globalisation
- (c) Media & Cultural Imperialism
- (d) Media economics and policy

Course Outcome:

At the end of this course students will be able to:

CO1: Comprehensively have the knowledge on the functions of political communication both in the national and international perspectives

CO2: Critically observed the changing nature of the practices of political communication

CO3: Developed the skill and ability to create political messages and campaigns

Books suggested for reading:

1. Thussu, DayaKishan (2006). *International Communication: Continuity and Change*, 2nd second. Hodder Arnold Publication.

2. Mohammadi, Ali. (1997). *International Communication & Globalization*, Sage Publications.

References

1. Edward S. Herman, and Noam Chomsky, (2002) *Manufacturing Consent: The Political Economy of the Mass Media*, New York: Pantheon Books.
2. Seator, Jean. (1998). *Politics and the Media*, Blackwell.
3. Gunther, Richard. (2000). *Democracy and the Media*, Cambridge.
4. Thusu, DayaKishan (2009), *International Communication: A Reader*, Routledge

CC413

ADVERTISING AND PUBLIC RELATIONS

Course Objectives:

- Advertising and public relations being a specialised area of creativity and business as well, the course will offer an in depth study of its professional dimensions which are an area of high employability;
- This paper is to expose the students to functions, strategies and techniques of advertisement as well as social and economic effects of advertising;
- To learn the fundamentals of PR for practical application to build up of an image of any corporate entity.

UNIT I: Introduction to Advertising

- (a) Meaning, function, scope and types
- (b) Theories of Advertising –Stimulus Response Theory, Starch Model, AIDA, AIDCA, DAGMAR approach
- (c) Advertising Agency: its functional strategy and operational network
- (d) Creativity and Campaign Planning

UNIT II: Media Planning & Corporate Communication

- (a) Account Management
- (b) Ethical Issues in Advertising and Public Relations
- (c) Advertising Statutory Bodies in India
- (d) Account planning and research

UNIT III: PUBLIC RELATION

- (a) Evolution and history of public relation, Definition of PR ,Symmetrical and asymmetrical theories of PR
- (b) Law and Ethics of PR (defamation, copyright, invasion of privacy, PRSI code of ethics).
- (c) PR tools (interpersonal, mass media and selective media) – PR in industry (public sector, private sector and MNCs)- PR in Central and State Government and the functioning of various media units of the state and Union Governments.
- (d) Writing for PR: Internal and External publications (house journals – printed and electronic, bulletin, boards, open house, suggestion boxes, video magazines, speeches, articles, etc.)

UNIT IV: Production Techniques & Methods

- (a) Writing for media (press releases/ backgrounder, press brief features, rejoinders etc.)
- (b) Strategic Planning and Brand Management
- (c) Integrated Marketing Communications (IMC)
- (d) Marketing Strategy, Planning an Advertising Campaign

Course Outcome:

At the end of this course students will be able to:

CO1: Define the basic terms related to advertising and publicity. CO2: Classify different types advertising and its implication.

CO3: Analysis of the behaviour of Consumer and market.

CO4: Identify effective communication tools for effective dissemination of information.

CO5: Apply the art of PR skills in writing and practice.

CO6: Production of print advertisement, digital advertisement and outdoor publicity materials.

Books suggested for reading:

1. Jethwaney, Jaishri&Jain, Shruti(2012).*Advertising Management*.OUP.
2. Sachdeva, Iqbal S. (2009). *Public Relations – Principles and Practices*. OUP.
3. Jethwaney, Jaishri (2010). *Corporate Communication – Principles and Practice*. Oxford University Press.
4. Sachdeva, Iqbal S. (2009). *Public Relations – Principles and Practices*, OUP
5. Kothari, Gulub. (1995). *Newspaper Management in India*, Intercultural Open University
6. Chiranjeev, Avinash. (2000). *Electronic Media Management*, Authors Press.

References

1. Ogilvy, David. (2001). *Ogilvy on Advertising*, Prion.
2. Valladares, June A. (2000). *The Craft of Copywriting*. Sage Publications.
3. Black, Sam. (1983), *Practical Public Relations*, Prentice Hall.
4. Ries, Al & Reis, Laura (2002). *The Fall of Advertising and the Rise of PR*.
5. Peter, Pringle.K. et. al., (1989). *Electronic Media Management*, Focal Press.
6. Gunarathne, Shelton A. (2000). *Handbook of Media in Asia*, Sage.
7. Kothari, Gulab. (1985). *Newspaper Management in India*, Intercultural Open University.
8. Batra, Rajiv. (2000), *Advertising Management*, Prentice Hall.

MCC414

COMMUNICATION FOR DEVELOPMENT

Course

Objectives:

- To impart a comprehensive understanding of the concept, scope and theories of developmental communication in the context of socio, cultural and economic dynamics;
- To examine the interface of different elements of media, society and development.

UNIT I: Development: Concept and Approaches

- (a) Meaning, concept and approaches to development
- (b) Problems and Issues in development
- (c) Characteristics of developed and developing countries
- (d) Economic theories of development

UNIT II: Development Communication: Theory and Practice

- (a) Developmental communication- meaning and definition
- (b) Early development paradigms and their social impact
- (c) Role of communication and mass media in national development
- (d) Alternative models of development

UNIT III: Developmental Issues and discourse

- (a) Development and environment
- (b) Role of third sector in development
- (c) Developmental communication policies
- (d) Sustainable development and social empowerment

UNIT IV: Alternative approaches to development and communication

- (a) Communitarian perspectives of development
- (b) Understanding indigenous knowledge System
- (c) Traditional folk media
- (d) Understanding local cultures and traditions

UNIT V: Communication campaign and strategy

- (a) Communication strategy design
- (b) Media campaign and advocacy
- (c) Development reporting and documentation
- (d) Social mapping, PRA & PAR (outreach activity)

Course Outcome:

At the end of this course students will be able to:

CO1: Define the basic terms related to development & development communication.

CO2: Explain different models and approaches of development. CO3: Develop communication strategy for development.

CO4: Examine role of media in socio-economic development and social change. CO5: Assess situation for communication intervention.

CO6: Create advocacy and initiate for behavioural change through communication channels

Books suggested for reading:

1. Jan Servaes (Ed), (2008) Communication for development and social change, Sage Publications India Pvt Ltd, New Delhi
2. Reddy, Y. K. (2014), Understanding development communication, Astha Publishers & Distributors, New Delhi
3. SrinivasMelkote&Steeves. (2001). Communication for development in the third world, Sage Publication, New Delhi
4. Servaes J, Jacobson, T. &White, S. A. (Eds) Participatory communication for social change, Sage Publication.

MCC415

RADIO PRODUCTION AND JOURNALISM

Course Objective:

- To provide an in-depth understanding of radio as an effective medium of mass communication;
- To develop an understanding of radio pre-production, production and post- production and cross-platform delivery of radio content;
- To develop and analyse material pertinent to different programme formats for radio.

.UNIT-I Introduction to basics of sound

- (a) Principles and general characteristics of sound: frequency, amplitude, wavelength, loudness and decibels.
- (b) Radio Broadcasting: Characteristics of radio, its strength and weaknesses as a medium vis-à-vis listeners' imagination.
- (c) Different types of radio: AM, FM, Community Radio, satellite radio and Internet radio, mobile radio.
- (d) All India Radio and private broadcasters: Organization and structure, various functionaries and their roles.

UNIT-II Introduction to broadcast production

- (a) Different designs and types of microphones: R. F. mikes, line mikes, shotgun mikes, lapel mikes, phantom powered mikes and different types of cables and connectors.
- (b) Audio recorders, audio tapes, digital studio mixer, portable audio mixers, OB recording equipment, editing software, audio workstations and playback machines.
- (c) Off air / On air studios and their working, studio recording, multi-track recording techniques, dubbing, cuing, effects.
- (d) Radio studio parameters- dead and live acoustics, absorption, distortion, feedback effect, reverberation, reflection, impedance, voice pitch, sibilance.

UNIT-III Introduction to broadcast programmes

- (a) Radio programme formats: music, news bulletin, current affairs, radio talk, discussion, interviews, feature, documentary, commentaries, drama, phone- in programmes, radio bridge etc.
- (b) Radio newsroom organization and different editorial positions in newsroom, their roles and responsibilities, editorial co-ordination and managing different desks.
- (c) General characteristics of bulletin, types of news bulletins, news-on-phone, headlines, radio news magazine.
- (d) Outside Broadcast: field reporting, interview, bytes and OB copy, vox *pops* etc

UNIT-IV Introduction to Broadcast journalism

- (a) Compilation of news bulletin- writing news story, copy editing, voicing of news dispatches, AIR code and style, handling of news run down.
- (b) Production of radio feature/documentary: important ingredients in a radio feature/documentary, writing script and production techniques.
- (c) Production of radio drama: writing script, use of dialogue, sound effects, and music.
- (d) Commercial Broadcasting: writing and producing advertisements for radio.

UNIT-V Role and planning in Broadcast production

- (a) Production of studio-based radio programmes, production personnel- producers, writers, actors, sound recordists, other technicians etc.
- (b) Planning and organizing the content, preparing Music Clock, Fixed Point Chart.
- (c) Production and scheduling of recorded programmes, cues and commands.
- (d) Radio anchoring: live studio interview, moderating studio discussions.

Course Outcome:

At the end of this course students will be able to: CO1: List the characteristics of radio.
CO2: Explain radio production technologies.

CO3: Distinguish between analogue audio and digital audio.

CO4: Identify various career paths in community, commercial and government radio.

CO5: Develop skills required for creating radio content as applicable to the radio industry.

CO6: Experiment with audio editing and output techniques

Books suggested for reading

1. Basic Radio Journalism, Paul Chantler & Peter Stewart, Oxford, 2003
2. Broadcast Journalism: Techniques of Radio and TV News (Media Manuals), Andre Boyd, Focal Press, London, 1997
3. Broadcasting and the People, Mehra Masani, NBT, New Delhi, 1985
4. Indian Broadcasting, HK Luthra, Publications Division, New Delhi, 1987
5. Modern radio production: Production, Programming and Performance, Hausman, Messere, Benoit & O'Donnel, Wadsworth, Boston, 2010
6. Other Voices: The Struggles for Community Radio in India, Vinod Pavarala and Kanchan K. Malik, Sage, New Delhi, 2007
7. Radio Communication at Close Range, PK Bandopadhyay, BR Publishing Corporation, 2010.
8. Radio in the Global Age, David Hendy, Polity Press, Cambridge, 2000
9. Radio Production, Robert Mcleish, Focal Press, Oxford, 2005
10. Radio Programme Production: A Manual for Training, Richard Aspinall, UNESCO, Paris, 1971

MCC501

FILM STUDIES

Course Objective:

- To impart the aesthetic aspects of film production and provide a critical view of its nuances;
- It will enable the students to explore films historically, culturally, theoretically and critically.

UNIT I: Introduction to Film Studies

- (a) Evolution of cinema as an art form.
- (b) Film genres and types.
- (c) Grammar of cinema, film language, *mise-en-scene*, narrative structure, film semiotics.
- (d) Great directors and their films.

UNIT II: Film Theories

- (a) Ideological Apparatus Theory.
- (b) Realism, Montage, Auteur Theory.
- (c) Feminist, Marxist, Psychoanalytic Theory.
- (d) Formalist, Structuralist Theory, Screen Theory.

UNIT III: National Cinema Movements

- (a) Soviet Montage Cinema.
- (b) German Expressionistic Cinema.
- (c) Italian Neo-Realist Cinema.
- (d) French new wave and Indian New Wave Cinema.

UNIT IV: Indian Cinema and Society

- (a) Cinema as popular culture, Bollywood and Regional Cinema.

- (b) Documentary, experimental, animated films and socio-cultural issues.
- (c) Filmmakers of India, commercial cinema vs. independent cinema.
- (d) Cinema and representation-gender stereotypes, objectification of women.

UNIT V: Film Criticism

- (a) Approaches to film criticism.
- (b) Semiotic analysis of film, Syntagmatic vs. paradigmatic analysis.
- (c) Analysing film text and writing film review.
- (d) Film Division of India, NFDC, CBFC, Children's Film Society of India, NFAl and FTII.

Course Outcome:

At the end of this course students will be able to:

CO 1: Define film theories.

CO 2: Classify the language of cinema and film narratives.

CO 3: Familiarize with a brief history of cinema, important revolutions and key theoretical frame works.

CO 4: Critically analyse cinema.

CO 5: Explain the concept of mise-en-scene

Books suggested for reading

1. *Bazin, Andre. What is Cinema? Vols 1 & 2. Berkeley & London : University of California Press, 1967, 1971.*
2. *Bordwell, David and Kristin Thompson. Film Art: An Introduction, Fourth Edition. New York et al : McGraw Hill, Inc., 1993.*
3. *Bordwell, David, Janet Staiger and Kristin Thompson. The Classical Hollywood Cinema: Film Style & Mode of Production. New York: Columbia University Press, 1985.*
4. Eisenstein, Sergei, *Film Form*, Harcourt, Brace, 1977.
5. Hood, John W. *The Essential Mystery- The Major Film Makers of Indian Art Cinema*, Orient Longman, 2000.
6. James Monaco, *How to Read A Film*, Oxford University Press: 2009.

7. John Hill & Pamela Church Gibson, *The Oxford Guide to Film Studies*, Oxford University Press: 2003.
8. *Mast, Gerald, Marshall Cohen and Leo Braudy. Eds. Film Theory and Criticism: Introductory Readings, Fourth Edition. New York & Oxford: Oxford University Press, 1992.*
9. Nelms, J. *An Introduction to Film Studies*, 3rd edition, London: Routledge, 2003.
10. Satyajit Ray, *Our Films and Their Films*, Orient Blackswan, 2007.
11. Smith, Geoffrey Nowell (Ed.), *The Oxford History of World Cinema*, Oxford University Press, 1996.
12. *Stam, Robert. Film Theory: An Introduction. Malden, Massachusetts & Oxford: Blackwell Publishers, 2000.*
13. Thoraval, Yves, *Cinemas of India*

MCO502

PHOTO JOURNALISM (OPEN CHOICE ELECTIVE)

Course Objectives:

- This course aims to train students in the basics of photography to begin with and later provide them a firm grounding in the various areas of news photography;
- This course is strongly recommended for those who are endowed with a passion for visual narratives and a drive to capture news personalities and events.

UNIT I: Introduction to Photo Journalism

- (a) History of photojournalism.
- (b) Difference between a photographer and photo journalist.
- (c) Understanding visuals. Capturing human interest visuals.

- (d) Photography for different media- newspaper, magazine, internet.
- (e) Importance of visuals in journalism- timeliness, unbiased and narrating the story.

UNIT II: Techniques of Photojournalism

- (a) Types of cameras- Digital versus Analogue, SLR versus Point and Shoot cameras,
- (b) Different types of lenses, tripod, flash, Understanding Lights
- (c) Aesthetics of photojournalism- Composition, Camera angles.
- (d) Types of image formats- Raw, JPEG, TIFF.

UNIT III: Types of Photojournalism

- (a) Sports photojournalism
- (b) Travel photojournalism
- (c) Food, Still Life, Science, medical, spot news
- (d) War photojournalism and wildlife photojournalism.

UNIT IV: Photo feature and Editing

- (a) Photoshop
- (b) The online photo editors- manipulating the images.
- (c) Applying effects.
- (d) Technical skills for photojournalism.

UNIT V: Ethical and Legal Issues

- (a) Staging versus truthfulness- treating subjects with respect- Privacy, Stereotyping.
- (b) Victims of incidents or tragedy, Public interest visuals.
- (c) Photojournalism as a profession, Photo Agencies- its role in media
- (d) Photo freelancing

Practical - Photo Exhibition or Photo feature publications in magazines, newspapers or Designing a photography portfolio.

Course Outcome:

At the end of this course students will be able to:

CO1: Show working knowledge of digital SLR cameras.

CO2: Demonstrate an understanding of composition and image design process. CO3: Apply image editing and output techniques.

CO4: Analyse and critique one's own artistic output. CO5: Determine ethical and responsible work practices

Books suggested for reading

1. Parrish, Fred S., (2001). *Photojournalism: An Introduction*, Wadsworth Publishing.
2. Brill, Betsy. (2001). *Photo Journalism: The Professionals' Approach*, Focal Press.
3. Hoy, Frank P., (1993) *Photojournalism: The Visual Approach*, Prentice Hall Books.
4. McCartney, Susan. (2001). *Mastering the Basics of Photography*, Allworth Press
5. Drew, Helen. (2005). *The Fundamentals of Photography*, AVA Publishing.
6. Chapnick, Howard. (1994). *Truth Needs No Ally: Inside Photojournalism*, University of Missouri Press.

MCC503
COMMUNICATION RESEARCH

Course Objectives:

- This course is intended to explain and evaluate the application of research methods in mediated communication;
- To help understand the significance of research and its application on media studies.

UNIT I: Basics of research

- (a) Approaches to knowledge
- (b) Elements of scientific research
- (c) Different types of research: Basic and applied - Descriptive, exploratory, historical, Case study, field study, action research and experimental research, qualitative and quantitative research
- (d) Components of research: Concepts, constructs, definitions, assumptions, hypotheses/research questions.

UNIT II: Research plan

- (a) Plan of research: Selection of topic, statement of problem, review of literature
- (b) Research design: Classic, experimental and quasi-experimental, qualities of a good research design.
- (c) Measurement, validity and reliability – types
- (d) Sampling: Probability and non- probability methods and types

UNIT III: Methods and tools of data collection

- (a) Data: Primary and secondary- pre-test, post –test and pilot test
- (b) Observation, experiments, simulation, content analysis
- (c) Survey method: Preparation of questionnaire
- (d) Impersonal methods: Telephone, e-mail interviews and mail survey

UNIT IV: Data analysis and writing

- (a) Data analysis: Coding, tabulation and interpretation
- (b) Basic statistics: Measures of central tendency: Mean, median, and mode- frequency distribution, range, standard deviation
- (c) Writing a thesis/dissertation: Standard format, review of literature, style manual-APA and MLS
- (d) Status of communication/media research in India

Course Outcome:

At the end of this course students will be able to:

CO1: Define meaning, scope, objectives and significance of media research.

CO2: Demonstrate appropriate methods for collecting and analysing research data.

CO3: Apply research methods related to the disciplinary areas of communication and media.

CO4: Develop critical and analytical research skills.

Books suggested for reading:

1. Jensen, Klaus Bruhn. (2002). *A Handbook of Media and Communication Research- Qualitative and Quantitative Methodologies*. Routledge.
2. Wimmer and Domnick,(2011)*Mass Media 'Research: An Introduction*, 10th edition. Boston: Wadsworth.
3. Hansen Anders, Cottle Simon, Newbold Chris, (1998), *Mass Communication Research Methods*. New York University Press.
4. Creswell, W. Joh.(2003). *Research Design- Qualitative, Quantitative and Mixed Methods Approaches*, Sage Publication.
5. Denis Mcquail. (2005). *Communication Concepts and Theories Mass Communication Theory: An Introduction*, Vistaar Publications, New Delhi.
6. Goode and Hatt.(1952). *Methods in Social Research*, Tata McGraw Hill Inc. US.
7. Green, S.B., &Salkind, N.J. (2003). *Using SPSS for windows: Analyzing and understanding data (3rd. ed.)*. Upper Saddle River, NJ: Prentice Hall.
8. Kothari, C. R.(2004). *Research Methodology*, New Age International Pvt. Ltd. Publishers.
9. Kumar, Ranjit. (2005).*Research Methodology- A step by step guide for beginners*; Sage Publication.
10. Mallette, Marla H and Duke, Nell K. (2011). *Literary Research Methodology*; The Guild Food Press.
11. Marczyk, Geoffrey R., De. Matteo, David and Festinga, David.(2005). *Essentials of Research Design and*

Department of Mass Communication
Methodology, Wiley New York.

12. Nachmias, David and Nachmias, Chava.(1999). Research Methods in Social Sciences, St. Martin Press New York.
13. Publication Manual of the American Psychological Association (6th ed.). (2016). Washington, D.C.: American Psychological Association.
14. Rubin, R. B., Palmgreen, P., & Sypher, H. E. (1994). Communication research measures: A sourcebook. New York: Guilford Press.

MCC504

DIGITAL MEDIA

Course Objectives:

- The objective of this course is to make the students familiar with the fundamentals of new media technologies with special emphasis on the web world with recent trends;
- The course discusses developments in Communication and Media technologies, convergence of media, Information Society and legal, ethical and cultural issues arising out of the worldwide expansion of the new technologies.

UNIT I: Digital Communication

- (a) New Media and Information Society
- (b) The characteristics of new media
- (c) Hyper textuality and hyper mediacy
- (d) New Media and Visual Culture

UNIT II: The Internet and the public sphere

- (a) Online News, Digital Economics,

- (b) Access and the Digital Divide
- (c) Economics and networked media culture
- (d) The social form of new media
- (e) Globalisation, neo-liberalism and the Internet
- (f) Fragmentation and convergence
- (g) Interactivity

UNIT III: Media, culture, technology and society

- (a) Relationship between, space and identity
- (b) Ideological connotation of the new Cyber and Participatory culture
- (c) Intensity of change; intensifying process of globalization
- (d) Cyber-culture

UNIT IV: Online media in practice

- (a) Convergence and journalism - Cyber Journalism - Changing format of News Presentation
- (b) Challenges and opportunities for a journalist - Readers as publishers
- (c) New Media Journalism, Online edition of newspapers- management and Economics
- (d) Security issues in using digital technology (Malware, Phishing, Identity Thefts)
- (e) Social Media and Citizen Journalism
- (f) New World Information Order and E-governance
- (g) Emerging Trends: Mobile Technology, Social Media & Web 2.0

Course Outcome:

At the end of this course students will be able to:

CO1: Define new media and information society. CO2: List the characteristics of new media.

CO3: Engage in contemporary debates on the implications of digital culture. CO4: Analyse key issues emerging from recent development into digital culture. CO5: Demonstrate the ability to deal critically with digital media.

Books suggested for reading:

1. Jenkins, Henry (2006). *Convergence Culture: Where Old and New Media Collide*. New York, London: New York University Press.
2. Hassan Robert(2004). *Media, Politics and the Network Society*, Open University Press.
3. Foust James, (2005), *Online Journalism – Principles and Practices of News for the Web*, Holcomb Hathaway Publishers, Scottsdale, AZ.
4. Stovall James Glen, (2004), *Web Journalism – Practice and Promise of a New Medium*, Pearson Education, Boston, MA.

References

1. Hassan Robert, Thomas Julian (2006). *The New Media Theory Reader*. Open University Press.
2. Warschauer Mark (2004). *Technology and Social Inclusion: Rethinking the Digital Divide*. MIT Press (MA).
5. Marshall P David (2004). *New Media Cultures*, Hodder Stoughton Educational.
6. HamelinkCees J. (2001). *Ethics of Cyberspace*. Sage Publications.
7. Quinn Stephen (2005) *Convergent Journalism: The Fundamentals of Multimedia Reporting*. Lang Publishing.
8. Whittaker Jason, (2001), *Web production*, 2nd edition. Routledge.
9. KothTom ,*Journalism in the 21st century ; Online Information, Electronic Databases And The News*. Adamantine Press Ltd.

MCC505

TELEVISION PRODUCTION & JOURNALISM

Course Objective:

- To provide an in-depth understanding of video as an effective medium of communication;
- To develop an understanding of video and television pre-production, production and post-production and cross-platform delivery of video content;
- To develop and analyse material pertinent to different programme formats.

UNIT-I: Introduction to Television Production

- (a) Principles and techniques of audio-visual communication - visual thinking and thinking audio.
- (b) Characteristics of television as a medium of mass communication.
- (c) Formats of TV programmes-soap opera, teleplays, documentary, news, studio interview, discussion, chat shows with audience participation, teasers and promos etc.
- (d) Grammar of TV: terminology and descriptions, basic shots and camera movements.

UNIT-II: Production essentials

- (a) Production team- producers, directors, writers, actors, technical crew members etc.
- (b) Production planning: format, structure, budgeting, proposal writing, Production Book.
- (c) Writing for TV programmes and for video production, referencing visual to words.
- (d) Scripting- treatment, spec script, shooting script, storyboarding.

UNIT-III: Broadcast Journalism

- (a) TV Journalism: planning, production and compilation of news programmes.
- (b) TV reporting- ENG, interview techniques, piece to camera, voice over.
- (c) TV news writing, copy editing, visual editing, paper edit.

- (d) Television anchoring: live studio interview, moderating TV studio discussions.

UNIT-IV: Electronic Field Production

- (a) Camcorders, sound recorders and microphones.
- (b) Video standards, tape and digital formats.
- (c) Video editing principles and techniques, AB roll editing, digital visual effects.
- (d) Sound design for television and video, mixer, dope sheet, sound effects library.

UNIT-V: Programme Production

- (a) Studio production: personnel, planning studio programmes, studio sets, cues and commands.
- (b) Lighting: studio lighting, three-point lighting, lighting grid luminaries, lighting in field, using reflectors.
- (c) Shooting: camera blocking, floor plans, single-camera and multi-camera shootings.
- (d) Planning location shooting - recce, shooting and editing schedules.

Course Outcome:

At the end of this course students will be able to:

CO1: Explain the television and video systems and standards. CO2: Apply the techniques of script writing.

CO4: Develop skills required for creating content as applicable to the video and television industry.

CO5: Experiment with video editing and output techniques. CO6: Show skills in camera operations and techniques.

CO7: Write, shoot and edit programmes.

Books suggested for reading

1. B. N. Ahuja, Audio Visual Journalism.
2. Martin L. Gibson Editing in the Electronic Era.
3. Ralph Donald & Thomas Spann, Fundamentals of Television Production.

4. K. Jim Wulfemeyer, Radio – TV News Writing, (Second Edition).
5. ClaindetteGuzanArtwick, Reporting & Producing for Digital Media.
6. Glyn Alkin, Sound recording and Reproduction.
7. Alec Nisbett, Studio Techniques.
8. Thomas D Burrows & Donald N. Wood, Television Production: Disciplines and Techniques.
9. Zettle Herbert, TV Production handbook.
10. Millerson Gerald, Video Production Handbook, Focal press.
11. Erik K. Gormly, Writing & Producing Television News, Second Edition.
12. Ken Dancyger, The Technique of Film and Video Editing: History, Theory, and Practice, Focal Press: 5th edition.

MCC511

MEDIA INTERNSHIP

Course Objective:

- In order to provide hands-on experience all students will compulsorily undergo an internship programme in a recognized newspaper or news agency or advertising agency or public relations department or any other mass media organization approved by the department for a period of one month by the end of the Fourth Semester.

Course Outcome:

CO1: The internship programme will help student's examine classroom learning with the practical professional world.

CO2: It will enhance the professional knowledge and boost their confidence for their future career.

MCS 512

RURAL COMMUNICATION

Course Objectives:

- To equip learners with the theoretical and conceptual framework of rural communication.
- To help learners to identify and respond to rural communication needs.
- To provide learners with insights of broader social issues and its impact on rural communication.
- To foster intellectual capacities and development of learners as responsible communicators.

UNIT I: Contextualizing Community engagement

- (a) Communication, culture and community
- (b) Indigenous knowledge system
- (c) Community and local governance
- (d) Social mapping, civil societies and NGO
- (e) Socio economic cultural factors influencing communication

UNIT II: Traditional forms of communication

- (a) Meaning of Culture, Tradition, Folklore, oral tradition
- (b) Different Folk Media in India and Arunachal Pradesh
- (c) Devotional and religious forms, *ojapali*, *mohoho*, *yakshagana*, *tamasha*, *therukuthu*, puppetry, street play as a form for voicing public opinion

UNIT III: Communication for social Change

- (a) Media and social change
- (b) Crisis communication and management
- (c) Media exposure, Accessibility and usage
- (d) Volunteerism, Disaster preparedness
- (e) Sustainable development and alternative livelihood

UNIT IV: Policies, Governance and Intervention

- (a) Government policies and programmes (agriculture, Public health, education, infrastructure)
- (b) Gender, caste and ethnicity issue, Human rights and community empowerment
- (c) Economic empowerment (SHG and others) and financial literacy
- (d) Community grievance redressal
- (e) Assessment of effectiveness of government policies

UNIT V: Designing communication message

- (a) Development Reporting
- (b) Documentary and Documentation
- (c) Community radio, radio programming
- (d) Interview techniques
- (e) New media

Course Outcome:

At the end of this course students will be able to:

CO1: Define the meaning and concept of rural

community CO2: List the communication structures in rural settings. CO3: Identify the rural communication channels.

CO4: Explain the role of communication in rural development.

CO5: Analyze the social, economic, political and cultural framework of rural communication.

CO6: Design communication programme for rural development

Books suggested for reading

1. Howley, K. (2010). *Understanding Community Media*. New Delhi: Sage
2. Pavarala, V. & Malik, K. (2007). *Other Voices: The struggle for community radio in India*. New Delhi: Sage
3. Halleck, D.D. (2002). *Hand Held visions: The impossible possibilities of community media*. USA: Fordham University Press.
4. Gordon, J. (2009). *A collection of community media debates and dilemmas*. Bern: Peter Lang.

MCS513

DOCUMENTARY FILM

Course Objectives:

- To provide learners with the opportunity to explore a wide range of audio- video production technologies and techniques;
- To make learners proficient in the use of editing software;
- To equip learners with all aspects of creative audio and video production.

UNIT I: Introduction and concepts

- (a) Meaning, characteristics and importance, film forms and its importance
- (b) Grammar of Filmmaking: shots, sequences and storytelling narratives.
- (c) Categories of Documentaries.
- (d) Documentary as Social Practice
- (e) Issues and Problems in Documentary
- (f) Development of documentary in India and the world

UNIT II: Writing for Documentary & Production

- (a) Structure for a story, research methods for a documentary
- (b) Idea generation, visual thinking, writing a script using different formats
- (c) Understanding video camera chain, Audio and other features, types of microphones, Lights: lighting kits, reflectors and bounce cards
- (d) Pre-production: Planning, making lists, location, script breakdown, Scheduling and budgeting, shots and coverage, storyboarding

UNIT III: Directing a Documentary

- (a) Preparation for shooting: Composition and framing; Storyboarding and screenplay; The language of film
- (b) Editing basics: structure; Analysis of documentaries
- (c) Documentary Field Production
- (d) Post Production Techniques

UNIT IV: Practicum

(a) Production of a documentary film (30 minutes)

Course Outcome:

At the end of this course students will be able to:

CO1: Apply knowledge of audio and video recording techniques in the field. CO2: Demonstrate an understanding of script writing

process.

CO3: Develop competency in editing and output techniques. CO4: Create different formats of audio and video programmes.

CO5: Experiment with different types of audio and video production tools.

Books suggested for reading

1. Rabinger, Michael (1998). *Directing the Documentary*, Focal Press.
2. Zettl, H.(2006) *Handbook of Television Production*, Wadsworth.

References

1. Shelley, S.L. (1999) *A Practical Guide to Stage Lighting*, Focal Press.
2. Compesi, Ronald J et.al (1997) *Video field Production and Editing*, Allyn& Bacon
3. Burrows, Thomas D., et.al. (2000) *Video Production: Disciplines and Techniques*. McGraw-Hill.

MCS514

ONLINE JOURNALISM

Course Objectives:

- To introduce students to the role of digital media in shaping contemporary societies;
- To offer a theoretical framework to interrogate the role of digital media in social changes;
- To develop skills to explore the language of different new media platforms.

UNIT I: Introduction to online Journalism

- (a) Evolution and Characteristics
- (b) Gathering information for web
- (c) Different types of convergent journalism
- (d) Convergent technologies and applications

UNIT II: Writing for Online

- (a) layering of Information
- (b) Editing for web
- (c) Convergent production and storytelling
- (d) Interactive contents

Unit III: Technology and Media Convergence

- (a) Use of Convergent technology for social change.
- (b) News for Convergence
- (c) Ethical and Legal issues, Net neutrality, India's information technology act
- (d) Social networking sites and its contents

UNIT IV: Practicum

- (a) Website design for an online media
- (b) Blog, Video blogging and sound cloud

- (c) Digital media design using social media (Facebook, twitter, Instagram etc.)

Course Outcome:

At the end of this course students will be able to:

CO1: Define new media and information

society. CO2: List the characteristics of new media.

CO3: Engage in contemporary debates on the implications of digital culture. CO4: Analyse key issues emerging from recent development into digital culture.

CO5: Demonstrate the ability to deal critically with social analysis of popular media.

Books suggested for reading

1. Foust James, (2005), *Online Journalism – Principles and Practices of News for the Web*, Holcomb Hathaway Publishers, Scottsdale, AZ.
2. Stovall James Glen, (2004), *Web Journalism – Practice and Promise of a New Medium*, Pearson Education, Boston, MA.

References

1. Quinn Stephen (2005) *Convergent Journalism: The Fundamentals of Multimedia Reporting*. Lang Publishing.
2. Whittaker Jason, (2001), *Web production*, 2nd edition. Routledge.
3. KothTom ,*Journalism in the 21st century ; Online Information, Electronic Databases And The News*. Adamantine Press Ltd.

MCC515

MEDIA TOUR REPORT

Students of the Fourth Semester will undergo a media exposure tour along with faculty members to a place approved by the University. The places are to be so chosen as to be of educational benefit to the students.

Course Objective:

This media exposure tour is intended to provide students the opportunity to explore and interact with media professionals and also expose them to the real world situation.

Course Outcome:

At the end of this course students will be able to:

CO1: Enable students to have some idea about the professional field of their interest.

CO2: It will help develop good network with media professionals

CO3: Motivate students and boost their confidence from learning and interacting with professionals in the field

MCE516

HEALTH AND ENVIRONMENTAL COMMUNICATION

Course Objective:

- This course is intended to provide the concept and application of health communication to the students;
- To impart understanding of various tools of communication for health campaign strategies and purposes.

UNIT I: Introduction to Health Communication

- (a) Concept of health, health status of people, needs of women, children and adolescents, vulnerability of people.
- (b) Role of IEC (Information Education Communication) or Behavior changes communication in public Health programmers,
- (c) Social marketing, theories of behavior change, step in behavior change process
- (d) Importance of PRA, PLA social mobilization, networking.

UNIT II: Communication strategy

- (a) Role of Interpersonal Communication (IPC),
- (b) Barriers in Communication planning process for public Health Communication situational analysis or communication need assessment strategic design.
- (c) Pollution: Concept and types
- (d) Management, implementation and monitoring impact evaluation. Report writing

UNIT III: Introduction to Environmental studies

- (a) Scope and importance
- (b) Global warming, Ozone layer depletion, ground water pollution, acid rain
- (c) Natural resources and associated problems: Forest resources, water resources, mineral resources, food resources, energy resources, land resources
- (d) Pollution: Concept and types

UNIT IV: Environment and communication

- (a) Communication and the construction of environmental issues
- (b) Making claims and managing news about environment
- (c) The environment as news: news value and journalistic practice
- (d) Selling nature, advertising nature, national identity

UNIT V: Environmental Issues

- (a) Environment versus development debates
- (b) Mega dam projects and its impact
- (c) Development and displacement
- (d) Land, forest and tribal issues

Course Outcome:

At the end of this course students will be able to:

Co1: Increase knowledge and understanding of health and environmental-related issues

CO2: Develop the art to inform and influence Individual and community on important issues of health and environment

Books suggested for reading:

1. Anders Hansen,(2010), Environment, media and communication, Routledge
2. The EESD Digest, *Headlines Matter*, Issue 05, September, 2014
3. Regina A. Simon, (1971): "Public attitudes toward population and pollution," *Public Opinion Quarterly* 35 95– 102.
4. Mass communication and public understanding of environmental problems: The case of global warming Keith R. Stamm, Fiona Clark and Paula Reynolds Eblacas, *Public Understanding of Science* 2000; 9; 219
5. Pesemen, Paula DuPre' and Aronson, Jerry (Producer). Orłowski, Jeff (Director). (2012). *Chasing Ice*. United State:Submarine Deluxe.
6. David, Laurie, Bender, Lawrence and Burns, Scott Z (Producer). Guggenheim, Davis (Director). (2006). *An Inconvenient Truth*. Participant Media.
7. Rachel Carson, *Silent Spring (1962)*
8. *Constructing a Social Problem: Press and the Environment(1979)*. A. Clay Schoenfeld, Robert F. Meier, Robert J. Griffin

MCE517

HUMAN RIGHTS AND CONFLICT REPORTING

Course Objectives:

- The course help examine the theoretical methodical and critical analysis of the relationship between media and human rights;
- It aims to critically analyse the role of media, communication and information in the disipline of human rights.

UNIT I: Introduction to Human rights

- (a) Meaning, nature and development of human rights
- (b) Right to life, equality, civil rights, political rights, cultural rights & economic rights
- (c) UN charter and UDHR, specific Articles of the Universal Declaration of Human Rights
- (d) Organisations working on Human Rights issues – national and global, Red Cross, Amnesty, Human rights watch etc.

UNIT II: Issues and challenges of Human rights

- (a) Rights of women and children
- (b) Developmental rights and rights of indigenous people
- (c) Ethnic conflict, social and political violence

UNIT III: Approaches to understanding conflict

- (a) The context of defining conflict
- (b) The nature and types of conflicts
- (c) Conflict situation
- (d) Root causes of conflict, conflict theories

UNIT IV: Techniques of Conflict Resolution

- (a) Conflict management
- (b) Conflict transformation

- (c) Third party mediation
- (d) Gandhian approach to conflict resolution

UNIT V: Human rights and conflict reporting

- (a) Journalist's survival guide, physical safety, bullet-proof jackets, Legal safeguards
- (b) Reporting on victims of conflict: women, children, Trauma reporting
- (c) World famous Human Rights violations, genocide and crimes against humanity – how it was reported in the media
- (d) Understanding the nuances: ignoring, silencing or misrepresenting human rights issues around the world

Course Outcome:

At the end of this course students will be able to:

CO1: Should be able to create awareness on the issues of human rights

violations CO2: Develop skills and attitudes to empower people with principles of human rights

CO3: Use the medium of mass media in protecting and promoting human rights

Books suggested for reading:

1. Cunningham Jr William G. *Conflict Theory and the Conflict in Northern Ireland*
2. Galtung Johan (1996), *Peace by Peaceful Means*, International Peace Research Institute, Oslo
3. Gawerc Michelle I (2006), *Peace-Building: Theoretical and Concrete perspectives*, Peace & Change Wiley online library,
4. Jake Lynch and Annabel McGoldrick (2005), *Peace Journalism*, published by Hawthorn Press, Stroud, UK
5. Juergensmeyer Mark (2005), *Gandhi's way: A Handbook of Conflict Resolution*, University of California Press
6. Moore Christopher (1998-2005), *The mediation process practical strategies for resolving Conflict*, Research Consortium Book Summary

7. Oliver Ramsbotham, Tom Woodhouse and Hugh Mial (1999), *Contemporary Conflict Resolution*, Polity press, UK
8. Spencer Graham (2005), *The Media and Peace: From Vietnam to the 'War on Terror'*, Palgrave Macmillian
9. The Netherlands Association of Journalists (2002), *The Role of Media in Conflict Prevention and Peace Building*, The Hague, 20 February

Internet sources:

1. http://en.wikipedia.org/wiki/Media_influence
2. Cain Web Service, 1998
3. <http://cain.ulst.ac.uk/conflict/cunningham.htm#chap3>
4. <http://www.berghof-handbook.net>
5. The Resolution of conflict: <http://www.mk Gandhi-saravodaya.org>.
6. http://.wikipedia.org/wiki/peace_journalism, 2010

MCE518

SPORT JOURNALISM

Course Objective:

- This course is aim at introducing sport journalism as a speacilised subject to creatinterest and understanding of sports and its career scope amongst the learner.

UNIT I: Understanding sport journalism

- (a) Introduction to sports journalism.
- (b) History of sports journalism and its status in India.
- (c) Sports journalism and various media platforms- print, radio, television, internet with examples.

- (d) International and national sports press associations, great sport writers and journalists.

UNIT II: Different Types of sports and bodies

- (a) Popular sports in India: Individual and team sports- cricket, football, hockey, athletics, tennis etc.
- (b) International and national sports institutions, organisations, federations- amateur and professional- IOC, NOC, FIFA, OCOG, ICC etc.
- (c) Sports Regulation- CAS (Court of Arbitration for Sport), WADA (World Anti- Doping Agency), ICAS (International Council of Arbitration for Sport) etc.
- (d) Sports psychology and sports policy in India.

UNIT III: Writing for sports

- (a) Covering sporting events, reporting and interview techniques.
- (b) Sports writing for print media: sports stories, features, columns, player profiles.
- (c) Radio and television sports journalism: Major program formats-sports news and sports bulletins, feature stories, commentary, live guests, game recaps.
- (d) Multimedia sports journalism in television and online storytelling in video, audio, photos and text.

UNIT 1V: Issues and discourse in sports

- (a) Gender and disability issues in sports.
- (b) Racial and violence issues in sports.
- (c) Sports medicine, drug, gambling in sports.
- (d) Review of sports-related books and sports films.

Course Outcome:

At the end of this course students will be able to:

CO1: Understand various issues of connected with sports such as racial discrimination, drugs and gambling etc.

CO2: Develop skills in writing, reporting and interview techniques in sports

CO3: have the basic knowledge and understandings of various

popular sports

Books suggested for reading

- 1) Andrews, Phil. Sports Journalism - A Practical Introduction. Sage London (1st edition). 2005.
- 2) Schultz, Bradley. Sports Media Reporting, Producing and Planning. Focal Press (2nd revised edition). 2006.
- 3) Boyle, Raymond. Sports Journalism Context and Issues. Sage London (1st edition). 2006.
- 4) Kathryn T, Stofer. *et al.* Sports journalism: An introduction to reporting and writing. Rowman & Littlefield Publishers, 2009.
- 5) Steve Craig. Sports writing: A beginner's guide. Discover Writing Press 2002.
- 6) Steve Wilstein. Associated Press sports writing handbook, McGraw-Hill Professional, 2001.
- 7) Kenneth Kobre. Photojournalism: The professional approach. Focal Press. 2008.
- 8) Thomas Fensch. Sports writing handbook. Lawrence Erlbaum Associates, 1995.
- 9) Eileen Kennedy. Sports, media and society. Laura Hills, Breg, 2009.
- 10) Lawrence A. Wenner. Mediasport. Routledge, 1998.
- 11) Mathew Ricketson. Writing feature stories. Allen & Unwin, 2004.
- 12) David Levinson, Kaen Christensen. Encyclopaedia of world sport, Oxford University Press, 1999.
- 13) Lynn R. Kahle & Chris Riley. Sports marketing and the psychology of marketing communication. Lawrence Erlbaum Associates, 2004.
- 14) Randy Martin & Toby Miller. Sportcult, University Of Minnesota Press, 1999.
- 15) Maylon Hanold. World sports: A reference handbook. ABC Clío, 2012.
- 16) David Rowe. Critical readings: Sport, culture and the media. Open University Press, 2004.
- 17) Lee Wilkins & Clifford G. Christians. Handbook of mass media ethics, Routledge, 2008.

MCC519

MEDIA PROJECT (DISSERTATION)

In the Fourth Semester, students have to undertake a media project and submit a dissertation. The work may be either by a research thesis/content analysis/indepth study. The project work is compulsory. The viva – voce is mainly based on the project work.

Course Objective:

- To make learners proficient in the different methods of conducting academic research.To make learners proficient in academic writing;
- To equip learners with deeper knowledge, understanding, capabilities and attitudes in the context of communication and media studies.

Course Outcome:

At the end of this course students will be able to:

CO1: List the objectives, research question and proposed outcomes for the dissertation.

CO2: Explain the rationale for undertaking the dissertation.

CO3: Justify the proposed method for undertaking the dissertation. CO4: Develop skills in critiquing and appraising relevant literature.
