


NEP COURSE STRUCTURE

Bachelor of Arts in Mass Communication

RAJIV GANDHI UNIVERSITY

DOIMUKH


19/06/2023
संयुक्त कुलसचिव (शैक्षणिक एवं सम्मेलन)
राजीव गांधी विश्वविद्यालय
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Rono Hills, Doimukh (A.P.)

MAJOR 1

INTRODUCTION TO COMMUNICATION

Credit-4

COURSE OBJECTIVES

CO1: To develop the knowledge of basic concepts and elements of communication and mass communication

CO2: To assess forms and levels of communication.

CO3: To analyse the effects and impacts of media in our life.

CO4: To understand the models of communication and its implications.

LEARNING OUTCOMES

LO1: To acquire knowledge of media, its processes and become aware of its effects.

LO2: To be able to demonstrate an understanding of the key terms, models, concepts and a range of communication theories.

LO3: To be able to apply communication theories and models of communication in programmes.

LO4: To be able to test the various models and theories of communication in real-life situations.

COURSE CONTENTS:

Unit I - Communication

(15 Lectures)

Communication, Need for Communication: Communication Process, Effective communication and barriers to communication

Unit 2 - Communication and Mass Communication (15 Lectures)

Mass Communication, Process, Levels of Communication, Forms of Communication: Mass Communication: The Conventional View, Mass Communication: The Contemporary View

Unit 3 - Mass Communication and Society


(15 Lectures)

Direct Effects; Mass Society Theory, Propaganda

Limited Effects; Individual Difference Theory, Personal Influence Theory, Role of Media in Social Construction of Reality

Unit 4 - Communication and Recent Trends (15 Lectures)

Development of Communication media, Folk media and Internet, The Internet- discussion around media and everyday life, , Mobile Phones, Television, Ring tones, Twitter


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Discussions around mediated and non-mediated communication

Suggested Readings:

1. Allen Donna, Rush, Ramona R., Kaufman, Susan J. (eds.): *Women Transforming Communications: Global Intersections* (1996), Sage Publications
2. Baran, Stanley J. (1999), *Introduction to Mass Communication: Media Literacy and Culture*. Mayfield Publishing Company.
3. Baran, Stanley J., Davis, Dennis K., *Mass Communication Theory: Foundations, Ferment and Future* (2000), Thomson/Wadsworth Learning
4. Dines Gail, Humez, Jean M. (eds.), *Gender, Race, and Class in Media* (2003), Sage Publications.
5. Kumar, Keval J, *Mass Communication in India* (2000), New Delhi, Sage Publications.
6. Straubhaar, Joseph, and Larose, Robert, *Media Now: Communications media in the information age* (2000), Thomson/Wadsworth Learning.
7. Fiske, J. (2011). *Introduction to communication studies*. London: Routledge.
8. Gupta, N. (2006). *Cultural studies*. New Delhi: World View Publishers.
9. Hall, S. (1984). *Encoding/Decoding. Culture, media, language*. Ed. S. Hall, D. Hobson, A. Lowe, and P. Wills. London: Hutchinson.
10. Hall, S., & Morley, D. (2019). *Essential essays*. Durham: Duke University Press.
11. Herman, E. S., & Chomsky, N. (2010). *Manufacturing consent: the political economy of the mass media*. London: Vintage Digital.
12. Kumar, K. J. (2000). *Mass communication in India*. Mumbai: Jaico Publishing House.
13. McQuail, D. (2012). *Mass communication theory*. Los Angeles: Sage.
14. Narula, U. (2008). *Mass communication: Theory and practice*. New Delhi: HarAnand Publications.
15. Saraf, B.M. (2008). *In Search of the Miracle Women: Returning the Gaze*. Translation and Interpreting Studies (TIS), Vol.Nos.1 and 2, Spring/Fall 2008.

MAJOR 2
INTRODUCTION TO JOURNALISM

Credit-4

COURSE OBJECTIVES:

- CO1: To introduce the students to the basics of journalism.
- CO2: To impart the knowledge of elements of journalism.
- CO3: To acquaint them with important aspects of the process of journalism.
- CO4: To understand the structure and construction of news.

LEARNING OUTCOMES:

- LO1: Students will be able to understand the News: meaning, definition, nature and news processes.
- LO2: Students will be able to distinguish the different forms of News.
- LO3: Understanding the different structure and constructions of news to become an aspiring journalist.
- LO4: Students will be able to understand the language and principles of journalism.


COURSE CONTENTS:

UNIT I: Understanding News (15 Lectures)

Ingredients of News, News: Meaning, Definition, Nature, The news process: from the event to the reader (how news is carried from event to reader), Hard News vs. Soft News, Basic Components of a News Story, Attribution, Embargo, Verification, Balance and Fairness, Brevity, Dateline, Credit Line, By-line.

UNIT II: Different Forms of Print-A Historical Perspective (15 Lectures)

Yellow Journalism, Penny Press, Tabloid Press, Language of News- Robert Gunning: Principles of Clear Writing, Rudolf Flesch's Formula, News Writing skills


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UNIT III: Understanding the structure and construction of news (15 Lectures)

Organizing a news story, 5W's and 1H, Inverted Pyramid, Criteria for newsworthiness, principles of news selection, Use of archives, sources of news, usage of internet.

UNIT IV: Different Media-a comparison (15 Lectures)

Language and principles of writing: Basic differences between Print, Electronic and Online Journalism, Citizen Journalism

Creative writing: Understanding pre-writing; Brainstorming; Free Writing

Practical: Development of a 3000-word Portfolio drawn from creative writing

ACTIVITY: Presentations / Letter to editor/ Articles/ features in Local/Regional/ National dailies. *Debates on Contemporary trends and issues in media.*

Suggested Readings:

1. Bruce D. Itule and Douglas A. Anderson. *News writing and reporting for today's media*; McGraw Hill Publication, 2000.
2. M.L. Stein, Susan Paterno & R. Christopher Burnett. *News writer's Handbook: An Introduction to Journalism*; Blackwell Publishing, 2006.
3. George Rodmann. *Mass Media in a Changing World*; McGraw Hill Publication, 2007.
4. Carole Flemming and Emma Hemming way. *An Introduction to Journalism*; Vistaar Richa Keeble.
5. *The Newspaper's Handbook*; Routledge Publication, 2006.
6. Richard Keeble. *The Newspaper's Handbook*; Routledge Publication, 2006.


MAJOR 3

HISTORY OF MEDIA

Credit - 4

COURSE OBJECTIVES:

CO1: To acquaint students with the history of Print Media, Media and modernity.


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CO2: To inculcate the knowledge of growth and evolution of Media and Media Culture.

CO3: To acquaint learners with technological advancements in print, electronic and web media.

CO4: To throw light on the present status of visual and various mass media.

LEARNING OUTCOMES:

LO1: Students will be able to acquaint themselves with the glorious journey of Journalism.

LO2: Students would be able to use the techniques of print, electronics and web media as professionals.

LO3: Students will be well acquainted with the changing of media culture with technological advances.

LO4: Students will be able to determine rules, techniques, and development of digital commercialization.

COURSE CONTENTS:

UNIT I: History of Print Media(15 Lectures)

Media and Modernity: Print Revolution, Telegraph, Morse code, Yellow Journalism; Evolution of Press in United States, Great Britain and France, History of the Press in India: Colonial Period, National Freedom Movement, Gandhi and Ambedkar as Journalists and Communicators.

UNIT II: Media in Post Independence Era(15 Lectures)


Emergency and Post Emergency Era, Changing Readership, Print Cultures, Language Press

UNIT III: Sound Media(15 Lectures)

Emergence of Radio Technology, the coming of Gramophone, Early History of Radio in India, History of AIR: Evolution of AIR Programming, Penetration of Radio in Rural India- Case studies, Patterns of State Control; the Demand for Autonomy, FM: Radio Privatization, Music: Cassettes to the Internet

UNIT IV: Visual Media(15 Lectures)

The early years of Photography, Cinema from Silent Era to the talkies, Cinema In later decades, the coming of Television and the State's Development Agenda, Commercialization of Programming (1980s) Invasion from the Skies: The Coming of Transnational Television (1990s) Formation of Prasar Bharati.



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ACTIVITY:

1. A comparative study of a Community Radio project and any of AIR's Local Radio stations.
2. Trace the transformation of certain traditional musical genres like devotional music, ghazals and folk songs with the advent of cassette technology.
3. Compare the history of Cinema with the history of other visual media.
4. Do a visual presentation on cartoons that appeared in Indian Newspapers during the period of Emergency and the debate around censorship of media by the Indian state.

Suggested Readings:

1. Briggs, A and Burke, P, *Social History of Media: From Gutenberg to the Internet*, (Polity Press, 2010) (Chapter 2 and Chapter 5).
2. Parthasarthy Rangaswami, *Journalism in India from the Earliest to the Present Day*, (Sterling Publishers, 1989).14
3. Jeffrey, Robin, *India's News Paper Revolution: Capitalism, Politics and the Indian*
4. *Language Press*, (New Delhi, Oxford 2003) Manuel, Peter *Cassette Culture* page, (Chicago, University of Chicago Press, 1993), 1- 32 Chatterjee, P.C, *Broadcasting in India* page (New Delhi, Sage, 1991) pp 39- 57, 6. Neurath P. "Radio Farm Forum as a Tool of Change in Indian Villages,"
5. *Economic Development of Cultural Change*, vol 10, No. 3 (pp 275-283) David Page and William Crawley, *Satellites Over South Asia*, (Sage, 2001) Chapter 2 chapter 8 and Chapter 9.
6. Das, Biswajit, "Mediating Modernity: Colonial Discourse and Radio Broadcasting in India,"
7. *Communication Processes Vol 1: Media and Mediation*, B. Bel, B. Das, J. Brower Vibhodh Parthasarthi, G. Poitevin (Ed.) (Sage 2005)
8. Eric Barnouw and Krishnaswamy, *Indian Film*, (New York, Oxford University press, 1980), 2nd Edition, Chapters "Beginnings," & "Three Get Started,"
9. John V. Vilanilam, "The Socio Cultural dynamics of Indian Television: From SITE to Insight to Privatisation," in *Television in Contemporary Asia* by David French and Michael Richards (Ed) (Sage,2000).
10. Elen McDonald "The modernizing of communication: Vernacular Publishing in Nineteenth Century Maharashtra" *Asian Survey*, 8-7, (1968) pp 589-606


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11. Francis Robinson (1993) *Technology and Religious change: Islam and the impact of Print; Modern Asian Studies*, Vol 27, No. 1 (Feb) pp. 229-251. Seminar Issue October 1997, Indian Language Press
12. *Hindi Dalit Literature and the Politics of Representation* by Sarah Beth Hunt (New Delhi: Routledge), 2014; pp 264.

MAJOR 4

INTRODUCTION TO BROADCAST MEDIA

Credit-4

COURSE OBJECTIVES:

- CO1:** To learn the basics of sound, identify news terms and equipment.
- CO2:** To familiarize the students with the basic techniques of broadcasting.
- CO3:** To create understanding of electronic media content creation.
- CO4:** To inculcate the knowledge of script writing for Radio and Television news.


LEARNING OUTCOMES:

- LO1:** Students will be able to understand the working pattern of electronic media platforms.
- LO2:** Students will be able to familiarize with the techniques of broadcasting.
- LO3:** Students will be well equipped with the elements, components of broadcasting processes.
- LO4:** Students will be able to write news script for Radio and TV broadcasting.

COURSE CONTENTS:

UNIT I: Basics of Sound (15 Lectures)

Concepts of sound-scope, sound culture, Types of sound-Sync, Non-Sync, Natural sound, Ambience Sound, Sound Design-Its Meaning with examples from different forms,


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Sound recording techniques. Introduction to microphones, Characteristics of Radio as a medium.

UNIT II: Basics of Visuals (15 Lectures)

What is an image, electronic image, television image, Digital image, Edited Image (politics of an image), what is a visual? (Still to moving), Visual Culture. Characteristics of Television as a medium

UNIT III - Writing and Editing Radio News (15 Lectures)

Elements of a Radio News Story: Gathering, Writing/Reporting, Elements of a Radio News Bulletins, working in a Radio News Room, Introduction to recording and editing sound (editing news-based capsule only).

UNIT IV: Writing and Editing Television News (15 Lectures)

Basics of a Camera- (Lens & Accessories) Electronic News Gathering (ENG) & Electronic field Production (EFP) (Concept) Visual Grammar – Camera Movement, Types of Shots, Focusing, Visual Perspective.


Elements of a Television News Story: Gathering, Writing/Reporting, Elements of a Television News Bulletin, Basics of Editing for TV- Basic Soft-wares and Techniques (for editing a news capsule).

Difference between single camera and multi-camera setup and format and their framing, introduction to basic lighting in studios.

Practicum: P to C/ News package/ News Bulletin

Suggested Readings:

1. Zettl Herbert, *Television Production Handbook*. (Page nos: 20-80, 85-135)
2. Robert C Allen and Annette Hill (Ed- 2004),
3. *The Television Reader*, Routledge (Pgenos: 10-40)
4. P.C Chatterjee, *Broadcasting in India*, New Delhi, Sage 1987 (Page no- 25- 78)
5. *The Radio Handbook*, by Carrol Fleming, Rout ledge (London & New York 2002) (Page no: 47-105)


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Suggested Resources & Documentaries-

1. *News Bulletins in English and Hindi on National and Private Channels (as teaching material) -*
2. *Documentary- 'The future of Television News'.*

MAJOR 5

FILM STUDIES

Credit-4

COURSE OBJECTIVES:

CO1: To understand the concept of film studies and language of cinema.

CO2: To study the various film movements in India and around the world.

CO3: To critically analyse films with the help of film theories.

CO4: To understand the impact of globalisation and the new trend of cinema in India.

LEARNING OUTCOMES:

LO1: The students will be able to define film theories.

LO2: Classify the language of cinema and film narratives.

LO3: Students will develop sense to critical analysis of films.


LO4: Explain the concept of mis-en-scene and need for understanding key theoretical framework of Cinema.

COURSE CONTENTS:

UNIT I: Language of Cinema (15 Lectures)

Language of Cinema –Shot, Scene, Sequence, Mis-en-scene, Continuity, Editing, Montage
Sound and Colour.

UNIT II: Film Movements across the globe (15 Lectures)


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French New-Wave, German Expressionism and, Italian Neo-realism.

UNIT III: Film Theories (15 Lectures)

Third Cinema/ Art Cinema/ Parallel Cinema, Auteur Theory, Genre Theory


UNIT IV: Indian Cinema (15 Lectures)

Early Cinema and the Studio Era, 1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob) The Indian New-Wave Globalization and Indian Cinema, Film Culture, Cinema of Northeast India.

Activity: Screening of Select Movies

Suggested Readings:

1. *Andre Bazin, "The Ontology of the Photographic Image" from his book What is Cinema Vol. I*
2. *Berekeley, Los Angeles and London: University of California Press: 1967, 9-16*
3. *Sergei Eisenstein, "A Dialectic Approach to Film Form" from his book Film Form: Essays in Film Theory (Edited and Translated by Jay Leyda) San Diego, New York, London: A Harvest/Harcourt Brace Jovanovich, Publishers: 1977, 45-63*
4. *Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films," Thomas Elsaesser, ed. Early Cinema: Space, Frame, Narrative. London: British Film Institute, 1990, 86-94.*
5. *David Bordwell, "Classical Hollywood Cinema: Narrational Principles and Procedures" in Philip Rosen, ed. Narrative, Apparatus, Ideology. New York: Columbia University Press, 1986, 17- 34.*
6. *Paul Schraeder "Notes on Film Noir" in John Belton ed. Movies and Mass Culture New Brunswick, New Jersey: Rutgers University Press: 1996 pg.153-170*
7. *Robert Stam, "The Cult of the Auteur," "The Americanization of Auteur Theory,"*
8. *"Interrogating Authorship and Genre," in Film Theory: An Introduction. Massachusetts & Oxford: Blackwell Publishers: 2000, 83-91 & 123-129*


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MAJOR 6
NEW MEDIA

Credit-4

COURSE OBJECTIVES:

CO1: To familiarize the students with the fundamentals of new media technologies and its prospects in journalism.

CO2: Discussing developments of theories and concepts to further understand virtual culture and digital journalism.

CO3: To understand the complexities of digital world and liabilities.

CO4: To study versatility in creating, developing, designing, and promotion of web contents.

LEARNING OUTCOMES:

LO1: The students will be able to define New media and information society.

LO2: List the characteristics of New media learning the key concepts and theories.

LO3: Understand the implications of digital culture and identify emerging issues from recent developments.

LO4: With acquire the ability to deal critically with challenges of handling digital media.


COURSE CONTENTS:

UNIT I: Key Concepts and Theory (15 Lectures)

Defining New Media, terminologies and their meanings – Digital media, new media, online media et al.; Definition characteristic, types and scope.

Information Society and New Media, Technological Determinism, Computer Mediated-Communication (CMC), and Networked Society, digital divide, netizen, digital natives & digital immigrants.

UNIT II: Understanding Virtual Cultures and Digital Journalism (15 Lectures)


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Introduction to www, e-mail, web browsers; search engines, Internet and its Beginnings, Remediation and New Media technologies, Online Communities, User Generated Content and Web 2.0, Networked Journalism, Alternative Journalism; social media in Context, Activism and New Media

UNIT III: Digitization of Journalism (15 Lectures)

Authorship and what it means in a digital age, Piracy, Copyright, Copy left and Open Source, Digital archives, New Media and Ethics


UNIT IV: Visual and Content Design (15 Lectures)

Website planning and visual design, Content strategy and Audience Analysis, Brief history of Blogging, Creating and Promoting a Blog.

Practicum: Designing and Publishing a Personal Blog/ Website

Suggested Readings:

1. Vincent Miller. *Understanding digital culture*. Sage Publications, 2011.
2. Lev Manovich. 2001. "What is New Media?" In *The Language of New Media*. Cambridge: MIT Press. pp. 19-48.
3. Siapera, Eugenia. *Understanding new media*. Sage, 2011. Introduction.
4. Baym, Nancy K. *Personal Connections in the Digital Age*. Polity, 2010. Chapter 3. Goldsmith, Jack, and
5. Tim Wu. 2006. *Who Controls the Internet? Illusions of Borderless World*. Oxford University Press US.
6. O'Reilly, Tim. (2005). *What is web 2.0: Design patterns and business models for the next generations software*. Oreilly.com, retrieved from <http://oreilly.com/web2/archive/whatis web-20.html>
7. Grossman, "Iran Protests: Twitter, the Medium of the Movement" Lemann, Nicholas. 2006. *Amateur Hour: Journalism without Journalists*.
8. *The New Yorker*, August 7. Available at http://www.newyorker.com/archive/2006/08/07/060807fa_fact1
9. Xiang, Biao. 2005. *Gender, Dowry and the Migration System of Indian*
10. *Information Technology Professionals*. *Indian Journal of Gender Studies* 12: 357-380


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MAJOR 7
REPORTING & EDITING FOR PRINT MEDIA

Credit-4

COURSE OBJECTIVES:

CO1: The course will dissect the concept, components, and the specialized sectors of news reporting.

CO2: It will introduce learners to the basics of writing, reporting and editing for print media.

CO3: It will provide the learners with an overview of the contemporary structure of news media organisation/the newspaper news rooms.

CO4: To study the communication techniques in an interview and discuss its types.

LEARNING OUTCOMES:

LO1: The students shall be able to define the concept, meaning and functions of print media journalism.

LO2: Apply the theory into practice the various techniques in news reporting for print.

LO3: Analyse the role, responsibilities, and relevance of print in the contemporary scenario.

LO4: Students will be able to write, produce, and edit their own news stories.


COURSE CONTENTS:

UNIT I: Covering News (15 Lectures)

Reporters- Roles, Functions and Qualities

General assignments- reporting or working on a beat; News Agency reporting, Covering Speeches, Meetings and Press Conferences, Covering of beats- crime, courts, city reporting, local reporting, MCD, hospitals, health, education and sports.

UNIT II: Interviewing/Types of News Leads (15 Lectures)


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Interviewing: doing the research, setting up the interview, conducting the interview News

Leads/intros, Structure of the News Story–Inverted Pyramid Style; Lead: importance, types of leads; body of the story; attribution, verification, Articles, features, types of features and human-interest stories, leads for features, difference between articles and features.

UNIT III: The Newspaper Newsroom (15 Lectures)

Newsroom, Editorial department, Introduction to editing: Principles of editing, Headlines; importance, functions of headlines, typography and style, types of headlines, style sheet, importance of pictures, Role of sub/copy-editor, News editor and Editor, Chief of bureau, correspondents

Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light leader, Opinion pieces, Op-Ed page

UNIT IV: Understanding Media and News (15 Lectures)


Paid news, agenda setting, pressures in the newsroom, trial by media, gatekeepers, Objectivity and politics of news, Neutrality and bias in news

Discussing the role of investigative reporting in a democratic society through a series of case studies – Watergate, Tehelka sting operations, Harshad Mehta case, Bofors, Telgi Scam, Radia Tapes.

Practicum: Ground Reporting on Campus events and Programs/ interviewing techniques

Suggested Readings:

1. *The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication*
2. *Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications*
3. *News Writing and Reporting for Today's Media, Bruce Itule and Douglas Anderson, McGraw Hill Publication*
4. *Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press*
Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press
5. *The Newspaper's Handbook, Richard Keeble, Routledge Publication*
Principles of Editorial Writing, MacDougall and Curtis


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6. *Daniel, W.C. Brown Co. Publishers News Reporting and Writing. Mencher, Melvin. MC Graw Hill, NY. 2003*
7. *Mass Communication Theory, Denis McQuail, Sage Publications*
8. *Reporting for the Print media. (2nd ed).; Fedler, Fred. Harcourt, Bruce Jovanovich Inc., NY. 1979.*

MAJOR 8

MEDIA LAWS AND ETHICS

Credit - 4

COURSE OBJECTIVES:

C01: To understand the concepts of media law as well as ethics and its jurisdiction and provisions under the Indian constitution.

C02: To introduce the learners to a broad range of ethical and legal parameters pertinent to various aspects of the media in India.

C03: To expose the students to the ethical issues in mass media relating to media producers and consumers.

C04: To understand the regulatory bodies of Information sectors such as advertising, publicity and ICT.

LEARNING OUTCOMES:

LO1: Students with insight into media legal situations can help navigate a course of action after assessing the legal risks.


LO2: The students will understand the critical journalist dilemma related to media ethics, to reach for maturity instead of popularity

LO3: The students will be able to critically analyze facts with relevant case studies on events involving real people contested in the courts and covered in the news media.

LO4: Evaluate the current situation of the press in India in terms of media ethics.

COURSE CONTENTS:

UNIT I:Media and Constitution of India (15 Lectures)


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Constitutional Provisions for the Press/Media: Article 19 (1) (a): Freedom of Speech and Expression and Article 19 (2) Reasonable Restrictions, Defamation- Libel and slander. Sedition, Incitement to violence, hate Speech, Contempt of Court, Official Secrets Act, Right to Information, Idea of Fair Trial, Trial by Media.

UNIT II: Media and Ethical Parameters(15 Lectures)

Right to Privacy: Issues of privacy and Surveillance in Society, Live reporting and ethics, Legality and Ethicality of Sting Operations, Phone Tapping etc. Discussion of Important cases eg- Operation West end, Student Presentations, Tehelka's West end. School Teacher Uma Khurana case

UNIT III: Representation and ethics(15 Lectures)

Relevant sections of the Broadcast Bill, Indecent Representation of Women (Prohibition) Act, 1986 and Rules 1987, Cable TV Regulation Act, Copyright Law/Act, Press Council of India, Working Journalists Act, Ethical issues in Social Media (IT Act 2000, Sec 66 A and the verdict of the Supreme Court).


UNIT IV: Media and Regulation(15 Lectures)

Regulatory bodies, Codes and Ethical Guidelines Self-Regulation, Media Content Debates on morality and accountability: Taste, Censorship and media debates, Media and Social Responsibility. Relevant Case Studies – Muzaffarpur Riots, Attack on civil liberties of individuals and social activists.

ACTIVITY: Presentations

Suggested Readings:

1. *Thakurta, Paranjy Guha, Media Ethics, Oxford University Press, 2009*
2. *Barrie mc Donald and Michel Petheran Media Ethics, Mansell, 1998*
3. *Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press, 2011*
4. *Vikram Raghvan, Communication Law in India, Lexis Nexis Publication, 2007.*
5. *Iyer Vekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000.*
6. *William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity.*


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7. *RaminderKaur, William Mazzarella, Censorship in South Asia: Cultural Regulation fromSedition to Seduction.*
8. *Linda Williams, Hard Core: Power, Pleasure, and the "Frenzy of the Visible".*

MAJOR 9

COMMUNICATION FOR DEVELOPMENT

Credit-4

COURSE OBJECTIVES:

- CO1: To impart a comprehensive understanding of the concept, scope, and theories of developmentcommunication in the context of socio, cultural and economic dynamics.
- CO2: To examine the interface of different elements of media, society and development.
- CO3:To analyse and identify the concepts, principles, approaches, methods, and techniques ofcommunication for development.
- CO4: To explicate development culture, behavior, social change and the role of communication indevelopment.

LEARNING OUTCOMES:


- LO1: The learners will be able to define/describe the models and key theories of DevelopmentCommunication.
- LO2: The students/learners will be able to assess and present an appreciation of the role of information,communication and media in socio economic development and social change.
- LO3: Develop skills to asses' situations for communication intervention.
- LO4: Create advocacy and initiate for behavioral change through communication channels.

COURSE CONTENTS:

UNIT I: Development (15 Lectures)

Definition, concept; process; different approaches to development; characteristics of developing societies; development dichotomies – gap between developed and developing societies; Globalization and its impact on development.

UNIT II:Development Communication: Concept and approaches(15 Lectures)


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Definition, concept; communication approaches to development – dominant paradigm, alternative approaches and development support communication, Development communication policy, strategies and action plans.

UNIT III: Role of Media in Development(15 Lectures)

Mass Media as a tool for development, Community Media, various forms of community media, Creativity,

role and performance of each media-comparative study of pre and post liberalization eras, Role, performance record of each medium- Print, Radio, TV, Video, Traditional Media, Role of development agencies and NGOs in development communication


UNIT IV: Communication for Social and Behavioral Change(15 Lectures)

Indian perspective on development communication; Development support communication the agriculture, population, health, education and environment; designing messages for development.

Practicum: Outreach Programme Activity

Suggested Readings:

1. *Rogers Everett M: Communication and Development- Critical Perspective, Sage, New Delhi, 2000*
2. *Srinivas R. Melkote & H. Leslie Steeves: Communication For Development In The Third World, Sage Publications.*
3. *Belmont CA : Technology Communication Behaviour, Wordsworth Publication, New Delhi, 2001.*
4. *Dr. Anil Kumar : Mass Media and Development Issues, Bharti Prakashan, Upadhyay Varanasi, 2007.*
5. *UNDP : Human Development Report (published every year), Oxford University Press, New Delhi.*
6. *World Bank : World Development Report (published every year) Oxford University Press, New Delhi.*
7. *Wilbur Schramm : Mass Media and National Development- the role of information in developing countries, UNESCO/ StanfordUniversity Press, 1964.*


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8. *Amartya Sen : Development as freedom, Alfred A Knopf, New York, 1999.*
DayaThussu : Media on the move: Global flow and contra flow: Routledge, London, 2006.
9. *D V R Murthy : Development Journalism, What Next? Kanishka Publication, New Delhi, 2007. 23*
10. *Ghosh&Pramanik : Panchayat System in India, Kanishka Publication, New Delhi, 2007.*
11. *Shivani Dharmarajan : NGOs as Prime Movers, Kanishka Publication, New Delhi, 2007.*
12. *What Do We Mean By Development: An Article by Nora C Quebral in International Development Review, Feb, 1973, P-25.*
13. *Modern Media in Social Development : Harish Khanna.*

MAJOR 10

MEDIA AND CULTURAL STUDIES


Credit-4

COURSE OBJECTIVES:

- CO1: To understand the definition of Culture, and its changing scope and perspective.
- CO2: To understand the critical media industry and theories relating to its existence.
- CO3: To understand the media's representation of diversities of the nation.
- CO4: To understand forms of mass cultures, new cultures and cultural forms.

LEARNING OUTCOMES:

- LO1: The students/learners will be able to infer, analyse and assess the goal of communication technology, creating awareness, attitudes and knowledge into competence, and develop flexibility and adaptability of theories relating to culture.
- LO2: The students/learners will acquire a fair understanding of cultural knowledge and will be able to identify the connection of Media, Culture and its trends.
- LO3: The students shall acquire the ability to relate media cultures, mass culture, popular culture, subcultures with fandom.


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LO4: Students can further employ experiential study using the approaches to distinguish the active and passive audiences.

COURSE CONTENTS:

UNIT I: Understanding Culture (15 Lectures)

Mass Culture, Popular Culture, Folk Culture, Media and Culture

UNIT II: Critical Theories (15 Lectures)

Frankfurt School, Media as Cultural Industry

Political Economy, Ideology and Hegemony

UNIT III: Audiences (15 Lectures)

Uses and Gratification Approach

Reception Studies

Active Audiences

Sub Cultures; Music and the popular, Fandom


UNIT IV: Media Technology (15 Lectures)

Folk Media as a form of Mass Culture, Media technologies; Medium is the Message; Technological

Determinism; New Media and Cultural forms

Suggested Readings:

1. *AS Media Studies: An Essential Introduction* Edited by Philip Rayner, Peter Wall and Stephen Kruger, Routledge (Covers Unit II, III, IV and V)
2. *John Fiske, 1982, Introduction to Communication Studies*, Routledge (Covers Unit II, Ideology and Meanings and Unit III Signs and codes)
3. *Dennis McQuail, 2000, (fourth Edition) Mass Communication Theory*, London, Sage (Covers Unit IV, Media Technologies)
4. *Baran and Davis, Mass Communication Theory* (covers Unit II, III and IV)
5. *John Storey. Cultural Theory and Popular Culture: An Introduction*. London: Pearson Longman. 2009


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6. *Kevin Williams, Understanding Media Theory (Covers Unit II, III and IV) Media Cultures by Nick Stevenson, 2002, Second Edition, SAGE*
7. *James Clifford, Tony Bennett, Raymond Williams, Stuart Hall, John Storey Short Extracts from writings by Adorno and Horkheimer, Radday, Roland Barthes, McLuhan*
8. *Parmar S. Traditional Folk Media in India, 1975, New Delhi, Geka Books*

MAJOR 11

COMMUNICATION THEORIES

Credit-4

COURSE OBJECTIVES:


- CO1: To expose students to classical and contemporary theories of communication
- CO2: To prepare students to examine the validity of theories in this dissertation projects
- CO3: Critically evaluate theories as applied to practical mass communication problems e.g. media portrayals of sex and violence.
- CO4: To be able to organize and understand communication experiences, select communication behavior to study, broaden our understanding of human communication

LEARNING OUTCOMES:

- LO1: The students will be able to define communication, list the purposes and types of communication
- LO2: The student will be able to describe how the process of human communication takes place
- LO3: They will be able to describe the process of educational communication,
- LO4: They will be able to identify different theories of communication, and describe their educational implications.

COURSE CONTENTS:

UNIT I Introduction to Mass Communication Theory.(15 Lectures)


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Defining and redefining mass communication, Emergence of scientific perspective on mass communication.

UNIT II Normative & Limited Effects Theories(15 Lectures)

Normative: The origin of six normative theories of Media; Four theories of press, Developmental theories and Participatory theory.

Limited Effects: Paradigm shift in mass communication theory; Two step flow theory, Limited effects theories; Selective process; Information flow theory; Functional analysis approach and Diffusion theory.

UNIT III Limited Effects Theories(15 Lectures)


Theories about the Role of Media in Every Day Life: Rise of Cultural Theory in Europe, Marxist theories; Neo-Marxism; Political economy theory; Social Construction of Reality.

UNIT IV Media and Audiences(15 Lectures)

Uses and gratification theory, Marshall McLuhan, Harold Innis; Knowledge gap; Agenda setting.

Suggested Readings:

1. *Mass communication theory: An introduction - Denis Mcquail*
2. *The process and effects of mass communication – Wilbur Schramm*
3. *Mean, messages and media – Wilbur Schramm*
4. *The effects of mass communication – Joseph Klapper*
5. *Mass communication theory – Stanley J. Baran and Dennis K. Davis*
6. *Theories of Mass Communication – Melvin L. DeFleur and Sandra Ball Rokeach*
7. *Denis Mc Quail 2004. Mass Communication Theory, New Delhi, Sage publication*
8. *Theories of Communication- A short introduction, London, Sage publication*
9. *Stanley S. Baran and Dennis K. Davis 1999, Mass Communication Theory: Foundations Ferment and future, Singapore- Thomson Wadsworth*
10. *Caporaso J. and Lenine D. 1992: Theories of political economy, Cambridge University, Press Cambridge*
11. *Severin W and Tankard J. 2000 Communication Theories, New York, Longman*


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MAJOR 12
INTRODUCTION TO COMMUNICATION RESEARCH

Credit-4

COURSE OBJECTIVES:

CO1: This course will enable students to understand and apply communication theories into communication research

CO2: The course will persuade students to think critically and develop research topics

CO3: The student will learn to write effectively for a variety of contexts and audiences

CO4: The course will also encourage the students to interact ethically as well as skillfully with participants in the later part of the dissertation work.

LEARNING OUTCOMES:

LO1: The student will be able to develop and deliver professional presentations in the field of research

LO2: The student will learn to engage in scholarly inquiry and social scientific research

LO3: The student will be able to map research works in the spectrum of communication


LO4: The students will acquire the skills to complete an intensive research and writing project.

COURSE CONTENTS:

UNIT I: Communication Research(15 Lectures)

Concept of Research, nature of communication research, its need and importance. Research Procedures- research problem formulation. Review of literature. Hypothesis, reliability and validity. Elements of research. Concepts and constructs, variables. Levels of measurement, scales of measurement. Sampling

UNIT II: Types and Methods of Research(15 Lectures)


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Qualitative and Quantitative research. Experimental and Quasi experimental studies. Longitudinal studies, trend studies, panel studies, cohort analysis, survey method, content analysis, case studies.

UNIT III:Data Collection(15 Lectures)

Tools for data collection: observation Methods, questionnaire and schedules, Diary method, field studies, focus groups, telephone surveys, online polls, people's meter. Statistical Analysis- non parametric statistics, chi-square test, parametric studies.


UNIT IV:Dissertation(15 Lectures)

Every student will have to submit a dissertation in any area of Mass Communication detailed in the curriculum under the guidance of any faculty of the Department. The objective of the dissertation is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research-based effort and should endeavor to create new knowledge in any area of Mass Communication. Word limits maximum 3000 words. Internal Assignment: a. Report: synopsis report submission. Mode of Evaluation: Full write –up along with power point presentation and Viva Voce

Suggested Readings:

1. Frey, L., Botan, C. H., & Kreps, G. (2000). *Investigating communication: An introduction to research methods*. NY: Allyn & Bacon
2. Wimmer, R., & Dominick, J. (2013). *Mass media research: An introduction*. Cengage learning.
3. Kothari, C. R. (2004). *Research methodology: Methods and techniques*. New Age International.
4. Krippendorff, K. (2012). *Content analysis: An introduction to its methodology*. Sage publications. Fowler Jr, F. J. (2013). *Survey research methods*. Sage publications.
5. Berger, A. A. (2013). *Media analysis techniques*. Sage Publications.
6. Lohr, S. (2009). *Sampling: design and analysis*. Nelson Education.

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GLOBAL MEDIA & POLITICS

Credit-4

COURSE OBJECTIVES:

CO1: To analyze various aspects and techniques of global communication and its processes.

CO2: To impart understanding of global media and its ever-changing nature from conventional practices to professionalization.

CO3: To understand global organizations, international media agencies and information struggles of the past and present.

CO4: To examine globalization and its effect on global leadership (propaganda), and competitions in traditional as well as digital media markets.

LEARNING OUTCOMES:

LO1: The students acquire the comprehensive knowledge on the functions of political communication.

LO2: Student can become vital tool in the process of digital awareness for mitigating and advocating peace.

LO3: Develop skills and ability to create political messages and campaigns.

LO4: Understanding media culture, students can counter unfair media coverages and set things in the right directions.

COURSE CONTENTS:


UNIT I:(15 Lectures)

Imbalances in Global Information Flow: Rise of International News Agencies; Toward an alternative World Communication Order and McBride Commission; International Media Regulations.

UNIT II: (15 Lectures)

Media and super power rivalry: Media during the Cold War, Vietnam War, Disintegration of USSR; Radio free Europe, Radio Liberty, and Voice of America Communication debates: NWICO, McBride Commission and UNESCO Unequal development and Third World concerns: North-South, Rich – Poor.

UNIT III: (15 Lectures)


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Global Conflict and Global Media World Wars and Media Coverage post 1990: Rise of Al Jazeera, The Gulf Wars: CNN's satellite transmission, Embedded Journalism, 9/11 and implications for the media

UNIT IV: (15 Lectures)


Media and Cultural Globalization, Cultural Imperialism, Herbert Schiller: Concept of Media Imperialism, Cultural politics: Media Hegemony and Global cultures, homogenization, the English language Local/Global, Local/Hybrid, Media and the Global market.

Suggested Readings:

1. *Daya Kishan Thussu. International Communication: Continuity and Change, Oxford University Press, 2003.*
2. *Yahya R. Kamalipour and Nancy Snow. War, Media and Propaganda-A Global Perspective, Rowman and Little field Publishing Group, 2004.*
3. *Communication and Society, Today and Tomorrow "Many Voices One World" UNESCO Publication Rowman and Little field publishers, 2004.*
4. *Barbie Zelizer and Stuart Allan. Journalism after 9/11, Taylor and Francis Publication, 2012.*
5. *Daya Kisha Thussu .War and the media: Reporting conflict 24x7, Sage Publications, 2003.*
6. *Stuart Allan and Barbie Zelizer. Reporting war: Journalism in war time, Routledge Publication, 2004.*
7. *Lee Artz and Yahya R. Kamalipor. The Globalization of Corporate Media Hegemony, New York Press, 2003.*
8. *Yadava, J.S, Politics of news, Concept Publishing and Co.1984.*
9. *ZahidaHussain and Vanita Ray. Media and communications in the third world countries, GyanPublications, 2007.*

Additional Readings:

1. *Choudhary, Kameswar (ed) Globalisation, Governance Reforms and Development in India, Sage, New Delhi, 2007.*


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2. Patnaik, B.N & Imtiaz Hasnain (ed). *Globalisation: language, Culture and Media*, 13. Indian Institute of Advanced Studies, Shimla, 2006.
3. Monroe, Price. *Media Globalisation' Media and Sovereignty*, MIT press, Cambridge, 2002. 25
4. Singh, Yogendra. *Culture Change in India: Identity and Globalisation*, Rawat Publication, New Delhi, 2000.
5. Lyn Gorman and David McLean. *Media and Society into the 21st Century: A Historical Introduction*. (2nd Edition) Wiley-Blackwell, 2009. pp.82-135, 208-283

MAJOR 14

ADVERTISING AND PUBLIC RELATIONS

Credit-4

COURSE OBJECTIVES:

CO1: To understand the concept of advertising and public relations its various scopes, tools and functions.

CO2: The course offers students an in-depth study of its professional dimensions with a scope of high Employability

CO3: To expose the students to strategies and techniques of advertising as well as to understand the social and economic effects of advertising in society.


CO4 To learn the fundamentals of PR, its usage for any corporate entity minding the ethics of advertising and good will.

LEARNING OUTCOMES:

LO1: Students will be able to define basic terms related to advertising and publicity.

LO2: Identify different types and techniques employed in advertising and its larger implications.

LO3: Adapt skills to analyze the behavior of consumer and market situation to come up with effective means of advertising.


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LO4: Acquiring skills students shall become producers of print, digital and outdoor advertisements.

COURSE CONTENTS:

UNIT I: Introduction to Advertising (15 Lectures)

Meaning and history of Advertising, Importance and Functions, Advertising as a tool of communication, Role of Advertising in Marketing Mix. Advertising Models- AIDA model, DAGMAR Model, Maslow's Hierarchy Model, Types of advertising appeals. Apex Bodies in Advertising-AAA, ASCI and their codes.

UNIT II: Advertising through Print, Electronic and Online Media (15 Lectures)

Types of Media for advertising, Advertising Objectives, Segmentation, Positioning and Targeting Media Selection, Planning, Scheduling, Marketing Strategy and Research and Branding.

UNIT III: Public Relations-Concepts and Practices (15 Lectures)


Introduction to Public Relations, Growth and development of PR in India and World, Importance, Role and Functions of PR, Principles and Tools of Public Relations, Publics in PR: Internal and External.

UNIT IV: PR-Public and campaigns (15 Lectures)

Research for PR, Managing promotions and functions, PR Campaign-planning, execution, evaluation, Role of PR in Crisis management, Ethical issues in PR-Apex bodies in PR- IPRA code - PRSI, PSPF and their codes.

Practicum:

1. Design an ad copy for a product
2. Script writing for electronic media (Radio jingle, TV Commercial)
- 3 Planning & Designing advertising campaigns
4. Critical evaluation of advertisements
5. Writing a press release.
6. Planning and designing PR campaign


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7. Assignment on crisis management

Suggested Readings:

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

MAJOR 15

MEDIA MANAGEMENT AND ENTREPRENEURSHIP

Credit-4

COURSE OBJECTIVES:

CO1: To introduce students to media entrepreneurship and its importance of entrepreneurship.

CO2: To understand the concept of media management

CO3: The course offers in-depth knowledge of various ownership patterns of media organisations and their pros and cons

CO4: To learn the influence of technologies in managing media organisation


LEARNING OUTCOMES:

LO1: Students will be able to differentiate between business and entrepreneurship.

LO2: The students will be able to identify various prospects and challenges of media entrepreneurship in North East India

LO3: They will be well acquainted with the workings of various departments

LO4: Students will be able to engage in media buying and selling using various platforms.


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Course Contents:

UNIT I: Introduction

(15 Lectures)

Introduction to entrepreneurship, Concept and principles.

Factors that affect entrepreneurial development

Entrepreneurship and management

Role of Entrepreneurs in society

Unit II: Entrepreneurship in North East(15 Lectures)

Entrepreneurship in North East India: Problems and possibilities, support systems

Media Management – Introduction, Definition, Principles and Significance of Management
Media

Unit III: Ownership(15 Lectures)

Ownership Patterns in India – Proprietorship, Partnership, Private Ltd., Public Companies, Trusts, Co–Operatives, Religious Institutions (Societies), Franchise and Chains.

Theory of Media Ownership: Marxist, Pluralist and Neo-Marxist View.

Functions & Organizational Structure of Different Departments

Unit IV:Media Entrepreneurship(15 Lectures)


Management of media institutions

Media buying and selling,

Media marketing strategies in the light of globalization

Technology interventions

Assignments:


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1. Promoting an individual project through any Mass medium
2. Analysis of the project/ hardcopy presentation

Suggested Readings:

1. *Entrepreneurial Journalism: How to Build What's Next for News* by Mark Briggs (CQ Press/SAGE Publications, 2012)
2. *Engaged Journalism: Connecting with Digitally Empowered News Audiences* by Jake Batsell (Columbia University Press, 2015)

MAJOR 16

DOCUMENTARY

Credit-4

COURSE OBJECTIVES:

- CO1: To understand the concept of documentary making.
- CO2: To introduce students to the stages of production of documentary
- CO3: The course offers an in-depth discussion of the process of production of documentary
- CO4: To expose students to the concept of distribution aspect in filmmaking


LEARNING OUTCOMES:

- LO1: Students will be able to identify/produce different types of documentaries
- LO2: They will have a clear understanding of scripting process
- LO3: They will learn various technicalities of filmmaking especially of production stage.
- LO4: Students will be able to work on graphics

COURSE CONTENTS:

UNIT I:(15 Lectures)

Understanding the Documentary Introduction to the debate on realism Six Modes of Documentary Representation: Participatory, Expository, Observational, Performative, Reflexive, and Poetic Ethical Debates in the Documentary Encounter Defining the


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Subject/Social Actor/Participant Voice in the Documentary: Problematics of 'Voice of God' Narrator & Different Posturing of the Narration, Participant, Filmmaker, & Audience.

UNIT II:(15 Lectures)

Documentary Production: Pre-Production Researching the Documentary Research: Library, Archives, location, life stories, Ethnography Writing a concept: telling a story Writing a Treatment, Proposal and Budgeting Structure and scripting the documentary Issues of Funding and Pitching Issues of Primary and Secondary Audience

UNIT III:(15 Lectures)

Documentary Production: Production Documentary Sound Documentary Cinematography Location Research Technologies and Techniques Shooting Schedule, Shot Breakdown, & Call list Production Team, Meetings, Checklist Crowd Funding


UNIT IV:(15 Lectures)

Documentary Production: PostProduction Grammar of editing Transitions: Scenic Realism & Sound Effects and Visual Effects Aspect Ratio, Language, Duration, and marketing of DVD, and issues of piracy distribution and Exhibition Spaces Traditional and Online) Festivals and International Market Box office documentaries

Suggested Practical Exercise – Making a short documentary (5-10 minutes).

Suggested Readings:

1. Renov, Michael (2010) 'Toward a Poetics of Documentary', in Michael Renov (ed.) *Theorizing Documentary*. New York: Routledge. pp. 12-36.
2. Sarjar, Bhaskar & Janet Walker (2010) 'Introduction: Moving Testimonies', in Bhaskar Sarkar & Janet Walker (eds) *Documentary Testimonies. Global Archives of Suffering*. London & New York: Routledge. pp. 1-34.
3. Henley, Paul (1998) 'Film-making and Ethnographic Research', in Jon Prosser (ed.) *Image-based Research. A Sourcebook for Qualitative Researchers*. London & New York: Routledge Falmer. pp. 42-59.


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4. *Flittermann-Lewis, Sandy (1998) 'Documenting the Ineffable. Terror and Memory in Alain Resnais's Night and Fog', in Grant, Barry Keith & Jeannette Sloniowski (eds) Documenting the Documentary: Close Readings of Documentary Film and Video. Detroit: Wayne State University Press. pp. 223- 237.*
5. *Rosenthal, Alan (1996) Writing, Directing, and Producing Documentary Films and Videos. Carbondale, IL: Southern Illinois University Press.*
6. *Barnouw, Erik (1993) Documentary. A History of the Non-fiction Film. New York, Oxford: Oxford University Press.*
7. *Tobias, Michael (1998) The Search for "Reality":-l the Art of Documentary Filmmaking. Studio City, CA: Michael Wiese Productions.*
8. *Renov, Michael (2004) The Subject of Documentary. Minneapolis, London: University of Minnesota Press*

MAJOR 17

COMMUNICATION FOR DEVELOPMENT II


Credit-4

COURSE OBJECTIVES:

- CO1: To understand knowledge of the definition, measures, models, dimension, and environment of development
- CO2: The students/learners will be able to understand the definition, elements, models, principles, and roles of communication
- CO3: To understand the critical media industry and theories relating to its existence.
- CO4: To understand Development Communication concepts, theories/models, principles, practices, and tools in development work.

LEARNING OUTCOMES:

- LO1: To be able to demonstrate knowledge of the definition, measures, models, dimension, and environment of development
- LO2: To demonstrate understanding of the definition, elements, models, principles, and roles of communication


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LO3: To demonstrate knowledge and understanding of the concepts, theories/models, principles, practices, and tools of Development Communication.

LO4: To apply Development Communication concepts, theories/models, principles, practices, and tools in development work.

COURSE CONTENTS:

UNIT I Development and Development Communication (15 Lectures)

Concept and approaches

Paradigms of development: Dominant paradigm, dependency, alternative paradigm

Devcomm. approaches – diffusion of innovation, empathy, magic multiplier

Alternative Dev comm. approaches:

Sustainable Development

Participatory Development

Inclusive Development

Gender and development

Development support comm. – definition, genesis, area woods triangle

UNIT II: Role of media in development (15 Lectures)

Mass Media as a tool for development

Role of development agencies and NGOs in development communication

Critical appraisal of dev comm. programmes and govt. schemes: SITE, Krishi Darshan, Kheda, Jhabua, MNREGA;


Cyber media and dev –e-governance, e Chaupal, national knowledge network, ICT for dev narrow casting

Development support communication in India in the areas of: agriculture, health & family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, consumer awareness, Right to Information (RTI).

UNIT III: Practising Development Communication (15 Lectures)

Strategies for designing messages for print Community radio and dev Television programmes for rural India (Krishi Darshan) Using new media technologies for development.

Development Journalism and rural reporting in India


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UNIT IV:Rural Journalism(15 Lectures)

Information needs in rural areas; Use of traditional media for development in rural areas; Rural newspapers; Critical appraisal of mainstream media's reportage on tribal problems and issues;

Internal Assignment: a. Term Paper

Suggested Readings:

1. *Rogers Everett M : Communication and Development- Critical Perspective, Sage, New Delhi, 2000*
2. *Srinivas R. Melkote& H. Leslie Steeves: Communication For Development In The Third World, Sage Publications.*
3. *Belmont CA: Technology Communication Behaviour, Wordsworth Publication, New Delhi, 2001.*
4. *Dr. Anil Kumar: Mass Media and Development Issues, Bharti Prakashan, Upadhyay Varanasi, 2007.*
5. *UNDP: Human Development Report (published every year), Oxford University Press, New Delhi.*
6. *World Bank: World Development Report (published every year) Oxford University Press, New Delhi.*
7. *Wilbur Schramm: Mass Media and National Development- the role of information in developing countries, UNESCO/ StanfordUniversity Press, 1964.*
8. *Amartya Sen: Development as freedom, Alfred A Knopf, New York, 1999.*
9. *Daya Thussu: Media on the move: Global flow and contra flow: Routledge, London, 2006.*
10. *D V R Murthy : Development Journalism, What Next? Kanishka Publication,New Delhi, 2007.*
11. *Ghosh & Pramanik : Panchayat System in India, Kanishka Publication, New Delhi, 2007.*
12. *Shivani Dharmarajan : NGOs as Prime Movers, Kanishka Publication, New Delhi, 2007.*
13. *What Do We Mean By Development: An Article by Nora C Quebral in International Development Review, Feb, 1973, P-25.*
14. *Modern Media in Social Development: Harish Khanna*


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COMMUNICATION THEORIES II

Credit-4

COURSE OBJECTIVE:

CO1: Understand the historical development of Mass Communication theories and how they link with historically important social, political and technological events/issues in the field of communication.

CO2: Develop an understanding of the strengths and limitations of basic theories of mass communication and the ability to apply those theories in research and practice.

CO3: Comprehend how mass communication theories are accepted throughout society.

CO4: Discover that mass communication is often at the centre of how we perceive “truth” and “reality”

LEARNING OUTCOME:

LO1: The students should be able to comprehend the origin of mass communication theories

LO2: Employ communication theories, perspectives, principles, and concepts (explain, synthesize, apply, and critique).

LO3: The students will be able to influence or analyse public discourse.

LO4: They will be able to critically analyse communication

COURSE CONTENTS:


UNIT I: INTRODUCTION

(15 Lectures)

Definition of Theory, Mutuality of Research and Theory, Functions of theories, Historical Development of Theory: Origin of mass communication theories Paradigm shifts in Mass communication theories

UNIT II: NORMATIVE THEORIES

(15 Lectures)


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Authoritarian media theory
Soviet-communist media theory
Libertarian or free press media theory
Social responsibility media theory
Democratic participant media theory
Development media theory

UNIT III: DEVELOPMENT COMMUNICATION THEORIES (15 Lectures)


Modernization
Diffusion of Innovations
Entertainment Education
Participatory Model
Behavior Change Communication BCC
Communication for Social Change CFSC Model

UNIT IV INTERNATIONAL COMMUNICATION THEORIES (15 Lectures)

World Systems
Dependency
Structural Imperialism
Cultural Imperialism
Globalization

Suggested Readings:

1. Amobi, T. I. (2010). Paradigm shifts in mass communication theories, in Ralph Akinfeleye (ed.). Mass communication: A book of readings
2. Anaeto, S. G., Onabajo, O. & Osifeso, J. B. (2008). *Models and theories of communication*. Bowie, MD: African Renaissance Inc..
3. Baran, S.J. and Davis, D. K. (2003). *Mass communication theory: Foundations ferment & future*. 3rd edition, Belmont CA.: Wadsworth.
4. Baran, S.J. and Davis, D. K. (2009). *Mass communication theory: Foundations ferment & future*. 5th edition, Belmont CA.: Wadsworth
5. Folarin, B. (2003). *Theories of mass communication: An introductory text*.
6. Jeffres, L. W. (1997). *Mass media effects* 2nd edition, Illinois: Waveland Press Inc.


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7. Littlejohn, S.W. and Foss, K.A. (2008). *Theories of human communication*. 9th edition, Belmont, CA.: Thompson Wadsworth
8. McQuail, D. (2005). *Mass communication theory: An introduction*. 5th edition, Thousand Oaks: Sage
9. McQuail, D. (2010). *Mass communication theory: An introduction*. 6th edition, Thousand Oaks: Sage
10. Severin, W. J & Tankard, Jr. J. W. (2001), *Communication theories: Origins, methods & uses in the mass media*. 5th edition, New York: Longman.

MAJOR 19

ADVERTISING AND PUBLIC RELATIONS II

Credit-4

COURSE OBJECTIVES:

CO1: To learn different ethics and regulatory aspects of advertising

CO2: To introduce it to advertising research

CO3: To examine theories of public relations

CO4: To learn about public relations management

LEARNING OUTCOMES:

LO1: Students would be able to work efficiently in an advertising agency

LO2: They would be able to design an advertising campaign

LO3: They would be able to critically analyse the theories of public relations


LO4: Students will be able to apply ethical communication principles and practices

COURSE CONTENTS:

UNIT I: Advertising Management (15 Lectures)

Ethical & Regulatory Aspects of Advertising.

Advertising Department and Agency Structure.


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Agency: its role, structure and function, client-agency relationship, media planning and budgeting.

UNIT II: Advertising Campaign (15 Lectures)

Media planning, media strategies, budgeting and presentation to clients.

Advertising research: scope and objectives – research as a decision-making tool.

Market research and advertising research – types of research: target marketing research, positioning research – pre-test research, post-test research, audience research.

UNIT III: Theories of Public Relations (15 Lectures)

System Theory, Situational Theory, Social Exchange Theory, and Diffusion Theory

UNIT IV: Public Relations Management (15 Lectures)

Concepts of Public Relations-Press, Publicity, Lobbying, and Propaganda.


Public Relations Writing

Ethics of Public Relations and Social Responsibility

Crisis communication and crisis communication management.

Suggested Readings:

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


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MAJOR 20
TECHNIQUES OF MEDIA ANALYSIS
Credit-4

COURSE OBJECTIVES

CO1: To introduce concepts of semiotics to the students.

CO2: To educate students on the concepts of Marxism.

CO3: To understand the psychoanalytic world of Sigmund Freud.

CO4: To introduce students to abstract concepts such as postmodernism, alienation, marginalisation and socialisation.

LEARNING OUTCOMES

LO1: Students will be trained to look at and consume media texts with a learned and trained eye; rather than a layman's perspective.

LO2: Students will learn to imbibe interdisciplinary concepts to develop a wholly well-rounded critical analysis and review of media texts.

LO3: Students will learn to do a psychoanalytic analysis of any media text.

LO4: They will be able to critically analyse the sociological aspects of media texts.

COURSE CONTENTS:


Unit-I: Semiotic Analysis

(15 Lectures)

1. Definition of Text and its functions
2. Understanding of meaning, signs and Genres
3. Connotation and Denotation
4. Codes

Unit-II: Marxist Analysis

(15 Lectures)


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1. Materialism
2. The Base and the Superstructure
3. False Consciousness

Unit-III: Psychoanalytic Analysis of Media

(15 Lectures)

1. Id, Ego, and Superego

Unit-IV: Sociological Analysis

(15 Lectures)

1. Alienation, and Marginalization,
2. Socialization
3. Postmodernism

***Activities:** Screening of relevant movies and texts; review and analysis to be developed by students to sharpen their analytical skills.*

***Practical:** A short analytical video essay presentation on a chosen text (songs/music videos/movies/literature)*

MAJOR 21

RESEARCH METHODS AND PROCESS


Credit-4

COURSE OBJECTIVES:

- CO1: To understand various methods of research
- CO2: To understand some basic concepts of research and its methodologies
- CO3: To be able to identify appropriate research topics
- CO4: To select and define appropriate research problem and parameters

LEARNING OUTCOMES:

- LO1: Demonstrate the ability to choose methods appropriate to research aims and objectives
- LO2: Understand the limitations of particular research methods


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LO3: Develop skills in qualitative and quantitative data analysis and presentation

LO3: Develop advanced critical thinking skills

UNIT-I (10 Lectures)

Foundations of Research: Meaning, Objectives, Motivation, Utility. Concept of theory, empiricism, deductive and inductive theory. Characteristics of scientific method – Understanding the language of research – Concept, Construct, Definition, Variable. Research Process

UNIT-II (10 Lectures)

Problem Identification & Formulation – Research Question – Investigation Question – Measurement Issues – Hypothesis – Qualities of a good Hypothesis –Null Hypothesis & Alternative Hypothesis. Hypothesis Testing – Logic & Importance

UNIT-III (15 Lectures)

Research Design: Concept and Importance in Research – Features of a good research design – Exploratory Research Design – concept, types and uses, Descriptive Research Designs – concept, types and uses. Experimental Design: Concept of Independent & Dependent variables.


UNIT-IV (10 Lectures)

Sampling: Concepts of Statistical Population, Sample, Sampling Frame, Sampling Error, Sample Size, Non Response. Characteristics of a good sample. Probability Sample – Simple Random Sample, Systematic Sample, Stratified Random Sample & Multi-stag

UNIT-V

(15 Lectures)

Data Analysis: Data Preparation and Interpretation of Data – Univariate analysis (frequency tables, bar charts, pie charts, percentages), Bivariate analysis – Cross tabulations and Chi-square test including testing hypothesis of association. Paper Writing – Layout of a Research Paper, Journals in Computer Science, Impact factor of Journals, When and where to publish? Ethical issues related to publishing, Plagiarism and Self-Plagiarism. Use of Encyclopedias, Research Guides, Handbook etc., Academic Databases for Computer Science Discipline. Use


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of tools/techniques for Research: methods to search required information effectively, Reference Management Software like Zotero/Mendeley, Software for paper formatting like LaTeX/MS Office, Software for detection of Plagiarism

Suggested Readings:

1. *Business Research Methods – Donald Cooper & Pamela Schindler, TMGH, 9th edition*
2. *Business Research Methods – Alan Bryman & Emma Bell, Oxford University Press*
3. *Research Methodology – C.R.Kothari*
4. *Select references from the Internet*

MINOR 1

WRITING FOR MEDIA

COURSE OBJECTIVES:

CO1: Introduce students to writing for Print Media

CO2: To understand the principles of writing for Radio

CO3: To learn different styles of media writing

CO4: To understand the principles of writing for television

LEARNING OUTCOMES:

LO1: Students will have a better understanding of writing for different types of media

LO2: They will be able to engage in blogging and vlogging

LO3: They will be able to critically analyse news

LO4: Students will learn the importance of objectivity in drafting any media reports.


COURSE CONTENTS:

UNIT I: Writing for Print Media.

(15 Lectures)

Introduction to writing for print media. Media Literacy, rules and ethics of writing for media. Forms of journalistic writing-news reporting, column, article, feature, editorial, letter to the editor, preparing press release etc. Content development: Choosing a topic, identifying sources, gathering information and importance of rewriting

UNIT II: Writing for Radio (15 Lectures)


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Introduction to writing for radio; Principles and elements of scripting; Aesthetics of language and grammar for radio scripting; script design and different scripts formats.

UNIT III: Writing for Television (15 Lectures)

Basic principles and techniques of TV writing; elements of TV scripting, language and grammar; TV script formats; writing a script for entertainment programme and news.

UNIT: IV Writing for New Media(15 Lectures)

Introduction to writing for online media; writing techniques for new media. Content writing for social media (Facebook, Twitter, LinkedIn, Instagram). Introduction to blogging and current trends in Web journalism

Practicum:

- Create your own e-mail address, Facebook, Twitter, LinkedIn, Instagram accounts
- Create a Facebook page
- Blog/Vlog

Multimedia Contents

MINOR 2

COMMUNITY MEDIA

Credit-4

COURSE OBJECTIVES:

CO1: To understand the term community media and its roles in a society

CO2: To learn the evolution of Community Media


CO3: To analyse various community media initiatives

CO4: To examine the importance of theatre in community development

LEARNING OUTCOMES:

LO1: Students will be familiar with the role of community media in the socio and political development of a community

LO2: They will be able to examine theoretical approaches to community media


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LO3: They will be able to come up with creative initiatives using community media

LO4: They will be able to critically analyse the usage of community media

COURSE CONTENTS

UNIT I: Understanding Community Media (15 Lectures)


Defining 'Community'-- What is a 'community', Characteristics of Communities, Different types of communities, Location-based Communities, Identity-based Communities, Organizationally based Communities, Public Sphere and Media-- The Public Sphere, 'Feudalization' of the Public Sphere, Role of Media in creating an alternative public sphere, Democratic Participation and Citizenship-- Assess and Participation, Active Citizenship, Civil Society, Communication Rights and media democratization, Media Plurality, Participatory Communication, Defining Community Media-- Characteristics of Community media, Objectives of Community media, Theoretical Approaches to Community Media, Different forms of Community Media

UNIT II: Evolution of Community Media(15 Lectures)

History of Community Media – International Perspectives-- The Beginnings in the 1940s, Rise during the 1970s and 80s, Current status of Community Media Unit, Community Media in India-- Beginning of the Community Radio movement during the 1990s, Rise of Community Radio Post 2000, Community Media Pioneers – Voices, Drishti, etc, Community Media in North East India Unit, Community Media vs Mass Media-- Ownership, Management and Control, Reach, Access and Participation, Content and Content Creation Process, Revenue Model 127, Community Radio-- Understanding Community Radio, Characteristics of Community Radio, Principles of Community Radio Operations, Distinct Features of Community Radio, Activities in Setting-Up a Community Radio, Community Radio Programming

UNIT III: Initiatives in Community Media (15 Lectures)

Participatory Video-- Understanding Participatory Video, Origins of Participatory Video, Characteristics of Participatory Video, Setting up a Participatory Video Process, Some Participatory Video Experiments, Community Newspapers and Magazines-- Characteristics of Community newspapers/ magazines, Starting a


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Community newspaper/ magazine, Examples of Community newspaper/ magazine, Puppetry-- What is Puppetry, History of Puppetry, Different Types of Puppetry, Puppetry for Social Change in India

UNIT IV: Theatre for Social Change(15 Lectures)

Theatre-as a medium for Social Change and encouraging community participation, Theatre of the Oppressed, Street theatre, Street theatre and social activism in India, Case Studies – I -- Community Radio Case Studies, Community Video Case Studies, Case Studies – II -- Community newspaper/ magazine Case Studies, Puppetry/ theatre Case Studies

Suggested Readings:

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*

MINOR 3

MEDIA IN NORTH EAST INDIA

Credit-4

COURSE OBJECTIVES:

CO1: To provide students with an overview of the history, geography, diverse culture and politics of Northeast India.

CO2: To help the students understand the landscape and structure of media in Northeast, especially in Arunachal Pradesh.

CO3: To understand media challenges in Northeast and discussions on political agreements.


CO4: To examine the scope as well as prospects of media in Northeast.

LEARNING OUTCOMES:

LO1: The students will be able to understand the complexities of socio economic, cultural and political landscape of the region.

LO2: The students will be able to identify various underlying issues of the region.

LO3: The students will also identify the challenges and possible solutions for the same.


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LO4: The students will have a better understanding of the downfall or growth of media in the region.

COURSE CONTENTS:

UNIT I: Introduction to Media in Northeast(15 Lectures)

Brief History of Media scene in North East India, People, Culture and Customs, Physiographic Features: Natural Resources, Landscape, Forest, International Borders, Northeast in India's Struggle for Freedom

UNIT II: Media Scene in Northeast(15 Lectures)

Growth and Development of Press in North-East, Media scene in Arunachal Pradesh: An overview of Print and Electronic Media in the Region, Current trends in the region: Korean Wave, Transnational TV in NE, Piracy, etc

UNIT III: Challenges for Media in Northeast(15 Lectures)


Reporting in Conflict Zones, Conflict-sensitive Reporting, Human Rights and Violation, Socio-Political Movements, Immigration/Inner Line Permit, From Look East Policy to Act East Policy

UNIT IV: Scope and Prospects of Media in Northeast(15 Lectures)

Understanding Emerging Issues in North East, Socio-Political Scene in North East, Issues of Concern in National Media, Professional and academic scope, Media in bridging cultural gap, Advent of vernacular press, Media activism, Peace Journalism

Suggested readings:

1. Barpujari H.K: *The American Missionaries and North-East India (1836-1900 AD)*; Spectrum Publications, Guwahati/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


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4. *Downs F.S.: The Mighty Works of God—A Brief History of the Council of Baptist Churches in NorthEast India: The Mission Period 1836-1950; Christian Literature 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*

MINOR 4

MEDIA & HUMAN RIGHTS

Credit-4

COURSE OBJECTIVES:

CO1: The course intends to educate the learner about the history and philosophy of human rights.

CO2: The course will acquaint the learner about the tools and techniques of human rights reporting and nuances of human rights journalism

CO3: The student will learn the intricacies of web based and social media based human rights journalism

CO4: The course will also highlight the contemporary human rights issues and their relation to media.

LEARNING OUTCOMES:


LO1: The student will learn the basic history and philosophy of human rights

LO2: The student will learn the important role played by the media in protection and promotion of human rights

LO3: The student will be able to use the journalistic tools to report on human rights.

LO4: The Student will possess the quality to participate as media activist on human rights issues.

COURSE CONTENTS:


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UNIT I: Human Rights (15 Lectures)

Concept, nature and scope of human rights, origins and evolution of Human Rights. Philosophical foundations of human rights. UN and Human rights, the UN declaration on human rights. Human rights under Indian constitution.

UNIT II: Media and Human Rights (15 Lectures)

The role of media in protecting human rights, writing and reporting on human rights, challenges of human rights reporting, war media and peace media theory, human rights and media during war on terror. Human Rights and Propaganda.

UNIT III: Human Rights Issues (15 Lectures)

Contemporary human rights issues; national and global, Media activism, New Media and Human Rights, Social media and Human rights.

Suggested Readings:

1. *The History of Human Rights: From Ancient Times to the Globalization Era* by Micheline Ishay: University of California Press
2. *Human Rights: Tasks, Duties and Functions* by A. N. Roy: Aavishkar Publications
3. *Human Rights and Media* by Diana Papademas : Emerald Group Publishing Limited

MINOR 5

MEDIA & GENDER

Credit-4


COURSE OBJECTIVES:

CO1: To critically analyse the role of media, communication, and information in the discipline of human rights.

CO2: To examine the concerned theories involving media, Gender studies on Gender issues.

CO3: To explore the history of Information communication and relationship between Gender rights with Media.

CO4: To learn the different spectrums of media, culture, and Gender with case studies.


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LEARNING OUTCOMES:

LO1: The students should be able to create awareness on human rights violations in regard to Gender issues

LO2: The students shall develop skills and attitudes to empower people with sharing knowledge on individual rights.

LO3: The students will have the courage to voice for the needy and fight against injustice.

LO4: The students using mass media as a medium can promote and protect basic human rights.

COURSE CONTENTS:

UNIT I: Media and the social world (15 Lectures)

Media impact on individual and society, Democratic Polity and mass media, Media and Cultural Change, Rural-Urban Divide in India: grass-roots media

UNIT II: Gender Studies(15 Lectures)

Conceptual Frameworks in Gender studies, Gender debates in India (Case Studies)

UNIT III: Media and Gender (15 Lectures)


Theoretical concerns: Feminist Theory, Media and Masculinity, Media: Power and Contestation, Public Sphere and its critique, “Public sphere” of the disempowered, Media and Social Difference: class, gender, race etc

UNIT IV: Media and Human Rights(15 Lectures)

Human Rights- Theoretical perspectives, Critique, Universal Declaration of Human Rights
Human Rights and Media (Case Studies)

ACTIVITY:

- (a) Critical analysis of Human Rights issues and violations in International Media.
- (b) Watch an Indian TV Soap Opera /reality show for a week and present a report on the representation of class, gender, and race.
- (c) Project on use of internet by the marginalized groups


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Suggested readings:

1. Ninan, Sevanti. *Headlines from the heartland: Reinventing the Hindi public sphere*. SAGE Publications Pvt. Limited, 2007.
2. Curran, James. "Rethinking mass communication." *Cultural studies and communications*. London: Arnold (1996).
3. Mc Quail, Denis. *Mass communication theory: An introduction*. Barcelona, 1991. 79-111
4. Berger, Arthur Asa. *Media and society: A critical perspective*. Rowman & Littlefield, 2012. Pg 9-21, 167-180
5. Nichols, Joe & Price, John, *Advanced Studies in Media*, Thomas Nelson, 1999. 42-5537
6. Thirumal, P., and Gary Michael Tartakov. "India's Dalits search for a democratic opening in the digital divide." *International Exploration of Technology Equity and the Digital Divide: Critical, Historical and Social Perspectives* (2010)
7. Rajagopal, Arvind, ed. *The Indian Public Sphere: Readings in Media History*. New Delhi: Oxford University Press, 2009. 278-290.
8. Rayner, Philip, Peter Wall, and Stephen Kruger, eds. *AS media studies: the essential introduction*. Psychology Press, 2004. 53-61.
9. Bannerjee, Menon & Priyameds. *Human Rights, gender and Environment*, Pearson & Co. 2010

MINOR 6

CORPORATE COMMUNICATION


Credit-4

COURSE OBJECTIVES:

CO1: To understand the concept of Corporate Communication

CO2: To learn about the various tools of Corporate Communication

CO3: To understand the concept of Corporate Identity


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CO4: To learn the importance of research in corporate communication

LEARNING OUTCOMES:

LO1: Understand the primary terms, key concepts, history and organization of corporate communication, advertising and public relations professions.

LO2: Students will be able to evaluate the power and capacities of corporate communication

LO3: They will be able to Execute a public relations or integrated communication plan appropriate to enterprise/client goals, business outcomes, plan strategy and practical considerations.

LO4: Students will be able to grasp and use effective marketing, messaging and persuasion communication techniques

COURSE CONTENTS:

UNIT I:

(15 Lectures)

Corporate Communication - definition, concept and scope

Tools and Techniques Corporate Communication.

Differences and similarities between PR and CC

UNIT II:

(15 Lectures)

Corporate Communication Tools: Lobbying, Sponsorship.

Ethics and Laws in corporate communication

UNIT III:

(15 Lectures)


Corporate Identity: Definition, Elements and Importance

Corporate Image: Definition, Formation, Significance and Benefits

Image Management, Corporate Identity V/s Corporate Image, Celebrity Management.

UNIT IV

(15 Lectures)


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Role of Research in Corporate Communication

Various areas of research in Corporate Communication: Public opinion research, media tracking, media evaluation, campaign evaluation, pre and post test, demographic and psychographic research

Suggested Readings:

1. *Richard R Dolphin The Fundamentals of Corporate Communication, Butterworth Heinmann*
2. *Donald R G Corporate Reputation, London: Kogan page*
3. *Tom Means Business communication, Thomson*
4. *Pitman Jackson Corporate Communication for Managers, Pitman Publishing*
5. *Paul Argentli Paul The Power of Corporate Communication, NY: McGraw Hill*
6. *Clow E Kenneth Integrated Advertising, Promotion and Marketing Communication, New Jersy, Prentice Hall*
7. *Jaishri N Jethwaney Public relations, ND: Sterling*
8. *Kutlip Centre & Broom Effective Public Relations, Prentice Hall, New Delhi*

MINOR 7

RESEARCH AND PUBLICATION ETHICS

Credit-4

COURSE OBJECTIVES:

CO1: To introduce the research culture among the students


CO2: To prepare students to practice ethical and professional behaviour

CO3: To develop and implement ethical research studies

CO4: To ensure that the prospective researchers understands the integrity of research and publication related works

LEARNING OUTCOMES:

LO1: Be aware of the publication ethics and publication misconduct


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LO2: Understand the philosophy of science and ethics and research integrity

LO3: Develop hands-on skills to identify research misconduct and predatory publications

LO3: Differentiate indexing and citation databases, open access publication and research metrics

UNIT: I Introduction to Research and Ethics(15 Lectures)

Philosophy: Definition, nature and scope, concept, branches

Ethics: Definition, moral philosophy, nature of moral judgements and reactions

UNIT: II Scientific Conduct (15 Lectures)

Ethics with respect to science and research

Intellectual honesty and research integrity

Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP)

Redundant publications: duplicate and overlapping publications, salami slicing

Selective reporting and misrepresentation of data

UNIT: III Publication Ethics(15 Lectures)

Publication Ethics and its Importance

Best practices/standards setting initiatives and guidelines: COPE, WAME, etc

Conflicts of Interest

Publication misconduct: meaning, concept, issues that lead to unethical behaviour

Violation of publication ethics, authorship and contributorship

Identification of misconduct, complaints and appeals


Predatory publishers and journals

UNIT IV Publication Misconduct (15 Lectures)

A Group Discussion

- Subject specific ethical issues, FFP, authorship
- Conflict of Interest
- Complaints and appeals: examples and fraud from India and Abroad

B. Software tools


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Use of plagiarism software like Turnitin, Urkund and other open source software tools

Suggested Readings:

1. Bird, A. (2006). *Philosophy of Science*. Routledge.
2. Maclyntryre, Alasdair (1967) *A Short History of Ethics*. London
3. P. Chaddah, (2018) *Ethics in Competitive Research: Do not get scooped; do not get plagiarised*, ISBN: 9789387480865
4. National Academy of Sciences, National Academy of Engineering and Institute of Medicine. (2009). *On being a Scientist: A guide to Responsible Conduct in Research: Third Edition*. National Institute of Academic Press.
5. Resnik, D. B. (2011). *What is ethics in research and why is it important*. National Institute of Environmental Health Sciences, 1-10.
6. Indian National Science Academy (INSA), *Ethics in Science Education, Research and Governance* (2019), ISBN: 978-81-939482-1-7

MINOR 8

MEDIA LITERACY


Credit-4

COURSE OBJECTIVES:

- CO1: To understand public attitudes, role and responsibility of media
- CO2: To understand types of media propaganda and their techniques
- CO3: To be able to understand internet and the implications of social media
- CO4: To identify the need of media education in India, various challenges and opportunities

LEARNING OUTCOMES:

- LO1: Demonstrate the ability to understand the need for creating media responsibly.
- LO2: To understand the role of media in our culture.
- LO3: Students will be able to evaluate the effectiveness of the media techniques used in message deliverance.
- LO4: Students will be able to differentiate between facts and opinions.


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COURSE CONTENTS:

UNIT: I Introduction to Media Literacy(15 Lectures)

Definition of Media Literacy Media Literacy: Nature, Scope and Importance Sub fields:

Digital Literacy and Visual literacy

UNIT: II Media Messages(15 Lectures)

Media Literacy defined Role and responsibility of Media, Public Attitudes and the News
Media Construction of Reality by Media Propaganda Types, Techniques of analysing
information , Media Influence, Bias and Prejudices in News making

UNIT: III Media Messages Reception(15 Lectures)


Censorship versus freedom of expression Reasons, Types—Government and non-government
Censorship in News media, Books, Films, Internet, Media Education in India -Challenges and
Opportunities, Limitations of Mass Media

UNIT: IV Media Ecosystem in Globalization(15 Lectures)

Media Ecosystem, Media Empires and Ownership patterns; Globalization of Media Media
markets, Propaganda and Hegemony

Suggested Readings:

1. Dill, K. *How Fantasy Becomes Reality: Seeing Through Media Influence*, 1st ed.
(OUP, 2009)
2. Hodkinson, P. *Media, Culture and Society: An Introduction* (Sage, 2010)
3. John. V. *The Media of Mass Communication* (PHI, 2012)
4. Mackey, M. *Literacies Across Media: Playing the Text* (Taylor and Francis, 2004)
5. Pike, D.M. *Media Literacy: Seeking Honesty, Independence, and Productivity in
Today's Mass Messages* (IDEA, 2013)
6. Potter, W.J. *Theory of Media Literacy: A cognitive approach* (Sage, 2004)
7. W.J. Potter, *Media Literacy*, 7th ed. (Sage, 2013)


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MULTIDISCIPLINARY COURSE

MDC 1

MOBILE JOURNALISM

Credit-4

COURSE OBJECTIVES:

CO1: To introduce various components and aspects of mobile communication, and its evolution.

CO2: To understand content development in interactive communication networks and the usage of mobile phones as tools for development.

CO3: To understand the global networks and media convergence and content creation in digital world.

CO4: To familiarise the learners with the concept, meaning and advantages of mobile journalism, techniques and equipments.

LEARNING OUTCOMES:

LO1: Students will be able to understand components and aspects of mobile communication, and its evolution.

LO2: Students will develop the understanding of interactive communication networks and the usage of mobile phones as tools for development.

LO3: Students will be able to understand the global networks, media convergence and content creation in digital world.


LO4: Students with vast knowledge of advantages of mobile software and equipments can work efficiently.

COURSE CONTENTS:

UNIT I: Introduction to Mobile Communication (15 Lectures)

Introduction to Mobile Communication and its system Wireless Communication Technology, Intro to cellphones, smartphones and tablets Evolution of mobile communication, basic components of a mobile communication system. Ethics and best practices in Mobile Journalism

UNIT II: Interactive Communication and Development (15 Lectures)


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Mobile Generation, Interactive content development, mobile phones as tool for Development Communication, PSA, PIL

UNIT III: Mobile Convergence (15 Lectures)

Digital Video Broadcasting • Citizens Journalists • MoJO and social media, Visual, Text, Images and Video, Blogging, Podcasting and Live Streaming, Television, Radio and Internet content creation through mobile phones. Editing on Mobile

UNIT IV: Mobile Journalism (15 Lectures)

Concept and meaning, advantages of Mobile Journalism, Mastering Mobile Journalism, Skills and workflow, Technology and equipment – MOJO Apps. Impact of MoJo on mainstream media.

Suggested Readings:

1. *Mobile Storytelling: A journalist's guide to the smart phone galaxy*, by Wytse Vellinga and Björn Staschen (Kindle e-book, March 2018)
2. *MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad*, by Ivo Burum and Stephen Quinn (Focal Press, 2015), ISBN-13: 978-1138824904
3. *Mobiler Journalismus*, by Björn Staschen (Springer, 2017), ISBN 978-3-658-11783-5, e-book ISBN 978- 3-658-11783-5 (in German)
4. *The Live-Streaming Handbook: How to create live video for social media on your phone and desktop*, by Peter Stewart (Routledge, 2017), ISBN-13: 978-1138630055.

MDC 2

BASICS OF PHOTOGRAPHY


Credit-4

COURSE OBJECTIVES:

CO1: To course will help learners understand the concepts, origin, and importance of photography.

CO2: To understand the types of lighting and equipments required in different types of photography.

CO3: To understand the techniques and photo editing softwares employed in editing process.


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CO4: To understand the detailed processes and new digital trends of photography.

LEARNING OUTCOMES:

LO1: The students will be able to create masterpiece employing various techniques, methods, and rules of photography.

LO2: The students will be able to identify the right equipment for any kind of photography.

LO3: Students with invested interest will become employable as professional photographers.

LO4: Students with knowledge of currents trends and software can excel in the field.

COURSE CONTENTS:

Unit I: History of Photography (15 Lectures)

Basic Photography: Meaning and definition of Photography, Photography- its origin and history, The birth of Camera and its evolution, Photography: Early and Modern Cameras, Modernization of Photography and invention of Digital Photography in Mass Media, Role of Photographic Image in Visual Communication.

Unit II: Applications of Camera(15 Lectures)


Different parts of camera and their basic functions - Camera Accessories and Attachments

Different Types of Camera Lens and its use, Exposer Triangle and its control, Composition: Aesthetic Arrangement, Types of Cameras: Classification of cameras - Focusing arrangements- SLR, DSLR, TLR, Controls on a camera: Parts of Camera - Types of Lenses - Shutter - Diaphragm - Exposure digital image sensor – DoF & DoP - Photography, Digital Camera: Process of digital imaging - Types of digital cameras - Menu operations of Digital cameras -Introduction to colours, Techniques, Types of Photographic Cameras Elements of Photography, Camera Angles and Operations

Unit III: Lighting (10 Lectures)

Basic Lighting and Flash, the different types of lighting, the reflection of light, Introduction to indoor and outdoor lighting in Photography, Recommended equipment for outdoor and indoor lighting,

Unit IV: Types of Photography(10 Lectures)


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Travel Photography, Sports Photography, Nature photography, Portrait photography, Fashion photography and Advertisement photography, Food Photography, Wildlife photography

Unit V: Photo-Editing (10 Lectures)

Different types of Photos editing software, correcting imperfect images: Picture orientation, Cropping, Levels, Altering brightness and contrast. Basics of Photoshop- Graphic Designs, Photo Manipulation.

ACTIVITY:

1. Basic camera operation such as holding the camera firmly, - Setting exposure a focusing frames and composition etc.
2. To shoot Indoor and outdoor shoot, candid shots, outdoor modeling with Basic Lighting Angles - Studio flash features and accessories such as umbrellas, soft boxes, snoots etc., - Studio Lighting setup for modeling and shoot portraits under model lighting.

Suggested Readings:

1. *The Photography Book* by Editors of Phaidon Press, 30 April 2000.
2. *All about Photography* by Ashok Dilwali, National Book Trust, Year of Publication: 2010 New Delhi.
3. *Practical photography* by O.P. Sharma HPB/FC (14 March 2003).
4. *The Photographer's Guide to Light* by Freeman John Collins & Brown, 2005.

MDC 3

HEALTH COMMUNICATION


Credit-4

COURSE OBJECTIVES:

CO1: To provide the concept and application of health communication to the students.

CO2: To impart an understanding of various tools of communication for health campaign strategies and purposes.

CO3: To address the barriers in the process of health communication campaigns and implementations of projects


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CO4: To identify issues and impacts on health and resources.

LEARNING OUTCOMES:

LO1: The students will understand the necessity of health communication and its co-relation with environment.

LO2: Develop strategies to fight health-related issues and voice for the same.

LO3: Plan persuasive measures to inform, aware, educate, and influence individuals and Community on issues of health behaviour change

LO4: The students will develop sensitivity towards various health hazards and can participate in health campaigns.

COURSE CONTENTS:

UNIT-I Health and Communication

(15 Lectures)

Concept and scope of health communication, growing importance of public health, changing dynamics of health needs and importance of health communication, evolution of health communication, major health problems confronted by India, social and economic dimensions of health problems.

UNIT-II Theories and Models

(15 Lectures)

Health communication: Therapeutic, Health Belief, King's Interaction, Northouse Model of Health Communication. Communication variables in health care, health communication strategies for risk reduction among high-risk populations, parent-child communication in drug abuse prevention among adolescents.


UNIT-III Media and Health Communication

(15 Lectures)

Campaign design, Community Health Improvement Process (CHIP) mode, role of media in health communication, reporting and writing on health issues for media, evaluation of health communication programmes, ethics and health communication, Intercultural communication and health care.

Suggested Readings:

1. *Public Health Communication Interventions*, by Nurit Guttman, Sage Publications
2. *The Externet and Health Communication: Experiences and Expectations*, by Ronald E. Rice, James E. Katz, Sage Publications


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3. *Health Communication: Strategies for Health Professionals*, by Laurel Lindhout
Northouse, Pearson Education, 3rd Edition
4. *Health Communication- A Multicultural Perspective* by Snehendu B. Kar, Thousand
Oaks: Sage Publications Sports J

SKILL ENHANCEMENT COURSE

SEC 1

PRINT MEDIA PRODUCTION

Credit-4

COURSE OBJECTIVES:

CO1: To impart the understanding of Print media, the fundamentals of print media and its process of production.

CO2: To learn the intricacies of layout and designs of print media.

CO3: To understand various techniques and methods employed in photo editing.

CO4: To familiarise the learners with desktop publishing and digital printing.

LEARNING OUTCOMES:

LO1: Justify the printing methods and techniques for the production by balancing all required ingredients.


LO2: Describe the fundamentals of the printing methods regarding printing process and press configuration.

LO3: Students shall be more focused on bringing out quality print with the help of proper designated instruments.

LO4: Explain the different effects, steps involved in photo editing and desktop publishing.

COURSE CONTENTS

UNIT I: Fundamentals of Print Media:(15 Lectures)


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Introduction and Evolution of Print Production, Design-Principles of page makeup and design - traditional, contemporary design, computer aided design (CAD), Dummy preparation, pagination- use of white space, easers-colour schemes- new trends in pagination, Grids, Copy fitting-types.

Responsibilities of an editor and his editorial team. Printing Technology and Print Production, Advent and growth of printing in India

UNIT II: Layout and Design

(15 Lectures)

Front Page, editorial page, pull-outs, special pages, supplements and weekend magazines.

Introduction to Graphics and Designing, Info graphics, Cartoons and Caricatures etc. Project Presentation of News Letter, News Paper. Magazine Designing.

UNIT III: Photo Editing

(15 Lectures)

Photo selection, cutting, cropping, trimming, slashing, cutline, caption writing-photo layout principles and types. Digital Publishing. Introduction to Adobe InDesign, Photoshop.

UNIT IV: Desktop Publishing & Printing

(15 Lectures)


Typography, Typesetting methods, Desktop Publishing, Printing process-letter press, offset, gravure, silk screen, line blocks, half tones, multi-Colour process, types of paper stocks, print size of publications, Colour

Positives – Negatives – Colour Separation – Digital Printing, Flexography.

Practicum: Production of Departmental newsletter/ Lab Journal/ Campus Script

Suggested Readings:

1. *Editing: A Handbook for Journalists* – by T. J. S. George, IIMC , New Delhi, 1989
2. *News Reporting and Editing* by Shrivastava, K. M. (1991) Sterling Publishers, NewDelhi
3. *Professional Journalism*, by M.V. Kamath, Vikas Publications
4. *Groping for ethics in Journalism*, by Eugene H. Goodwin, Iowa State Press
5. *Journalism: Critical Issues*, by Stuart Allan, Open University Press
6. *Modern Newspapers practice*, by Hodgson F. W. Heinemann London, 1984.
7. *Principles of Art and Production*, by N.N. Sarkar, Oxford University Press


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SEC 2

RADIO PRODUCTION

Credit-3

COURSE OBJECTIVE:

CO1: To provide the students with the understanding of the evolution and growth of radio.

CO2: To equipped the students with basic knowledge of sound and its components required for production of various radio programme.

CO3: To understand different sound formats and its distinctive usage.

CO4: To understand different techniques and tools used in any form of sound production.

LEARNING OUTCOMES:

LO1: Students will have thorough knowledge of sound equipment, production techniques and processes.

LO2: Students will be able to understand the usage of various softwares for radio formatting.

LO3: Demonstrate designs, plan, and organise radio station formats.

LO4: Identify components of radio editing techniques and produce radio programmes for real world working environment.

COURSE CONTENTS:

UNIT I: Sound, Radio & Technology

(15 Lectures)

Radio Production Techniques, Types and functions, Roles and rules of the Production process.

UNIT II: Stages of Radio Production (15 Lectures)

Pre-Production – (Idea, Research, Radio script), Production–Creative use of Sound; Listening,

Recording, using archived sounds (execution, requisite, challenges), Editing, Creative use of Sound Editing.

UNIT III: Studio and Equipment


(15 Lectures)

Production Control Room & Studio, acoustics, input and output chain, studio console: recording and mixing

UNIT IV: Radio program Format

(15 Lectures)

Group A: Spoken word- Talk show/ Radio Drama


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Group B: Music and commercials, sig tunes, jingles, PSA (only one format) live shows

Suggested Readings:

1. *Aspinall, R. (1971) Radio Production, Paris: UNESCO.*
2. *Flemming, C. (2002) The Radio Handbook, London: Routledge.*
3. *Keith, M. (1990) Radio Production, Art & Science, London: Focal Press.*
4. *McLeish, R. (1988) Techniques of Radio Production, London: Focal Press.*
5. *Nisbett, A. (1994) Using Microphones, London: Focal Press.*
6. *Reese, D.E. & Gross, L.S. (1977) Radio Production Work, London: Focal Press.*
7. *Siegel, E.H. (1992) Creative Radio Production, London: Focal Press*

SEC 3

VIDEO PRODUCTION

Credit-3

COURSE OBJECTIVES:

CO1: To provide the students with the opportunity to explore wide range of audio-video production technologies and techniques.

CO2: To impart in the students the knowledge to uphold professional standards of film production.

CO3: To learn the lighting techniques used in video production

CO4: To equip the learners with all aspects of creative audio and video production.

LEARNING OUTCOMES:

LO1: The learners will be able to demonstrate the ability to make informed decision about the purpose of their film making.


LO2: The learners will acquire the knowledge of all the steps involved in video production.

LO3: The learners will be able to understand the effective influence of Audio-visual medium.

LO4: The learners will be familiarised with visual grammar

Unit I: INTRODUCTION

(15 Lectures)


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Terms and terminologies of video and television, History and development of the moving picture and video, Basic principles (formation of picture in film, video and digital), Digital format vs film formats

Television: Development of television as a medium of communication – historical perspective of television in India – satellite and cable television in India.

Unit II: CAMERAS: BASIC PRINCIPLE AND FUNCTION (15 Lectures)

Video production process: pre-production, production, post production

Video Cameras - designs, functions and principles, usages and formats, Digital Cameras designs, functions and principles, usages and formats, Video Connectors (From Studio To PCR), Talk Back System, Tele Prompter, Lighting Techniques, Shooting In a Multi Camera Setup, Understand Sequence, Sets and Props,

Talents: Role and Function, Production personnel and their duties and responsibilities

Unit III: TELEVISION (15 Lectures)


Television Standards - Pal, NTSC, SECAM, Broadcasting and Transmission processes In Television, Construction and Function - CRT, Plasma, LCD, LED, OLED. Scripting, Various formats of television programmes- Fictional programmes: soap operas, sitcoms, series, films etc. Non-fictional programmes: news, talk show, documentary, reality show etc. Tripod (camera movements), Floor and Light Plan, Budgeting for Television Production, Basic Media Production Terminology and studio language, The Production Crew/ Personnel: Duties and Functions (PCR and Studio)

Unit IV: VISUAL GRAMMAR (15 Lectures)

Basic shots and their composition, Lighting equipment and control, Audio Console- Audio Mixer and Monitoring Audio, Microphones, Music, Sfx, Voice Over, Audio Connections - Studio To PCR, Shot Sizes, Rules of Composition, Camera Movements, Continuity, Lighting Techniques, Editing (Linear and Non-Linear) Editing Software Introduction to Editing equipment – Adobe Premiere Pro or Final Cut Pro.


Suggested Readings -

1. Fehn, C. (2004, May). *Depth-image-based rendering (DIBR), compression, and transmission for a new approach on 3D-TV.* In *Stereoscopic Displays and Virtual*


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Reality Systems XI (Vol. 5291, pp. 93- 105).International Society for Optics and Photonics.

2. *Braverman, B. (2015). Video Shooter: Storytelling with DV, HD, and HDV Cameras. CRC Press.*
3. *Andersson, B. (2015). The DSLR filmmaker's handbook: real-world production techniques.*
4. *John Wiley & Sons. – Video maker, Inc. (2008). The Video maker Guide to Video Production.Taylor & Francis.*
5. *Honthaner, E. L. (2013). The complete film production hand book.Focal Press.*
6. *Millerson, G. (2013). Video production hand book.CRC Press.*


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