

Master of Arts (MA) in Mass Communication
Revised Course Structure
(NEP- 2020)



Department of Mass Communication
Faculty of Communication Studies
Rajiv Gandhi University
Rono Hills, Doimukh
Arunachal Pradesh
2024

Masters of Arts (MA) IN MASS COMMUNICATION

COURSE STRUCTURE (NEP 2020)

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

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

1. To put *communication practices in context* of the social and cultural milieu of the State of Arunachal Pradesh (where the University is located) and to sensitize the students to use media for development, particularly in response to the needs of development communication in the State as well as in other states in the northeast region.
2. To equip students with the knowledge of theories and practices of communication.
3. To impart training to the students in various areas of Mass Communication including Print, Radio, Television & Video Production, Web, photography, Visual Design and Media Research.
4. To create a body of core communication competencies in digital media, communication for development and documentary filmmaking.

PROGRAMME OUTCOME (PO)

1. To enable the students to specialize in a particular area of mass communication offered by the department in the addition to the areas of core communication competencies
2. To enable the student's function effectively as an individual and as a member or leader in diverse team and multi-disciplinary settings
3. To help student's find employment in media & research based organizations, NGO's and in public and private sectors
4. To introduce the various aspects of communication process including its elements, models and theories.
5. To introduce learners' basics of various format of writing such journalistic writing, reporting and editing research for different media
6. To introduce learners to a broad range of ethical and legal issues pertinent to various aspects of the media

7. To train students of the fundamentals of advertising and public relations and its applications
8. To provide an understanding and apply communication research in various dimensions
9. To impart a comprehensive understanding of the concept, scope and theories of communication for development in various spheres
10. To provide an in-depth understanding of Print radio, audio-visual, digital media as an effective medium of mass communication

PROGRAMME SPECIFIC OUTCOME (PSO)

1. Apply the concepts and techniques of Journalism in news writing, reporting and editing with legal and ethical consciousness
2. Apply the different types and techniques of audio-video production tools and review and critique films
3. Create Communication professional with strong research attributes

PEDAGOGY

1. Approaches

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

2. Departmental Elective Paper (DEP)

Keeping in view with the Department's objective of creating a body of *core communication competency* in Media and Communication, the department offers various specialization which a student in the Third Semester has to opt THREE Electives papers- One each from Elective 1, Elective 2 & Elective 3.

However, the papers for the Departmental Elective Paper-I, II & III (Optional) shall be offered on the basis of students interests provided there is a minimum of 5 (five) students opting for the Electives.

3. Practical Exercises

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

4. Outreach Programme

Communication for Development Outreach Programme: Students in Second Semester will undergo a communication for development outreach programme to a place identified by the Department and submit a report after completion of the tour. The expenses of the tour shall be borne by the students.

5. Internship

All students will compulsorily undergo an internship programme in a recognized newspaper or news agency or advertising agency or public relations department or any other mass media organization approved by the department for a period of ONE MONTH in the Third Semester during summer vacation. The internship report along with a certificate issued from the interning organization shall be submitted to the Department to attain graduation credits.

**SEMESTER WISE CREDIT STRUCTURE FOR POST GRADUATE PROGRAMME IN MASS
COMMUNICATION
SEMESTER I**

Paper Code	Title	Maximum Marks				Credit Distribution			Total Credits	Contact Hours
		Theory marks	Sessional marks	Practical marks	Total	L:T:P				
MCJ -101– 4710	Communication Theories and Models	60	40	-	100	3	1	-	4	
MCJ –101- 4720	Reporting and Editing for Media	60	20	20	100	2	-	1	4	
MCJ – 101- 4730	Media Laws and Ethics	60	40	-	100	3	1	-	4	
MCJ – 101- 4740	Advertising and Public Relations	60	20	20	100	3	-	1	4	
MCJ – 101- 4750	Research Methodology	60	40	-	100	3	1	-	4	
Total Credit									80	

SEMESTER II

Paper Code	Title	Maximum Marks				Credit Distribution			Total Credits	Contact Hours
		Theory marks	Sessional marks	Practical marks	Total	L:T:P				
MCJ – 101-4760	Communication for Development	60	20	20	100	3	-	1	4	
MCJ -101-4770	(Elective I Choose ONE) Broadcast Media Production/ Mobile Journalism	60	20	20	100	2	-	1	4	
MCJ – 101-4780	(Elective II Choose ONE) Online Journalism/ Photojournalism	60	20	20	100	2	-	1	4	
MCJ – 101-4790	(Elective III (Choose ONE) Health Communication/ Human Rights & Media	60	40	-	100	3	1	-	4	
MCJ – 101-4800	Research Publication Ethics	60	20	20	100	2	-	1	4	
	Total Credit								80	

Students can exit the course after the completion of second semester with a Diploma Degree in Mass Communication (PGDMC).

SEMESTER III

Paper Code	Title	Maximum Marks				Credit Distribution			Total Credits	Contact Hours
		Theory marks	Sessional marks	Practical marks	Total	L:T:P				
MCJ -101- 4810	Film Studies	60	20	2 0	100	3	1	-	4	
MCJ -101- 4820	Political & International Communication	60	40	-	100	3	1	-	4	
MCJ -101-4830	Media in Northeast India	60	40		100	3	1	-	4	
MCJ – 101- 4840	Documentary filmmaking	60	20	2 0	100	3	1	-	4	
MCJ – 101- 4850	Internship	Internship Report: 70		Presentat ion: 30	100	-	-	-		
	Total Credit								80	

SEMESTER IV

Paper Code	Title	Maximum Marks			Credit Distribution			Total Credits	Contact Hours
		Dissertation	Viva	Total	L:T:P				
MCJ -101- 5050	Research/ Media Project	70	30	100	2	2	-	20	
Total Credits								80	

Programme Code and Subject Code Schema: ABC-DDD-CT-YSPR

ABC	Discipline Code (viz. MCJ: Mass Communication and Journalism, SOW: Social Work etc.)
DDD	DDD-The unique number for each programme like B.A.-001, B.Sc.-002, MA -101 etc.
(e.g: 001)	101=Programme Code for M.A
CT	Course Type (Viz. CC: Core Course, DE: Department Elective, RC: Research Course, CW: Coursework)
YSPR	Year-Semester-Paper Serial-Sequence of Revision (currently zero)

MCJ-101-4710
COMMUNICATION THEORIES AND MODELS

Course Outcome:

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

- CO1: Demonstrate an understanding of the key terms, models, concepts, and a range of theories about communication.
- CO2: Apply communication theories and models in communication programmes and research.
- CO3: Analyze the link between major theoretical understandings of communication and the socio-cultural setting
- CO4: Understand the intersection between communication, in its many forms, and society and culture.
- CO5: Define the concept of semiotic theory and practice.

UNIT I: Models of communication

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

UNIT II: Communication Theories

- (a) Normative Theories: Authoritarian theory, Libertarian theory, Communist theory, social responsibility theory, Democratic- participate media theory, Development media theory.
- (b) Media effects theories: Bullet theory, Agenda setting theory, two-step theory, Limited effects theory, Cultivation theory, Dependency theory, Uses and Gratification theory.
- (c) Propaganda theory and public opinion.
- (d) Critical Cultural theory: Frankfurt School.

UNIT III: Communication Psychology

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

(d) Communication and mass behaviour

UNIT IV: Semiology & Post-modern theories

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

UNIT V: Media Criticism

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

Mapping of Pos/PSOs with COs

MCJ – 4710: Communication Theories and Models

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	1	No Correlation	No Correlation	3	No Correlation	No Correlation	No Correlation	2	2	No Correlation	2	1	
CO2	No Correlation	No Correlation	No Correlation	3	No Correlation	No Correlation	No Correlation	2	2	No Correlation	2	1	
CO3	1	2	No Correlation	2	No Correlation	No Correlation	No Correlation	1	2	No Correlation	2	1	
CO4	1	2	No Correlation	1	No Correlation	No Correlation	No Correlation	1	2	1	No Correlation	No Correlation	
CO5	No Correlation	No Correlation	No Correlation	1	No Correlation	No Correlation	No Correlation	1	1	No Correlation	No Correlation	No Correlation	
Average	0.6	0.8	No Correlation	2	No Correlation	No Correlation	No Correlation	1.4	1.8	0.2	1.2	0.6	

The Mapping level contribution between Cos-POs/PSOs are categorized as [3: Higher; 2: Medium; 1: Low and No Correlation]

Books suggested for reading.

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

MCJ-101-4720
REPORTING AND EDITING FOR MEDIA

Course Outcome:

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

CO1: Apply the concept, meaning and function of journalism to enable students to work in various media organization

CO2: Understand the nuances of different types of news media and its application

CO3: Apply the concepts and techniques of journalism in news reporting and media writing

CO4: Apply and practice the role and responsibilities of a journalist.

CO5: Write, produce, and edit news stories for various purposes

UNIT I: Understanding of News

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

UNIT II: Writing for the Press

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

UNIT III: News reporting

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

UNIT IV: News Editing

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

UNIT V: Newspaper layout and design

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

Mapping of Pos/PSOs with COs MCJ – 4720: Reporting and Editing for Media

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	1	1	2	1	2	1	1	No Correlation	No Correlation	1	3	1	
CO2	2	1	1	No Correlation	2	1	2	No Correlation	No Correlation	2	3	2	
CO3	2	1	2	1	3	2	2	No Correlation	No Correlation	2	3	2	
CO4	2	2	2	No Correlation	1	2	No Correlation	No Correlation	No Correlation	2	3	2	
CO5	3	2	3	No Correlation	3	1	1	No Correlation	1	2	2	3	
Average	2	1.4	2	0.4	2.2	1.4	1.2	No Correlation	0.2	1.8	2.8	2	

The Mapping level contribution between Cos-POs/PSOs are categorized as [3: Higher; 2: Medium; 1: Low and No Correlation]

Books suggested for reading.

1. BattyCraigandCainSandra(2010).*Media Writing:APracticalIntroduction*. Palgrave Macmillan.
2. Stovel J. (2006). *Writing for Mass Media*, 6th edition. Allyn and Bacon.

References

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

MCJ-101-4730
MEDIA LAWS AND ETHICS

Course Outcome:

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

CO1: Demonstrate an understanding of the salient features of the Indian Constitution to be responsible citizen

CO2: Identify the legal issues relevant to media functioning

CO3: Analyse a range of ethical issues, perspectives and debates relevant to media.

CO4: Understand and apply the ethical norm and principle in media profession practice

CO5: Apply the basis principle of journalism in diverse settings

UNIT I: Introduction to Indian Constitution

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

UNIT II: Understanding of media ethics and laws

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

UNIT III: Media laws

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

UNIT IV: Media conduct and issues

- (a) Trial by media

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

UNIT V: Media regulation bodies

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

Mapping of Pos/PSOs with COs
MCJ – 4730: Media Laws and Ethics

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	No Correlation	2	No Correlation	No Correlation	No Correlation	2	No Correlation	No Correlation	No Correlation	No Correlation	3	No Correlation	
CO2	2	2	No Correlation	1	1	3	2	No Correlation	No Correlation	2	3	1	
CO3	2	1	No Correlation	No Correlation	2	3	2	No Correlation	1	2	3	2	
CO4	2	3	3	2	2	3	3	No Correlation	2	2	3	2	
CO5	3	3	3	2	3	3	2	No Correlation	1	2	3	2	
Average	1.8	2.2	1.2	1	1.6	2.8	1.8	No Correlation	0.8	1.6	3	1.4	

The Mapping level contribution between Cos-POs/PSOs are categorized as [3: Higher; 2: Medium; 1: Low and No Correlation]

Books suggested for reading:

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

References

1. Singh, P.P. et. al. (1998). *Media, Ethics and Laws*, Anmol.
2. Prabhakar, M. et. al. (1999). *A Compendium of Codes of Conduct for Media*

Professional, University Book House.

3. Fackler, Mark et. al. (1995). *Media Ethics -Cases and Moral Reasoning*, Longman.

MCJ-101-4740

ADVERTISING AND PUBLIC RELATIONS

Course Outcome:

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

CO1: Apply ethics and principle of advertising in copy writing

CO2: Analyse the behaviour of Consumer and design effective campaign

CO3: Apply advertising communication tools and channels for effective dissemination of information.

CO4: Apply the techniques of PR skills in writing and practice.

CO5: Production of print advertisement, digital advertisement, and outdoor publicity materials and channels

UNIT I: Introduction to Advertising

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

UNIT II: Media Planning & Corporate Communication

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

UNIT III: PUBLIC RELATIONS

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

and electronic, bulletin, boards, open house, suggestion boxes, video magazines, speeches, articles, etc.)

UNIT IV: Production Techniques & Methods

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

Mapping of Pos/PSOs with COs MCJ – 4740: Advertising and Public Relations

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	2	3	2	2	2	3	No Correlation	1	2	3	2	
CO2	3	2	3	2	2	No Correlation	3	1	2	2	1	1	
CO3	3	2	3	2	1	2	3	2	2	3	2	2	
CO4	3	2	3	2	3	2	3	2	2	2	3	3	
CO5	3	3	3	2	2	No Correlation	3	2	2	2	2		
Average	3	2.2	3	2	2	1.2	3	1.4	1.8	2.2	2.2		

The Mapping level contribution between Cos-POs/PSOs are categorized as [3: Higher; 2: Medium; 1: Low and No Correlation]

Books suggested for reading:

1. Jethwaney, Jaishri& Jain, Shruti(2012).*Advertising Management*.OUP.
2. Sachdeva, Iqbal S. (2009). *Public Relations – Principles and Practices*.OUP.
3. Jethwaney, Jaishri (2010). *Corporate Communication – Principles and Practice*. Oxford University Press.

4. Sachdeva, Iqbal S. (2009). *Public Relations – Principles and Practices*, OUP
5. Kothari, Gulub. (1995). *Newspaper Management in India*, Intercultural Open University
6. Chiranjeev, Avinash. (2000). *Electronic Media Management*, Authors Press.

References

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

MCJ -101-4750 Research Methodology

Course outcome:

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

- CO1: Apply the understanding of research in various communication dimension
- CO2: Use the different communication techniques and tools of research
- CO3: Apply the various communication theories in media research
- CO4: Write the style and method of preparing research proposal and reports
- CO5: Follow the ethical norms and standards of research writing and publications

UNIT I: Methods of knowledge acquisition

- (a) Modes of acquiring knowledge-authoritarian-mystical-rational-scientific
- (b) Research-definition-concept-functions-need
- (c) Research process-concepts-structure-definitions-variables
- (d) Research questions-hypotheses-literature review
- (e) Theories of ethics in research

UNIT II: Types and methods of research

- (a) Basic and applied
- (b) Action research
- (c) Survey research
- (d) Historical research
- (e) Experimental research

UNIT III: Research design

- (a) Characteristics and components of research design
- (b) Classical research design
- (c) Experimental and quasi-experimental designs, Solomon-Four Group Post-Test
- (d) Longitudinal research, census, trend study, panel, correlation design
- (e) Selection criteria of research design

UNIT IV: Data Collection

- (a) Observational methods
- (b) Laboratory experiments-simulation-field experiments-focus group
- (c) Case Study-Delphi technique
- (d) Preparation of questionnaire and interview schedule-impersonal methods
- (e) Field study and focus group

UNIT V: Data analysis

- (a) Sampling methods, sample size, sampling error
- (b) Measures of dispersion-mean, median, mode and standard deviation: parametric and non-parametric tests (Chi-square, ANOVA, t-test, Pearson's correlation, Spearman's rank-order correlation }
- (c) Coding and tabulation; levels of measurement
- (d) Use and preparation of different types of graphs
- (e) Report preparation-structure-style-terminal sections-reference-bibliography, abstracts

Mapping of Pos/PSOs with COs
MCJ – 4750: Research Methodology

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	2	3	3	No Correlation	1	2	3	3	No Correlation	1	1	
CO2	3	2	3	3	2	1	No Correlation	3	3	No Correlation	1	1	
CO3	3	2	3	3	No Correlation	No Correlation	No Correlation	3	3	No Correlation	1	1	
CO4	3	2	3	2	1	2	1	3	3	No Correlation	1	No Correlation	
CO5	2	2	3	2	3	3	2	3	3	No Correlation	2	2	
Average	2.8	2	3	2.6	1.2	1.4	1	3	3	No Correlation	1.2	1	

The Mapping level contribution between Cos-POs/PSOs are categorized as [3: Higher; 2: Medium; 1: Low and No Correlation]

Books for Reference

1. Nachmias, David and Nachmias, Chava, Research Methods in Social Sciences, St. Martin Press New York, 1999.
2. Goode and Hatt, Methods in Social Research, Tata McGraw Hill Inc. US, 1952
3. Kothari, C.R. Research Methodology, New Age International Pvt Ltd. Pub, 2004
4. Creswell, W. Joh, Research Design-Qualitative, Quantitative and Mined Methods Approaches, Sage Pub 2003.
5. Kumar Ranjit, Research Methodology-A step by step guide for beginners:Sage Pub 2005
6. Bryman, Alan, Social Research Methods, Oxford University Press, 2008.

MCJ-101-4760
COMMUNICATION FOR DEVELOPMENT

Course Outcome:

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

CO1: Apply the different models and approaches of development.

CO2: Develop communication strategy for development at individual and team level

CO3: Use the media for socio-economic development and social change.

CO4: Apply communication intervention in various projects

CO5: Create advocacy and initiate for behavioral change through communication channels.

UNIT I: Development: Concept and Approaches

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

UNIT II: Development Communication: Theory and Practice

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

UNIT III: Developmental Issues and discourse

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

UNIT IV: Alternative approaches to development and communication

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

UNIT V: Communication campaign and strategy

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

Mapping of Pos/PSOs with COs
MCJ – 4760: Communication for Development

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	2	3	3	2	No Correlation	No Correlation	2	3	No Correlation	No Correlation	No Correlation	
CO2	3	3	3	2	No Correlation	No Correlation	No Correlation	3	3	2	No Correlation	1	
CO3	3	1	2	2	2	No Correlation	No Correlation	1	3	1	1	2	
CO4	3	2	3	1	No Correlation	1	No Correlation	3	3	1	No Correlation	2	
CO5	2	2	3	3	2	No Correlation	2	2	3	2	1	No Correlation	
Average	2.6	2	2.8	2.4	1.2	0.2	0.4	2.2	3	1.2	0.4	1	

The Mapping level contribution between Cos-POs/PSOs are categorized as [3: Higher; 2: Medium; 1: Low and No Correlation]

Books suggested for reading:

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

MCJ -101-4770 (Elective 1)
Broadcast Media Production

Course Outcome:

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

CO1: Apply the different technologies of radio and television production

CO2: Execute radio and television production techniques.

CO3: Identify various career paths in community, commercial and government radio, and television.

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

CO5: Experiment with audio and video editing and output techniques.

UNIT-I Introduction to Broadcast Media

- (a) Principles and general characteristics of sound: frequency, amplitude, wavelength, loudness, and decibels.
- (b) Principles and techniques of audio-visual communication - visual thinking and thinking audio.
- (c) Characteristics of radio and television as media of mass communication, their differences and similarities, strengths and weaknesses, radio as a medium vis-à-vis listeners' imagination.
- (d) Different types of radio and television: AM, FM, community radio, satellite radio, Internet radio, mobile radio, terrestrial television, satellite TV /DTH, cable TV.

UNIT-II Introduction to Production Essentials

- (a) Different designs and types of microphones, cables and connectors, sound recorders, audio tapes, sound mixer, OB recording equipment, audio editing software, and playback machines.
- (b) Studio parameters- dead and live acoustics, absorption, distortion, feedback effect, reverberation, reflection, impedance, voice pitch, sibilance.
- (c) Camcorders, video standards, tape and digital formats, video editing software.
- (d) Studio lighting, three-point lighting, lighting grid luminaries, lighting in field / at location, using reflectors.

UNIT-III Programme Formats and Personnel

- (a) Radio programme formats - music, news bulletin, current affairs, radio magazine, radio talk, discussion, interview, feature, documentary, commentary, drama, phone-in programme, radio bridge etc.
- (b) TV programme formats - news, soap opera, teleplay, documentary, studio

interview, discussion, reality TV, chat show with audience participation, teaser, and promo etc.

- (c) Production personnel - producer, director, writer, actor, camera person, sound recordist, other technical crew members etc.
- (d) Radio and television newsroom organization and different editorial positions in newsroom, their roles and responsibilities, editorial co-ordination and managing different desks.

UNIT-IV Writing for Programme Production

- (a) Grammar of TV: terminology and descriptions, basic shots, and camera movements, referencing visual to words.
- (b) Writing for television / video production- Production Book, proposal writing, treatment, spec script, shooting script, storyboarding.
- (c) Writing for radio programme production- feature/documentary, drama, radio magazine, advertisement.
- (d) Compilation of news bulletin for radio and television- writing news story, copy editing, voicing of news dispatch, handling of news rundown, visual paper edits, AIR code and style, News Broadcasting Standards Authority (NBSA) code.

UNIT-V Programme Production and Broadcast Scheduling

- (a) Outside Broadcast: Radio reporting- Actuality reporting, bytes, *vox pops*, TV reporting- Electronic News Gathering (ENG), piece to camera, voiceover, interview techniques.
- (b) Radio Production: OFF Air / ON Air studios and their working, studio recording, multi-track recording techniques, editing techniques, dubbing, cuing, dope sheet, sound effects.
- (c) Television production: planning studio shooting, camera blocking, floor plans, single-camera, and multi-camera shootings, cues and commands, planning location shooting - recce, shooting, video editing techniques, AB roll editing, digital visual and sound effects.
- (d) Scheduling of produced / recorded radio and television programmes, preparing Music Clock, Fixed Point Chart, cues and commands, programme anchoring -live studio and recorded programmes.

Mapping of Pos/PSOs with COs
MCJ 4770 (Elective 1) Broadcast Media Production

	PO 1	PO 2	PO 3	PO 4	PO5	PO6	PO7	PO8	PO9	PO1 0	PSO1	PSO2	PSO 3
CO1	3	2	3	3	3	No Correlatio n	No Correlatio n	No Correlatio n	2	3	2	3	
CO2	3	2	3	3	2	No Correlatio n	No Correlatio n	No Correlatio n	2	3	2	3	
CO3	3	3	3	1	No Correlatio n	1	1	1	No Correlatio n	3	No Correlatio n	No Correlatio n	
CO4	3	3	3	2	2	2	No Correlatio n	No Correlatio n	No Correlatio n	3	2	3	
CO5	3	3	3	1	2	No Correlatio n	No Correlatio n	No Correlatio n	2	3	3	3	
Average	3	2.6	3	2	1.8	0.6	0.2	0.2	1.2	3	1.8	2.4	

The Mapping level contribution between Cos-POs/PSOs are categorized as [3: Higher; 2: Medium; 1: Low and No Correlation]

Books suggested for reading.

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

Books suggested for reading.

1. B. N. Ahuja, Audio Visual Journalism.
2. Martin L. Gibson Editing in the Electronic Era.
3. Ralph Donald & Thomas Spann, Fundamentals of Television Production.
4. K. Jim Wulfemeyer, Radio – TV News Writing, (Second Edition).
5. Claindette Guzan Artwick, Reporting & Producing for Digital Media.
6. Glyn Alkin, Sound recording and Reproduction.
7. Alec Nisbett, Studio Techniques.
8. Thomas D Burrows & Donald N. Wood, Television Production: Disciplines and Techniques.
9. Zettle Herbert, TV Production handbook.
10. Millerson Gerald, Video Production Handbook, Focal press.
11. Erik K. Gormly, Writing & Producing Television News, Second Edition.
12. Ken Dancyger, The Technique of Film and Video Editing: History, Theory, and Practice, Focal Press: 5thedition.

MCJ-101- 4770 (Elective 1) MOBILE JOURNALISM

Course outcomes:

By the end of the course students will be adept at,

CO1: Use smart/mobile phones for news gathering.

CO2: Develop and edit news content via smart phones.

CO3: Apply social media to disseminate factual and authentic news, and plan, cover and present news in real-time via live blogging.

CO4: Understanding the existing and evolving landscape of Mobile Journalism including technology and content creation.

CO5: Apply variety of mobile apps needed for recording, Editing and distribution of the content for MoJo.

UNIT I: Mobile Journalism an Introduction

(i) Concept and meaning of MoJo, Mobile Journalism vs Citizen Journalism

(ii) Advantages, Challenges of MoJo

(iii) Tools used in MoJo and Evolution of mobile Journalism

UNIT II: Reporting with MoJo and Storytelling

- (i) Reporting with MoJo, MoJo workflow, MoJochecklist, Mojo interviewing.
- (ii) Need for story board- SCRAP method -Character, Resolution, Actuality and Production, Importance of fiveshot method
- (iii)Types of Visual Storytelling on Mobile phones, Podcast

UNITIII: Editing, Tools and Apps

- (i) Editing in smart phone, Types of MoJo
- (ii) Editing- apps, Mojo kit, Camera apps, Microphones, Cradles, tripods,
- (iii) Power Supply, Accessories, Audio recording, MoJo case studies -Smartphone photography.

UNIT IV: Use of social media and ethics:

- (i) Ethical and Legal Issues related toMoJo
- (ii) Use of Social Networksand Social Media. Optimizing reach of the content.
- (iii)Emerging trends in MoJo-National and Global.

ACTIVITY:

As part of this course, students are required to create visual, sound and text messages for mobile media and produce an audio-visual PSA, Podcast, and Reporting assignment.

Mapping of Pos/PSOs with COs MCJ 4770 (Elective 1) Mobile Journalism

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	2	2	2	3	No Correlatio n	No Correlatio n	No Correlatio n	No Correlatio n	3	2	2	
CO2	3	2	3	No Correlatio n	3	No Correlatio n	No Correlatio n	No Correlatio n	No Correlatio n	3	2	2	
CO3	2	2	2	2	2	3	No Correlatio n	No Correlatio n	No Correlatio n	3	1	2	
CO4	3	1	2	No Correlatio n	2	2	No Correlatio n	No Correlatio n	No Correlatio n	3	1	1	
CO5	3	2	2	No Correlatio	2	1	No Correlatio	No Correlatio	No Correlatio	3	2	3	

				n			n	n	n				
Average	2.8	1.8	2.2	0.8	2.4	1.2	No Correlatio n	No Correlatio n	No Correlatio n	3	1.6	2	

The Mapping level contribution between Cos-POs/PSOs are categorized as [3: Higher; 2: Medium; 1: Low and No Correlation]

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. MobilerJournalism us, 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.

**MCJ -101-4780 (Elective 2)
ONLINE JOURNALISM**

Course Outcome:

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

- CO1: Apply the techniques of online journalism in the information society landscape
- CO2: Enable students to use the advantage of digital media in various facets of journalism
- CO3: Engage in contemporary debates on the implications of digital culture and ethical issues
- CO4: Analyse key issues emerging from recent development of digital culture.
- CO5: Demonstrate the ability to deal critically with social analysis of popular media.

UNIT I: Introduction to online Journalism

- (a) Evolution and Characteristics
- (b) Different types of convergent journalism, its technologies and applications
- (c) Internet and Knowledge society

(d) Digital Storytelling

UNIT II: Writing for Online

- (a) Developing and editing contents for web
- (b) E-Publishing for various online media
- (c) Participatory and social media contents
- (d) New narratives and styles

Unit III: Emerging trends in online media

- (a) New media technologies and social change.
- (b) Citizen Journalism
- (c) Artificial Intelligence(AI) and the changing mediascape, Ethical and Legal issues, Net neutrality, India’s information technology act (IT Act)
- (d) Data Journalism, Data crunching, Data analyzing tools

UNIT IV: Practicum

- (a) Website design for an online media
- (b) Blog, Video blogging and podcast
- (c) Digital media design using social media platforms
- (d) Digital marketing

**Mapping of Pos/PSOs with COs
MCJ -4780 (Elective 2) Online Journalism**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	2	3	No Correlation	2	No Correlation	No Correlation	No Correlation	2	3	3	No Correlation	
CO2	3	2	3	No Correlation	2	No Correlation	2	No Correlation	No Correlation	3	3	2	
CO3	2	2	1	2	1	3	2	No Correlation	No Correlation	3	3	2	
CO4	2	2	2	2	2	1	No Correlation	No Correlation	No Correlation	3	1	No Correlation	
CO5	3	1	3	No Correlation	1	1	No Correlation	No Correlation	No Correlation2	2	3	2	
Average	2.6	1.8	2.2	0.8	1.6	1	0.8	No Correlation	0.4	2.8	2.6	1.2	

The Mapping level contribution between Cos-POs/PSOs are categorized as [3: Higher; 2: Medium; 1: Low and No Correlation]

Books suggested for reading

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

References

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

MCJ -101-4780 (Elective 2) PHOTOJOURNALISM

Course Outcome:

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

CO1: Apply working knowledge of digital SLR cameras.

CO2: Demonstrate an understanding of composition and image design process.

CO3: Apply image editing and output techniques.

CO4: Analyse and critique artistic output and ethical standard

CO5: Determine ethical and responsible work practices.

UNIT I: Introduction to Photojournalism

- (a) History of photojournalism.
- (b) Difference between a photographer and photojournalist.
- (c) Understanding visuals. Capturing human interest visuals.
- (d) Photography for different media- newspaper, magazine, internet.
- (e) Importance of visuals in journalism- timeliness, unbiased and narrating the story.

UNIT II: Techniques of Photojournalism

- (a) Types of cameras- Digital versus Analogue, SLR versus Point and Shoot cameras,
- (b) Different types of lenses, tripod, flash, Understanding Lights

- (c) Aesthetics of photojournalism- Composition, Camera angles.
- (d) Types of image formats- Raw, JPEG, TIFF.

UNIT III: Types of Photojournalism

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

UNIT IV: Photo feature and Editing

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

UNIT V: Ethical and Legal Issues

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

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

Mapping of Pos/PSOs with COs
MCJ -4780: (Elective 2) Photojournalism

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	2	2	No Correlation	No Correlation	No Correlation	No Correlation	No Correlation	No Correlation	2	No Correlation	2	
CO2	3	1	2	No Correlation	No Correlation	1	2	No Correlation	No Correlation	No Correlation	No Correlation	1	
CO3	3	2	2	No Correlation	2	2	No Correlation	No Correlation	No Correlation	No Correlation	2	2	
CO4	2	2	1	No Correlation	No Correlation	3	No Correlation	No Correlation	No Correlation	No Correlation	2	2	

CO5	No Correla tion	No Correla tion	No Correla tion	No Correla tion	2	3	2	No Correla tion	No Correla tion	2	3	No Correla tion	
Aver age	2.2	1.4	1.4	No Correla tion	0.8	1.8	0.8	No Correla tion	No Correla tion	0.8	1.4	1.4	

The Mapping level contribution between Cos-POs/PSOs are categorized as [3: Higher; 2: Medium; 1: Low and No Correlation]

Books suggested for reading.

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

MCJ –101- 4790(Elective 3) HEALTH COMMUNICATION

Course Outcome:

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

Co1: Apply the theoretical knowledge of health communication into practice.

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

C03: Overcome the socio-cultural barriers in delivering health messages.

C04: Use the right type of health campaigns and interventions in health communication

CO5: Apply the various tools of communication for health campaign strategies

UNIT I: Introduction to Health Communication

- (a) Concept and scope of health communication, needs of women, children and adolescents, vulnerability of people.
- (b) Role of IEC (Information Education Communication) or Behavior changes communication in public Health programmers,
- (c) Social marketing, theories of behavior change, step in behavior change

process.

- (d) Importance of PRA, PLA social mobilization, networking.

UNIT II: Communication strategy

- (a) Role of Interpersonal Communication(IPC),
- (b) Barriers in Communication planning process for public Health Communication situational analysis or communication need assessment strategic design.
- (c) Campaign design for health communication
- (d) Health communication and Mass Media Campaign.

UNIT III :Technology and Health communication

- (a) Internet and E-health, health apps, mobile programmes, health video games.
- (b) Health communication and media inequalities
- (c) Social and cultural barriers of health communication
- (d) Traditional folk media and health communication

Mapping of Pos/PSOs with COs

M CJ 4790 (Elective 3) Health Communication

	PO 1	PO 2	PO 3	PO 4	PO5	PO6	PO7	PO8	PO 9	PO10	PSO1	PSO2	PSO 3
CO1	2	2	2	2	No Correlatio n	No Correlatio n	No Correlatio n	No Correlatio n	2	No Correlatio n	No Correlatio n	No Correlatio n	
CO2	3	2	2	2	No Correlatio n	No Correlatio n	1	1	1	1	No Correlatio n	No Correlatio n	
CO3	1	3	2	1	1	1	No Correlatio n	1	1	No Correlatio n	No Correlatio n	No Correlatio n	
CO4	2	2	2	2	No Correlatio n	2	2	2	2	2	No Correlatio n	2	
CO5	3	3	2	3	1	2	2	2	1	2	No Correlatio n	2	
Averag e	2.2	2.4	2	2	0.4	1	1	1.2	1.4	1	No Correlatio n	0.8	

The Mapping level contribution between Cos-POs/PSOs are categorized as [3: Higher; 2: Medium; 1: Low and No Correlation]

Books suggested for reading:

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

**MCJ-101- 4790 (Elective 3)
HUMAN RIGHTS AND MEDIA**

Course Outcome:

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

- CO1: To create awareness on the issues of human rights violations
CO2: Develop skills and attitudes to empower people with principles of human rights
CO3: Use the medium of mass media in protecting and promoting human rights
CO4: Critically analyze the role of media, communication and information in the discipline of human rights
CO5: Apply the theoretical understanding of media and human rights

UNIT I: Introduction to Human rights

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

UNIT II: Issues and challenges of Human rights

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

UNIT III: Approaches to understanding conflict

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

UNIT IV: Techniques of Conflict Resolution

- (a) Conflict management
- (b) Conflict transformation
- (c) Third party mediation
- (d) Gandhian approach to conflict resolution

UNIT V: Human rights and conflict reporting

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

Mapping of Pos/PSOs with COs
MCJ 4790 (Elective 3) Human Rights and Media

	PO 1	PO 2	PO 3	PO4	PO 5	PO6	PO7	PO8	PO9	PO1 0	PSO1	PSO2	PSO 3
CO1	2	2	1	No Correlation	1	2	No Correlation	No Correlation	No Correlation	1	2	No Correlation	
CO2	3	2	2	No Correlation	2	2	No Correlation	No Correlation	No Correlation	2	2	2	
CO3	3	3	2	1	1	No Correlation	No Correlation	No Correlation	No Correlation	2	2	2	
CO4	3	1	1	2	2	3	No Correlation	No Correlation	No Correlation	2	No Correlation	2	
CO5	3	2	1	No Correlation	2	1	No Correlation	No Correlation	No Correlation	2	No Correlation	No Correlation	
Average	2.8	2.4	1.4	0.6	1.6	1.6	No Correlation	No Correlation	No Correlation	1.8	1.2	1.2	

The Mapping level contribution between Cos-POs/PSOs are categorized as [3: Higher; 2: Medium; 1: Low and No Correlation]

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

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

Internet sources:

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

MCJ-101-4800
Research and Publication Ethics (RPE)

Course Outcome:

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

- CO1: Apply ethics in research work
- CO2: Understand implications of plagiarism in publications
- CO3: Apply citations and referencing style in publications
- CO4: Understand on the philosophical concept of ethics
- CO5: Enable students to write research articles for publication

Unit I : PHILOSOPHY AND ETHICS

- 1.Introduction to philosophy: definition, nature and scope, concept, branches
- 2.Ethics: definition, moral philosophy, nature of moral judgements and reactions

Unit2: SCIENTIFIC CONDUCT

- 1.Ethics with respect to science and research
- 2.Intellectual honesty and research integrity
- 3.Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP)
- 4.Redundant publications: duplicate and overlapping publications, salami slicing
- 5.Selective reporting and misrepresentation of data

Unit 3: PUBLICATION ETHICS

- 1.Publication ethics: definition, introduction and importance
- 2.Best practices / standards setting initiatives and guidelines: COPE, W AME, etc.
- 3.Conflicts of interest
- 4.Publication misconduct: definition, concept, problems that lead to unethical behaviour and vice versa, types
- 5.Violation of publication ethics, authorship and contribution
- 6.Identification of publication misconduct, complaints and appeals
- 7.Predatory publishers and journals

PRACTICAL

RPE 04: OPEN ACCESS PUBLISHING

- 1.Open access publications and initiatives
- 2.SHERP A/ROMEO online resource to check publisher copyright & self-archiving policies
- 3Software tool to identify predatory publications developed by SPPU
- 4.Journal finder/ journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggester, etc.

Unit 5: PUBLICATION MISCONDUCT

A.Group Discussions

- 1.Subject specific ethical issues, FFP, authorship
- 2.Conflicts of interest
- 3.Complaints and appeals: examples and fraud from India and abroad

Software tools (2 hrs.)

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

Unit 6: DATABASES AND RESEARCH METRICS

A.Databases (4 hrs.)

- 1.Indexing databases
- 2.Citation databases: Web of Science, Scopus, etc.

B.Research Metrics (3 hrs.)

1Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score

- 2.Metrics: h-index, g index, i10 index, altmetrics

Mapping of Pos/PSOs with COs
MCJ 4800: Research and Publication Ethics

	PO 1	PO 2	PO3	PO4	PO5	PO 6	PO7	PO 8	PO9	PO10	PSO1	PSO2	PSO 3
CO1	2	2	1	1	3	3	No Correlation	2	1	No Correlation	3	No Correlation	
CO2	1	2	No Correlation	No Correlation	No Correlation	3	No Correlation	1	1	No Correlation	No Correlation	No Correlation	
CO3	2	2	No Correlation	No Correlation	3	2	No Correlation	1	No Correlation	No Correlation	1	No Correlation	
CO4	1	1	1	1	1	3	No Correlation	2	1	No Correlation	2	No Correlation	
CO5	2	2	1	1	3	1	No Correlation	1	1	No Correlation	1	No Correlation	
Average	1.6	1.8	0.6	0.6	2	2.4	No Correlation	1.4	0.8	No Correlation	1.4	No Correlation	

The Mapping level contribution between Cos-POs/PSOs are categorized as [3: Higher; 2: Medium; 1: Low and No Correlation]

References

- Bird, A. (2006). *Philosophy of Science*. Routledge.
- MacIntyre, Alasdair (1967) *A Short History of Ethics*. London.
- P.Chaddah, (2018) *Ethics in Competitive Research: Do not get scooped; do not get plagiarized*, ISBN:978-9387480865
- 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 Academies Press.
- Resnik, D. B. (2011). *What is ethics in research & why is it important*. National Institute of Environmental Health Sciences, 1-10. Retrieved from <https://www.niehs.nih.gov/research/resources/bioethics/whatis/index.cfm>
- Beall, J. (2012). *Predatory publishers are corrupting open access*. *Nature*, 489(7415), 179-179.

<https://doi.org/10.1038/489179a>

Indian National Science Academy (INSA), Ethics in Science Education, Research and Governance (2019),

ISBN:978-81-939482-1-7. [http://www.insaindia.res.in/pdf/Ethics Book.pdf](http://www.insaindia.res.in/pdf/Ethics%20Book.pdf)

MCJ -101-4810 FILM STUDIES

Course Outcome:

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

CO 1: Enable the students to explore film historically, culturally and socially.

CO 2: Apply theoretical understanding in reading film.

CO 3: Apply the language of cinema and film narratives across all genres

CO 4: Familiarise with aesthetic aspects of cinema

CO 5: Apply theoretical knowledge to critique films

UNIT I: Introduction to Film Studies

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

UNIT II: Film Theories

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

UNIT III: National Cinema Movements

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

UNIT IV: Indian Cinema and Society

- (a) Cinema as popular culture, Bollywood, and Regional Cinema.
- (b) Documentary, experimental, animated films and socio-cultural issues.
- (c) Filmmakers of India, commercial cinema vs. independent cinema.

(d) Cinema and representation-gender stereotypes, objectification of women.

UNIT V: Film Criticism

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

Mapping of Pos/PSOs with COs

MCJ – 4810: Film Studies

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	2	No Correlation	1	No Correlation	No Correlation	No Correlation	1	2	2	No Correlation	2	
CO2	2	2	No Correlation	No Correlation	2	No Correlation	No Correlation	1	1	2	No Correlation	1	
CO3	2	1	1	1	2	No Correlation	No Correlation	2	2	3	No Correlation	1	
CO4	2	1	1	2	2	No Correlation	No Correlation	2	2	3	No Correlation	1	
CO5	2	2	No Correlation	2	1	No Correlation	No Correlation	2	2	1	No Correlation	3	
Average	2	1.6	0.4	1,2	1.4	No Correlation	No Correlation	1.6	1.8	2.2	No Correlation	1.6	

The Mapping level contribution between Cos-POs/PSOs are categorized as [3: Higher; 2: Medium; 1: Low and No Correlation]

Books suggested for reading.

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

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

MCJ-101-4820 POLITICAL AND INTERNATIONAL COMMUNICATION

Course Outcome:

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

CO1: Analyse the functions of political communication both in the national and international perspectives

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

CO3: Apply skill and ability to create political messages and campaigns

CO4: Understand the various aspects and techniques of how political and international communication functions

CO5: Critically examine the changing dynamics of political landscape in the digital era.

UNIT I: Introduction to political communication

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

UNIT II: Political communication management

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

(d) Media and Public opinion

UNIT III: Historical background of international communication

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

UNIT IV: International information flow

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

UNIT V: Globalization Paradigm

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

Mapping of Pos/PSOs with COs

MCJ – 4820: Political & International Communication

	PO 1	PO 2	PO3	PO 4	PO5	PO6	PO7	PO 8	PO 9	PO10	PSO1	PSO2	PSO 3
CO1	2	2	No Correlatio n	3	No Correlatio n	1	No Correlatio n	2	2	No Correlatio n	No Correlatio n	No Correlatio n	
CO2	1	1	No Correlatio n	2	No Correlatio n	No Correlatio n	1	3	2	No Correlatio n	1	No Correlatio n	
CO3	3	3	2	3	2	1	2	2	2	2	2	2	
CO4	2	2	2	2	2	1	3	2	2	2	1	1	
CO5	1	1	1	2	2	2	3	1	2	3	No Correlatio n	1	
Average	1.8	1.8	1	2.4	1.2	1	1.8	2	2	1.4	0.8	0.8	

The Mapping level contribution between Cos-POs/PSOs are categorized as [3: Higher; 2: Medium; 1: Low and No Correlation]

Books suggested for reading:

1. Thussu, DayaKishan (2006). *International Communication: Continuity and Change*, 2nd second. Hodder Arnold Publication.
2. Mohammadi, Ali. (1997). *International Communication & Globalization*, Sage Publications.

References

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

MCJ-101-4830
MEDIA IN NORTHEAST INDIA

Course Outcome:

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

CO1: Understand the various physiographic features of northeast region.

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

CO3: Write the various development issues in the region.

CO4: Examine opportunities and challenges of the region.

CO5: Understanding about the problems and issues of media in the region.

UNIT I: Introduction to Northeast India

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

UNIT II: History of Media in Northeast

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

UNIT III: Current Status of Media in Northeast

- a) Current trend and media organizations in the region

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

Mapping of Pos/PSOs with COs
MCJ – 4830: Media in Northeast India

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	1	1	1	No Correlation	No Correlation	No Correlation	No Correlation	No Correlation	No Correlation	No Correlation	No Correlation	No Correlation	
CO2	1	1	No Correlation	No Correlation	No Correlation	1	No Correlation	2	1	1	No Correlation	No Correlation	
CO3	1	1	1	1	2	2	No Correlation	No Correlation	2	2	2	No Correlation	
CO4	1	1	1	No Correlation	1	1	No Correlation	1	No Correlation	No Correlation	2	No Correlation	
CO5	1	2	2	2	1	2	No Correlation	1	2	2	1	No Correlation	
Average	1	1.2	1	0.6	0.8	1.2	No Correlation	0.8	1	1	1	No Correlation	

The Mapping level contribution between Cos-POs/PSOs are categorized as [3: Higher; 2: Medium; 1: Low and No Correlation]

Books suggested for reading:

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, ISBN019569876-2
4. Downs F.S.: The Mighty Works of God—A Brief History of the Council of

- Baptist Churches in North-East India: The Mission Period 1836-1950; Christian Literature Centre, Guwahati, 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

MCJ-101-4840

DOCUMENTARY FILMMAKING

Course Outcome:

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

CO1: Apply knowledge of audio and video recording techniques in the field.

CO2: Demonstrate an understanding of script writing process.

CO3: Develop competency in editing and output techniques.

CO4: Create different formats of audio and video programmes.

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

UNIT I: Introduction and concepts

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

UNIT II: Writing for Documentary & Production

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

UNIT III: Directing a Documentary

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

UNIT IV: Practicum

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

Mapping of Pos/PSOs with COs MCJ – 4840: Documentary filmmaking

	PO 1	PO 2	PO 3	PO4	PO5	PO 6	PO7	PO8	PO9	PO1 0	PSO1	PSO 2	PSO 3
CO1	3	3	3	1	2	1	No Correlatio n	No Correlatio n	No Correlatio n	3	2	3	
CO2	3	2	2	1	3	1	1	No Correlatio n	No Correlatio n	1	2	3	
CO3	3	3	3	No Correlatio n	2	2	1	No Correlatio n	No Correlatio n	3	3	3	
CO4	3	2	3	No Correlatio n	2	2	2	No Correlatio n	No Correlatio n	3	2	3	
CO5	3	3	2	1	No Correlatio n	2	1	No Correlatio n	No Correlatio n	3	No Correlatio n	3	
Averag e	3	2.6	2.6	0.6	1.8	1.6	1	No Correlatio n	No Correlatio n	2.6	1.8	3	

The Mapping level contribution between Cos-POs/PSOs are categorized as [3: Higher; 2: Medium; 1: Low and No Correlation]

Books suggested for reading.

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

References

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

**MCJ -101-4850
Internship**

All students will compulsorily undergo an internship programme in a recognized newspaper or news agency or advertising agency or public relations department or any other mass media organization approved by the department for a period of ONE MONTH in the Third Semester during summer vacation. The internship report along with a certificate issued from the interning organization shall be submitted to the Department to attain graduation credits.

**MCJ-101- 5050
Research/Media Project**

Students are to do a dissertation/project on any topics of their choice related to communication/media/advertising & public relations/film studies etc. After completion of dissertation, students are to appear for a VIVA VOCE.
