

School of Mass Communication & Media Technologies

Five-Year Integrated Program in Mass Communication

This will be a five-year integrated programme of the Mass Communication offered by the Centre for Mass communication, Central University of Jharkhand. It will be a six semester course of more than 120 credits at Undergraduate level. Then four semester course of more than 80 credits at Post Graduate level. The course structure is as follows:

COURSE STRUCTURE

SEMESTER –I	CREDITS
1.1 Introduction to Mass Communication	4
1.2 Reporting: Principles and Practices	4
1.3 Editing: Principles and Practices	4
1.4 Communicative English	4
1.5 Lab Journal*	4
SEMESTER –II	
2.1 Intellectual Background to Media Studies	4
2.2 Computer Applications & Basic Multimedia Skills	4
2.3 Photography Theory	4
2.4 Communication Skills	4
2.5 Photography Practical	4
2.6 Environment Science	3
SEMESTER –III	
3.1 Theories of Communication	4
3.2 Press Laws	4
3.3 Writing for Media	4
3.4 History of Media	4
3.5 Lab Journal*	4
SEMESTER –IV	
4.1 Media Ethics & Society	4
4.2 Development Communication	4
4.3 Documentary Film Theory	4
4.4 Regional Language Media	4
4.5 Documentary Film Production (Practical)	4

SEMESTER –V

5.1 Advertising: Theory & Practice	4
5.2 Media Management	4
5.3 Public Relations: Theory & Practice	4
5.4 Rural Communication	4
5.5 Photo Journalism and Other Media	4
5.6 Radio News Broadcast	4
5.7 Models of Communication	4

Student will have to earn minimum 20 credits out of which minimum 70% should be from the above electives.

SEMESTER –VI

6.1 Brand Management	4
6.2 New Media	4
6.3 Science and Technology Communication	4
6.4 Corporate Communication	4
6.5 Internship	10

Post Graduate Course

This will be a two-year Post Graduate course under the 5-years integrated programme of the Mass Communication offered by the Centre for Mass communication, Central University of Jharkhand. It will be a four semester course of 80 credits. The course structure is as follows:

COURSE STRUCTURE**SEMESTER VII****CREDITS**

7.1 Cinema Studies	4
7.2 Radio Production Theory	4
7.3 International Communication	4
7.4 Advance Reporting and Writing	4
7.5 Radio Production (Practical)	4

SEMESTER VIII

8.1 Indian Society, Polity and Economy	4
8.2 Communication Research Methodology	4
8.3 Graphics Techniques	4
8.4 Television Production Theory	4
8.5 Television Production Practical	4

SEMESTER IX

9.1 Dissertation- I	5
9.2 Social and Political Thoughts	4
9.3 Leading Cases on Media Law	4
9.4 Lab Journal*	4

SEMESTER X

10.1 Dissertation – II	5
10.2 Communication Technologies	4
10.3 Production Portfolio	4
10.4 Internship	10

***Lab Journal:** Every six months the Centre for Mass Communication brings out lab journal *CUJian Age*. This journal is prepared only by the students. They contribute through write-ups, reporting, editing and page layout with latest version of Quark Xpress . In this regard they will be awarded 4 credits in the semesters in which the lab journal has been mentioned.

1.1. INTRODUCTION TO MASS COMMUNICATION

This paper aims to introduce to the students the concepts of communication and its background further leading into the discussion on various models of communication given by different scholars. It would also cater to the need of introducing the different types and forms of mass media to the students.

Block I: Introduction to Communication

Unit 1: An Overview of Communication.

Unit 2: History of Communication.

Unit 3: Elements of Communication; Types of Communication; Function of Communication.

Unit 4: Effective Communication; Principle and Barriers to Communication.

Block II: Models of Communication (Part-1)

Unit 1: S-M-R Model; S-M-C-R Model.

Unit 2: Laswell's Model; Braddock's Model; Katz and Lazarsfeld's Model.

Unit 3: Shannon and Weaver's Model; Osgood's Model.

Unit 4: Dance's Model; Newcomb's Model.

Block III: Models of Communication (Part-2)

Unit 1: Schramm's Model; Gerbener's Model

Unit 2: Gatekeeping Model; Concept of Gatekeeping; Westley and MacLean Model of Gatekeeping; D.M. White's Gatekeeping Model

Unit 3: Spiral of Silence

Unit 4: Dependency Model.

Block IV: An Overview of Mass Media

Unit 1: Traditional Media: Print, Radio, Television

Unit 2: Films; Background; Role and Importance;

Unit 3: Advertising and Public Relations

Unit 4: New Media and Other Emerging Media

Reading List: (additional books will be prescribed by the respective teachers)

- **Introduction to Mass Communication**, IGNOU Handbook, 1992
- Kumar Keval J., **Mass Communication in India**, Fourth Ed., Jaico Publishing House, New Delhi, 2012
- McQuail Denis, **Mass Communication Theory**, Sage (fourth Edition), London, 2000
- Schramm Wilbur, Roberts Donald F. (ed), **The Process and Effects of Communication**, University of Illinois Press, 1971
- Fiske John, **Introduction to Communication Studies**, Routledge, 1982

1.2. REPORTING: PRINCIPLES AND PRACTICES

This paper will create the understanding of news amongst the students. It deals with various aspects of news making, concepts and techniques of proficient reporting and the basics of journalism.

Block I: News

Unit 1: News- Definition, Elements & Types

Unit 2: Structure of News, 5W's & 1H, Inverted pyramid

Unit 3: Feature, Article, Editorial, Column Writing

Unit 4: Hard and Soft news, Sensational, Paid news, Advertorial & Newsroom Terminology

Block II: Reporting

Unit 1: Reporting- Meaning and Process, Types of Reporting.

Unit 2: Various Beats of Reporting: Crime, Business, Science & Technology, Development, Parliamentary, Political, Educational, Art & Culture, Sports,

Unit 3: Sources-Meaning, Importance & Types

Unit 4: Investigative and Interpretative Reporting

Block III: Media Reporting Skills

Unit 1: Meaning & Characteristics of a Reporter/ Correspondent

Unit 2: Classification of Reporters

Unit 3: Different media & their reporting

Unit 4: Cross Checking & follow-up

Block IV: Interviewing

Unit 1: Definition and Types of Interview

Unit 2: Preparation of Interview

Unit 3: Press Release, Press Conference

Unit 4: Press Brief, Press Meet

Reading List: (additional books will be prescribed by the respective teachers)

- Kamath M. V, **Professional Journalism**, Asia Publishing House
- Melvin Mencher, **Basic News Writing**, Brown Publishers
- Fleming Carole, **An Introduction to Journalism**, Vistaar
- Aggarwal S.K, **Investigative Journalism in India**, Mittal Publication
- Curtis MacDougall D, **Interpretative Reporting**, Prentice Hall
- Stovall James Glen, **Journalism: Who, What, When, Where, Why & How**
- Rao Chalpati, **The Romance of the Newspaper**, NCERT
- Rao Chalpati, **The Press**, National Book Trust
- **Financial Times: Style Guide**, Viva Books
- Franklin Bob, **Key Concepts in Journalism Studies**, Vistaar
- Bird L George and Merwin FE, **The Press and Society**, Prentice Hall
- Spark David, Harris Geoffrey, **Practical Newspaper Reporting**, Sage (fourth Edition)
- Varma Adarsh Kumar, **Advanced Journalism**, Har-Anand Publications
- Evans Herold, Heinamann William, **Editing & Design**, London (Five books)
- New Man's English, **Handling Newspaper Text, News Headlines, Picture Editing, Newspaper Design**

1.3. EDITING: PRINCIPLES AND PRACTICES

This paper will create the understanding of news amongst the students. It deals with various aspects of news editing, concepts and techniques of proficient editing in case of news, write-ups, headlines and photographs.

Block I: News Editing Concepts

- Unit 1: Meaning, Concept and significance
- Unit 2: Preparation, Use & Importance of Style Book
- Unit 3: Editing Symbols
- Unit 4: Computer Based Editing

Block II: Process of Editing (Part-1)

- Unit 1: Principles, Tools & Techniques
- Unit 2: News Room Functions, Role and functions of copy desk.
- Unit 3: Art of hard and soft copy editing, Steps, Precautions
- Unit 4: Difference between editing of newspaper & magazines copies

Block III: Process of Editing (Part-2)

- Unit 1: Editing of copies of News Agencies, Bureaus, Special Correspondents, Foreign Correspondents, Regional Correspondents, City Reporters, Stringers
- Unit 2: Copy writing, Rewriting
- Unit 3: Integration, Translation
- Unit 4: Editing of articles, features and other stories

Block IV: Headline and Photographs

- Unit 1: Headlines – Meaning, Significance and Types
- Unit 2: Effective Headline Writing - Characteristics and Techniques
- Unit 3: Photo Selection: Role and Significance
- Unit 4: Photo Editing, Preparation of Charts, Diagrams and Graphs

Reading List: (additional books will be prescribed by the respective teachers)

- Kamath M. V, **Professional Journalism**, Asia Publishing House
- Melvin Mencher, **Basic News Writing**, Brown Publishers
- Fleming Carole, **An Introduction to Journalism**, Vistaar
- Aggarwal S.K, **Investigative Journalism in India**, Mittal Publication
- Curtis MacDougall D, **Interpretative Reporting**, Prentice Hall
- Stovall James Glen, **Journalism: Who, What, When, Where, Why & How**
- Rao Chalpati, **The Romance of the Newspaper**, NCERT
- Rao Chalpati, **The Press**, National Book Trust
- **Financial Times: Style Guide**, Viva Books
- Franklin Bob, **Key Concepts in Journalism Studies**, Vistaar
- Bird L George and Merwin FE, **The Press and Society**, Prentice Hall
- Spark David, Harris Geoffrey, **Practical Newspaper Reporting**, Sage (fourth Edition)
- Varma Adarsh Kumar, **Advanced Journalism**, Har-Anand Publications
- Evans Herold, Heinamann William, **Editing & Design**, London (Five books)
- New Man's English, **Handling Newspaper Text, News Headlines, Picture Editing, Newspaper Design**

1.4. COMMUNICATIVE ENGLISH
(Syllabus to be as per English Department)

UNIT 1: Parts of Speech; Articles; Auxiliary Verb; Prepositions

UNIT 2: Phrases; Clauses; Sentences; Tense; Voice; Narration; Functional elements in Sentences.

UNIT 3: Paragraph writing; Summary writing; Paraphrasing; Precis writing; Letter writing; Resume; CV; Job Applications; Report Writing; Note taking; Dictation

UNIT 4: Reading Comprehension (from the subject area)

UNIT 5: Functional use of languages; Situational use of language; Academic use of language

UNIT 6: Listening and Speaking; Conversation; Language Laboratory

2.1. INTELLECTUAL BACKGROUND TO MEDIA STUDIES

This paper aims to introduce to the students the concepts and key terms of media studies. It would discuss the contributions of different scholars to the discipline of Mass Communication. Further it would discuss the impacts of mass media and different issues with respect to it.

Block I: Contributions of Intellectuals

Unit 1: European Root of Mass Communication

Unit 2: American Root of Mass Communication

Unit 3: Founding Fathers

Unit 4: Wilbur Schramm

Block II: Mass Media, Society and Democracy

Unit 1: Mass Media and Modern Society, Its Functions

Unit 2: The Public Sphere

Unit 3: The Sociology of Mass Audiences

Unit 4: Mass Media: Public Opinion Formation and Democracy

Block III: Mass Media and Its Impact

Unit 1: The four “crises” in contemporary journalism: the crisis of credibility, the crisis of relevance, the organizational crisis and the crisis brought by the technological revolution

Unit 2: The Seam McBride Commission Report

Unit 3: Media and Cultural Imperialism; Cultural Industries

Unit 4: Market Driven Media

Block IV: Mass Media and Different Issues

Unit 1: Social, Political, Economic and other contemporary & critical issues

Unit 2: Freedom of Expression and Media Regulation; Censorship – Modes and Implications

Unit 3: Media and Public Interest

Unit 4: Media and Human Rights

Reading List:(additional books will be prescribed by the respective teachers)

- **Introduction to Mass Communication**, IGNOU, 1992
- Kumar Keval J., **Mass Communication in India**, Jaico Publishing House, New Delhi, Fourth Edition, 2012
- Schramm Wilbur, Roberts Donald F. (ed), **The Process and Effects of Communication**, University of Illinois Press, 1971
- Fiske John, **Introduction to Communication Studies**, Routledge, 1982
- Rogers Everett M., **A History of Communication Study**, The Free Press

2.2. COMPUTER APPLICATIONS & BASIC MULTIMEDIA SKILLS

This paper will acquaint the students with the basics of the computer and how it can be applied to enhance their efforts to communicate with the audience. The students will have theory classes as well as practical sessions to learn and apply in their effort of communication.

Block I: Computer Basics

Unit 1: Definition, Generation and Basic component of computers

Unit 2: Introduction to Operating System

Unit 3: Input/Output devices and other peripherals

Unit 4: Functions and Feature of Operating System (Accessories, Control Panel, Desktop, Window Explorer)

Block II: Word & Page Maker

Unit 1: MS Word

Unit 2: MS Excel

Unit 3: MS Powerpoint

Unit 4: Page Maker: Various tools and its uses

Block III: Photoshop & Quark Xpress

Unit 1: Introduction to Adobe Photoshop

Unit 2: Various tools of Adobe Photoshop and its uses

Unit 3: Introduction to Quark Xpress

Unit 4: Various tools of Quark Xpress and its uses

Block IV: Multimedia and World Wide Web

Unit 1: Introduction to Multimedia and its uses

Unit 2: Brief history and services of Internet (E-mail, Video conferencing, Internet Telephony, Chatting, Blogs)

Unit 3: Internet Protocols (FTTP, HTTP, TCP/IP)

Unit 4: Web Portals, E-papers

Reading List:(additional books will be prescribed by the respective teachers)

- Jain V.K., **PC Software**, BPB Publications
- Giordan & Mainz, **Using Adobe Photoshop**, PHI
- McMillan & Co. **Mastering PageMaker**, BPB Publication

2.3. PHOTOGRAPHY THEORY

The objective of this paper is to impart the understanding of photography as an art and profession to the students. In this students will learn the theoretical aspect of the technical subject, so that they can learn the technique of capturing photos in a better and in-depth way.

Block I: Introduction to Photography

- Unit 1: Photography; Definition, Elements & Principles
- Unit 2: Photography; Visual Language, Digital Photography
- Unit 3: Basic Principles of Composition
- Unit 4: Essential Qualities of a Photographer

Block II: Basic Elements of Photography

- Unit 1: Camera, Lens & Other parts of camera, Photographic Equipment
- Unit 2: Focus, Aperture, Shutter speed, Depth of Field
- Unit 3: Camera movements, Shots, Angles
- Unit 4: Photo Editing & Photo Caption

Block III: Professional Photography

- Unit 1: Amateur & Professional Photography
- Unit 2: Photographing people; Portrait and Still
- Unit 3: Different Types of Photography
- Unit 4: Famous Photographers

Block IV: Photojournalism

- Unit 1: Photojournalism; Meaning & Basic Principles
- Unit 2: Photo journalist; Ethical Consideration
- Unit 3: Planning for News Photography
- Unit 4: Photo Feature

Reading List: (additional books will be prescribed by the respective teachers)

- Adams Ansel, **The Camera** (Ansel Adams Photography series)
- Adams Ansel, **The Print** (Ansel Adams Photography series)
- Belt Angela Faris, **Elements of Photography- Understanding and Creating Sophisticated Images**, Focal Press
- Ang Tom, **Picture Editing**, Focal Press
- Wells Liz, **Photography- A Critical Introduction**, Routledge
- Deshpande B.K, **Photo Journalism**, Sonali Publications
- Frost Lee, **The A-Z of creative Photography**
- Freeman Michael, **Creative Photography**, New 35 MM handbook
- Edwards Steve, **Photography A Very Short Introduction**, Oxford University Press (2006)

2.4. COMMUNICATION SKILLS (PART ONE)

This will be a practical paper in which the students will be taught various soft skills required for a journalist. This will include building up of a temperament and attitude required for a reporter, a sub-editor, a photo-journalist and a public relations executive, etc. It will include the efficient use of spoken and written words, the art of interviewing important people, ordinary people and the art of putting questions at press conferences, press briefings, etc. It will include the art of using the microphone and the camera for TV and Radio reporters. Other important skills to be taught will include people skills of working in a group or a team of journalists, emotional quotients, compatibility and motivational issues as well as self development training. The faculty will design suitable exercises, matrices and modules for evaluation of the student's soft skill levels. The paper 4 of semester 5 regarding grouping of skills will also be referred while handling this paper.

2.6. PHOTOGRAPHY PRACTICAL

The objective of this paper is to impart the understanding of photography as an art and profession to the students. In this students will learn the practical aspect of the technical subject, so that they can learn the technique of capturing photos in a better and in-depth way.

A comprehensive practical work will be done by students which will give them in-depth knowledge of the subject.

1. Student will be required to click photographs on themes discussed in the class and make an e-portfolio.
2. They will also prepare a photography portfolio (hard copy) of more than 100 photos.
3. A photo exhibition will also be organized where students will display their photographs which will be evaluated by an external expert.
4. They will make a photo-story on any given topic with six photographs.

3.1. THEORIES OF COMMUNICATION

This paper introduces to the students the basic concepts and theories of Communication. These theories will help them to understand communication process in different contexts and what are the elements that play role in it.

Block I: Initial Theories

Unit 1: Direct Effects Model: Hypodermic Needle Theory

Unit 2: Two –step & Multi-step Theory

Unit 3: Commercial Theory; Game Theory

Unit 4: Diffusion of Innovation Theory, Theory of Cognitive Dissonance

Block II: Later Theories

Unit 1: Selective Exposure, Selective Perception & Selective Retention Theory

Unit 2: Cultivation Theory, Uses & Gratification Theory

Unit 3: Convergence and Divergence, Convergent Media

Unit 4: Systems Theory

Block III: Normative Theories and Cultural Industries

Unit 1: Normative theories and cultural effects theories

Unit 2: The concept of Ideology

Unit 3: Cultural Industries and Consciousness Industries, Representation, Hegemony, Signification

Unit 4: Manufacturing consent. Encoding/ Decoding. Cultural Hierarchies, Cultural capital

Block IV: Other Issues

Unit 1: Theories of Reception

Unit 2: Conceptual and actual difference between a spectator and an audience

Unit 3: Fan Culture

Unit 4: Stardom and star identities

Reading List: (additional books will be prescribed by the respective teachers)

- **Introduction to Mass Communication**, IGNOU Handbook, 1992
- Kumar Keval J., **Mass Communication in India**, Jaico Publishing House, New Delhi, Fourth Edition, 2012
- McQuail Denis, **Mass Communication Theory**, Sage (fourth Edition), London, 2000
- Schramm Wilbur, Roberts Donald F. (ed), **The Process and Effects of Communication**, University of Illinois Press, 1971
- Fiske John, **Introduction to Communication Studies**, Routledge, 1982

3.2. PRESS LAWS

The main objective of this paper is to make students aware of the basic tenets of Indian Constitution and different laws with respect to press which exists in India.

Block I: Introduction to the Indian Constitution

Unit 1: Fundamental Rights and Duties

Unit 2: Directive Principles of State Policy

Unit 3: Election Commission of India

Unit 4: Lok Sabha and Rajya Sabha, President and Prime Minister of India

Block II: Media Rights and Constitution

Unit 1: Freedom of Speech and Expression

Unit 2: Reasonable Restrictions

Unit 3: Parliamentary Privileges and Media

Block III: Relevant laws relating to Press and Media in India

Unit 1: Press Council of India

Unit 2: Laws of Defamation, Laws of Contempt relating to Judiciary and legislation

Unit 3: Press and Registration of Books Act

Unit 4: Relevant provisions of Indian Penal Code and Criminal Procedure Code, Crimes against Human, Children, Obscenity

Block IV: Other Acts and Regulations

Unit 1: Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act

Unit 2: Cinematograph Act, Prasar Bharti Act

Unit 3: Cyber Laws and Cable Television Act

Unit 4: Media and Public Interest Litigation

Reading List: (additional books will be prescribed by the respective teachers)

- Jethmalani Ram and Chopra DS, **Cases and Material on Media Law**, Thomson Reuters South Asia Pvt. Ltd., New Delhi, 2012
- Basu Durga Das, **Law of the Press**, Lexis Nexis Butterworths Wadhawa, Gurgaon (Haryana), Fifth edition, 2010
- Robertson Geoffrey, Nicol Andrew, **Media Law**, Penguin, 4th Revised edition, 2002

3.3. WRITING FOR MEDIA

The main objective of this paper is to help students learn the basic rules of media writing, develop media writing skills and motivate them to develop their own writing style.

Block I: Writing for Print Media

Unit 1: News

Unit 2: Feature, Article

Unit 3: Editorial

Unit 4: Report

Block II: Writing for Radio & FM

Unit 1: Radio News

Unit 2: Radio Talk

Unit 3: Radio Drama

Unit 4: Script writing for various programmes

Block III: Writing for Television

Unit 1: TV News

Unit 2: Feature

Unit 3: Report

Unit 4: Script writing for various programmes

Block IV: Writing for New Media

Unit 1: Web News

Unit 2: Blogs

Unit 3: Principles of Writing in New Media

Unit 4: Other Multi-media elements in New Media Writing

Reading List: (additional books will be prescribed by the respective teachers)

- Bartlett Bruce, **Writing for Visual Media**, Focal Press
- Chawdhary Nirmal Kumar, **How to Write Film Screenplays**, Kanishka Publication
- McLeish Robert, **Radio Production**, Focal Press
- Goldberg Lee & Rabkin William, **Success Television Writing**, Wiley
- Engebretsen Martin, **Writing for the Web: An Introduction to Online Journalism**, Vytauto Didžiojo Universitetas, 2005
- Raman Usha, **Writing for Media**, Oxford Publication
- Johnson Claudia Hunter, **Crafting Short Screenplays that Connects**, Focal Press

3.4. HISTORY OF MEDIA

This paper will provide the students with the historical background of the media - the press (print), radio, television and films. It will also touch upon the recent developments in new media such as satellite, cable, Internet, etc.

Block I: History of Print Media

Unit 1: Development of language as a vehicle of communication; Invention of Printing Press and Paper; Pioneer Publications in Europe and USA.

Unit 2: Early Communication Systems in India; Development of Printing; Early efforts to publish newspapers in different parts of India

Unit 3: Newspapers and Magazines in the nineteenth century; Political Freedom and Press freedom

Unit 4: Important Personalities of Indian Journalism; History of significant economic, social, cultural and technological developments in the mass media, including contributions by under-represented groups; Importance of a Free Press to democracy.

Block II: History of Radio

Unit 1: Development of Radio as a medium of mass communication; Technology Innovations

Unit 2: History of Radio in India

Unit 3: Radio as an instrument of propaganda during the World War II

Unit 4: Emergence of AIR; Commercial Broadcasting; FM Radio; State and Private Initiatives

Block III: History of Television

Unit 1: Development of Television as a medium of mass communication

Unit 2: History Perspective of Television in India

Unit 3: Commercial Telecast on Doordarshan

Unit 4: Cable and Satellite Television in India

Block IV: History of Films

Unit 1: Film as a medium of communication and entertainment

Unit 2: Historical development of Indian films; Silent Era; Talkies; Indian Cinema after Independence

Unit 3: Parallel Cinema; Commercial Cinema; Documentaries

Unit 4: Issues and Problems of India Cinema

Reading List: (additional books will be prescribed by the respective teachers)

- Krishnamurti Nadig, **Indian Journalism**, Prasaranga, University of Mysore, Mysore, 1966
- **History of Mass Communication**, IGNOU Handbook, 1992
- Kumar Keval J., **Mass Communication in India**, Jaico Publishing House, New Delhi, Fourth Edition, 2012
- Schramm Wilbur, **The Story of Human Communication**, Harper and Roy, New York, 1988
- Rangaswamy Partha Sarathi, **Journalism in India**, Sterling Publisher, New Delhi, 2001
- Chatterjee P. C., **Broadcasting in India**, Sage, New Delhi, 1990
- Luthra I.I R., **Indian Broadcasting**, Publications Division, New Delhi, 1986

4.1. MEDIA ETHICS AND SOCIETY

This paper deals with the different ethical issues with regard to mass media and what are the ethical and political philosophies existing. It also looks into the role of different agencies in monitoring the ethical issues and the codes of conduct given by them.

Block I: Ethics and Political Philosophies

Unit 1: Political Philosophies of Freedom and Media Regulation

Unit 2: Social Responsibility of the Media

Unit 3: Constitutional Safeguards to the Freedom of the Press

Unit 4: Ethics, Self-regulation and Freedom of Expression

Block II: Ethical Issues Related to Media

Unit 1: Media's Ethical Problems including Privacy, Right to Reply, Communal Writing and Sensational and Yellow Journalism

Unit 2: Freebies, Bias, Coloured Reports

Unit 3: Ethical Issues Related to Media Ownership

Unit 4: Internal and External Pressures

Block III: Role of Different Agencies and Codes

Unit 1: Role of the Press, Media Councils, Associations and Ombudsmen

Unit 2: Fair Comment and Reasonable Restrictions

Unit 3: Censorship Codes for Radio

Unit 4: Censorship Codes for Television, DD Code, Cable Television Code

Block IV: Codes in Advertising and Public Relations

Unit 1: Advertising and ASCI

Unit 2: Public Relations, IPR, IPRA

Unit 3: PRSI

Unit 4: Accountability of the Media

Reading List: (additional books will be prescribed by the respective teachers)

- Jethmalani Ram and Chopra DS, **Cases and Material on Media Law**, Thomson Reuters South Asia Pvt. Ltd., New Delhi, 2012
- Basu Durga Das, **Law of the Press**, Lexis Nexis Butterworths Wadhawa, Gurgaon (Haryana), Fifth edition, 2010
- Kumar Keval J., **Mass Communication in India**, Jaico Publishing House, New Delhi, Fourth Edition, 2012

4.2. DEVELOPMENT COMMUNICATION

The aim of this paper is to help students understand the concept of development and the evolution of the stream of Development Communication. This paper will also impart the knowledge of different theories of development communication further leading into discussion of cases from across the globe.

Block I: Introduction to the Development

Unit 1: Definition & Concept of development

Unit 2: Development Indicators, UN Millennium Development Goals

Unit 3: Developed and Developing Nations, Rural and Urban Development

Unit 4: Development Planning in India, Developmental Programs

Block II: Development Communication

Unit 1: Development Communication; Meaning, Concept & Philosophy

Unit:2 Development Support Communication

Unit 3: Dominant Paradigm and New Paradigm of Development

Unit 4: Diffusion of Innovation, Participatory Model, Dependency Model, Gandhian model

Block III: Media & Development Communication

Unit 1: Role of Media in Development Communication

Unit 2: Development Message Creation; Language, Context, Social Environment

Unit 3: Use of Strategies and Campaign

Unit 4: ICT & Development; SITE, KHEDA, JHABUA Project

Block IV: Extension activities

Practical Assignments, Report Preparation, Debate and Discussion

Reading List: (additional books will be prescribed by the respective teachers)

- Narula Uma, **Development Communication-Theory & Practice**, Har-Anand Publications
- Vilanilam J. V, **Development Communication In Practice, India and the Millennium Development Goals**, Sage
- Srampickal Jacob, **Understanding Development Communication**, Media House
- Agunga, R.A, **Developing the Third World: A Communication Approach**
- **Communication for Development: Reinventing Theory and Action** (In 2 volumes), 2009; Volume – 1: Understanding Development Communication; Volume – 2: Advanced Development Communication
- Joshi Subhash R, Prasad Kiran (Ed.); **Feminist Development Communication: Empowering Women in the Information Era**

4.3. DOCUMENTARY FILM THEORY

This paper will provide the students with the understanding of theories of documentary film making. The students will also get the historical background of documentary. At the end they will also come up with the production work.

Block I: Historical Perspective of Documentary Films

Unit 1: History of Documentary Cinema

Unit 2: World Documentary Film Movement

Unit 3: Documentary film making in India

Unit 4: Important persons in Documentary Development in India

Block II: Documentary Film Theories and Issues

Unit 1: Documentary film theory the concept of the document (legal, human interest, testimony etc.)

Unit 2: Reality and realism in Cinema; Propaganda, Information and Television Documentary.

Unit 3: Copyright and Intellectual Property Issues

Unit 4: Documentary & the World Wide Web

Block III: Post Production in Documentary

Unit 1: Documentary Film Circulation and Distribution; Small-audience Screenings

Unit 2: Films for Socio-political campaigns

Unit 3: Special-Interest and alternative film festivals

Unit 4: Questions of Film society movement

Block IV: Production

Students will prepare pre-production book.

Reading List: (additional books will be prescribed by the respective teachers)

- Anferneide Patricia, **Documentary Film- A Very Short Introduction**, Oxford Publication.
- **Directing Documentary**, Focal Press
- Heller Neil, **Understanding Video Equipment**, Knowledge Industry Publication Inc.(KIPI)
- Profers Nicholas T, **Film Directing Fundamentals**, Focal Press
- Johnson Claudia Hunter, **Crafting Short Screenplays that Connects**, Focal Press
- Zaza Tony, **Mechanics of Sound Recording**, Prentice Hall Publication
- Monaco James, **How to Read a Film**, Oxford Publication
- Chawdhary Nirmal Kumar, **How to Write Film Screenplays**, Kanishka Publication
- Musberger Robert B, **Single Camera Video Production**, Focal Press
- Rea Peter W and Irving David K, **Production and Directing the Short Films and Video**, Focal Press
- Shook Fred, **Television Field Production and Reporting**, Pearson Education
- Mollison Martha, **Production Video**, Viva Books Private Ltd.
- Holman Tomlinson, **Sound for Digital Video**, Elsevier Publication
- Davis Gretchen & Hall Mindy, **The Makeup Artist Handbook**, Focal Press
- Millerson Gerald, **Television Production**, Focal Press
- Belavady Vasuki, **Video Production**, Oxford Publication
- Raman Usha, **Writing for Media**, Oxford University Publication.
- Reardon Nancy and Flynn Tom, **On Camera: How to Report, Anchor and Interview**, Focal Press

4.4. REGIONAL LANGUAGE MEDIA

The objective of this paper is to give an overview of regional language media to the students. It would further discuss the historical development of different regional language mediums (Print, Radio, TV, Films). Also it would look into comparative practices prevalent across the medium.

Block I: Overview of Regional Language Media

Unit 1: Meaning, Basic Features

Unit 2: Scope & Challenges

Unit 3: Content of Regional Language Media

Unit 4: Major Regional Language Newspapers and Magazines

Block II: History and Development of the Regional Language Media

Unit 1: History and Development of the Regional Language Newspapers

Unit 2: History and Development of the Regional Language Radio

Unit 3: History and Development of the Regional Language Television

Unit 4: History and Development of the Regional Language Cinema, Censor & Film

Development Boards; Regional/ New Wave Cinema of the 1970s, Major Regional Film Industries and Film Makers in India

Block III: Comparative Media Practices

Unit 1: Comparative Evaluation of Regional, National and International News

Unit 2: Regional, Inter-regional Media Practices and Audiences

Unit 3: National and Trans-national Media Practices and Audiences

Unit 4: Comparison of Media Practices according to Specific Audience

Reading List: (additional books will be prescribed by the respective teachers)

- Kumar Keval J., **Mass Communication in India**, Jaico Publishing House, New Delhi, Fourth Edition, 2012
- **IGNOU Handbook**, IGNOU, New Delhi

4.5. DOCUMENTARY FILM PRODUCTION (PRACTICAL)

This paper will ask the students to come up with the production of a documentary film based on the understanding of theories of documentary film making. This will be done under the supervision of concerned teacher.

Students in groups of 1-4 will make documentary films of about 30 minutes on relevant issues.

1. They will make a production portfolio of the topic taken up for the documentary. It will be a comprehensive guide of their research, issue and treatment of the film.
2. They will make DVDs, posters and DVD covers as a part of their practical.
3. The films will be screened and evaluated by an external expert.

5.1. ADVERTISING: THEORY & PRACTICE

This paper will introduce to the students the basic concepts and their functions in advertising. It will also impart them the understanding of the process of advertising of concept concrete advertisement.

Block I: Introduction to Advertising

Unit 1: Definition and Functions; History

Unit 2: Relevance of Advertising in the Marketing Mix; Classification of Advertising; Various Media for Advertising

Unit 3: National and Global Advertising Scene

Unit 4: Socio-economic Effects of Advertising

Block II: Advertising Types, Segmentation and Positioning

Unit 1: Types of Advertising: Commercial, Non-commercial, Classified, Display, Retail, Wholesale

Unit 2: Types of Advertising: Global, National, Regional, Local, Governmental/ Public Service, etc.

Unit 3: Segmentation of the Consumer

Unit 4: Positioning of the Product

Block III: Advertising Budget, Clients and Media Interface

Unit 1: Advertising Expenditure; Process of Budgeting

Unit 2: Client Related Issues and the Process, Business Development; Pitching for accounts

Unit 3: Agency Client Interface: The parameters

Unit 4: Creative and Media Briefing Process; Agency-media Interface

Block IV: Laws and Regulatory Bodies of Advertising

Unit 1: Mass media laws concerning Advertising

Unit 2: Apex bodies in Advertising AAI, ASCI, etc.

Unit 3: ASCI and its Code of Conduct

Unit 4: Case studies from ASCI Advertising tools and practice

Reading List: (additional books will be prescribed by the respective teachers)

- Kumar Keval J., **Mass Communication in India**, Jaico Publishing House, New Delhi, Fourth Edition, 2012
- Ries Al, Trout Jack, **Positioning: The Battle for Your Mind**, McGraw-Hill, 1st Edition, 2000
- Ogilvy David, **Ogilvy on Advertising**, Vintage Book; 1st edition, 1985
- Chunawala S A, **Foundations of Advertising: Theory and Practice**, Himalaya Publishing House, New Delhi
- Jethwaney Jaishri, Jain Shruti, **Advertising Management**, 2nd Ed., Oxford University Press, New Delhi, 2012
- Jones Philp John, **The Ultimate Secrets of Advertising**, Sage Publication, New Delhi, 2002
- Sengupta Subroto, **Brand Positioning: Strategies for Competitive advantage**, Tata McGraw Hill, New Delhi, 1990

5.2. MEDIA MANAGEMENT

This paper has been envisioned to give the students the concepts of media management and the broad overview of different management systems across different media organizations. Also it will deal with the revenue and business models of different mediums and organizations.

Block I: Essentials of Media Management

Unit 1: Definition & Nature of Management Functions

Unit 2: Management Principles as they apply to Mass Media

Unit 3: Media as an Industry and Profession

Unit 4: Organizational Structure and Design of Media units, Ownership Patterns of Mass Media in India

Block II: Economics of Print and Electronic Media

Unit 1: Business, Legal and Financial Aspects of Media Management

Unit 2: Budgeting and Finance, Capital Costs, Production Costs

Unit 3: Advertising and Sales Strategy, Production Schedule and Process, Budget Control, Costing, Tax, Labour Laws

Unit 4: PR for Building and Sustaining Business and Audience

Block III: Aspects Related to Media Business

Unit 1: Major Heads of Income in Radio, Television and Web Media

Unit 2: Concept of Space Selling and Time Selling

Unit 3: Media Circulation and Distribution

Unit 4: Audience Measurement- TRP, RRP, GRP

Block IV: World View of Mass Media

Unit 1: Overview of Mass Media in the World

Unit 2: Their Management Structure

Unit 3: Report Preparation

Unit 4: Debate and Discussion

Reading List: (additional books will be prescribed by the respective teachers)

- Shajaha S., **Marketing Research**, Mcmillan Publication, New Delhi
- Albrnan Alan B., **Management of Electronic Media**, Thomson Publication.
- Chaturvedi B.K., **Media Management**, Global Vision Publishing House, New Delhi.
- Thomas John Prescott, **Media Management Manual, A Handbook for Television and Radio Parishioners in Countries-in-transition**, Communication and Information Sector, United Nations Educational Scientific & Cultural Organization, New Delhi.

5.3. PUBLIC RELATIONS: THEORY & PRACTICES

The aim of this paper is to recognize the importance of public relations in day to day life as well as an emerging profession. This paper deals with each & every aspect of PR and its importance in the present competitive world.

Block I: Basics of Public Relations

- Unit 1: Evolution and History of PR
- Unit 2: Definition; Functions and Essentials of PR
- Unit 3: Publics of PR; Internal & External
- Unit 4: PR in Different Sector

Block II: PR & Allied Disciplines

- Unit 1: Publicity, Propaganda, Public Affairs, Lobbying
- Unit 2: Ethics of PR; PRSI codes & other considerations
- Unit 3: PR: As a Profession & Basic qualities of PRO
- Unit 4: Role of Technology in PR

Block III: PR, Crisis Management and Research

- Unit 1: Importance of Marketing Research for the PR
- Unit 2: International & Global PR
- Unit 3: Crisis: meaning, types and scope of PR
- Unit 4: Case Studies

Block IV: PR and Media Relations

- Unit 1: Importance of Media Relations in PR
- Unit 2: Models of PR, Journalist In-residence
- Unit 3: Writing for Media
- Unit 4: PR writing; House Journal, Bulletin Boards, Suggestion Boxes, Video Magazines etc.

Reading List: (additional books will be prescribed by the respective teachers)

- Mehta D.S, **Handbook of Public Relations in India**, Allied Publishers
- Jethwaney Jaishri, **Public Relations**, Sterling Publishers
- Sachdeva Iqbal S., **Public Relations: Principles and Practices**, Oxford University Press
- Black Sam, **Role of Public Relations in Management**, Pitman, London
- Cutlip Scott M. & Gentre A.H, **Effective Public Relations**, Englishwood Cliffs
- Roy S.K, **Corporate Image of India**, Sh. Ram Centre
- Balan R.K., **Corporate Public Relations**, Sterling Publisher
- Lehiri Krishna Chander, **Publicity: Art and Literature with Special Reference to India**
- Fraser Seitel P., **The Practice of Public Relations**
- Balan K.R, **Lectures on Applied Public Relations**, Educational Publishers
- Kaul J.M., **Public Relations in India**
- Prabhakar Naval & Basu Narendra, **Public Relations: Principles & Functions**, Common Wealth

5.4. RURAL COMMUNICATION

This paper aims to orient students to understand the realities of rural India. In this students will learn the structure and basic needs of rural and also the role of communication especially traditional media in enhancing their lives.

Block I: Introduction to Rural Development

Unit 1: Concept of Rural Area and Rural Community

Unit 2: Rural Development; Meaning, Objectives & Problems

Unit 3: Areas of Rural Development; Health, Agriculture, Family Planning, Education, Women Empowerment, etc.

Unit 4: Role of Panchayati Raj Institutions and Opinion Leaders

Block II: Rural Communication

Unit 1: Rural Communication; Meaning and Scope

Unit 2: Role of Media & ICT

Unit 3: Rural Journalism; Rural Newspaper and Community Radio

Unit 4: NGO's/Volunteering agencies

Block III: Traditional Media & Development

Unit 1: Traditional/Folk Media; Concept & Introduction

Unit 2: Various Folk Culture, Folk Song, Dance and Drama

Unit 3: Traditional/Folk Media in Rural Campaign & Advocacy

Unit 4: Integration of Traditional and Modern Mass Media

Block IV: Extension activities

Practical Assignments, Report Preparation, Debate and Discussion

Reading List: (additional books will be prescribed by the respective teachers)

- Sharma K.C, **Rural Sociology in India**, Rural Publications
- Oomen T.K, **Social Transformation in Rural India**, Vikas
- Sen Amartya, **Resources, Value & Development**, Basil Blackwell
- Chambars R., **Managing Rural Development**
- _____, **Rural Development in South Asia**, Deep & Deep Publishers
- Prasad Kiran, **Women in Rural Development: Contemporary Social Policy and Practice**
- _____, **Rural Development in South Asia**, Deep & Deep Publishers
- Schumacher E.F, **Small is Beautiful**, Abacus
- K.Vijaya K, **Empowerment of Weaker Sections: Future Planning and Strategies for Rural Development in India**
- Yadav Naresh Kumar & Singh Awadhesh Kumar, **Rural Retailing in India**

5.5. PHOTO JOURNALISM AND OTHER MEDIA

This paper will impart the knowledge of concepts of photojournalism and other media. It will also involve students to come up with different assignments for better understanding of the issues in production.

Block I: Introduction to Photo Journalism

Unit 1: Photo Journalism: Writing Photo Captions, Photo Features and Photo Essay

Unit 2: Means and Methods of Photographic Imaginations

Unit 3: Photographic Messages and Techniques of Photo Journalism

Unit 4: Internet Photo Journalism

Block II: Book Publishing

Unit 1: Concept of Book Writing, Planning a Book, Trends in Book Publishing

Unit 2: Manuscript Editing, Mechanism of Distribution

Unit 3: Contract between authors and publishers, Copyright, Royalties

Unit 4: Online Editing, Economics of Book Publishing

Block III: Out of Home Media

Unit 1: Hoardings, Billboards, Posters, Wall Paintings

Unit 2: Kiosks, Unipoles and Electronic/ LED Display Boards

Unit 3: Point of Sales (POS) Digital Displays, Mask Mailing Services

Unit 4: Cinema Slides

Block IV: Production Work

Students will be asked to make Photo Essay, Photo feature, Posters, Hoardings, Billboards.

Reading List: (additional books will be prescribed by the respective teachers)

- Adams Ansel, **The Camera** (Ansel Adams Photography series)
- Adams Ansel, **The Print** (Ansel Adams Photography series)
- Belt Angela Faris, **Elements of Photography- Understanding and Creating Sophisticated Images**, Focal Press
- Ang Tom, **Picture Editing**, Focal Press
- Wells Liz, **Photography- A Critical Introduction**, Routledge
- Deshpande B.K, **Photo Journalism**, Sonali Publications
- Frost Lee, **The A-Z of creative Photography**
- Freeman Michael, **Creative Photography**, New 35 MM handbook
- Edwards Steve, **Photography A Very Short Introduction**, Oxford University Press (2006)

5.6. RADIO NEWS BROADCAST

This paper gives the basic understanding of radio production to the students. This would also introduce them to different formats of writing in radio. Further they would learn the presentation skills essential for radio production.

Block I: Basics of Radio Production

- Unit 1: Radio as a Medium of Mass Communication
- Unit 2: Microphones- Types and Importance
- Unit 3: Radio Studio Set up
- Unit 4: Recording Equipments

Block II: Radio Writing

- Unit 1: Writing for Radio - Concepts
- Unit 2: Art of writing different Radio Programme Formats: Talk, Radio Play
- Unit 3: Feature, Interview, etc.
- Unit 4: Radio as a tool of development

Block III: Radio News Production

- Unit 1: Voice Training – Effective use of voice – enunciation, flow, pronunciation, modulation
- Unit 2: Radio Interviews - Preparing and Planning, Types of Interviews on Radio, Online interview techniques
- Unit 3: Moderating Skills for Radio Discussion Programmes
- Unit 4: Handling Interactive Live Transmission

Block IV: Future of Radio

- Unit 1: FM, Online Radio
- Unit 2: Visual Radio
- Unit 3: Satellite Radio
- Unit 4: Community Radio: Concept & Importance

Reading List: (additional books will be prescribed by the respective teachers)

- David J., **Radio Broadcast Journalism**, Cyber Tech Publication
- Zaza Tony, **Mechanics of Sound Recording**, Prentice Hall Publication
- McLeish Robert, **Radio Production**, Focal Press
- Holman Tomlinson, **Sound for Digital Video**, Elsevier Publication
- Raman Usha, **Writing for Media**, Oxford university publication.
- Ranganathan Maya, Rodrigues Usha M, **Indian Media in a Globalized World**, Sage Publication.
- Hasan Seema, **Mass Communication Principle and Concepts**, CBS Publishers.
- Stovell James glen, **Journalism: Who, What, When, Where, Why and How**, Prentice Hall

6.1. BRAND MANAGEMENT

The aim of this paper is to provide students with the concepts/ elements of Brand and Brand Management. It would also introduce to the marketing and advertising research used by the organizations for effective campaign.

Block I: Introduction to Brand Management

Unit 1: Definition, Concepts and Evolution of Brand Management

Unit 2: Component of a Brand: Strategy and Structure

Unit 3: Brand Equity, Image and Personality, Corporate Brand

Unit 4: Translating advertising message into copy

Block II: Elements in Brand Management

Unit 1: Defining Creativity; Stages in the Creative Process, Creative Brief

Unit 2: Advertising Appeals, Language Copy, Debriefing of Campaigns

Unit 3: Graphics: Role and Scope in Advertising; Design Principles; Use of Colour in Design; Designs in Colours

Unit 4: Type and Type Faces; Script writing for Radio and Television Advertisements

Block III: Introduction to Advertising Research and Motivation

Unit 1: Advertising Research: Scope and Objectives

Unit 2: Research as a Decision Making Tool

Unit 3: Process of Motivation

Unit 4: Theories of Motivation

Block IV: Advertising Research

Unit 1: Market Research and Advertising Research

Unit 2: Types of Research: Target Marketing Research, Positioning Research

Unit 3: Types of Research: Pre-test Research, Post-test Research

Unit 4: Audience Research Methods of Analyzing Research (Psychographic/ Lifestyle Research, Psycho-physiological Research)

Reading List: (additional books will be prescribed by the respective teachers)

- Kumar Keval J., **Mass Communication in India**, Jaico Publishing House, New Delhi, Fourth Edition, 2012
- Ries Al, Trout Jack, **Positioning: The Battle for Your Mind**, McGraw-Hill, 1st Edition, 2000
- Ogilvy David, **Ogilvy on Advertising**, Vintage Book; 1st edition, 1985
- Chunawala S A, **Foundations of Advertising: Theory and Practice**, Himalaya Publishing House, New Delhi
- Jethwaney Jaishri, Jain Shruti, **Advertising Management**, 2nd Ed., Oxford University Press, New Delhi, 2012
- Jones Philp John, **The Ultimate Secrets of Advertising**, Sage Publication, New Delhi, 2002
- Sengupta Subroto, **Brand Positioning: Strategies for Competitive advantage**, Tata McGraw Hill, New Delhi, 1990

6.2. NEW MEDIA

This paper will introduce the students to the world of New Media which has its unique characteristics and writing style. It would also ask students to come up with production related to the concepts given in the class.

Block I: Concept of New Media

Unit 1: Media Globalization and Web Journalism, Features of Online Journalism

Unit 2: Use of Internet and the World Wide Web as tools of Journalism

Unit 3: Analysis of important Indian and global news based websites

Unit 4: Cyber Crimes and Laws

Block II: Writing in New Media

Unit 1: Writing News Stories, Features and Articles with Visual and Graphics on the Web

Unit 2: Interview and Chats on the Web as News Source

Unit 3: Writing for Blogs

Unit 4: Online Versions (E- Papers, Magazine, Radio/FM and Television channels)

Block III: Derivatives of New Media and its Implications

Unit 1: Information Super Highway

Unit 2: Digital Data Basis and Archives

Unit 3: Internet Protocol Television

Unit 4: Mobile Digital News Formats, Other New Media Products

Block IV: Writing and Production Work for New Media

The Students will come up with the Production Work based on the inputs given.

Reading List: (additional books will be prescribed by the respective teachers)

- Gane Nicholas and Beer David, **New Media- The Key Concepts**, Oxford New York
- Creeber Glen and Martin Royston, **Digital Cultures**, Open University Press, McGraw-Hill Education, England
- Ramanujan RC, **Multi Media Journalism**, Aph Publication
- Ray Tapas, **Online Journalism: A Basic Text**, Cambridge University Press
- Bull Anty, **Multi Media Journalism**, Routledge Publication.
- Bansal SK, **Information Technology in Journalism**, Aph Publishing Corporation
- Saxena Rajiv, **Computer Application for Journalism**, Centurn Press
- Kellison Cathorin, **Producing for TV and New Media**, Focal Press

6.3. SCIENCE AND TECHNOLOGY COMMUNICATION

This paper motivates the students to take special interest in communication of science and technology related issues, news and stories.

Block I: Science and Technology

Unit 1: What is Science and Technology?

Unit 2: Need for Science and Technology Communication

Unit 3: Historical Background of Science and Technology Communication

Unit 4: Institutions and Organisations for Science and Technology Communication

Block II: Overview of Science and Technology Communication

Unit 1: Science and Technology in Print Media

Unit 2: Science and Technology in Radio and Audio

Unit 3: Science and Technology in Television

Unit 4: Science and Technology in Internet and Online

Block III: Science and Technology Writing

Unit 1: Why write Science and Technology?

Unit 2: Forms for Science and Technology Writing

Unit 3: Survey of the types of writings available in print media

Unit 4: Production (in group)

Block IV: Science and Technology in Visual Medium and Internet

Unit 1: Television and Science and Technology Communication

Unit 2: Survey of TV platforms for Science and Technology Exhibition, Non- TV platforms for Science and Technology Exhibition

Unit 3: Websites for Science and Technology

Unit 4: Survey of Content of Websites for Science and Technology

Reading List: (additional books will be prescribed by the respective teachers)

- Basu Sisir (Ed.), **Science Communication: A Reader**, Banaras Hindu University, Varanasi
- Das Gupta Jyoti Bhusan (Ed.); **Science, Technology, Imperialism and War**, 1st Ed., Pearson Longman, New Delhi, 2007
- Bose D M, Sen S N, Subbarayappa (Ed.), **A Concise History of Science in India**, 2nd Edition, Indian National Science Academy, Universities Press, Hyderabad.
- Sarukkai Sundar, **Indian Philosophy and Philosophy of Science**, Centre for Studies in Civilizations, New Delhi, 2005

6.4. CORPORATE COMMUNICATION

The objective of this paper is to deal with theory and practice of Corporate Communication that is imperative & crucial for building up of an image of any corporate entity.

Block I: Essentials of Corporate Communication

Unit 1: Meaning of Business & Management, Principles of Management

Unit 2: Corporate Organization Structure, Mission & Objectives

Unit 3: Corporate Communication; Definition, scope and functions

Unit 4: Corporate Culture, Philanthropy/Social responsibility

Block II: Stakeholders & Image Projection

Unit 1: Defining Stakeholders and their importance

Unit 2: Designing Communication plans for stakeholders

Unit 3: Defining Strategy and its Relevance in Corporate Communication

Unit 4: Campaign Planning & its execution

Block III: Corporate Identity

Unit 1: Corporate Identity; Concepts, Variables and Process

Unit 2: Making of House Style (Logo, Lettering and Process)

Unit 3: Building a distinct identity for a Product/Service- Presentation/Practical

Unit 4: Role of CC in Crisis Communication

Block IV: Media Relations

Unit 1: Media selection

Unit 2: Proactive and Reactive Media Relations

Unit 3: Role of Technology in Corporate Communication

Unit 4: Case Studies

Reading List: (additional books will be prescribed by the respective teachers)

- Mehta D.S, **Handbook of Public Relations in India**, Allied Publishers
- Jethwaney Jaishri, **Public Relations**, Sterling Publishers
- Sachdeva Iqbal S., **Public Relations: Principles and Practices**, Oxford University Press
- Black Sam, **Role of Public Relations in Management**, Pitman, London
- Cutlip Scott M. & Gentre A.H, **Effective Public Relations**, Englishwood Cliffs
- Roy S.K, **Corporate Image of India**, Sh. Ram Centre
- Balan R.K., **Corporate Public Relations**, Sterling Publisher
- Lehiri Krishna Chander, **Publicity: Art and Literature with Special Reference to India**
- Fraser Seitel P., **The Practice of Public Relations**
- Balan K.R, **Lectures on Applied Public Relations**, Educational Publishers
- Kaul J.M., **Public Relations in India**
- Prabhakar Naval & Basu Narendra, **Public Relations: Principles & Functions**, Common Wealth

6.5. INTERNSHIP

The internship will be of six to eight weeks. The periods may include summer break. The students can even do their internships during second or fourth semesters including summer break period. After returning from the internship students will have to submit a detailed internship report in a prescribed proforma made by the Centre. Also, they will have to give a presentation of the same in the Centre along with the certificate of successfully completing the internship from the organisation where they have worked.

7.1. CINEMA STUDIES

Films are the most popular and the integral part of Indian society. This paper will engage students in appreciating the basic nuances of film making and help them see films from the perspective of a language.

Block I: Film Language and Evolution

Unit 1: Film language, form, movement

Unit 2: The emergence and development of cinema in diverse technological, economic and political contexts

Unit 3: The question of national cinemas

Unit 4: Major film movements such as Italian neo-realism, the French New Wave, German Cinema, Dogma 95, etc.

Block II: Major Film Theories and Criticism

Unit 1: Introduction to key concepts

Unit 2: Debates concerning cinema within Marxism, feminism, structuralism, psychoanalysis and post-colonialism.

Unit 3: Realist Theory, Auteurist, Ideological

Unit 4: How to Read Films?, Film Criticism/ Appreciation

Block III: Production, Distribution and Exhibition

Unit 1: The studio-system

Unit 2: Major film genres

Unit 3: Vertical versus Horizontal integration of markets

Unit 4: Film advertising and promotion campaigns developments in exhibition venues and technologies.

Block IV: Auteurs, Stars and Fans

Unit 1: History of Stardom

Unit 2: Power of the Star in Film-Production

Unit 3: Cinephilia/ Cinepolitics

Unit 4: Fan activities.

Reading List: (additional books will be prescribed by the respective teachers)

- Hayward Susan, **Key Concepts in Cinema Studies**, Routledge, London, 2004
- Nowell-Smith Geoffery (Ed.), **The Oxford History of World Cinema**, Oxford University Press, 2005
- Bose Mihir, **Bollywood A History**, 1st Edition, Roli Books Pvt. Ltd., New Delhi, 2006
- Rajadhyaksha Ashish, **Encyclopedia of Indian Cinema**, 2nd Ed., British Film Institute, 1999.

7.2. RADIO PRODUCTION THEORY

This paper gives the basic understanding of radio production to the students. This would also introduce them to different formats of writing in radio. Further they would learn the presentation skills essential for radio production.

Block I: Radio as a Medium

Unit 1: Strengths and Weakness of the Radio Medium

Unit 2: Broadcasting and Narrowcasting

Unit 3: Formats of Radio Programmes

Unit 4: Internet Radio.

Block II: The art of Presentation

Unit 1: Vocal Range, Authority, Warmth, Musicality, Deep Breathing

Unit 2: Clichés, Pronunciation.

Unit 3: Developing your own style

Unit 4: Reading in the Studio: Voice Training, Recording, Listening.

Block III: News Broadcast

Unit 1: How to find reliable sources of information, Check facts and sources

Unit 2: News-based programs: Dispatch, Interview, Package, Vox-Pop, Documentary, Feature, Discussions.

Unit 3: The Press Conference, News Events (Political Meetings, Accidents, Demonstrations, Cultural Events)

Unit 4: Investigative Reports and Exposés, Radio Bridge and Interactive Programmes.

Block IV: FM Revolution

Unit 1: Format highlights

Unit 2: Comparison with AM Radio Programmes

Unit 3: Radio Jockeying

Unit 4: FM Radio networking

Reading List: (additional books will be prescribed by the respective teachers)

- David J., **Radio Broadcast Journalism**, Cyber Tech Publication
- Zaza Tony, **Mechanics of Sound Recording**, Prentice Hall Publication
- McLeish Robert, **Radio Production**, Focal Press
- Holman Tomlinson, **Sound for Digital Video**, Elsevier Publication
- Raman Usha, **Writing for Media**, Oxford university publication.
- Ranganathan Maya, Rodrigues Usha M, **Indian Media in a Globalized World**, Sage Publication.
- Hasan Seema, **Mass Communication Principle and Concepts**, CBS Publishers.
- Stovell James glen, **Journalism: Who, What, When, Where, Why and How**, Prentice Hall

7.3. INTERNATIONAL COMMUNICATION

This paper deals with the post-World War II communication pattern across the globe. It also explains how the concept war has been changed from military war to information war among nations after emergence of information and communication technology revolution.

Block I: Communication as a Human Right

Unit 1: UN's Universal Declaration of Human Rights and communication

Unit 2: International news agencies and syndicates, their organizational structure and functions

Unit 3: International, regional and internal disparities

Unit 4: UNESCO's efforts in removal of imbalance in news flow

Block II: Communication: Reports and News Agencies

Unit 1: Debate on New International Information and Economic Order

Unit 2: MacBride Commission's report

Unit 3: Non-aligned News Agencies News Pool

Unit 4: Its working, Success, Failure.

Block III: Issues in International Communication

Unit 1: Democratization of Information Flow and Media Systems

Unit 2: Professional Standards;

Unit 3: Communication Research

Unit 4: Telecommunication Tariffs

Block IV: Information Flow and its Impact

Unit 1: Information-prompted cultural imperialism- criticisms; violence against media persons

Unit 2: Effects of globalization on media systems and their functions

Unit 3: Transnational media ownership and issue of sovereignty and security

Unit 4: International intellectual property rights; international media institutions and professional organizations; code of conduct

Reading List: (additional books will be prescribed by the respective teachers)

- Mohammadi Ali, **International Communication and Globalization : A Critical Introduction**, SAGE Publication
- Thussu Daya, **International Communication: Continuity and Change**, Bloomsbury Academic
- Thussu Daya Kishan, **International Communication: A Reader**, Taylor & Francis Group
- Mody Bella, **International and Development Communication: A 21st Century Perspective**, SAGE Publication

7.4. ADVANCE REPORTING & WRITING

By this paper students will understand the reporting in an advanced and In-depth way. In this paper they will learn how to prepare content and present it for Magazine. Also they will learn about specialized audience and their need.

Block I: Introduction to Advance Reporting

Unit 1: Reporting- Definition & basic principles

Unit 2: Introduction to Advanced Reporting

Unit 3: Sources- Importance & Types of Sources

Unit 4: Making & maintaining sources

Block II: Specialized Reporting

Unit 1: Interpretative and Investigative Reporting- Importance, Scope and Techniques

Unit 2: Specialized Reporting- Business & Economics, Sports, Crime

Unit 3: Specialized Reporting- Politics, Court, Science & Technology

Unit 4: Specialized Reporting- Art & Culture, Entertainment

Block III: Magazine Journalism

Unit 1: Magazine Journalism- Introduction

Unit 2: Scope & Challenges

Unit 3: Content Selection, Art of Writing

Unit 4: Visual Presentation, Layout & Design

Block IV: Writing for Specialised Audience

Unit 1: Understanding Targeted Audience

Unit 2: Writing for Women, Youth, Children

Unit 3: Reference file

Unit 4: Debate/Discussion/ Presentation

(This segment will mainly consist of practical work on specialized reporting and news & views/ opinion writing. Students will be evaluated on the their production portfolio based on the above topics)

Reading List: (additional books will be prescribed by the respective teachers)

- Dixit Surya Prasad, **Media Writing Process**
- Kaushik Sharda B., **Script to Screen- An Introduction to TV Journalism**, Macmillan
- Blum, Richard A, **Television & Screen Media**
- Nortran, William Van, **Media Writers Guide**
- Johnson, Maryc, **News Script Writers Journal**
- Gupta Om, **Basic Aspects of Media Writing**
- Kumar E.R Ram, **Handbook of English Usage**, Jaico Publications
- Saxena Sunil, **Headline Writing**, Sage Publication
- Knight Robert M., **The Craft of Clarity- A Journalistic Approach to Good Writing**, Blackwell
- Stovall James Glen, **Writing for the Mass Media**, Pearson

7.5. RADIO PRODUCTION PRACTICAL

Based on the teachings of Radio Production Theory paper the students will come up with radio productions of different format and duration under the supervision of the concerned teacher.

Students will be doing practical work based on the theory topics they have been taught in the Radio Production Theory paper.

1. They will make individual radio programs like advertisement, public service message, interview, etc.
2. They will make group programs like radio play, radio discussion, feature, etc.
3. They will make a radio magazine in groups of 1-4 and submit a production portfolio for it.
4. They will visit radio stations and will be given practical industrial training of production.

8.1. INDIAN SOCIETY, POLITY AND ECONOMY

The aim of this paper is to give students the basic understanding of Indian Society, Polity and Economy which is very necessary for an aspiring media person as he/she has to work in this milieu.

Block I: Introduction to Indian Society

- Unit 1: Democratisation and changing nature of Indian society, Social Movements and Democracy
- Unit 2: Social Movements in India : Regional Movement, Women's Movement, Religious Movement, Agrarian Movement, Dalit Movement, Backward Class Movement, Working Class Movement, Environment Movement
- Unit 3: Globalisation and Social Movements
- Unit 4: State, Market and Social Movements

Block II: Introduction to Indian Polity

- Unit 1: Indian constitution, Fundamental Rights and Directive Principles of state
- Unit 2: Federal and Unitary nature, Centre-State Relationship, Civil Services
- Unit 3: Election, Emergency powers, Amendment of constitution
- Unit 4: Parliamentary and legislature procedure in India, Power and Privileges of Parliament members, Indian Judicial System

Block III: Introduction to Indian Economy

- Unit 1: Nature of Indian Economy: Scope, Problems and Challenges
- Unit 2: Essential economic terms : GDP, GNP, Currency devaluation
- Unit 3: Indian Agriculture : Scope, Problems and Challenges, Indian Industry: Scope, Problems and Challenges
- Unit 4: Indian Economy and Globalisation

Block IV: Current Affairs: Debate and Discussion and Project

Students will be asked to present papers and give power point presentations on current topics. The topics will be decided in consultation with faculty members. After presentation there will be question-answer session. Students will also be asked to submit a copy of their presentations.

Reading List: (additional books will be prescribed by the respective teachers)

- Basu Durga Das, **Constitution of India**, Lexis Nexis Wadhawa, New Delhi
- Shukla V.N., **Constitution of India**, Eastern Book Company, Lucknow
- Dubey S.K., **Indian Society**, NCERT, New Delhi

8.2. COMMUNICATION RESEARCH METHODOLOGY

The aim of this paper is to make the students aware of the importance of research in Communications. The students will be taught different the different methods for conducting Communication research. It will also teach students to design instruments to collect data with various approaches to analyse data.

Block I: An Overview of Research in Communication

Unit 1: Origin of Research in Communication: Administrative versus Critical research; Communication Research versus Marketing Research

Unit 2: Context in Communication Research

Unit 3: Significance of communication research; the process of theory building

Unit 4: Aspects of research; and before research begins

Block II: Steps for Conducting Communication Research

Unit 1: Title, Introduction, Rationale, Problem, Aim and Objectives

Unit 2: Theoretical/ Conceptual/ Operational Framework; Hypothesis

Unit 3: Methodology: Design, Universe/ Population, Variables, Sample, Instrument, Types of Data, Data Collection, Time Schedule, Budget, Limitations, etc.

Unit 4: Data Analysis Methods, Writing of Report, Summary, Exucutive Summary, Conclusion and Recommendation

Block III: Contemporary Research Designs

Unit 1: Qualitative, Quantitative, Interpretative, Basic and Applied

Unit 2: Experimental/ Naturalistic, Laboratory/ Field Research, Cross Section and Longitudinal

Unit 3: Participant Observation, Non-participant Observation, Overt and Obtrusive

Unit 4: Content Analysis

Block IV Sampling Methods

Unit 1: Formative, Process and Summative Research; Probability and Non-Probability Sample and Sampling; Pre-test and Pilot test

Unit 2: Survey Design in Probability sampling: Simple Random, Systematic random, Stratified, Multistage cluster sampling.

Unit 3: Survey Design in Non-Probability sampling: Purposive, Convenience and Quota sampling; Deigning of Instrument; Ethical Issues and Current problems.

Unit 4: Aspects of Media for Research

Block V: Qualitative Research Design

Unit 1: Case Studies

Unit 2: Ethnography

Unit 3: Participant Observation and Non-Participant Observation

Unit 4: Focus Group, Ground Theory Methods, Action Research, Narratology

Reading List: (additional books will be prescribed by the respective teachers)

- Kothari R C, **Research Methodology: Methods and Techniques**, Wiley Eastern Ltd., Delhi, 1985
- Gupta S. C., and Kapoor K. V., **Fundamentals of Mathematical Statistics**, Sultun Chand and Sons, Delhi, 1994
- Arthur A Berger, **Media Research Techniques**, Sage, New Delhi, 1996

8.3. GRAPHICS TECHNIQUES

This paper aims to give input to the students with regard to different graphic techniques used in the media industry. It will help them further in doing animation work which is an essential element at present times in audio-visual format.

Block-I Growth and History of Graphics

Unit 1: Graphics: origin and growth

Unit 2: Graphics: meaning, forms and usage

Unit 3: Key elements of graphics: colour, text, visual and composition

Unit 4: Use of graphics in modern world

Block-II 2D and 3D Graphics

Unit 1: Principle of Graphics Design

Unit 2: Basics of 2D Graphics

Unit 3: Basics of 3D Graphics

Unit 4: Making graphics with computer

Block-III Television Graphics

Unit 1: Uses of graphics in television

Unit 2: Types of television news graphics- crawler, super, mug plate, text plate, title, credits etc.

Unit 3: logo and montage for various video programs

Unit 4: Making television graphics

Block-IV Software for Digital Graphics Design

Unit 1: Photoshop

Unit 2: Corel Draw

Unit 3: InDesign

Unit 4: Final Cut Pro and Adobe Premier Pro

Reading List: (additional books will be prescribed by the respective teachers)

- Watkins Alam, **Introduction to 3D Graphics and Animation**, Cengage Learning
- Burd Rachel (Ed.), **Graphic Artists Guild Handbook of Pricing and Ethical Guidelines**, (9th Edition), New York: Graphic Artists Guild, 1997.
- Wong, Wucius, **Principles of Color Design**, New York: John Wiley & Sons, Inc., 1997.
- Holtzschue Linda, **Understanding Color: An Introduction for Designers**, New York: John Wiley & Sons, Inc., 1997.
- Hanks Kurt, Belliston Larry and Edwards Dave, **Design Yourself!**, Los Altos, California: Crisp Publications, 1990.
- Swann Alan, **The New Graphic Design School**, New York: John Wiley & Sons, Inc., 1997
- Siebert Lori and Ballard Lisa, **Making a Good Layout**, Cincinnati, Ohio: North Light Books, 1992
- _____, **School Arts Magazine**. Worcester, Massachusetts: Davis Publications Inc.
- _____, **Dynamic Graphics Magazine**. Peoria, Illinois: Dynamic Graphics, Inc.
- Holmes Nigel, **Designer's Guide to Creating Charts and Diagrams**, New York: Watson-Guptill Publications, 1991.
- Rabb Margaret Y., **The Presentation Design Book: Tips, Techniques & Advice for Creating Effective, Attractive Slides, Overheads, Multimedia Presentations, Screen Shows**, Chapel Hill, North Carolina: Ventana Press, 1990.
- _____, **Pocket Pal: A Graphic Arts Production Handbook**, International Paper Company. New York, New York

8.4. TELEVISION PRODUCTION THEORY

Main objectives of this paper is to understand the basic process of television production, appreciate about basic elements of television production and to know about the production team members

Block I: Television Presentation

Unit 1: Voice Broadcast Skills- Enunciation, Flow, Modulation

Unit 2: Facing a Camera; Eye Contact; Use of Teleprompter;

Unit 3: Live Studio and Field Interviews - Moderating TV studio discussion; anchoring chat shows and cross-fore

Unit 4: Studio and set design; Types of Lighting; Types of microphones; Outdoor/indoor programs; Graphics and visual effects; News scrolls; Production Team

Block II: Studio Based Programs

Unit 1: Newscasts, Interviews and discussion,

Unit 2: Telefilms - Single Camera and Multi-camera set-ups;

Unit 3: Outdoor Programs: Reporting, vox-pop, meetings, sporting events or concerts, telefilms

Unit 4: Electronic News gathering and Outdoor Broadcast Van; Live telecasts; Breaking News; Live Editing; Techniques of Effective Picture Making.

Block III: Basic Principles of TV Production

Unit 1: TV lighting in field: Using Reflectors; Lighting grid-luminaries

Unit 2: Studio Lighting.

Unit 3: Planning Location Shoots- Story boarding and Script writing formats; Securing Permission

Unit 4: Shooting and editing schedules.

Block IV: Studio Productions

Unit 1: Cues and Commands

Unit 2: Video editing techniques- cut, mix and dissolve use of cutaway

Unit 3: AB Roll Editing

Unit 4: Digital Effects and Post Production

Reading List: (additional books will be prescribed by the respective teachers)

- Schihl Robert J, **TV Newscast- Process and Procedures**, Focal Press
- Heller Neil, **Understanding Video Equipment**, Knowledge Industry Publication Inc.(KIPI)
- Johnson Claudia Hunter, **Crafting Short Screenplays that Connects**, Focal Press
- Kellison Cathorin, **Producing for TV and New Media**, Focal Press
- Zaza Tony, **Mechanics of Sound Recording**, Prentice Hall Publication
- Chawdhary Nirmal Kumar, **How to Write Film Screenplays**, Kanishka Publication
- Palmer Shelly, **Television Disrupted**, Elsevier Publication
- Musberger Robert B, **Single Camera Video Production**, Focal Press
- Rea Peter W and Irving David K, **Production and Directing the Short Films and Video**, Focal Press
- Tarrant Jon, **Understanding Digital Camera**, Focal Press
- Shook Fred, **Television Field Production and Reporting**, Pearson Education
- Mollison Martha, **Production Video**, Viva Books Private Ltd.

8.5. TELEVISION PRODUCTION PRACTICAL

The students will make different programmes for TV under the supervision of the concerned teacher. They will make programmes of different genres.

Students will be given hands-on practical training of television and studio production.

1. They will make individual television programs like advertisement, music video, interview, etc.
2. They will make group programs like discussions, feature, plays, etc.
3. They will make a studio magazine in groups of 1-4 and submit a production portfolio for it.
4. They will visit television channels and will be given hands on practical industrial training of production.

9.1. DISSERTATION- I

The students after having the orientation about Communication Research Methodology in the eighth semester will take up small individual projects in communication research. In this paper they will develop a topic of their choice in consultation with the concerned teacher for research. They will come up with four chapters in this semester, viz., Introduction, Aim and Objectives, Review of Literature and Methodology (including Instruments). These four chapters will be submitted for the evaluation internally.

9.2. SOCIAL AND POLITICAL THOUGHT

This paper aims to provide concept of various thoughts which shaped the socio-polity, cultural and economic condition of entire world. This paper will conceptualize the structural and ideological features of national as well as global scenario.

Block I: Social and Political Thoughts in India-I

Unit 1: Gandhian Thought

Unit 2: Nehruvian Thought

Unit 3: Ambedkar Thought

Unit 4: Socialist Thought : Rammanohar Lohia and Jayprakash Narayan

Block II: Social and Political Thoughts in India-II

Unit 1: Hinduism : Swami Vivekananda and Sri Aurobindo Ghosh

Unit 2: Hindutva : V. D. Savarkar and M. S. Golwalkar

Unit 3: Muslim Thought : Sir Syed Ahmed Khan and Mohammad Ali Jinnah

Unit 4: Debate and Discussion

Block III: Social and Political Thoughts in Western World-I

Unit 1: Plato

Unit 2: Aristotle

Unit 3: Niccolo Machiavelli

Unit 4: Immanuel Kant

Block IV: Social and Political Thoughts in Western World-II

Unit 1: George Hegal

Unit 2: John Stuart Mill

Unit 3: Karl Marx

Unit 4: Debate and Discussion

Reading List: (additional books will be prescribed by the respective teachers)

- Pantham T. & Deutch K, **Political Thoughts in Modern India**, Sage, New Delhi, 1986
- Chandra Bipin, **Nationalism and Colonialism in Modern India**, Orient Longman, New Delhi, 1979
- Chousalkar A, **Indian Idea of Political Resistance- Aurobindo, Tilak, Gandhi and Ambedkar**, Ajanta, Delhi, 1990
- Chandra Bipin, **India's Struggle for Independence : 1857-1947**, Viking, New Delhi, 1990
- Brecher Michael, **Nehru : A Political Biography**, Oxford University Press, 1959
- Ghose, Sankar, **Modern Indian Political Thought**, Allied Publishers, New Delhi, 1984
- Aristotle, **The Rhetoric of Aristotle**, Prentice Hall, New Jersey, 1960
- Avineri, Sholomo, **The Social and Political Thought of Karl Marx**, Cambridge University Press, 1971
- Berki, R. N, **The History of Political Thought**, London : Dent, 1978
- Curtis M, **The Great Political Theories**, 2 Volumes, New York : Avon, 1961
- Ebenstein, William, **Great Political Thinkers : Plato to the Present**, Calcutta : Cambridge University Press, 1967

9.3. LEADING CASES ON MEDIA LAW

The main objective of this paper is to make students aware of the facts of some practical legal cases on media law decided by the Supreme Court and High Courts of India.

Block I: Freedom of Speech and Expression

Unit 1: Scope of freedom

Unit 2: Case law on freedom of speech and expression

Unit 3: Case law on reasonable restriction on freedom of speech and expression

Unit 4: Case law on basic structure of the Constitution of India

Block II: Contempt of Court, Trial by Media, PRB Act and Obscenity

Unit 1: Case law on contempt of court

Unit 2: Case law on trial by media

Unit 3: Case law on PRB Act

Unit 4: Case law on obscenity

Block IV: Press Council of India Act, Defamation, Working Journalists Act and Jail Manual

Unit 1: Case law on PCI Act

Unit 2: Case law on defamation

Unit 3: Case law on Working Journalists Act

Unit 4: Case law on right of press to interview convicts in jail

Block IV: Parliamentary Privileges, Copyright Act, Cinematography Act and Right to Privacy

Unit 1: Case law on parliamentary privileges

Unit 2: Case law on Copyright Act

Unit 3: Case law on Cinematography Act

Unit 4: Case law on right to privacy

Reading List: (additional books will be prescribed by the respective teachers)

- Jethmalani Ram and Chopra DS, **Cases and Material on Media Law**, Thomson Reuters South Asia Pvt. Ltd., New Delhi, 2012
- Basu Durga Das, **Law of the Press**, Lexis Nexis Butterworths Wadhawa, Gurgaon (Haryana), Fifth edition, 2010
- Robertson Geoffrey, Nicol Andrew, **Media Law**, Penguin, 4th Revised edition, 2002

10.1. DISSERTATION – II

In this paper the students who have developed their individual research projects under the course Dissertation I in the ninth semester will work further on their projects. Now they will go for pre-testing of the instruments, data collection, data analysis, and reporting. At the end they will come up with next three chapters, viz., Findings, Summary, Conclusions and Recommendations along with Bibliography. These three chapters along with the four chapters developed in the course Dissertation I will be compiled and submitted as one report. This final dissertation report will be evaluated by an external.

10.2. COMMUNICATION TECHNOLOGIES

The issues in communication/ media study are largely influenced by the kind of technologies that are employed in media and communication industry. This course will provide the students with a canvas of available technologies and their workings.

Block I: Technologies and their Development

- Unit 1: Ways Technologies develops
- Unit 2: Factors leading to technological development
- Unit 3: Broadly what are these technologies
- Unit 4: Adoption of technologies: Diffusion

Block II: The Evolution of Mass Communication and Technologies

- Unit 1: The Old Media
- Unit 2: The New Media
- Unit 3: The Convergence of New Media
- Unit 4: The Implications of Convergence for Media and Industry

Block III: The New Media and Future Trends

- Unit 1: Personal Convenience: Online Papers/personal Newspapers, personal TV, Broadcast (radio)
- Unit 2: Broadcast, TV, Cable, Satellite, Fiber Optics
- Unit 3: Films/ Motion Pictures; Blur between old movies and new movies distribution
- Unit 4: 3D: Holograms and Virtual reality, etc.

Block IV: New Technologies, Information Society and Prospect of India

- Unit 1: What constitute an Information society
- Unit 2: Information Society: Increase or decrease of Public Sphere
- Unit 3: Information Society, Globalisation and Nation State
- Unit 4: What is the Prospect for India

Block V: Impact of Communication Technologies

- Unit 1: Social, Religious and Cultural
- Unit 2: Economic: World Economy and Market; Global City
- Unit 3: Impact on Education: Globalisation
- Unit 4: Leading to Equality or Disparity

Reading List: (additional books will be prescribed by the respective teachers)

- Rogers M Everett, **Communication Technology: The New Media Society**, The Free Press, Collier Macmillan Publisher, London, 1986
- Dizard Wilson, Jr., **Old Media, New Media – Mass Communication in the Information Age**, 2nd Ed., Longman, New York, 1997
- Webster Frank, **Theories of the Information Society**, Routledge, New York, 1995

10.3. PRODUCTION PORTFOLIO

This paper will ask students to develop their work portfolio with respect to different production assignments done during the course. They have to develop it on the contemporary issues based on the supervision of concerned teachers.

The students will prepare a production portfolio that will be based on the full five year course. The areas are to be covered are as follows:

News- 5

Feature – 3

Articles – 3

Editorial – 3

Photos – 5

Advertising: Display Ad, Classified Ad (Product, Services) Ad Script one each

Public Relations Work: Display Classified, Press Release, Press Conference, Press Briefing (2 each)

Radio Scripting - 3 (News 1, Feature1, Talk 1)

TV Scripting – 3 (News 1, Feature1, Talk 1)

Front Page Make Up -1

Editorial Page Make Up – 1

Sports Page Make Up – 1

Feature Page – 1

Students will collect all these material/ clippings through various mediums such as Newspaper, Radio, TV, Advertisement, PR Agency.

10.4. INTERNSHIP

The internship will be of six to eight weeks. The periods may include summer break. The students can even do their internships during eighth semester including summer break period. After returning from the internship students will have to submit a detailed internship report in a prescribed proforma made in the Centre. Also they will have to give a presentation of the same in the Centre along with the certificate of successfully completing the internship from the organisation where they have worked.



Centre for Mass Communication

CENTRAL UNIVERSITY OF JHARKHAND

(Central University established by an Act of Parliament of India in 2009)

S.N.	Name of the Paper	Paper Code	Credit	Semester
1.1	Introduction to Mass Communication	JMC111010	4	1 st
1.2	Reporting: Principles and Practices	JMC111050	4	1 st
1.3	Editing: Principles and Practices	JMC111060	4	1 st
1.4	Communicative English	ENG110040	4	1 st
1.5	Lab Journal	JMC214060	4	1 st
2.1	Intellectual background to media studies	JMC121010	4	2 nd
2.2	Computer applications and basic multimedia skills	JMC121060	4	2 nd
2.3	Photography Theory	JMC 121020	4	2 nd
2.4	Communication Skills	JMC 121040	4	2 nd
2.5	Photography Practical	JMC 121070	4	2 nd
2.6	Environmental Science	EVS 120050	3	2 nd
3.1	Theories of Communication	JMC211010	4	3 rd
3.2	Press Laws	JMC211020	4	3 rd
3.3	Writing for Media	JMC211030	4	3 rd
3.4	History of Media	JMC211070	4	3 rd
3.5	Lab Journal	JMC214060	4	3 rd
4.1	Media Ethics and Society	JMC 221010	4	4 th
4.2	Development Communication	JMC 221020	4	4 th
4.3	Documentary Film Theory	JMC 221030	4	4 th
4.4	Regional Language Media	JMC 221040	4	4 th
4.5	Documentary Film Practical	JMC 222070	4	4 th
5.1	Advertising: Theory & Practice	JMC315030	4	5 th
5.2	Media Management	JMC315070	4	5 th
5.3	Public Relations: Theory & Practice	JMC315020	4	5 th
5.4	Rural Communication	JMC315080	4	5 th
5.5	Photo Journalism and Other Media	JMC315090	4	5 th
6.1	Brand Management	JMC 321070	4	6 th
6.2	New Media	JMC 321020	4	6 th
6.3	Science and Technology Communication	JMC 321080	4	6 th
6.4	Corporate Communication	JMC 321090	4	6 th
6.5	Internship	JMC 324060	10	6 th
7.1	Cinema Studies	JMC411010	4	7 th
7.2	Radio Production Theory	JMC411020	4	7 th
7.3	International Communication	JMC411030	4	7 th
7.4	Advance Reporting and Writing	JMC411040	4	7 th
7.5	Radio Production: (Practical)	JMC 412050	4	7 th
8.1	Graphics Techniques	JMC 421010	4	8 th
8.2	Communication Research Methodology	JMC 421020	4	8 th
8.3	Indian Society Polity and Economy	JMC 421030	4	8 th
8.4	Television Production Theory	JMC 421040	4	8 th
8.5	Television Production Practical	JMC 422050	4	8 th
9.1	Dissertation- I	JMC514030	5	9 th
9.2	Social and Political Thoughts	JMC511010	4	9 th
9.3	Leading Cases on Media Law	JMC511020	4	9 th
9.4	Lab Journal	JMC514040	4	9 th
10.1	Dissertation-II	JMC 524010	5	10 th
10.2	Communication Technology	JMC 521020	4	10 th
10.3	Production Portfolio	JMC 521030	4	10 th
10.4	Internship	JMC 522040	10	10 th



M.A. in Mass Communication

Syllabus

Nature: Two years full time course

Eligibility: Bachelor Degree in any discipline

No. of Seats: 30

Session: 2017-18

Course Description

This programme provides a firm foundation to those wishing to become media professionals. The curriculum is a combination of theory and practice and is designed with an objective to equip the students with a judicious blend of knowledge, skills and attitude to become media professionals with social commitment. The programme takes care of the requirements of the ever changing media industry as well as the social needs. The courses are designed to impart intensive knowledge and training in print, electronic and new media.

Centre for Mass Communication

School of Mass Communication and Media Technologies

Central University of Jharkhand

(Established by an Act of Parliament of India, 2009)

Brambe, Ranchi - 835205, Jharkhand

Website: www.cuj.ac.in

Syllabus Outline

Name of the Course: M.A. in Mass Communication

Duration of the Course: Two years

No. of Seats: 30

Course Objectives

This course aims to provide the students with an in-depth learning in the areas of print journalism, broadcast journalism, web journalism, photo journalism, documentary production, development and corporate communication. Professionalism and critical evaluation skills will be imparted through practical training and also through learning of the research techniques and application of these in the chosen field of specialization.

First Semester

Core Papers

Sr. No.	Paper	Credit	Marks
1.1	Basics of Communication	4	60+40=100
1.2	History of Media	4	60+40=100
1.3	Writing for Media	4	60+40=100
1.4	Advertising & Public Relations	4	60+40=100
1.5	New Media	4	60+40=100

Second Semester

Core Papers

Sr. No.	Paper	Credit	Marks
2.1	Communication Research	4	60+40=100
2.2	Reporting & Editing	4	60+40=100
2.3	Visual Communication	4	60+40=100
2.4	Media Laws & Ethics	4	60+40=100
2.5	Science and Technology Communication	4	60+40=100

Specializations: Broadly Centre will offer three specializations i.e. Print Media, Electronic Media and Corporate Communication to the students during third and fourth semester. Each student will opt for only one specialization which will be taught in both the semesters.

Third Semester

Core Papers

Sr. No.	Paper	Credit	Marks
3.1	Cinema Studies	4	60+40=100
3.2	Communication Technology	4	60+40=100
3.3	Development Communication	4	60+40=100
3.4	Research Project –I	4	60+20+20=100

Specialized Papers

Print Media

Sr. No.	Paper	Credit	Marks
3.5	Political Reporting	4	60+40=100
3.6	Editing and Layout Designing	4	60+40=100

Electronic Media

Sr. No.	Paper	Credit	Marks
3.5	Television Production	4	60+40=100
3.6	Web Journalism	4	60+40=100

Corporate Communication

Sr. No.	Paper	Credit	Marks
3.5	Business Communication	4	60+40=100
3.6	Integrated Marketing Communication	4	60+40=100

Fourth Semester

Core Papers

Sr. No.	Paper	Credit	Marks
4.1	Media Management	4	60+40=100
4.2	International Communication	4	60+40=100
4.3.	Major Production Project	4	80+20=100
4.4	Research Project-II	4	60+20+20=100

Specialized Papers

Print Media

Sr. No.	Paper	Credit	Marks
4.5	Sports Journalism	4	60+40=100
4.6	Business Journalism	4	60+40=100

Electronic Media

Sr. No.	Paper	Credit	Marks
4.5	Television Journalism & Documentary Production	4	60+40=100
4.6	Radio Production	4	60+40=100

Corporate Communication

Sr. No.	Paper	Credit	Marks
4.5	Corporate Communication	4	60+40=100
4.6	Event Management	4	60+40=100

Each student would undergo an internship of minimum four weeks in any media organization during summer break and submit a report along with certificate of internship in the Centre for the evaluation in the last semester. S/he will also have to face a viva-voce about the internship.

Sr. No.	Paper	Credit	Marks
4.7	Industry Exposure/Internship	4	80+20=100

1.1 Basics of Communication

Objectives

The objective of the course is to develop and enhance students' understanding of basic concepts of communication. It also provides grounding in the basic models and theories of communication, particularly as it pertains to understanding the structure, content, process, and effects of communication.

Block I Introduction of Communication

Unit 1: Evolution of human communication

Unit 2: Elements and functions of communication

Unit 3: Various levels and forms of communication

Unit 4: Communication barriers, seven Cs of communication

Block II Models of Communication

Unit 1: Aristotle's model, SMCR model, Lasswell's model (1948), Braddock's model (1958)

Unit 2: Shannon and Weaver's model (1949), Schramm & Osgood's model (1954)

Unit 3: Newcomb's model (1953), Gerbner's model (1956), Berlo's model (1960)

Unit 4: Dance's model (1967), Westley MacLean's model (1957), Spiral of Silence model (1974), Convergence model (1981), Ecological Model (2004)

Block III Theories of Communication

Unit 1: Individual difference theory – selective exposure and selective perception

Unit 2: Personal influence theory - Two-step flow and multi-step flow

Unit 3: Sociological theories – cultivation theory, agenda setting theory, Diffusion of innovation

Unit 4: The uses and gratification theory, Dependency theory, Critical theory, Behavioural Theory

Block IV Asian Perspectives of Communication

Unit 1: Concepts of communication in ancient Indian texts

Unit 2: The concept of *Sadharanikaran*

Unit 3: Modern Indian thoughts on communication

Unit 4: Asian perspectives of communication

Suggested Readings:

- Denis McQuail, **Mass Communication Theory**, Sage Publication, 2010
- R. John Bittner, **Mass Communication, an introduction, Theory and practice of mass media in society**, Prentice Hall, 1989
- Rowland Lorimer and Paddy Scannell, **Mass Communications: A Comparative Introduction**, Manchester University Press, 1994
- Melvin DeFleur, **Understanding Mass Communication: A Liberal Arts Perspective**, Houghton Mifflin (T) Publisher, 1993
- Arthur Asa Berger, **Essentials of Mass Communication Theory**, Sage Publication Inc, 1995.
- Vijaya Somasundaram, **Principles of Communication**, Authors Press, 2006.
- Uma Narula, **Dynamics of Mass Communication (Theory and practice)**, Atlantic Publisher, 2006.
- समकालीन संचार सिद्धांत, सुष्मिता बाला, डीपीएस पब्लिशिंग हाउस, नई दिल्ली, 2007
- जनसंचार विश्वकोष, प्रो. रमेश जैन, नेशनल पब्लिशिंग हाउस, नई दिल्ली, 2007
- जनसंचार माध्यमों का वैचारिक परिपेक्ष, जवरीमल्ल पारख, ग्रंथ शिल्पी, नई दिल्ली, 2000

Web Resources:

- www.zeepedia.com
- www.manage.gov.in
- www.sagepub.in
- www.nos.org
- www.buffalostate.edu/smithrd/UAE%20communication

1.2 History of Media

Objectives

The objective of this paper is to introduce students to the growth and development of various media especially newspaper, cinema, radio, television and telecommunications in India. This paper gives an overview of the major phases in the historical development of media.

Block I: Newspapers

Unit 1: Development of newspaper in India - pre and post-independence era

Unit 2: Introduction to main newspapers and pioneers of Indian journalism

Unit 3: Development of Indian and global news agencies

Unit 4: Growth of magazine in India

Block II: Cinema

Unit 1: Early days of Indian cinema: silent era and talkies

Unit 2: Major trends in the history of Indian cinema

Unit 3: Significant movements in Indian and world cinema

Unit 4: Introduction to Indian documentaries

Block-III Radio

Unit 1: Growth and development of All India Radio

Unit 2: Development of private FM channels

Unit 3: Main radio personalities and programmes

Unit 4: Community radio stations in India

Block-IV Television and New Media

Unit 1: Growth and development of Doordarshan, SITE and Kheda Project

Unit 2: Chanda Committee, Verghese Committee, Joshi Committee and Vardhan Committee

Unit 3: Growth of private television channels, cable and DTH industry

Unit 4: Growth of computers and internet, telecommunications revolution, music industry

Suggested Readings:

- J. Natarajan, **History of Indian Journalism**, Publication Division, 2000
- Rangaswamy Parthasarathi, **Journalism in India**, Sterling Publishers, 1989.
- Report of First Press Commission, (1952-54).
- Report of Second Press Commission, (1980-82).
- P. C. Chatterjee, **Broadcasting in India**, Sage, New Delhi, 1990
- Robin Jeffrey and Assa Doron, **Cellphone Nation**, Hachette Publisher, 2013
- DevVrat Singh, **Indian Television – Content, Issues and Debate**, Har-anand Publications, New Delhi, 2012
- भारतीय इलेक्ट्रॉनिक मीडिया, डॉ. देवव्रत सिंह, प्रभात प्रकाशन, 2010
- भारत की समाचार पत्र क्रांति, रोबिन जैफरी, भारतीय जनसंचार संस्थान, 2004
- आज की हिन्दी पत्रकारिता, सुरेश निर्मल, अमित प्रकाशन, नई दिल्ली, 2009
- भारत में पत्रकारिता, आलोक मेहता, नेशनल बुक ट्रस्ट, नई दिल्ली, 2006
- ग्लोबल मीडिया टेलीविजन, कृष्ण कुमार रत्तु, के के पब्लिकेशन्स, नई दिल्ली 2008
- हिन्दी के प्रमुख समाचारपत्र और पत्रिकाएं (4 खण्ड), अच्युतानन्द मिश्र, माखनलाल चतुर्वेदी पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल 2010
- हिन्दी पत्रकारिता का वृहद इतिहास, अर्जुन तिवारी, हिन्दी बुक सेन्टर, 2013

Web Resources:

- www.ftiindia.com Film and Television Institute of India
- www.indiatelevision.com Indian Television
- www.filmsdivision.org Films Division, Ministry of Information and Broadcasting
- www.zeepedia.com

1.3 Writing for Media

Objectives

The objective of this paper is to develop an understanding of language as an effective tool of communication. Along with developing a flair for writing this paper provides an exposure to the students about various forms of media writings and stresses upon developing writing skills required for print, broadcast and online media.

Block-I Basics of Language

Unit 1: Meaning and importance of language

Unit 2: Language and communication

Unit 3: Signs, symbols, codes and signification

Unit 4: Essentials of good writings

Block-II Electronic Media

Unit 1: Writing for mass communication

Unit 2: Features of spoken language

Unit 3: Concept of visual language

Unit 4: Writing for visuals

Block-III Print Media

Unit 1: Writing news for newspaper

Unit 2: Importance and types of lead and heading

Unit 3: Writing articles, features, editorials and news analysis

Unit 4: Writing reviews and travelogue

Block-IV Forms of Media Writing

Unit 1: Writing for television news and documentary

Unit 2: Writing for radio news, talk and features

Unit 3: Characteristics of new media writings

Unit 4: Techniques of translation

Suggested Readings:

- Rich Carole, **News Writing and Reporting**, Wadsworth Publications, 2010
- June A. Valladares, **Craft of Copywriting**, Sage Response Books, 2000
- Robert L. Hilliard, **Writing for Television, Radio and New Media**, Wadsworth Pub. 2008
- Milan D. Meeske, **Copy Writing for Electronic Media: A Practical Guide**, Wadsworth Publications, 2006
- Bruce Bartlet, Et. AL, **Writing for Visual Media**, Focal Press, 2013
- Nirmal Kumar Chawdhary, **How to Write Film Screenplays**, Kanishka Publication, 2009
- Lee Goldberg & William Rabkin, **Successful Television Writing**, Wiley, 2003
- Usha Raman, **Writing for the Media**, Oxford University Press, 2009
- Hunter Johnson Claudia, **Crafting Short Screenplays that Connects**, Focal Press, 2009
- पटकथा लेखन- एक परिचय, मनोहर श्याम जोशी, राजकमल प्रकाशन, नई दिल्ली, 2002
- समाचार अवधारणा और लेखन प्रक्रिया, संपादक- सुभाष धुलिया व आनन्द प्रधान, भारतीय जनसंचार संस्थान, 2004
- पत्रकारिता में अनुवाद, जितेन्द्र गुप्ता, प्रियदर्शन व अरुण प्रकाश, राधाकृष्ण प्रकाशन, 2006
- आधुनिक मीडिया दृष्टि- समाज, भाषा, मीडिया और अनुवाद, कृष्ण कुमार रत्तु, बुक एनक्लेव पब्लिशर, नई दिल्ली, 2005
- समाचारपत्र लेखन एवं सम्पादन, रमेश मेहरा, जैन बुक एजेन्सी, 2008
- फीचर लेखन- स्वरूप एवं शिल्प, मनोहर प्रभाकर, राधाकृष्ण प्रकाशन, नई दिल्ली, 2005

Web Resources:

- www.zeepedia.com
- www.cengagebrain.com
- www.manage.gov.in
- www.universityofcalicut.info
- www.writing.umn.edu

1.4 Advertising and Public Relations

Objectives

This paper will introduce to the students the basic concepts and their functions in advertising and public relations. It will also impart the understanding of the process of advertising and public relations and different issues influencing the same.

Block I Introduction to Advertising

Unit 1: Advertising – definition, functions and classification

Unit 2: History of advertising, various media for advertising

Unit 3: National and global advertising scene, socio-economic effects of advertising

Unit 4: Structure and functioning of ad agency

Block II Process of Advertising

Unit 1: Segmentation of the consumer; positioning of the product; USP, ad appeals

Unit 2: Product life cycle; advertising spiral and evaluation of advertisements

Unit 3: Advertising expenditure; process of budgeting

Unit 4: Client related issues and the process, business development; pitching for accounts

Block III: Introduction to Public Relations

Unit 1: Public Relations – meaning, definition, functions and history

Unit 2: Concept and types of publics, public opinion, persuasion and negotiation

Unit 3: PR and publicity, propaganda, lobbying, advertising

Unit 4: PR in government, public, private and NGO sector

Block IV: Process of Public Relations

Unit 1: PR and various media, importance of media relations

Unit 2: Writing for public relations, corporate social responsibility

Unit 3: PR as a profession, qualities required for a PRO

Unit 4: Crisis management, PR strategy and campaign

Suggested Readings:

- Keval J. Kumar, **Mass Communication in India**, Jaico Publishing House, New Delhi, 2012
- Al Ries, Jack Trout, **Positioning: The Battle for Your Mind**, McGraw-Hill, 1st Edition, 2000
- S A Chunawala, **Foundations of Advertising: Theory and Practice**, Himalaya Publishing House, New Delhi
- Jaishri Jethwaney, Shruti Jain, **Advertising Management**, 2nd Ed., Oxford University Press, New Delhi, 2012
- Philip John Jones, **The Ultimate Secrets of Advertising**, Sage Publication, New Delhi, 2002
- Jaishri Jethwaney, **Public Relations, Concepts, Strategies and Tools**, Sterling Publishers, 1994
- Wilcox, Ault and Agee, **Public relations, strategies and Tactics**, Pearson Publication, 2003
- Philip Lesley, **Handbook of Public Relations and Communication**, Jaico Publishing House, 2007
- आधुनिक विज्ञापन, कृष्ण कुमार मालवीय, इलाहाबाद साहित्य संगम, इलाहाबाद, 2007
- विज्ञापन एवं जनसंपर्क, जयश्री जेठवानी, सागर पब्लिकेशन, नई दिल्ली
- जनसंपर्क, जयश्री जेठवानी, स्टर्लिंग पब्लिकेशंस, नई दिल्ली
- राज्य सरकार और जनसम्पर्क, रघुनाथ प्रसाद तिवारी, महेन्द्र मधुप व काली दत्त झा, राजकमल प्रकाशन, नई दिल्ली 2003
- भेंटवार्ता और प्रेस कॉन्फ्रेंस, नन्द किशोर त्रिखा, राधाकृष्ण प्रकाशन, नई दिल्ली, 2003

Web Resources

- The Advertising Standards Council of India; www.ascionline.org.
- Advertising Agencies Association of India (AAAI); www.aaaindia.org.
- Ogilvy & Mather; www.ogilvy.com.
- Campaign India; www.campaignindia.in.
- www.isanet.org.in
- www.prsi.co.in
- www.prcai.org
- www.ipra.org

1.5 New Media

Objectives

This paper introduces students to new media and its theoretical and implication part. A number of new communication technology areas such as computer-mediated communication, social networks, blogs, and online journalism will also be explored.

Block I: Concept of New Media

Unit 1: Meaning, definitions and characteristics of new media

Unit 2: Growth and development of new media

Unit 3: Microsoft Office- MS Word (Hindi & English Typing), MS Excel, MS PowerPoint

Unit 4: Introduction to Adobe Photoshop and Adobe Audition

Block II: New Media as News Media

Unit 1: New media content and issues of trustworthiness, evaluating information quality

Unit 2: Multimedia newsgathering, content searching, writing and editing

Unit 3: Writing for news website, user generated content and citizen journalism

Unit 4: Web team members – project manager, graphics designer, animator, audio-video expert, webmaster, content writer, content editor

Block III: Social Media

Unit 1: Social media – meaning, definition, characteristics and functions

Unit 2: Evolution and growth of social media

Unit 3: Important social networking sites, blogging and micro-blogging

Unit 4: Social media literacy, impact on human relationships and ethical issues

Block IV: Applications of New Media

Unit 1: Virtual games, podcasting, live-casting, health information online

Unit 2: E-democracy, e-governance, e-commerce, e-banking, e-learning

Unit 3: Smart phones as platform for digital services, products and governance

Unit 4: Homepage analysis of popular news websites

Suggested Readings:

- Nicholas Gane and David Beer, **New Media- The Key Concepts**, Oxford New York, 2008
- Glen Creeber and Royston Martin, **Digital Cultures**, Open University Press, McGraw-Hill Education, 2008
- RC Ramanujan, **Multi Media Journalism**, APH Publication, 2009
- Tapas Ray, **Online Journalism: A Basic Text**, Cambridge University Press, 2006
- Anty Bull, **Multi Media Journalism**, Routledge Publication, 2010
- SK Bansal, **Information Technology in Journalism**, APH Publishing Corporation, 2009
- Cathorin Kellison, **Producing for TV and New Media**, Focal Press, 2013
- Stephen Quinn and Stephen Lamble, **Online Newsgathering: Research and Reporting for Journalism**, Focal Press, 2002
- संचार टेक्नोलॉजी, गौरीशंकर रेना, श्री नजराज प्रकाशन, नई दिल्ली,
- समाचार लेखन और वेब पत्रकारिता, अपूर्वा कुलश्रेष्ठ, श्री नजराज प्रकाशन, नई दिल्ली

Web Resources:

- www.thehindu.com
- www.timesofindia.indiatimes.com
- www.traai.gov.in
- www.mib.nic.in
- www.dot.gov.in
- www.digitalindia.gov.in

2.1 Communication Research

Objectives

The objective of this paper is to help students understand the importance of research in media studies. It discusses various approaches, data collection techniques, statistical tools, and data analysis methods used in communication research. This paper also provides the necessary knowledge base required for budding communication researchers and prepares them to pursue research in their chosen areas.

Block I Introduction to Research

Unit 1: Research – meaning, definition and elements

Unit 2: Types of research, research approaches, methods & methodology, research process

Unit 3: Defining research problem, review of literature, formulating hypothesis

Unit 4: Communication research – evolution, growth and areas

Block II Research Design

Unit 1: Research design- meaning, functions & characteristics, basic components

Unit 2: Sampling: meaning, basic principles & advantages of sampling

Unit 3: Sampling methods; probability & non-probability sampling, sampling errors

Unit 4: Media monitoring systems

Block III Data Collection & Processing

Unit 1: Data Collection: primary & secondary data, questionnaire & schedule, in-depth interview, observation, focus group discussion, case study, content analysis, experiment

Unit 2: Data processing & analysis: editing, coding, classification & tabulation

Unit 3: Statistical techniques: measures; mean median, mode, standard deviation, coefficient correlation, chi square test, t-test, ANOVA, parametric and non-parametric testing, differential and non-differential techniques

Unit 4: Presentation and interpretation of data, use of SPSS

Block IV Report Writing and Ethics

Unit 1: Report writing process, format and planning for report writing,

Unit 2: Referencing, footnote, bibliography and evaluation

Unit 3: Citation and referencing use of APA style

Unit 4: Ethical considerations in communication research

Suggested Readings:

- C.R Kothari, **Research Methodology: Methods and Techniques**, New Age International, 2004
- Dominick and Wimmer, **Mass Media Research- Processes, Approaches & Applications**, Cengage Learning, 2011
- J.S Yadava, **Communication Research : Some reflection**, IIMC Mineo
- Ranjit Kumar, **Research Methodology– A Step-by-Step Guide for Beginners**, Pearson, 2005
- Gerard Guhrie, **Basic Research Methods: An Entry to Social Science Research**, SAGE, 2010
- Vijayalaxmi and Sivapragasam, **Research Methods, Tips and Techniques**, MJP Publisher, 2008
- Horning Priest Susanna - **Doing Media Research**, SAGE, 1996
- मीडिया शोध, मनोज दयाल, हरियाणा साहित्य अकादमी, चंडीगढ़, 2004
- शोध प्रक्रिया, सरनाम सिंह शर्मा, के.के. पब्लिकेशन, नई दिल्ली, 2016

Web Resources:

- www.wimmerdominick.com
- www.cengagebrain.com

2.2 Reporting and Editing

Objectives

The objective of this paper is to impart theoretical and practical knowledge about reporting and editing in the field of journalism. Emphasis will be given on developing basic skills and strategies required for information gathering, processing and editing.

Block-I Basics of Reporting

Unit 1: Basic concepts and principles of reporting

Unit 2: Characteristics and qualities of a reporter

Unit 3: Writing lead and sourcing facts, hard and soft news writing

Unit 4: Various reporting beats – politics, crime, sports, business, life style, health, education, legal, rural etc.

Block-II Reporting Process

Unit 1: Interview – types and process

Unit 2: Collection and presentation of facts, press release,

Unit 3: Covering press conference and press briefing

Unit 4: Investigative and Interpretative Reporting

Block-III Basics of Editing

Unit 1: Editing – meaning, principles and process

Unit 2: Structure and functioning of a newsroom

Unit 3: Qualities of a sub editor, style sheet and computer based editing

Unit 4: Headline – meaning, significance, types, writing effective headlines

Block-IV Editing Process

Unit 1: Dealing with redundancies and importance of brevity

Unit 2: Copy writing, copy editing, re-writing, integration and translation

Unit 3: checking accuracy of facts and language editing

Unit 4: Introduction to layout designing and page makeup process

Suggested Readings:

- Kamath M. V, **Professional Journalism**, Asia Publishing House, 1963
- Melvin Mencher, **Basic News Writing**, Brown Publishers, 1989
- Fleming Carole, **An Introduction to Journalism**, Sage Vistaar, 2006
- Aggarwal S.K, **Investigative Journalism in India**, Mittal Publication, 1990
- Stovall James Glen, **Journalism: Who, What, When, Where, Why & How**, Pearson, 2005
- Franklin Bob, **Key Concepts in Journalism Studies**, Vistaar Publication, 2005
- Spark David, Harris Geoffrey, **Practical Newspaper Reporting**, Sage (fourth Edition), 2010
- VarmaAdarsh Kumar, **Advanced Journalism**, Har-Anand Publications, 2001
- सूचना प्रौद्योगिकी और समाचारपत्र, रविन्द्र शुक्ला, जैन बुक एजेन्सी, 2008
- आधुनिक पत्रकारिता, अशोक कुमार शर्मा, जैन बुक एजेन्सी, 2015
- आंचलिक संवाददाता, मधुकर खेर व सुरेश पंडित, जैन बुक एजेन्सी, 2006
- रिपोर्टिंग- व्हट इज न्युज, कुमार पंकज, जैन बुक एजेन्सी, 2006
- सम्पादन कला, राजशेखर मिश्रा, जैन बुक एजेन्सी, 2006
- भेंट वार्ता एवं प्रैस कॉन्फ्रेंस, मनोहर प्रभाकर, राधाकृष्ण प्रकाशन, नई दिल्ली, 2003

Web Resources:

- www.nos.org
- www.zeepedia.com
- www.indiastudycenter.com

2.3 Visual Communication

Objectives

This paper introduces students to basic visual and technical skills necessary to understand and appreciate photography and videography. This paper will cover all aspects of digital photography and videography involving camera operation, exposure control, composition and presentation of the final product.

Block-I Introduction to Photography

Unit 1: Visual Communication: visual perception, cognition and conceptualization

Unit 2: Introduction to visual semiotics

Unit 3: Photography-elements, principles and rules of composition

Unit 4: Types of photographic cameras and their structure

Block-II Basics of Photography

Unit 1: Lenses: types and their perspective

Unit 2: Exposure triangle, focus, depth of field, reciprocity and exposure metering

Unit 3: Introduction to Photo Editing: Basics of Photoshop and Light room

Unit 4: Portrait, nature, food, street, wildlife, night, product and fashion photography

Block III Lighting for photography and videography

Unit 1: Lighting- types and properties

Unit 2: Studio and outdoor lighting

Unit 3: Lighting techniques

Unit 4: Lighting equipment

Block IV Basics of Videography

Unit 1: Videography- concept, scope and limitations

Unit 2: Rule of thirds, Depth of field, White balance, Rack focusing and use of filters

Unit 3: Types of camera, lenses, tapes, view finders and imaging devices

Unit 4: Camera shots, movements and angles

Suggested Readings:

- Bo Bergström, **Essentials of Visual Communication**, Laurence King Publishing, 2009.
- John Berger, **Ways of Seeing**, Penguin UK, 2008.
- Michael Langford, **The Story of Photography: From Its Beginnings to the Present Day**, Focal press, 1997.
- William S. McIntosh, **Classic Portrait Photography: Techniques and Images from a Master Photographer**, Amherst Media, 2004.
- Kirk Tuck, **Commercial Photography Handbook: Business Techniques for Professional Digital Photographers**, Amherst Media, 2009.
- Chris Nelson, **Master Guide for Glamour Photography: Digital Techniques and Images**, Amherst Media, 2007.
- James Williams, **Master Guide for Team Sports Photography**, Amherst Media, 2007.
- Kenneth Kobre, **Photojournalism: The Professionals' Approach**, Volume 1, Focal Press, 2004.
- Martin Keene, **Practical Photojournalism: A Professional Guide**, AE Publications, 2015.
- Gerald Millerson, **The Technique of Television Production**, Focal Press, UK, 2005
- फोटो पत्रकारिता, नवल जायसवाल, माखनलाल चतुर्वेदी पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल
- फोटो पत्रकारिता, मनोहर प्रभाकर, राधाकृष्ण प्रकाशन, नई दिल्ली, 2003
- प्रसारण ऑफ फोटो पत्रकारिता, डॉ. माला मिश्रा, ज्योति फाउंडेशन, नई दिल्ली, 2010
- वीडियो प्रोडक्शन, डॉ. परमवीर सिंह, कल्पना प्रकाशन, नई दिल्ली, 2016

Web Resources:

- www.bestphotolessons.com
- www.cambridgeincolour.com
- www.photonaturalist.net

2.4 Media Laws & Ethics

Objectives

This paper is aimed at introducing various relevant media laws and ethical aspects to the students and helping them to understand various limitations of media persons and act consciously while working in the media profession.

Block-I Constitution and Other laws

- Unit 1: Constitution and freedom of speech and expression
- Unit 2: Defamation, obscenity and sedition
- Unit 3: Right to Information Act 2005
- Unit 4: Contempt of court and legislature, Public Interest Litigations

Block-II Print Media Laws

- Unit 1: Press and Registration of Books Act 1867
- Unit 2: Working Journalists Act 1955
- Unit 3: Copyright act 1957, Press Council Act 1978
- Unit 4: Report of wage commissions and Government's Newsprint Policy

Block-III Electronic Media Laws

- Unit 1: Cinematography Act 1952, Prasar Bharti Act 1990
- Unit 2: Cable Television Networks (Regulations) Act 1995
- Unit 3: Information Technology Act 2000
- Unit 4: Guidelines for up-linking, IPTV and Community Radio Stations

Block-IV Media Ethics

- Unit 1: Fundamentals of Journalistic ethics: objectivity, balance, accuracy and fairness,
- Unit 2: Invasion of privacy, plagiarism, vulgarity, bias, portrayal of violence and sex
- Unit 3: Gifts and payments for news, ethics of 'sting operations' and fairness in editing
- Unit 4: Various ethical codes – ASCI Code, Doordarshan programme and advertising code, News Broadcasters' Association Code

Suggested Readings:

- Ram Jethmalani and D. S. Chopra, **Cases and Material on Media Law**, Thomson Reuters South Asia Pvt. Ltd., New Delhi, 2012
- Durga Das Basu, **Laws of the Press**, Lexis Nexis Butterworths Wadhawa, Gurgaon (Haryana), Fifth edition, 2010
- Nand Kishore Tripathi, **Press Laws**, 2014
- Paranjay Guha Thakurta, **Media Ethics**, Oxford University Press, 2011
- Day Louis A., **Media Communication Ethics**, Wadsworth Publications, 2009
- सूचना का अधिकार, अरविन्द केजरीवाल व विष्णु राजगढ़िया, राजकमल प्रकाशन, नई दिल्ली
- कॉपीराइट, कमलेश जैन, राजकमल प्रकाशन, नई दिल्ली, 2008
- भारत में मीडिया कानून, रमेश जैन, हिन्दी बुक सेन्टर, 2009
- भारत में प्रेस कानून, मधुसुदन त्रिपाठी, हिन्दी बुक सेन्टर, 2010
- मीडिया का अन्डरवर्ल्ड, दिलीप मंडल, हिन्दी बुक सेन्टर, 2011

Web Resources:

- www.indiankanoon.org
- www.indiacode.nic.in
- www.constitution.org
- www.cablequest.org
- www.cofiindia.org

2.5 Science and Technology Communication

Objectives

This paper motivates the students to take special interest in communication of science and technology related issues, news and stories.

Block I: Science and Technology

Unit 1: What is science and technology?

Unit 2: Need for science and technology communication

Unit 3: Historical background of science and technology communication

Unit 4: Institutions and organisations for science and technology communication

Block II: Overview of Science and Technology Communication

Unit 1: Science and technology in print media

Unit 2: Science and technology in radio and audio

Unit 3: Science and technology in television

Unit 4: Science and technology in internet and online

Block III: Science and Technology Writing

Unit 1: Why write science and technology issues?

Unit 2: Forms for science and technology writing

Unit 3: Survey of the types of writings available in print media

Unit 4: Writing exercises: article, feature, Interview

Block IV: Science and Technology in Visual Medium and Internet

Unit 1: Television and science and technology communication

Unit 2: Survey of TV platforms for science and technology exhibition; Non- TV

Platforms for science and technology exhibition

Unit 3: Websites for science and technology

Unit 4: Survey of content of websites for science and technology

Suggested Readings:

- Sisir Basu(Ed.), **Science Communication: A Reader**, Banaras Hindu University, Varanasi, 2013
- Jyoti BhusanDas Gupta (Ed.); **Science, Technology, Imperialism and War**, 1st Ed., Pearson Longman, New Delhi, 2007
- D M Bose, S N Sen, Subbarayappa (Ed.), **A Concise History of Science in India**, 2nd Edition, Indian National Science Academy, Universities Press, Hyderabad, 1971
- Sundar Sarukkai, **Indian Philosophy and Philosophy of Science**, Centre for Studies in Civilizations, New Delhi, 2005
- हिन्दी में विज्ञान की पत्रकारिता, सतवीर सिंह, स्वराज प्रकाशन, नई दिल्ली, 2015
- हिन्दी विज्ञान पत्रकारिता, बजरंग लाल जेठुक, निकिता प्रकाशन, जयपुर, 2014
- विज्ञान एवं प्रौद्योगिकी संचार, डॉ. मनोज पटेरिया, माखनलाल चतुर्वेदी पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल

Web Resources:

- Department of Science and Technology, GOI; www.dst.gov.in.
- National Council for Science & Technology Communication (NCSTC); www.dst.gov.in/scientific-programme/s-t_ncstc.htm.
- Council of Scientific and Industrial Research; www.csir.res.in.
- National Institute of Science Communication and Information Resources; www.niscair.res.in.

3.1 Cinema Studies

Objectives

This paper will engage students in appreciating the basic nuances of film making and help them see films from the perspective of a language. It will also develop an understanding in the students about various movements of cinema and the linkage between cinema and culture.

Block I: Understanding the Film Art

Unit 1: Film language as an art form – signs and syntax

Unit 2: The emergence and development of cinema in diverse contexts

Unit 3: The question of national cinemas

Unit 4: Major film movements in the world

Block II: Film Theories

Unit 1: Expressionism, realism, neo realism, auteur, ideological

Unit 2: Marxism, feminism, structuralism

Unit 3: Psychoanalysis and post-colonialism

Unit 4: Montage, *mise-en-scene* and contemporary theory

Block III: Production, Distribution and Exhibition

Unit 1: The studio-system, major film genres

Unit 2: Digitalisation of cinema and integration of cinema markets

Unit 3: Multiplex revolution and distribution process

Unit 4: Contemporary trends in film advertising, promotion campaigns, new exhibition technologies

Block IV: Auteurs, Stars and Fans

Unit 1: History of stardom, power of the star in film production

Unit 2: Film appreciation

Unit 3: Cinephilia/ Cinepolitics

Unit 4: Fan activities

Suggested Readings:

- Susan Hayward, **Key Concepts in Cinema Studies**, Routledge, London, 2004
- Geoffery Nowell-Smith (Ed.), **The Oxford History of World Cinema**, Oxford University Press, 2005
- Mihir Bose, **Bollywood A History**, 1st Edition, Roli Books Pvt. Ltd., New Delhi, 2006
- Ashish Rajadhyaksha, **Encyclopaedia of Indian Cinema**, 2nd Ed., British Film Institute, 1999.
- James Monaco, **How to Read Films, 30th Ed.**, Oxford University Press, 2009.
- Bordwell, David & Thompson, Kristin, **Film Art: An Introduction**, Mc Graw Hill: Boston, 2004
- Monaco, James, **How to Read a Film: Movies, Media, and Multimedia**, Oxford University Press: Oxford, 2000
- Corrigan, Timothy and White, Patricia, **The Film Experience: An Introduction**, Bedford/St Martin's: Boston, 2004
- Nelmes, Jil, **Introduction to Film Studies**, Routledge: New York, 1999
- Panjwani, N. **Emotion Pictures: Cinematic Journeys into the Indian Self**, Ahmedabad, Rainbow Publishers, 2006
- सत्यजीत रे पाथेर पांचाली और फिल्म जगत, महेन्द्र मिश्रा, राजकमल प्रकाशन, 2007
- सीनेमा और संस्कृति, राही मासूम रज्जा, वाणी प्रकाशन, नई दिल्ली, 2003
- फिल्म पत्रकारिता, विनोद तिवारी, वाणी प्रकाशन, नई दिल्ली, 2007
- हॉलीवुड बॉलीवुड, अनवर जमाल व सैबल चटर्जी, वाणी प्रकाशन, नई दिल्ली, 2006
- सीनेमा के बारे में, जावेद अख्तर व नसरीन मुन्नी कबीर, राजकमल प्रकाशन

Web Resources:

- Film | Cinema | Movies – Telegraph; <http://www.telegraph.co.uk/culture/film/>
- Film and Television Institute of India; www.ftiindia.com/
- British Film Institute; www.bfi.org.uk/

3.2 Communication Technology

Objectives

This paper gives a brief introduction to various technological innovations and their evolution with an objective to help students understand the nature of various media along with their specific nature in the context of communication and media.

Block-I Basic Communication Technology

Unit 1: Evolution of communication technologies

Unit 2: Printing processes – letter press, lithography, offset press, screen printing

Unit 3: Recording technologies –still camera, cine-camera, video camera, audio recorder

Unit 4: Various digital Recording technologies

Block-II Radio Technology

Unit 1: Technology of radio – narrowcasting and broadcasting

Unit 2: Frequency Modulation and Amplitude Modulation

Unit 3: Various radio frequencies and bands

Unit 4: Mobile communication technologies – CDMA and GSM

Block-III Television Technology

Unit 1: Broadcasting technologies- terrestrial, satellite and webcasting

Unit 2: Display technologies – CRT, LCD, LED, Plasma Screen, 3D TV,

Unit 3: Television standards: NTSC, PAL, SECAM and HDTV

Unit 4: Distribution technologies – cable television, DTH, optical fiber, IPTV

Block-IV New Media Technology

Unit 1: Types and functioning of Satellites

Unit 2: Structure and functioning of World Wide Web

Unit 3: Interactive television, hologram technology, virtual reality

Unit 4: New emerging information technologies

Suggested Readings:

- Ashok V Desai, **India's telecommunication industry**, Sage Publication, 2006
- Angust E. Grant & Jennifer H. Meadows, **Communication Technology update & fundamentals**, Focal Press, 2008
- NIIR Board, Handbook of printing technology, Asia pacific business press, new delhi, 2012
- Neil Heller, **Understanding Video Equipment**, Knowledge Industry Publication Inc.(KIPI), 1994
- Ian Poole, **Basic Radio: Principle and Technology**, Newnes, 2000
- Martin Lister, Jon Dovey, **New Media- A critical introduction**, Routledge, 2009
- John Arnold, Michael Fraser, Mark Pickering, **Digital Television: Technology and standards**, Wiley, 2007
- Art and Print Production, NN Sarkar, Oxford Publication,
- मुद्रण के तकनीकी सिद्धांत, नवीन चंद्र पंत, तक्षशीला प्रकाशन, नई दिल्ली, 1990

Web Resources:

- www.epanorama.net/links/video.html
- www.webopedia.com
- www.nos.org
- www.zeepedia.com

3.3 Development Communication

Objectives

The objective of this paper is to illuminate the linkages between development and communication. It discusses the different perspectives on development, specific national development issues and programs and the role of communication and media in it. It will help students understand the use of media for development.

Block I: Understanding Development

Unit 1: Development: meaning, concept and approaches

Unit 2: Development indicators, millennium development goals, sustainable development

Unit 3: Theories and models of development: dominant paradigm, concept of modernization

Unit 4: Diffusion of Innovation, trickledown effect, dependency, participatory model

Block II: Development Planning in India

Unit 1: Planning in India and new government schemes for development

Unit 2: Issues of development in India – health, education, poverty, unemployment, agriculture, corruption etc.

Unit 3: *Gandhian, Nehruvian and Deendyal Upadhayay* thoughts on development

Unit 4: Globalization and development

Block III: Development Communication

Unit 1: Development communication – meaning, importance and philosophies

Unit 2: Development support communication, C4D and green communication

Unit 3: Present state of development journalism in India

Unit 4: Change agents: NGO, SHG, Community Radio, RTI and opinion leader

Block IV: Development Message and Implementation

Unit 1: Creation of development messages and evaluation

Unit 2: Media and development: SITE and *Kheda* project, *Gyandoot* Project, SWAN Projects, DD Kisan Channel

Unit 3: ICT and development, e-governance, e-democracy

Unit 4: Use of traditional media for rural development

Suggested Readings:

- Kiran Prasad, **Communication For Development**, BR Publishing Corporation, Delhi, 2004
- P.Sainath, **Everybody Loves a Good Drought**, Pearson, 2000
- Srinivas R. Melkote&Steeves, **Communication for Development in the Third World**, SAGE, 2001
- Karin Gwinn Wilkins, Thomas Tufte, Rafael Obregon, **The Handbook of Development Communication and Social Change**, Wiley-Blackwell, 2014
- Paolo Mefalopulos, **Development Communication Sourcebook- Broadening the boundaries of Communication**, The World Bank, 2008
- O.P. Dahama, OP Bhatnagar, Education and Communication for Development, Oxford & IBH Publishing Co. Pvt. Ltd. New Delhi, 2009
- Emile G. McAnany, **Saving the World- A brief history of Communication for Development & Social Change**, University of Illinois Press, 2012
- Tim Unwin, **Information and Communication Technology for Development**, Cambridge University Press, 2009
- विकास संचार (आलोचनात्मक परिपेक्ष में), धर्मनंद सिंह, नेहा पब्लिशर्स एण्ड डिस्ट्रीब्यूटर्स, नई दिल्ली, 2013
- विकास संचार विविध परिचय, चन्द्र शेखर यादव, हेमाद्री प्रकाशन, नई दिल्ली, 2012
- पत्रकारिता एवं विकास संचार, अनिल उपाध्याय, के. के. पब्लिकेशन, नई दिल्ली, 2007

Web Resources:

- www.nos.org
- www.unesco.org

3.4 Research Project- I

Objective

The basic purpose of this research project is to develop research aptitude and skills among students and help them become a better media person. In the process of doing this project students will endeavour to solve various problems and find empirical data about the issues related to media and society.

Introduction

After having the orientation about communication research methodology in the eighth semester students will take up small individual research projects on the topics related to media and communication. S/he will come up with three chapters in this semester:

- Introduction (including aim and objectives)
- Review of Literature
- Research Methodology (including fully developed instruments)

The final section would be the fully developed instrument/s which must be pre-tested. This would be the part of methodology. These three chapters will be submitted for evaluation. While writing proposal students will follow APA referencing style.

Selection of Topic

In the beginning, each student will develop at least three topics of her/his interest, out of which one will be finalized by the concerned supervisor. The synopsis of the research topic would also be presented before the faculty for further feedback and opinion.

Evaluation

After submission of research proposal, each student will give a presentation, preferably in a PowerPoint format, before a panel. This panel would consist of all the supervisors of the Centre. Concerned supervisor will also assess the student out of 20 marks on the basis of his/her sincerity, dedication, punctuality and seriousness to the research work.

Marks Distribution

Research proposal submitted - 60 Marks

Supervisor's assessment – 20 Marks

Presentation - 20 Marks

Total Marks – 100 Marks

3.5 Political Reporting

Objectives

The paper will develop critical thinking skills about Indian political issues and dynamics. It will train students in finding good political stories and write them sharply. The paper will also develop their ability to cover political issues within a deadline.

Block I: National Politics

Unit 1: Nature of national politics in India

Unit 2: Interplay of three pillars democracy; Executive, Legislative and Judiciary

Unit 3: Major national parties and their main leaders

Unit 4: Contemporary political issues

Block II: State Politics

Unit 1: Introduction to the state politics: key issues in Vidhan Parishad and Vidhan Parishad

Unit 2: Introduction to state political parties

Unit 3: Introduction to state political parties

Unit 4: Writing skills required for covering politics

Block III: Local Politics

Unit 1: Introduction to local politics: key issues in *Panchayati Raj* and Municipal Corporation

Unit 2: Introduction to municipal corporations of metropolitan cities in India I: Municipal Corporations of Delhi, Mumbai, Chennai and Kolkata.

Unit 3: Covering press conference and briefing

Unit 4: Dos and Don'ts for political reporter

Block IV: Specialised Reporting Techniques

Unit 1: Covering parliament and legislative assembly Covering parliamentary elections and political rallies

Unit 2: Covering legislative elections and public meetings

Unit 3: Covering local bodies' elections

Unit 4: Exit poll, opinion poll, spins doctors, lobbying

Note: List of national, state and regional parties to be updated as per criteria in the course curriculum time to time.

Suggested Readings:

- Peter Ronald DeSouza, E Sridharan (Editor), **India's Political Parties**, SAGE, 2007.
- Hasan Zoya (Editor), **Parties and Party Politics in India: Themes in Politics**, Oxford India, 2004.
- Rajni Kothari, **Politics in India**, Orient Longman, 1970.
- O. P. Gauba, **An Introduction to Political Theory**, Macmillan Publisher, 2013
- Ursula Rao. **News As Culture: Journalistic Practices and the Remarking of Indian Leadership**, New York Berghahn Books, 2013
- Ben H. Badikian, **On Political Reporting, Newspaper Economics, Law and Ethics**, Texas Christian University Press, 1979.
- भारतीय संसद और मीडिया, देवेन्द्र उपाध्याय, सामयिक प्रकाशन, नई दिल्ली, 2008
- राजनीतिक पत्रकारिता, राकेश सिन्हा, प्रभात प्रकाशन, नई दिल्ली, 2007
- चुनाव रिपोर्टिंग और मीडिया, संतोष भारतीय, के.के. प्रकाशन, नई दिल्ली, 2011

Web Resources:

- www.zeepedia.com
- www.thenewsmanual.net
- www.knightpoliticalreporting.syr.edu

Print Media (Specialisation) –II
3.6 Editing and Layout Designing

Objectives

The paper will introduce editing as well as layout designing software in order to meet the need of the media industry. It also includes typing practice, printing technology and designing of various pages for newspaper and magazine.

Block I: Editing: An Introduction

Unit 1: Traditional vs. Mechanical Editing

Unit 2: Introduction to editing software: Word Express, News Wrap and News Pro

Unit 3: Introduction to Desktop Publishing

Unit 4: Hindi and English typing practice

Block II: Photo Editing and Layout Designing

Unit 1: Photo editing software: Adobe Photoshop

Unit 2: Layout Designing software-I: Quark Xpress

Unit 3: Layout Designing software-II: Adobe In-Design

Unit 4: Photo editing and layout designing exercises

Block III: Concepts of design

Unit 1: Basic principles of designing

Unit 2: Various design elements

Unit 3: Aesthetics in design

Unit 4: Design approaches

Block IV: Newspaper Layout Designing

Unit 1: Newspaper form and formats

Unit 2: Front page, business and sports page designing

Unit 3: Magazine designing

Unit 4: Poster, pamphlet and leaflet designing

Suggested Readings:

- N. N. Sarkar, **Art and Print Production**, Oxford Higher Education, 2008.
- Peter Bauer, **Adobe Photoshop CC for Dummies**, For Dummies Publisher, 2013.
- Scott Kelby, **The Adobe Photoshop CS6 book for digital photographers**, New Riders, 2012.
- Steve Johnson, **Adobe Photoshop CC on Demand**, Que Publishing; 2013.
- Noble Desktop, **Quark Xpress 9 Step by Step Training**, Noble Desktop Publisher, 2012.
- Kelly Kordes Anton, **Quark Xpress 8 : Essential Skills for Page Layout**, Peachpit Press, 2009.
- Face to Face: Galen Gruman, **Quark Xpress to InDesign**, John Wiley and Sons, 2005.

Web Resources:

- www.video2brain.com
- <http://www.webdesignerdepot.com>
- <http://www.designinginteractions.com>
- <http://www.slideshare.net>
- www.zeepedia.com

3.5 Television Production

Objectives

The objective of this paper is to introduce students with basics of television production. This paper deals with various aspects of television production like process of production, television formats, equipment required for production, camera set-up, set design and make up techniques for television production.

Block-I Production Basics

Unit 1: Idea generation- concept, importance and process

Unit 2: Concept, treatment and synopsis writing for television

Unit 3: Process of television production- pre production, production, post production

Unit 4: Production team members and their responsibility

Block-II Production Process

Unit 1: Television programme formats

Unit 2: Outdoor and indoor production,

Unit 3: Studio for television production

Unit 4: Cues and commands for television production

Block-III Camera Set-up, Set Design and Make-up

Unit 1: Equipment for television production- CCU, Vision mixer, audio console, recorders, talk-back system, CG generator, cables & connectors, OB Van

Unit 2: Single and multi-camera set-up

Unit 3: Set design for studio and outdoor shoot- Virtual studio

Unit 4: Make-up techniques for television

Block-IV Audio-Video Editing

Unit 1: Types of Editing- Online, Offline and Linear, Non-Linear

Unit 2: Basics of audio-video editing workstation

Unit 3: Process of video editing

Unit 4: Aesthetics in audio-video editing

Suggested Readings:

- Nancy Reardon, Tom Flynn, **On Camera: How to report, Anchor and Interview**, Focal Press, 2013
- Gretchen Davis & Mindy Hall, **The Makeup Artist Handbook**, Focal Press, 2012
- Shelly Palmer, **Television Disrupted**, Elsevier Publication, 2008
- Tomlinson Holman, **Sound for digital video**, Elsevier Publication, 2012
- Alec Sabin, **You are On! How to develop great media skills for TV, Radio and the internet**, viva, 2011
- Catherine Kellison, **Producing for TV and New Media**, Focal Press, 2013
- Andrew H. Utterback, **Studio Television Production and Directing**, Focal Press, 2015
- Frederick Shook, **Television Field Production and Reporting**, Pearson Publication, 2008
- Andrew Boyd, **Broadcast Journalism- Techniques for Radio and Television News**, Focal Press, 2008
- Lee Goldberg and William Rabkin, **Successful Television Writing**, Wiley, New Jersey, 2003
- टेलीविजन प्रोडक्शन, डॉ. देवव्रत सिंह, माखनलाल चतुर्वेदी पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल 2015
- वीडियो प्रोडक्शन, डॉ. परमवीर सिंह, कल्पना प्रकाशन, नई दिल्ली, 2016

Web Resources:

- www.cengagebrain.com.mx/content/zettl
- www.zeepedia.com
- www.cybercollege.com
- www.nos.org
- www.aboutvideoediting.com

3.6 Web Journalism

Objectives

This paper deals with the emerging trends of web journalism. The main objective of this paper is to introduce students with tools and techniques of online journalism. This paper also helps the students to learn about a new dimension of journalism that is web journalism.

Block I Basics of Web Media

Unit 1: Online media- online television, online radio, e-newspaper and e-zine

Unit 2: Web journalism- concept, practices and principles

Unit 3: Structure and functioning of web newsroom

Unit 4: Web production team members and their responsibilities

Block II Reporting and Writing for Web

Unit 1: Web reporting- features and skills

Unit 2: Content collection process

Unit 3: Content writing and editing

Unit 4: Writing for multimedia: photograph, graphics, slides, video and audio

Block III Web News Production

Unit 1: Ethics of web journalism

Unit 2: Packaging of web news

Unit 3: Integration of various media for web production

Unit 4: Creating hyperlinks for web content

Block IV Webcasting

Unit 1: Webcasting - technique, types and future

Unit 2: Webcasting software

Unit 3: Various mobile apps

Unit 4: Web rating techniques

Suggested Readings:

- RC Ramanujan, **Multi Media Journalism**, Aph Publication, 2009
- Rajiv Saxena, **Computer Application for Journalism**, Centurn Press
- Mike Word, **Journalism Online**, Elsevier India, 2002
- Tapas Ray, **Online journalism: A basic Text**, Cambridge university press, 2006
- Anty Bull, **Multi Media Journalism**, Routledge Publication, 2010
- Catherine Kellison, **Producing for TV and New Media**, Focal Press, 2012
- Nicholas Gane and DAvid Beer, **New Media**, Berg: Oxford, New York, 2008
- Martin Lister, **New Media: A Critical Introduction**, Routledge Publication, 2009
- Eli Noam, **Internet Television**, Lawrence Erlbaum Associate Publication, 2003
- Charles Miller, **The Future of Journalism**, Cojo Publication, 2009
- इलेक्ट्रॉनिक मीडिया एवं साइबर पत्रकारिता, राकेश कुमार, श्री नटराज प्रकाशन, नई दिल्ली, 2009
- वेब पत्रकारिता- नये मीडिया नये रुझान, शालिनी जोशी व शिवप्रसाद जोशी, राधाकृष्ण प्रकाशन, नई दिल्ली, 2012

Web Resources:

- www.timesofindia.indiatimes.com
- www.jagran.com
- www.bhaskar.com.
- www.mib.nic.in
- www.digitalindia.gov.in

3.5 Business Communication

Objectives

This paper enables students to fully understand the internal mechanisms needed for business communication and how to deal with different types of communication/writing skills necessary for successfully analysing and carrying out organizational processes.

Block I: Introduction to Business Communication

Unit 1: Definition, functions and principles of communication; importance of communication in business and communication structure

Unit 2: Oral and written communication, upward and downward communication, verbal and non-verbal communication, formal, informal and non-formal communication

Unit 3: Barriers in communication

Unit 4: Importance of body language, paralanguage, sign language, proxemics and audio – visual elements, listening skills

Block II: Applications of Business Communication

Unit 1: Interview and presentation skills

Unit 2: Group discussion and meetings

Unit 3: Public speaking skills, negotiations Skills

Unit 4: Business communication etiquette

Block III: Business Writing

Unit 1: Kinds of business letters

Unit 2: Structure and layout of business letters

Unit 3: Writing official letters

Unit 4: Report writing, importance and types of business reports, chairperson's speech.

Block IV: Business Communication and other media

Unit 1: Legal aspects of business communication

Unit 2: Forms of business communication (use of mainstream and social media etc)

Unit 3: Conducting press conference, writing press release, video press release

Unit 4: Cross-cultural communication

Suggested Readings:

- Nirmal Singh, **Business Communication: Principles, Methods and Techniques**, Deep & Deep Publication pvt. ltd., 2008
- Ajay Kumar Singh, Manish Bhardwaj, **Business Communication**, SBPD Publications, 2014
- Raymond V Lesikar, **Business Communication: Making Connections in a digital World**, MacGraw Hill, 2008
- Dr.Nageshwar Rao, Dr.RajendraP.Das, **Communication Skills**, Himalaya Publishing House, 2009
- R.K. Madhukar, **Business Communication**. Vikash Publishing Now pvt. ltd, 2009
- R.C. Sharma, Krishna Mohan, **Business Correspondence and Report Writing," A Practical Approach to Business and Technical Communication**, Tata MacGraw Hill, 2002
- ArunaKoneru, **Professional Communication**, Tata MacGraw Hill, 2008
- व्यवसायिक संचार, विरेन्द्र सिंह पुनिया, दया पब्लिशिंग हाउस, 2011

Web Resources:

- www.dailywritingtips.com
- www.ficci.com
- www.forbes.com
- www.iabc.com
- www.g-wleaming.com

3.6 Integrated Marketing Communication

Objectives

This paper introduces the concept of integrated marketing communications (IMC) and how it has evolved. It will enable students to examine how various marketing and promotional elements must be coordinated to communicate effectively.

Block I: Introduction to Integrated Marketing Communication

Unit 1: Meaning, features, elements and objectives

Unit 2: Key concepts, theories and models

Unit 3: Contemporary trends

Unit 4: Benefits and barriers to effective integrated marketing communication

Block II: Understanding Promotional mix

Unit 1: Personal selling, advertising, public relations, sales promotion

Unit 2: Publicity

Unit 3: Direct and database marketing

Unit 4: Online, Interactive and mobile marketing

Block III: Market Segmentation, Targeting, Positioning

Unit 1: Marketing concept, segmentation, targeting and positioning, SWOT analysis

Unit 2: Corporate marketing strategies: ambush, viral, buzz and guerrilla marketing

Unit 3: Consumer Behaviour models

Unit 4: Branding

Block IV: Campaign and Media Planning

Unit 1: Developing IMC Plan, Campaign planning

Unit 2: Situation analysis, market research

Unit 3: Campaigning and media planning: selection, budgeting and scheduling

Unit 4: Evaluation, ethics and social responsibility of campaigns

Suggested Readings:

- Philip Kotler and Lane Keller, **Marketing Management**, Pearson Prentice Hall, 2009
- V.S.Ramaswamy and S Namakumari, **Marketing Management, Planning, implementation and control**, Macmillan, 2002
- Chris Fill, **Marketing Communications: Interactivity, Communities and content**. Prentice Hall, 2009
- David Pickton, Amanda Broderick, **Integrated marketing communications**, Pearsons, 2009
- John Egan, **Marketing Communications**, Thomson Learning, 2007
- Duncon, **Integrated Marketing Communications**, MacGraw Hill, 2008
- S.A. Chunawalla & K.C., Sethia, **Foundations of Advertising Theory & Practice**, Himalya publishing, 1997
- Richard Malcolm Sano Klilson, **Strategic Marketing Management: Planning, Implementation & Control**, Oxford, 1992

Web Resources:

- www.businessdictionary.com
- <http://www.admedia.org>
- www.managementstudyguide.com
- <http://www.managementstudyguide.com>
- <http://www.mediaocean.com>

4.1 Media Management

Objectives

The objective of this paper is to introduce basic concepts and principles of management along with various business aspects of media industry. It will provide understanding of the ownership patterns and marketing strategies prevalent in Indian media business. Students will learn to study media as a business.

Block I: Introduction

Unit 1: Media management – nature and characteristics

Unit 2: Overview of media as an industry

Unit 3: Ownership patterns, foreign equity in media and government policies

Unit 4: Major Indian media companies: The Times Group, Zee Group, Star Group, Network 18 Group, HT Media, Living Media Group, Sony Corporation, Prasar Bharti Corporation, Sun Network, Dainik Bhaskar Group, Deccan Chronicle, Jagran Group, The Hindu Group, Enadu Group, Patrika Group, NDTV Group.

Block II: Media Business

Unit 1: Print media business in India-problems and prospects

Unit 2: Film business in India – problems and prospects

Unit 3: Radio and music business in India – problems and prospects

Unit 4: Television and new media business in India – problems and prospects

Block-III Media Structure

Unit 1: Management patterns and internal functioning in media companies

Unit 2: Major heads of revenue in newspaper, cinema, radio, television and web

Unit 3: Media marketing – space and time selling, advertising rates

Unit 4: Recruitment, hiring, training, service conditions and work environment in media

Block-IV Media Marketing

Unit 1: Readership Survey, television ratings, listenership surveys, measuring web media

Unit 2: Entrepreneurship – meaning and skills required

Unit 3: Understanding media markets and handling media competitions

Unit 4: Targeting audience and designing marketing strategies

Suggested Readings:

- Vanita Kohli-Khandekar, **The Indian Media Business**, Response Books, 2014
- Susan Tyler Eastman/ Douglas A. Ferguson, **Media Programming: Strategies and Practice**, Wadsworth Publishing Co. 2006
- Gulab Kothari, **Newspaper Management in India**, Oscar Publications, 2005
- Virbala Aggerwal, V.S. Gupta, **Handbook of Journalism & Mass Communication**, Concept Publication, 2002
- B.K. Chaturvedi, **Media Management**, Global Vision, Publishing House, 2009
- Alan B. Albrann, **Management of Electronic Media**, Thomson Wadsworth, 2007
- Gillian Doyle, **Understanding Media Economics**, Sage Publication, 2002
- मीडिया मैनेजमेंट, डॉ. विजय अग्रवाल, माखनलाल चतुर्वेदी पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल,
- समाचारपत्र प्रबन्धन, गुलाब कोठारी, राजकमल प्रकाशन, 2008
- मीडिया प्रबन्धन, डॉ. टीडीएस आलोक, जैन बुक एजेन्सी, 2009
- कॉरपोरेट मीडिया- दलाल स्ट्रीट, दिलीप मंडल, राजकमल प्रकाशन, 2011
- बाजार के बाजीगर, प्रहलाद अग्रवाल, राजकमल प्रकाशन, 2007

Web Resources:

- www.forbes.com/management
- www.zoopedia.com
- www.mediajournal.org

4.2 International Communication

Objectives

The objective of this paper is to introduce students with wider and global perspectives of media. This paper gives an overview of various global media organizations along with main patterns, issues and trends emerging in the context of international communication emerged after the information revolution.

Block-I Global Media Scenario

Unit 1: Introduction to main newspapers: Yomiuri Shimbun (Japan), The People's Daily (China), Dawn (Pakistan), The Guardian (UK), Daily Mirror (UK), The Sun (US), The Washington Post (US), The New York Times (US), The Sydney Morning Herald (Australia)

Unit 2: Major television channels: BBC, CNN, NHK, CCTV and Al Jazeera

Unit 3: Major radio channels: BBC, Voice of America and Deutsche Welle

Unit 4: Global news agencies: Reuters, Associated Press (AP), United Press International (UPI), Agence France Presse (AFP), Itar -Taas,

Block-II Global Communication Flow

Unit 1: MacBride Commission report- key findings, importance and relevance

Unit 2: The New World Information and Communication Order (NWICO)

Unit 3: Non- aligned news agencies news pool and its success and failure

Unit 4: Information flow, information politics, information war and media imperialism

Block III: International Communication

Unit 1: Universal declaration of human rights and communication

Unit 2: Global and regional disparities and information flow

Unit 3: Democratization of information flow in the digital age

Unit 4: Cultural imperialism, information society, networked society

Block IV: International Media Systems

Unit 1: Professional standards, violence against media persons

Unit 2: Effects of globalization on media systems

Unit 3: Transnational media ownership and issue of sovereignty and security

Unit 4: International media institutions and professional organizations

Suggested Readings:

- Ali Mohammadi, **International Communication and Globalization : A Critical Introduction**, SAGE Publication, 1997
- Daya Thussu, **International Communication: Continuity and Change**, Bloomsbury Academic, 2006
- Daya Kishan Thussu, **International Communication: A Reader**, Taylor & Francis Group, 2009
- Bella Mody, **International and Development Communication: A 21st Century Perspective**, SAGE Publication, 2003
- Roland Robertson, **Globalisation**, SAGE Publication, 2000
- विदेश पत्रकारिता, रामशरण जोशी, राधाकृष्ण प्रकाशन, नई दिल्ली, 2005
- अन्तरराष्ट्रीय पत्रकारिता, भरत झुनझुनवाला, श्री नजराज प्रकाशन, नई दिल्ली 2005
- भूमण्डलीकरण और मीडिया, कुमुद शर्मा, के के पब्लिकेशन, 2003

Web Resources:

- International Communication Association; www.icahdq.org.
- The Universal Declaration of Human Rights; www.un.org/en/documents/udhr.
- Many Voices, One World - www.unesdoc.unesco.org/images/0004/000400/040066eb.pdf.

4.3 Major Production Project

Objective

The basic purpose of the major project is to give student hands-on experience of the entire process of media production so that sound understanding of production process and required specific media skills can be ensured. This project will give an opportunity to each student to convert her/his innovative ideas in to a complete production output that will ultimately enrich his/her portfolio.

Topic of the project

The project will be conducted under the supervision of a teacher. Topic of the project will be chosen by the student from his/her interest area in consultation with the concerned supervisor. Topic must be some production work related to media. Major project may be in the form of a print production, radio programme production, short movie production, advertising production, new media production, case study writing, graphic or visual production etc.

Evaluation

The student will submit the final output of the major project within a deadline. Production work will be evaluated by a panel of three teachers constituted by the Head of the Centre. Each student will also have to undergo a viva voce about his/her production. The viva-voce will be conducted by the same panel that will evaluate the production work.

Marks Distribution

Production – 80

Viva Voce – 20

Total marks -100

4.4 Research Project- II

Objective

The basic purpose of this research project is to develop research aptitude and skills among students and help them become a better media person. In the process of doing this project students will endeavour to solve various problems and find empirical data about the issues related to media and society.

Introduction

Half of the research work is to be completed in the previous semester. In this semester, students will complete rest of the work and submit the final report in the semester end for evaluation on the following pattern:

- Title of the Research
- Certification
- Content
- Introduction (including aim and objectives)
- Review of Literature
- Research Methodology (including fully developed instruments)
- Data Presentation and Analysis
- Discussion
- Conclusions and Key Findings
- References and Bibliography

Referencing Style

While writing the dissertation students will follow APA referencing style.

Evaluation

After submission of research report fulfilling all the standards specified by the Centre, each student will give a presentation, preferably in a PowerPoint format, before a panel of two members. This panel would consist of at least one external expert and head of the Centre. Concerned supervisor will also assess the student out of 20 marks on the basis of his/her sincerity, dedication, punctuality and seriousness towards the research work.

Marks Distribution

Research Report submitted - 60 Marks

Supervisor's assessment – 20 Marks

Presentation and Viva-Voce - 20 Marks

Total Marks – 100 Marks

4.5 Sports Journalism

Objectives

The paper will introduce various sports activities which are being played in the Indian sub-continent. It would provide information regarding national as well as international sports regulatory bodies and championships. This paper will also acquaint the students with all the norms of different sports for their applications in sports reporting and editing.

Block I: Sports in India

Unit I: Introduction to sports I: Cricket, Football, Hockey and Tennis.

Unit II: Introduction to sports II: Badminton, Table Tennis, Boxing and Wrestling.

Unit III: Introduction to sports III: Volleyball, Weightlifting, Power lifting and Archery.

Unit IV: Introduction to sports IV: Athletics, Taekwondo, Golf and Gymnastics.

Block II: Sports Regulatory Bodies

Unit I: Indian Sports Regulatory Bodies I: Ministry of Youth Affairs and sports, National Sports Federation (NSF) and Sports Authority of India (SAI) and National Institute of Sports (NIS)

Unit II: Indian Sports Regulatory Bodies II: Indian Olympic Association (IOA), Board of Control for Cricket in India (BCCI), Badminton Association of India (BAI), All India Football Federation

Unit III: International Sports Regulatory Bodies I: International Tennis Federation (ITF), International Hockey Federation (IHF) and Badminton World Federation (BWF)

Unit IV: International Sports Regulatory Bodies II: International Olympic Committee (IOC), International Cricket Council (ICC), International Federation of Association Football (FIFA).

Block III: Sports Championships/Tournaments/Cup

Unit I: National Sports Championships I: National Games, Cricket- Ranji Trophy, Irani Trophy, Duleep Trophy, Football-Federation Cup, Durand Cup, Indian Super League and Santosh Trophy.

Unit II: International Sports Championships: Olympic, Commonwealth Games, World Cups: Cricket, Football, Hockey, French Open, Wimbledon, US Open, Australian Open

Unit III: Special lecture series on various sports by experts

Unit IV: Workshop on sports reporting: copy writing and editing of international, national, state and local sports events

Block IV: Specialized Sports Communication

Unit I: Writing skills for Cricket and Football

Unit II: Writing skills for Tennis and Table Tennis

Unit III: Writing skills for Badminton and Hockey

Unit IV: Writing skills for Boxing, Wrestling, Weightlifting and Powerlifting

Suggested Readings:

- Srinivas Rao, **Sports Journalism**, Khel Sahitya Kendra, 2009.
- Phil Andrews, **Sports Journalism: A Practical Introduction**, 2013
- Prasad Kumar Mishra, **Sports Journalism**, Sports Publication, 2010.
- खेल पत्रकारिता, राजशेखर मिश्रा, डायमंड बुक्स, नई दिल्ली, 2014
- खेल पत्रकारिता, पदमपति शर्मा, प्रभात प्रकाशन, दिल्ली, 2009
- खेल पत्रकारिता, सुशील दोशी, राजकमल प्रकाशन, नई दिल्ली, 2003

Web Resources:

- <http://yas.nic.in>
- <http://goidirectory.nic.in>
- <http://india.gov.in>
- www.sportsauthorityofindia.nic.in
- <http://irenebakisan.weebly.com/>

4.6 Business Journalism

Objectives

The paper introduces Indian business and financial system which include economy, agriculture, industry, service, banking system, share market and national as well international financial institutions. It will provide an opportunity to understand all aspects of business atmosphere in India and write stories on those issues.

Block I: Indian Business Environment

Unit 1: Introduction to Indian economy; Sectors: service, agriculture, industry, infrastructure; new economic policy and reforms in India; FDI, Disinvestment.

Unit 2: Development planning in India; Industrial and agriculture policy, Rural Economy: Land Reforms, Small Scale Industry.

Unit 3: Trade organisations -World Bank; WTO, GATT, IMF, BRICS, SAFTA, ADB & UNDP, Policy institutions: *Niti Aayog*, Finance Commission

Unit 4: Writing skills required for industrial, agriculture, service, infrastructure sector; Do's and Don'ts for a business reporter.

Block II: Public Sector and Private Sector Corporations

Unit 1: Introduction to Public Sector Enterprises: *Maharatna*, *Navratna* and *Miniratna*

Unit 2: Writing skills required for *Maharatna*, *Navratna* and *Miniratna* enterprises

Unit 3: Introduction to Private Sector Enterprises in India: Reliance Industries Ltd., Tata Consultancy Services, Infosys Technologies Ltd., Wipro Ltd., Bharti Tele-Ventures Ltd., ITC Ltd., Hindustan Lever Ltd., TATA Steel Ltd., Ranbaxy Laboratories Ltd., Tata Motors Ltd. and L & T

Unit 4: Corporate Social Responsibility (CSR), writing for private sector enterprises.

Block III: Indian Financial System

Unit 1: Introduction to public and private sector banks and their contribution in Indian economy; writing for banking system

Unit 2: Stock Exchange - characteristics and functions, types of speculators and brokers. writing skills required for share market

Unit 3: Mutual Funds, bonds, equity, FD & insurance: schemes and investment patterns

Unit 4: Regulatory Institutions: RBI; SEBI; IRDA; FMC and PFRDA. credit rating agencies- CRISIL, ICRA, CARE

Block IV: Indian Taxation System and other aspects of Business

Unit 1: Introduction to Indian tax structure and its evaluation, direct or indirect taxes.

Unit 2: Demand and supply in market; price mechanism and elasticity; objectives and limitations of monetary and fiscal policies.

Unit 3: Inflation and deflation: types, causes, effects and control with specific reference to India

Unit 4: Writing skills for taxation, market, price mechanism, inflation and deflation.

Suggested Readings:

- Boveen and Thill: **Business Communication Today**, New York, 1995
- AshaKaul: **Business Communication, Prentice Hall of India**, New Delhi, 2000
- Murfy and Hildebrandt: **Effective Business Communication**, McGraw Hill, New York, 1991
- R. K. Madhulkar: **Business Communication**, Vikas Publishing, 2010
- Sushi Bahl: **Business Communication Today**, SAGE Publication, 1996
- Angela Wadia: **Successful Communication for Business Development**, Kanishka Publishers, 2000
- आर्थिक पत्रकारिता, भरत झुनझुनवाला, श्री नजराज प्रकाशन, 2005
- आर्थिक पत्रकारिता, आलोक पुराणिक, प्रभात प्रकाशन, नई दिल्ली, 2007

Web Resources:

- www.rbi.org.in
- www.sebi.gov.in
- www.irdaonline.org/
- www.fmc.com

4.5 Television Journalism and Documentary Production

Objectives

The objective of this paper is to introduce students to the basics of television journalism as well as documentary production. Along with theoretical aspects of television news, this paper focuses upon the functional aspects of news channels and stresses on skill development required for a television journalist. This paper also provides an overview of various aspects of documentary production. The objective of this paper is to introduce and acquaint students with the all aspects of television journalism and documentary production.

Block I Basics of television journalism

Unit 1: Structure and functioning of news channel

Unit 2: News team members and their responsibilities

Unit 3: Functioning of television news bureau

Unit 4: News sources, news values and major television news formats

Block II Reporting and Anchoring

Unit 1: Role and importance of anchor

Unit 2: Run down and structure of a news bulletin

Unit 3: Importance of piece-to-camera and vox pop

Unit 4: Doing television interview and live reporting-

Block III Basics of Documentary Production

Unit 1: Documentary- meaning, types and significance

Unit 2: Approaches of documentary production

Unit 3: Research and *recce* in documentary

Unit 4: Process of documentary production

Block IV Documentary Distribution

Unit 1: Documentary distribution- types and issues

Unit 2: Films for social and political campaigns

Unit 3: Types of film screening

Unit 4: Film festivals- national and international

Suggested Readings:

- Gerald Millerson, **The Technique of Television Production**, Focal Press, UK, 2005
- Herbert Zettl, **Television Production Handbook**, Thompson Wadsworth Pub, 2012
- Andrew Boyd, **Broadcast Journalism: Techniques of Radio & TV News**, Focal Press, 2005
- Peter Utz, **Studio and Camcorder Television Production**, Prentice Hall Pub. New Jersey, 2002
- Frederich Shook, **Television Field Production and Reporting**, Longman Publishers, USA, 2002
- Nalin Mehta, **India on Television**, Harper Collins, New Delhi, 2009
- Chanderkant Singh (1999), **Before the Headlines**, MacMillan publication, New Delhi, 1999
- Nilanjna Gupta, **Switching Channels - Ideologies of Television in India**, Oxford University Press, Delhi, 1998
- टेलीविजन और अपराध पत्रकारिता, वर्तिका नन्दा, भारतीय जनसंचार संस्थान प्रकाशन, नई दिल्ली, 2005
- टेलीविजन पत्रकारिता-एक परिचय, डॉ. देवव्रत सिंह व कीर्ति सिंह, नटराज पब्लिकेशन, नई दिल्ली, 2009
- खबरें विस्तार से, डॉ. श्याम कश्यप व मुकेश कुमार, राजकमल प्रकाशन
- टेलीविजन पत्रकारिता, राकेश कुमार, श्री नजराज प्रकाशन, नई दिल्ली,

Web Resources:

- www.thehoot.org
- www.indiantelevision.com
- www.cybercollege.com

4.6 Radio Production

Objectives

The objective of this paper is to introduce students to the basics of radio production. This paper deals with the various aspects of radio production like program formats, equipment required for production, audio editing and presentation skills required for radio production.

Block-I Introduction to Radio

Unit 1: Properties of sound

Unit 2: Nature of sound- mono, stereo and surround sound

Unit 3: Radio as a medium of communication

Unit4: Process of radio production

Block-II Technical aspect of Radio Production

Unit 1: Radio Studio- structure, functioning and equipment

Unit 2: Microphone- types, placement and precautions

Unit 3: Sound recording- types, techniques and aesthetics

Unit 4: Audio Editing – process and techniques

Block-III Radio Programs

Unit 1: Indoor program and outdoor program

Unit 2: Live and recorded program

Unit 3: News bulletin, interview, discussion, vox pop, drama, docu-drama, magazines

Unit 4: Chat show, game show, phone-in programme, making commercials

Block-IV Skills for Radio Presentation

Unit 1: Voice modulation, pronunciation and ad-lib

Unit 2: Voice analysis – pitch, volume, tempo, vitality

Unit 3: Art of Radio jockeying

Unit 4: Skills for radio program presentation

Suggested Readings:

- Robert Mcleish, **Radio Production**, Focal Press, 2005
- Bruce Bartlett and Jenny Bartlett, **Practical Recording Techniques**, Focal Press, 2013
- UNESCO, **Community Radio Handbook**, 2001
- J. David, **Radio Broadcast Journalism**, Cyber Tech Publication,2007
- Tony Zaza, **Mechanics of Sound Recording**, Prentice Hall Publication,1991
- Alec Sabin, **You are On! How to develop great media skills for TV, Radio and the internet**, viva Books Pvt. Ltd.,2009
- Michael Talbot, **Sound Engineering Explained**, Focal Press, 2002
- Andrew Boyd, **Broadcast Journalism- Techniques for Radio and Television News**, Focal Press, 2008
- रेडियो जोकिंग, राकेश व प्रजा, डायमंड बुक डिस्ट्रीब्यूटर, नई दिल्ली, 2010
- रेडियो जोकिंग की कला, प्रो. हरिमोहन, के.के. प्रकाशन, नई दिल्ली, 2009
- रेडियो नाटक की कला, डॉ सिद्धार्थ कुमार नाथ, राधाकृष्ण प्रकाशन, नई दिल्ली, 2004

Web Resources:

- <http://www.radioiloveit.com>
- www.slideshare.net
- www.cybercollege.com

4.5 Corporate Communication

Objectives

The paper provides the latest skills in communication with a strategic, managerial and analytic approach. The students will be able to understand the different sections of corporate like branding, marketing communication, PR, reputation management as well as how organizations handle their internal and external communications amid the complexities of the modern world.

Block I Introduction to Corporate Communication

Unit 1: Evolution and growth of corporate communication

Unit 2: Definition, scope, need and functions of corporate communication

Unit 3: Corporate communication mix, organizational structure

Unit 4: Corporate culture: types and need, corporate citizenship

Block II Corporate Social Responsibility

Unit 1: Defining different publics and their importance

Unit 2: Designing communication strategy for different publics

Unit 3: Theoretical concepts of CSR, various phases of CSR, philanthropy

Unit 4: Designing a CSR project, different case studies

Block III Corporate Identity

Unit 1: Corporate identity; concepts, variables and process

Unit 2: The legal aspect of corporate identity, corporate reputation management

Unit 3: Building distinct identity for a product and service

Unit 4: Case studies of corporate communication

Block IV Media Relations

Unit 1: Corporate communication tools and media handling

Unit 2: Financial communication

Unit 3: Crisis communication

Unit 4: Ethics in corporate communication

Suggested Readings

- Jaishri Jethwaney, **Corporate Communication**, Oxford Publishers, 2010
- Joseph Fernandez, **Corporate Communication: A 21st Century Primer**, Sage, 2004
- Jaishri Jethwaney, **Public Relations**, Sterling Publishers, 2002
- Iqbal Sachdeva, **Public Relations: Principles and Practices**, Oxford University Press, 2009
- S.K. Roy, **Corporate Image of India**, Sh. Ram Centre, 1974
- R.K. Balan, **Corporate Public Relations**, Sterling Publisher, 1992
- Fraser.P. Seitel, **The Practice of Public Relations**, Pearson, 2011
- Naval Prabhakar & Narendra Basu, **Public Relations: Principles & Functions**, Common Wealth, 2007
- मीडिया मैनेजमेंट, डॉ. विजय अग्रवाल, माखनलाल चतुर्वेदी पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल,
- समाचारपत्र प्रबन्धन, गुलाब कोठारी, जैन बुक एजेन्सी, 2008
- मीडिया प्रबन्धन, डॉ. टीडीएस आलोक, जैन बुक एजेन्सी, 2009
- कॉर्पोरेट मीडिया- दलाल स्ट्रीट, दिलीप मंडल, राजकमल प्रकाशन, 2011

Web Resources:

- <http://www.theprcoach.com/corporate-communications>
- <https://www.corporatecomm.com>
- Ministry of Corporate Affairs- <http://www.mca.gov.in>

4.6 Event Management

Objectives

This paper helps to build upon students' skills in the principles of events management and develop their knowledge and application of management processes within events. It also enables students to apply principles of events management to a practical situation.

Block I Introduction to Event Management

- Unit 1: Evolution and growth of event management
- Unit 2: Event management: meaning, need, types, elements and scope
- Unit 3: Events as a marketing tool
- Unit 4: Brand building and brand management through events

Block II Event Planning

- Unit 1: Process of event planning, benefits of successful events
- Unit 2: Event planner: role and skills required
- Unit 3: Programming and service management
- Unit 4: Planning various events

Block III Budgeting and Risk Management

- Unit 1: Budgeting: principles of accounting, cost accounting and cost control
- Unit 2: Generating revenue: fund-raising, grants, merchandizing and licensing, food and beverage sales, the price of admission, sponsorship
- Unit 3: Laws relating to event, permission of authorities, labor and tax laws
- Unit 4: Risk management, hazard analysis, contingency plans

Block IV Event Marketing and Research

- Unit 1: Event marketing and promotion: event marketing strategy
- Unit 2: Client servicing, advertising and building strategies, sales promotion
- Unit 3: Consumer Research
- Unit 4: Evaluation and monitoring

Suggested Readings:

- Donald Getz, **Event Management & Event Tourism**, Cognizant Communication Corporation, 1997
- Sanjaya Singh Gaur, Sanjay V. Saggere, **Event Marketing & Management**, Vikas Publishing, 2010
- J. M. Mrthews, **Hospitality Marketing & Management**, Avishkar Publisher, 2006
- Bruce E Skinner, Vladimir Rukavina, **Event Sponsorship**, Publisher Wiley, 2002
- Anton Shone, Bryn Parry, **Successful Event Management: A Practical Handbook**, Cengage Learning EME, 2004
- Judy Alley, **Event Planning**, John Wiley and Sons, 2008
- Meegan Jones, **Sustainable Event Management: A Practical Guide**, Earthscan, 2010
- Donald Getz, **Event Studies: Theory, Research and Policy for Planned Events**, 2007
- Julia Rutherford, **Risk Management for Meetings and Events**, Silvers 2007

Web Resources:

- <http://www.eventbusinessacademy.com>
- <http://www.eventmanagerblog.com>
- <http://www.slideshare.net>
- <http://www.ijemr.org>
- <http://www.afaqs.com>
- <http://www.eventfaqs.com>

4.7 Industry Exposure/Internship

Objective

The purpose of the internship is to provide hands-on experience of the media industry to the students in the real life settings so that they could understand various theoretical aspects of media in the proper context. Internship would also help them realise the working conditions and environment of media industry that will ultimately facilitate their skills and confidence along with the ability to adapt to media environment.

Place of Internship

Internship can be carried out in any national, regional or local media organisation i.e. newspaper, radio or television channel, new media company, advertising agency, public relations firm/ department, NGO, government organisation, corporate house etc. with consent of the head of the Centre.

Duration

The internship will be of minimum four weeks. The period may include summer break. The students can go for internship only after the examinations of eighth semester.

Evaluation

After completion of the internship students will submit a detailed internship report containing a certificate of internship and narrating experiences during internships in a prescribed proforma prepared by the Centre. Each student will also give a presentation on the same in the Centre. Internship report and presentation will be evaluated by a panel of three teachers constituted by the Head of the Centre.

Marks Distribution

Internship Report – 80

Internship Presentation – 20

Total Marks - 100



Ph.D. Course Work

Syllabus

Course Description

This course provides a firm foundation to those wishing to carry out research in communication studies. The curriculum is a combination of theory and practice and is designed with an objective to equip the Ph.D. scholars with a judicious blend of knowledge, skills and attitude to become a communication researcher with social commitment. The course takes care of the needs of the ever-changing media industry as well as the social ecology. The course work is designed to impart intensive knowledge and training in communication theory, research methodologies and computer applications in research.

Course Outline			
Duration: One to two semesters			
S.N.	Paper	Credit	Marks (Theory + Sessional)
1.	Communication Theory	4	60+40=100
2.	Research Methodology	4	60+40=100
3.	Computer Applications in Research	4	60+40=100
	Total	12	300

Centre for Mass Communication

School of Mass Communication and Media Technologies

Central University of Jharkhand

(Established by an Act of Parliament of India, 2009)

Brambe, Ranchi - 835205, Jharkhand

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