

**Master of Journalism & Mass Communication (MJMC) Programme under the Choice Based Credit System (CBCS) & Continuous Assessment Grading Pattern (CAGP)**

**MJMC Two-Year Course Structure under NEP 2020**

S.N	Course Code	Name of Course	Type of Course	Credit	Credit Distribution			Total
				C	T	P		
<b>First Semester:20 Credits (Disciplinary Major (3DMJ)=9, Interdisciplinary Major (IMjC)=3, Disciplinary Minor (DMn)=2 and Interdisciplinary Minor(1Mn)=2 and Field Project (FP)=4 )</b>								
I	MJMC/MJ/500	Introduction to Journalism & Mass Communication	DMj	3	3	0	3	
	MJMC/MJ/501	Communication Theories	DMj	3	3	0	3	
	MJMC/MJ/502	Communication for Development	DMj	3	3	0	3	
	MJMC/MJ/503	Media, Culture and Society	IMj	3	3	0	3	
	MJMC/MN/504	Science and Technology Communication	DMn	2	2	0	2	
	MJMC/MN/505	Social Media Literacy	IMn	2	2	0	2	
	MJMC/FP/506	Field Project Work Print and Photo Journalism	FP	4	2	2	4	
<b>Second Semester: 20 Credits (Disciplinary Major (3DMjC)=9, Interdisciplinary Major (1IMjC)=3, Disciplinary Minor (1DMnC)=2 and Interdisciplinary Minor(1IMnC)=2 and Field Project (1FPC)=4 )</b>								
II	MJMC/MJ/550	Writing for Convergent Media	DMj	3	3	0	3	

	MJMC/MJ/551	Advertising and Public Relations	DMj	3	2	1	3
	MJMC/MJ/552	Communication Research	DMj	3	3	0	3
	MJMC/MJ/553	Social and Behaviour Change Communication	IMj	3	3	0	3
	MJMC/MN/554	Film Studies	DMn	2	2	0	2
	MJMC/MN/555	Digital Journalism	IMn	2	2	0	2
	MJMC /FP/556	Internship (Industrial Visit)	FP	4	0	4	4

**Third Semester: 20 Credits (Disciplinary Major (2DMjC)=6, Field Project (1FPC)=4), and Dissertation (DW)=10**

III	MJMC / MJ /600	Digital Media Studies	DMj	3	3	0	3
	MJMC / MJ /601	Media Laws and Ethics	DMj	3	3	0	3
	MJMC/MN/602	Convergent Journalism	DMn	2	2	0	2
	MJMC/MN/603	Media Campaign Planning	Imn	2	2	0	2
	MJMC /FP/604	TV News Production	FP	4	0	4	4
	MJMC /DW/649	Dissertation Work –I	DW	6	0	6	6

**Fourth Semester: 20 Credits (Dissertation:20)**

IV	MJMC /MJ/650	Media and Globalisation	DMj	4	4	0	4
	MJMC/FP/651	Radio Production	FP	4	3	1	4
	MJMC /DW/699	Dissertation Work –II	DW	12	0	12	12

**Program Outcomes:**

- ☒ To introduce students to the various fields of journalism and mass communication
- ☒ To facilitate the understanding of strategic application of evolving technologies in the field of Mass Communication and Journalism

- ☐ To enhance the knowledge of students with regard to various disciplines of Mass Communication like advertising, journalism, public relations, photography and film making
- ☐ To develop the use of research methodologies appropriate to the discipline of Mass Communications and Journalism

**Program Specific Outcomes:**

At the end of the programme the students should be able to:

- ☐ Develop a practical understanding of the underlying principles of Mass Communication and Journalism Industry
- ☐ Demonstrate the ability to respond to design briefs through conceptual thinking, design work, media and other methods
- ☐ Apply the learning's in print, broadcast and digital news reporting, editing etc.
- ☐ Work on the various software and hardware used in the Mass Communication and Journalism industry
- ☐ Demonstrate professionally competent analysis of media messages.
- ☐ Discuss competing social and commercial constraints upon creations and production of public media messages
- ☐ Demonstrate mastery of behaviors expected of competent media professionals in public performance of professional duties.

**FIRST SEMESTER**

**Paper Code : MJMC/MJ/500**

**Paper Name : Introduction to Journalism & Mass Communication**

Credit Distribution	Total Credits	Internal marks (Continuous Assessment)	Semester Exam	Total Marks

L	T	P	L+T+P	C1	C2	C3	C1+C2+C3
3	0	0	03	20	20	60	100

**Objectives:**

1. To make the students aware of origin and growth of Journalism in India
2. To provide the students in depth knowledge of press and other Media.

**Learning Outcomes:**

1. The students will be able to know the concept and impact of Mass Communication thoroughly.
2. This course will able to understand the overall basics of Mass Communication.
3. The students will be able to perform at least any one folk media.

**Unit-1: Introduction to Communication**

1. Definition, characteristics and types of communication
2. Elements of communication and barriers to communication
3. Linear & Nonlinear Models of communication; Aristotle's Rhetoric, Shannon and Weaver's (mathematical) model, Lasswell's model, Osgood and Schramm's (circular) model
4. Mass Communication – origin and development –meaning and characteristics
5. Introduction to print media

**Unit-2: Introduction to Journalism& Mass Media**

1. Concept, nature and scope of journalism
2. Origin, growth and status of journalism in India
3. New concepts in journalism- advocacy, media campaign, parachute, Investigative, citizen journalism
4. History of Media- Print, TV, radio and Digital ,Forms, characteristics and functions of mass media
5. Media convergence and divergence

**Unit-3: Traditional Media and New Media**



3	0	0	03	20	20	60	100
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**Objectives:**

1. To provide students an understanding of the different theories of communication and their characteristics.
2. To provide the students in depth knowledge of all the communication theories.

**Learning Outcomes:**

1. The students will be able to analyze the media messages and do the research in different areas of mass media with the theoretical concept.
2. The students will be able to apply the various theories and approaches in their future research works.

**Unit-1: Normative Theory**

1. Characteristics, functions and limitations of mass media
2. Normative Theories- Libertarian, Authoritarian, Socialistic, Social Responsibility -Development-Democratic-Participant
3. Magic Bullet Theory -Limited Effects Theories-, Two Step flow
4. Critical analysis of Toronto, Chicago, Frankfurt
5. Uses and Gratifications Theory, Social learning theory and cultivation theory, functionalism, Spiral of Silence ,Agenda Setting Theory

**Unit-2: Theories**

1. Media as determinants of Popular culture, Mass Society Theory
2. Political and economic determinants of Media
3. Mass communication effects across cultures, Mass media – society interface in terms of culture, politics and society
4. Psychoanalysis approach
5. Semiotics approach

**Unit-3: Communication approach**

1. Marxist media approach, Feminist approach, Culture, ideology and hegemony
2. Media, democracy and the state, Public sphere
3. Post-modernism, post-structuralism
4. Politics of representation

**Suggested Readings:**

1. Baran, Stanley J. & Davis, Dennis K., (2006). *Mass Communication Theory: Foundations, Ferment, and Future*. Thomson Wadsworth.
2. Copley, Paul, (1996). *The Communication Theory Reader*, Routledge, London and New York.
3. DeFleur, Melvin L. & Ball-Rokeach, Sandra J., *Theories of Mass Communication*. Longman.
4. Fiske, John, (1997). *Introduction to Mass Communication*, Routledge, New York .
5. Inglis, Fred, (1996). *Media Theory- An Introduction*, Blackswell, Oxford(UK) & Cambridge (USA).
6. McLuhan et al. (1980). *Media, Message and Language*, USA.
7. Melkote, S R. and Rao, S. (eds.) (2001). *Critical Issues in Communication- Looking Inward for Answer*, Sage Publications.
8. Philipsen, G & Albrecht, TL. (1997). *Developing Communication Theories*. Sunny Press.
9. Severin, W.J. & Tankard, J.W. (1997). *Communication Theories: Origins, Methods, and Uses in the Mass Media*. Longman.
10. Sitaram, K. S. (1999). *Communication and Culture: A World View*, MacGraw Hill, New York.
11. Wood, J.T. (1997). *Communication Theories in Action*. Wadsworth Publishing Co.

**FIRST SEMESTER**

**Paper Code : MJMC/MJ/502**

**Paper Name : Communication for Development**

Credit Distribution			Total Credits	Internal marks (Continuous Assessment)		Semester Exam	Total Marks
L	T	P	L+T+P	C1	C2	C3	C1+C2+C3
2	1	0	03	20	20	60	100

### **Objectives:**

1. To provide an understanding of the concept of development and the different paradigms of development and the role of communication in development.
2. To facilitate students' appreciation of the dimensions of development and introduce them to the development policy frameworks

### **Learning Outcomes:**

1. The students can do research in many development areas and also can work in NGOs and other development sectors.
2. Have an appreciation of the role of information, communication and the media in development and social change.
3. Be conversant with the dimensions of development and the development policy frameworks

### **Unit 1:                      Development: Concept and Approaches**

1. Development – meaning and scope
2. India's Concept of Development
3. Gap between Developed and Developing societies
4. Characteristics of Developing Societies , Development indicators
5. Models of development: Dominant and Alternative paradigms, Basic Needs Model, Daniel Lerner's modernization model of development, Everett Roger's Diffusion of Innovation model

### **Unit 2:                      Development Communication: Theory and Practice**

1. Development communication- meaning, definition
2. Role of Media in Development Communication
3. Development communication projects in India- Satellite Instructional Television Experiment(SITE), Kheda communications project (KCP), Jhabua Development Communications Project
4. Social Marketing of Family Planning
5. Information and Communication Technologies for development (ICT4D): Health, Education, Governance and Women empowerment

### **Unit 3:                      Alternative Perspectives of Development**

1. Participatory Communication

2. Community media and Development
3. Development support communication
4. Development journalism
5. Role of NGO's in development

**Suggested Readings:**

1. Baran, Stanley J. & Davis, Dennis K. (2008). *Mass Communication Theory- Foundations, Ferment and Future*, Cengage Learning.
2. Dua M. R. et.al. (1994). *Media & Development*, Har Anand Publications.
3. Kraft, M.E. & Vig, N.J. (1988). *Technology and Politics*, Duke University Press.
4. Lerner, Daniel. (1958). *Passing of the Traditional Society*, Macmillan Pub.
5. Mc Chesney, Robert. (1997). *Media and Global Capitalism*, Cassell Publications.
6. Melkote, Srinivas R. & Steeves, H. Leslie. (2001). *Communication for Development in the Third World*, Sage Publications.
7. Narula, Uma (2002). *Development Communication*, HarAnand Publications.
8. Singhal, A. and Rogers, E. (2001). *India's Communication revolution*, Sage Publications.
9. Rogers, Everett (1962). *Diffusion of Innovations*, Illionis Free Press.
10. Tehrarian, Majid, (2007). *Communication and Society*, UNESCO.
11. White, S.A. (1994). *Participatory Communication Working for Change and Development*, Sage Publications.
12. Ranganath, H.K. (1980). *Using Folk Entertainment to Promote National Development*, UNESCO.
13. Schramm, Wilbur (1964). *Mass Media and National Development*, Stanford University Press.

**FIRST SEMESTER**

**Paper Code : MJMC/MJ/503**

**Paper Name : Media, Culture and Society**

Credit Distribution			Total Credits	Internal marks (Continuous Assessment)		Semester Exam	Total Marks
L	T	P	L+T+P	C1	C2	C3	C1+C2+C3
3	0	0	03	20	20	60	100

**Objectives:**

1. To give the opportunity to explore issues in the interaction between mass media, culture and society.
2. To help and facilitate developing critical perspectives on mass media as you consider the interplay between media institutions, media content, audiences, culture and society.

**Learning Outcomes:**

1. The students will be able to comprehend and critically analyze the development of media and culture in sociological perspective.
2. Situate contemporary phenomena within the broader problematic of modernity.
3. Identify social, cultural and political dimensions within contemporary media artefacts.
4. Make imaginative and critical use of ideas and concepts to develop arguments.

**Unit-1: Understanding Media and the Society**

1. Introduction to the structure of Mass Media
2. Functions of mass media
3. Media in the context of Indian society
4. Media Ownership, regulation and Economics
5. Media content, control and consumers

**Unit-2: Understanding Media and the Culture**

1. Introduction to Culture
2. Political economy/production/industry and ideology
3. Media and Popular culture

4. Audience as textual determinants & readers
5. Passive and Active Audience

**Unit-3: Media, Culture and Society**

1. Media and Politics
2. Media and Violence
3. Media globalization
4. Music, Film, novel and popular culture
5. Celebrity Fandom

**Suggested Readings:**

1. Hodkinson,Paul (2010). *Media, Culture and Society: An Introduction*, Sage Publications.
2. Gentile,Doughlas A. (2003).*Media Violence and Children: A Complete Guide for Parents and Professionals*, Greenwood Publishing Group.
3. Osgerby,Bill (2004). *Youth Media*, Taylor & Francis.
4. Berger, ArthurAsa (2007). *Media and Society: A Critical Perspective*, Rowman & Littlefield Publishers.

**FIRST SEMESTER**

**Paper Code : MJMC/MN/504**

**Paper Name : Science and Technology Communication**

Credit Distribution			Total Credits	Semester Exam			Total Marks
L	T	P	L+T+P	C1	C2	C3	C1+C2+C3
2	0	2	02	20	20	60	100

**Objectives:**

1. To help the student to analyse Effective Science Communication and Technology Strategies

2. To Understand the Role of Ethics and Responsibility in Science and Technology Communication:
3. To Assess the Impact of Science and Technology Communication on Public Perception and Policy

### **Learning Outcomes:**

1. The students will be able to Demonstrate Proficiency in Science and Technology Communication Strategies
2. The students can will be able to Critically Evaluate the Effectiveness of Science and Technology Communication Efforts
3. The students will be able to Apply Ethical Principles to Science and Technology Communication
4. The students will be able to Analyze the Impact of Science and Technology Communication on Public Perception and Policy

### **Unit I : Introduction**

1. Introduction to Science communication-Concept, scope
2. Science Communication : History
3. Models of science communication: Deficit, Dialogue, Contextual and Participation
4. What is meant by Public Understanding of Sciences (PUS), How to promote the PUS
1. Scientific literacy, Scientific culture, Scientific thinking and attitude; Globalization and changing attitudes towards science; Role of S & T in modern society. Relationship between science and the public, Role of media in public scientific controversies. Writing science for the masses, Issues that interest the society-environment, health, genetic engineering

### **UNIT II : Scientific Discourses and Public Scientific Controversies:**

1. Classification and brief description of different genres of scientific writing
2. Popular science, science fiction and science journalism
3. Researching and writing science news stories

4. Important media for communicating science
5. Major science based programmes on radio, television, films and internet. Writing features on science

**Suggested Readings:**

1. Gregory, J. and Miller, S. (2000). *Science In Public: Communication, Culture, And Credibility*, Basic Books.
2. Bucchi, Massimiano (2014). *Handbook of Public Communication of Science and Technology*, Routledge.
3. Knight, D.(2011). *Public Understanding of Science: A History of Communicating Scientific Ideas* Paperback.
4. Vilaniam, JV. (1992). *Science Communication and Development*, Sage Publication.
5. Eileen, S., Hill, R., Junker, K. (1999). *Communicating Science*, Taylor & Francis.
6. Leivenstein, BV., (2010). *Models of Public Understanding: The Politics of Public Engagement* ArtefaCTos.
7. Gascoigne et. al (2020) Ed. *Communicating Science : A Global Perspective*, ANU Press

**FIRST SEMESTER**

**Paper Code : MJMC/MN/505**

**Paper Name : Social Media Literacy**

Credit Distribution			Total Credits	Internal marks (Continuous Assessment)		Semester Exam	Total Marks
L	T	P	L+T+P	C1	C2	C3	C1+C2+C3
2	0	0	02	20	20	60	100

**Objectives:**

1. To provide students an understanding of social media literacy and it's important in the society.
2. To help develop skills to analyze the information presented, understand its intent, and evaluate its application.

**Learning Outcomes:**

1. The students will be able to understand the concept of social media and analyze the messages of media.
2. Acquire a critical thinking skill that enables the students to develop independent judgments about social media content.

**Unit-1: Social Media Literacy**

1. The power of Social Media
2. Social Media in a Time of Distrust
3. The Culture of Sharing
4. Internet Privacy Concern
5. Social Media Surveillance

**Unit-2: Understanding Social Media Literacy**

1. Cultural Influence on Social Media Usage
2. FOMO and Phubbing
3. Cyber Troops and Social Media Manipulation
4. News Media and Social Media Giants
5. Social Media and AI

**Suggested Readings:**

1. Potter, James W. (2011). *Media Literacy*, Sage Publications.
2. Hodkinson, Paul (, 2010). *Media, Culture and Society: An Introduction*, Sage Publications.
3. Gentile, Douglas A. (2003). *Media Violence and Children: A Complete Guide for Parents and Professionals*, Greenwood Publishing Group
4. Kumar K.J. (2018). *Journalism and Mass Communication in India*, Jaico Publications, Mumbai.

**FIRST SEMESTER**

**Paper Code : MJMC/FP/506**

**Paper Name : Print and Photo Journalism (Field Work)**

Credit Distribution			Total Credits	Internal marks (Continuous Assessment)		Semester Exam	Total Marks
L	T	P	L+T+P	C1	C2	C3	C1+C2+C3
2	0	2	04	20	20	60	100

**Objectives:**

1. To enable students to work in actual newsroom conditions to explore the general principles of newspaper make-up, writing headlines and leads, news writing, building feature stories and reporting skills, editorial policy, and judgments in processing materials for publication.
2. To ensure that students maintain broad news awareness and develop a world perspective

**Learning Outcomes:**

1. Proficient in pre-production, production and post-production activities and associated job roles, final print run
2. Understand print media organizations and their functioning
3. Be able to publish and manage a print publication
4. Be able to be professional news reporter and editor

**Unit-1: News, variables of news production and getting it right**

1. Defining news, determinants & elements of news
2. News language, News sources, News value, Inverted Pyramid Style, Types of news
3. Journalism as profession, reportage of contemporary issues, ethics of reporting.
4. Qualities and responsibilities of Journalists Data journalism, Debunking Fake news and specialized news reporting
5. Introduction to Photography and Photojournalism : History, Visual grammar, Shot sizes, Photographic genres, Photo essay, Silhouette, Multiple exposures, B Setting photograph, Macro Photography, Lighting set up, Experimenting lens, Experimenting filters, Photo editing software, Writing caption

6. News photo – main characteristics- Photo agencies – news agency services – Foreign photo agency – AFP, AP, Reuters -- PTI & UNI – Photo Division-Government of India.

### **Unit-2: Editing.**

1. Editing – principles of editing, layout and design, headlines, Photo editing – principles and techniques – picture photo-Composition – fundamentals – viewpoint – shape and form – perspective – pattern and texture etc
2. Defining and explaining the background, accuracy and credibility issues, time and timeliness
3. Reporting speeches, writing stories on coming events and tying the elements together
4. News Organization: Newspaper, Editorial management, Functions of Editor, News Editor, Sub Editor
5. Layout and Designing

### **Evaluation:**

C1: Newsletter (20%) C2: Photojournalism assignment (20%) ; C3: Practical assignments on print and photo journalism production (60%). C1 and C2 will be evaluated by the evaluation board to be headed by the Head of the Department and all faculties as members. C3 will be evaluated by a three member board consisting of the Head (as chairperson), one external examiner and one internal examiner (preferably the course in charge).

### **Suggested Readings:**

1. Bernstein, Theodore M. (1998). *The Careful Writer*, Atheneum, Free Press.
2. Capon, Rene J.AP. (2005). *Guide to News Writing*, Thomson/Peterson's.
3. Curtis, M. M. (2005). *Interpretative Reporting (7th Edn)*, NY.
4. George A. Hough (1995). *News Writing*, Kaniska Publishers,
5. Gupta VS. (2003). *Handbook of reporting & Communication Skills*, Concept Publishing Company, New Delhi.
6. Kamath, M.V. (2009). *Professional Journalism*, Vikas Publishing house.
7. Keeble, R. (2009). *Newspapers Handbook (3rd ed.)*. Routledge, London.
8. MacDougall, C.D. (1963). *Interpretative Reporting* . Macmillan, NY.
9. Mencher, Melvin (2003). *News Reporting and Writing (9th ed)*, McGraw Hill, NY.

10. Metzler (1979). *Creative interviewing*, Prentice Hall.
11. Fedler, F. H., Jovanovich, B. (1979). *Reporting for the Print media (2nd ed)*, Inc., NY.
12. Pape, S. & Featherstone, S. (2005). *Newspaper Journalism*, Sage Publications.

**SECOND SEMESTER**

**Paper Code : MJMC/MJ/550**

**Paper Name : Writing for Convergent Media**

Credit Distribution			Total Credits	Internal marks (Continuous Assessment)		Semester Exam	Total Marks
L	T	P	L+T+P	C1	C2	C3	C1+C2+C3
3	0	0	03	20	20	60	100

**Objectives:-**

1. To make the students understand the art of effective communication
2. To train them in writing scripts for different media platforms.

**Learning Objectives:**

1. Professional competency in the methods of producing, directing, editing, cinematography, production design, and sound for all common production platforms and genres including fiction, documentary, television and experimental productions.
2. The ability to acquire, develop and convey ideas in scripts for film and electronic media, recognize different media formats and their uses, adapt messages across media and meet deadlines.

**Unit-1: Effective Writing & Mechanics of Media Writing**

1. Basic principles of good writing
2. Major Elements in writing- Style, Tone, Narrative Arc, Plot.

3. Variety of media type and script formats
4. Elements of video- Movement, camera shot sizes and angles,
5. Elements of Audio- Human Voice, sound effects, Music, Silence.

**Unit-2: TV Script**

1. TV scripts- types- format
2. TV news :Features- documentaries- interview stories
3. Entertainment writing- non scripted/semi scripted- reality shows, game shows, talk shows, sports.
4. Teasers & Promos
5. Roles and Responsibilities of a Television Producer

**Unit-3: Writing for Radio& New Media**

1. Formats of radio scripts: News & Features
2. Writing for the Talent
3. Roles and Responsibilities of a Radio Producer
4. Online news writing : structure and characteristics
5. Writing for blogs and Technical Writing: Principles and Methods

**Suggested Reading:**

1. Evans, Harold (1974). *News Headlines*, Holt, Rinehart and Winston.
2. Gunning, Robert C. (1963). *New Guide to More Effective Writing in Business and Industry*, Industrial Education Institute.
3. Hohenberg, John (1983). *The Professional Journalist: A Guide to the Practices and Principles of the News Media*, Holt Rinehart & Winston.
4. Kamath, M. V. (1980). *Professional Journalism*, Vikas Pub. House.
5. MacDougal, Curtis D & Reid, Robert D. (1987). *Interpretative Reporting*, Macmillan Pub Co.
6. Wavell, Stuart (1969). *The Art of Radio*, Ceylon Broadcasting Corporation.

7. Willis, Edgar E & D'Arienzo, Camille. (1992) *Writing scripts for Television, Radio and film*, Harcourt.
8. Smethurst, William (2009). *How to Write for Television: A Guide to Writing and Selling Successful TV Scripts*, How To Books Ltd.
9. Wolsely, R.E. (1964). *Journalism in Modern India*, Asia Publishing House.
10. Baehr, C. & Schaller, B. (2010). *Writing for the Internet: A Guide to Real Communication in Virtual Space*, Greenwood publishing Group.
11. Mencher, M. (1989). *Basic News Writing*, Brown Publishers, Iowa.
12. Sudarshan, K.N. (1998). *Electronic Media*, Indian Publishers Distributors.

### **SECOND SEMESTER**

**Paper Code : MJMC/MJ/551**

**Paper Name : Advertising and Public Relations**

Credit Distribution			Total Credits	Internal marks (Continuous Assessment)		Semester Exam	Total Marks
L	T	P	L+T+P	C1	C2	C3	C1+C2+C3
2	0	1	03	20	20	60	100

**Objectives:**

1. To facilitate and understand the concept, methods and strategies for advertising and PR
2. To introduce the fundamental theoretical framework of advertising and PR, and links the role of advertising and PR to the broader marketing communications context.
3. To facilitate and understanding the concept, methods and strategies for Ad Public relations (PR).
4. To attain familiarity with the Ad and public relation process and campaign planning.

**Learning Outcomes:**

1. The students will be able work in the advertising and PR industry.
2. They will be able to recognize the societal impact of advertising and PR and the need for ethical practitioners.

3. Students will master the PR skills and would be professionally trained to make their career in the corporate, public and private sector.
4. Coordinate and contribute to the planning of Ad and public relations activities, including the development of clear, measurable communication objectives and project or tactical budgets and selection of strategies, tactics, tools and resources to manage a range of stakeholder relationships and issues and achieve organizational objectives.

**Unit- 1: Advertising**

1. Evolution, growth and types advertising, Status of Advertising industry in the World and in India
1. Advertising, Definition, Nature and scope, types of advertising, Seven Ps of marketing, marketing mix, STP and marketing strategy, product life cycle, marketing mix and integrated marketing communications
2. Advertising theory: persuasion, ELM, advertising effects and changes in attitude, consumer behavior---external and internal factors, introduction to media operations and media planning. Economic, Social, Cultural, Psychological and Ethical aspects of Advertising
3. Advertising and Propaganda, Publicity and PR, Advertising as a component of integrated marketing communications, advertising agencies its hierarchy, structure and functioning
4. Media planning: Brand Positioning, The process of advertising creation—situational analysis, marketing plan and advertising plan, advertising feedback,

**Unit- 2: Basics of Advertising**

2. The Brand: concept and management, strategy and structure, positioning, image and personality , Campaign planning and brief writing, crafting online campaigns: social media and WOM campaigns, metrics, analytics, and viral analysis
3. Language and grammar of advertising and ad copy, Copywriting – copy format, elements, appeals, visuals and other creative elements
4. Techniques of print ad. Production, Audiovisual commercials – procedure and techniques
5. Advertising media – Print, Radio, TV, Outdoor & Direct Mail order: characteristics, cost and effectiveness
6. Laws and ethics in advertising, social responsibility, apex Bodies in advertising and their code---ASCI, AAAI

### **Unit 3: Concept of Public Relations**

1. Public Relations definitions, objectives, nature and scope, Elements of Public Relations
1. Common misconceptions about PR - Public Relations and publicity, PR and advertising, PR and Public opinion, Persuasion, lobbying marketing, Public Relations tools for external and internal communication, Public Relations practise – its five procedures
2. Meaning of Corporate Communication, concept, scope, Difference and similarities between PR & CC
3. Contemporary PR& corporate communication tools and practices, research, communication design and campaign planning Communicating for social change and crisis management, optimizing technology and new media for effective communication, Public Relations campaign – need, importance, steps.
4. Professional PR organisations and their code of ethics, Development of PR in India – early stages of conscious PR, post independence PR, professional PR and present status
5. Creating and delivering good PR copy

#### **Practical Projects:**

1. Preparing PSA (Print/Broadcast)
2. Preparing Ad Copies (Print)
3. Making Ad Films
4. Writing Press Releases
5. Planning and creating promotional material/ Videos etc.

#### **Suggested Readings:**

1. Batra, R., Myers, J.G. & Aaker, D.A. (1996). *Advertising Management*, Prentice-Hall, New Delhi.
2. Cappel, Joe (2003). *The Future of Advertising: New Media, New Clients, New Consumers in the Post-Television Age*, McGraw-Hill.
3. Chhunawala and Sethia. (2018). *Foundation of Advertising Theory and Practice (9<sup>th</sup> Edn)*, Himalaya Publishing House, Bombay
4. Dutka, Solomom (1995). *Dagmar: Defining Advertising Goals for Measured Advertising Results*, NTC Business Books.
5. Hackley, Chris (2005). *Advertising and Promotion: Communicating Brands*, Sage Publications.



3	0	0	03	20	20	60	100
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**Objectives:**

1. To familiarize the students with the fundamentals of new media technologies with special emphasis on the web world with recent trends.
2. To help the students to identify the fake news and can work on the digital platforms.

**Learning Outcomes:**

1. Ability to grasp the set of conceptual tools, a vocabulary, and an analytical framework with which to recognize, understand, and more effectively manage new media.
2. They will be able to use forums, blogs, wikis, microblogs, social bookmarking, and blogging

**Unit I: New Media Technology**

History of Internet: Global Scene, Internet in India, Growth of internet in India, Impact of internet in India, net neutrality

New Media theories -Technological determinism, Interactivity, Networking & Simulation

Overview of Internet-- Characteristics of internet, Networking, ISP and browsers, Domain Name System, HTML, Internet Protocol, Broadband, Bandwidth

Overview of online Communication-- Meaning of communication, Features of Online Communication, Types of websites, Video conferencing, Webcasting

New media-- History of New Media, Characteristics of new media, New media vs. old media, We media, Me media, Niche media, New Media, New Audiences-- Digital natives, Digital immigrants, Online Games and children, New Media and online society

**Unit II : Trends in New Media**

User generated communication; Computer mediated communication, Information Society, New World Information Order, ICT, Media Convergence

Social media-- Web 2.0, Virtual community, Social networking site, Wiki –generated media, Blogging, YouTube

Digital culture and digital identity, New media & digital divide, New media & democracy, E democracy, New media & public sphere, New media & activism

New media and popular culture, Political use and abuse of new media and Social Media

Cyber-crimes Digital Hygiene, Privacy and Surveillance, Internet censorship

Ethical dimensions of new media and Debunking fake news, Use of New media for development, Information Society, Surveillance society, Web commerce

### **Unit III: Technology Studies**

1. AI, Big Data, Machine Learning
2. Data Journalism, Optimisation, moderation
3. Algorithms & Automation
4. The platform society
5. Accountability & Governance

### **Practical Project:**

1. Creation of News websites and reporting and editing exercises for online medium

### **Suggested Readings**

1. Chaturvedi B.K. (2010). *New Media Technology And Communication*. Global Vision Publishing House.
2. Wilson P. Jr. Dizard (1999). *Old Media New Media: Mass Communications in the Information Age*. Allyn & Bacon.
3. Richard, C. & Cristina, M. (1996). *New Media, New Policies: Media and Communications Strategy For The Future*. Polity Press.
4. Andy, Covell (2002). *Digital Convergence*. Firewall.
5. Vince, John. (2012). *Digital Convergence: The Information Revolution*. UK: Springer-Verlag

6. Aitchison, Jean (2003). *New Media Language*, Routledge.
7. Christopher, Callahan (2003) *A Journalist's Guide to the Internet: The Net as a Reporting Tool*. Allyn Bacon.
8. Dovey, Jon (2009). *New Media: A Critical Introduction, (2<sup>nd</sup> edition)*, Routledge.
9. Dewdney, A. (2006). *The New Media Handbook*. Routledge.
10. Fenton, Natalie (2009). *New Media, Old News: Journalism and Democracy in the Digital Age*, Sage Publications.
11. Hansen, Mark B. N. (2006). *New Philosophy for New Media*, The MIT Press.
12. Harries, Dan (2002) *The New Media Book*. London; BFI Publications.
13. Huckerby, Martin (2005). *The Net for Journalists*, UNESCO and The Thompson Foundation.
14. Lievrouw, Leah A. & Livingstone, Sonia (2006). *Handbook of New Media*, Sage Publications.
15. Straubhaar, Joseph and LaRose, Robert (2002). *Media Now - Communications Media in the Information Age*, Wadsworth.

### **SECOND SEMESTER**

**Paper Code : MJMC/IMJ/553**

**Paper Name : Social and Behaviour Change Communication**

Credit Distribution			Total Credits	Internal marks (Continuous Assessment)		Semester Exam	Total Marks
L	T	P	L+T+P	C1	C2	C3	C1+C2+C3
3	0	0	03	20	20	60	100

**Objectives:**

1. To provide an understanding of development (social and behavior change) and the role of communication in development.
2. To facilitate students' appreciation of the dimensions of communication for development and its relation with gender, environment, health, education and media.

3. To provide an understanding of C4D Strategy, Planning, Design, Approaches, Message and Evaluation.

**Learning Outcomes:**

1. The students can do research in many development areas and also can work in NGOs and other development sectors.
2. Have an appreciation of the role of communication in social and behavior change.
3. Be conversant with the dimensions of communication for development and its relation with gender, environment, health, education and media; C4D: Strategy, Planning, Design, Approaches, Message and Evaluation.

**Unit 1: Development: Definition, Theories and Models**

1. Development – Definition, Nature and Scope
2. Early Theories and Models of Development
3. Contemporary Theories of Development
4. Communication for Development(Social and Behavior Change) [C4D]
5. Theories of Communication for Social and Behavior Change at Individual Level, Community/Society Level and Structural/System Level

**Unit 2: C4D and Gender, Environment, Health, Education and Media**

1. C4D and Gender
2. C4D and Environment and Climate Change
3. C4D and Health, Water and Sanitation
4. C4D and Education and Livelihood
5. C4D and Print Media, Audio-Visual Media, Community Media and Digital Media

**Unit 3: C4D: Strategy, Planning, Design, Approaches, Message and Evaluation**

1. Planning Models: The Socio-ecological Model and Situation Analysis
2. Basic Components of Strategy, Strategy Design, Implementation Plan and levels of intervention
3. Communication Approaches: Advocacy, Social Marketing, Media Campaigns, Entertainment Education, Peer Education, capacity and Capability Strengthening, Social Mobilization, Dialogue Based Approach and Communication Action Plan

4. Message: Design Framework, Appeals, Treatment and Formats, Development, Testing and Production; Dialogue-Based Methods and Materials
5. Research, Monitoring and Evaluation

**Suggested Readings:**

1. Baran, S. J., & Davis, D. K. (2008). *Mass Communication Theory: Foundations, Ferment and Future*. Cengage Learning.
2. Dua, M. R., et al. (1994). *Media & Development*. HarAnand Publications.
3. Kraft, M. E., & Vig, N. J. (1988). *Technology and Politics*. Duke University Press.
4. Lerner, D. (1958). *Passing of the Traditional Society*. Macmillan Pub.
5. McChesney, R. (1997). *Media and Global Capitalism*. Cassell.
6. Melkote, S. R., & Steeves, H. L. (2001). *Communication for Development in the Third World*. Sage Publications.
7. Narula, U. (2002). *Development Communication*. HarAnand Publications.
8. Singhal, A., & Rogers, E. (2001). *India's Communication Revolution*. Sage Publications.
9. Rogers, E. (1962). *Diffusion of Innovations*. Illinois Free Press.
10. Tehrarian, M. (2007). *Communication and Society*. UNESCO.
11. White, S. A. (1994). *Participatory Communication: Working for Change and Development*. Sage Publications.
12. Ranganath, H. K. (1980). *Using Folk Entertainment to Promote National Development*. UNESCO.
13. Schramm, W. (1964). *Mass Media and National Development*. Stanford University Press

**SECOND SEMESTER**

**Paper Code : MJMC/MN/554**

**Paper Name : Film Studies**

Credit Distribution			Total Credits	Internal marks (Continuous Assessment)		Semester Exam	Total Marks
L	T	P	L+T+P	C1	C2	C3	C1+C2+C3
3	0	0	03	20	20	60	100

**Objective:**

1. To make student understand the medium of cinema and its journey as a mass medium
2. To make students appreciate the cinematic storytelling

**Unit I: Growth and Development of Cinema**

**Meaning of Cinema--** Meaning of Cinema, Importance of film studies, National and International perspective on Cinema, Cinema and society

**Origin and Evolution of film--** The evolution of film technology, Perceptual constancy, Developments of instruments, Toys and techniques; Lumiere Brothers, Thomas Alva Edison, George Melies, Edwin S. Porter, D.W. Griffith

**History of cinema- World--** Beginning of cinema in Europe and America, Growth of cinema across the world, particularly Japan and Latin America, Emerging of Hollywood studios, American cinema and World cinema, Alternative cinema

**History of cinema- India--** Beginning of cinema in India, Silent era, Factors that influenced cinema in India, Hindi cinema, Regional cinema, Parallel film movements, Cross-over cinema

**History of film- Northeast--** Status of cinema in different states of Northeast

**Film structure--** The form and content of film, Structure: camera, camera movement, lighting, editing, acting, sound, CGIs, special effects

**Film Language--** The semiotic theory of cinema, signs, symbols, codes, iconography, Mise- en-scene, Montage, Connotative and Denotative meanings

**Film Narrative--** Cinematic Storytelling, Narrative – Fictional and Non-Fictional, Significance and Structural elements of Narrative, Story and Plot, Sub-Plots, Deviant Plot Structure, Principles of Plot Construction

**Unit II: Film Genre and Theories**

**Film Genre-** Meaning and function of genre, film genre and their characteristics, classical Hollywood genre, Indian Formula Films

**Film Theories-** Auteur Theory, Psychoanalysis Model, Feminist Model, Cognitive Model, Ideological Model

**Film Movements-** Italian Neo Realism, French New Wave, German Expressionism, Soviet Formalism, Avant Garde, Indian New Wave

**Documentary Films--** Origin and growth of documentary cinema, Types of documentary, Short films, Milestones in documentary cinema in India and world, Documentary cinema and society, **Film and Technology--** Digital technology and cinema, YouTube,

**Film Appreciation and Criticism--** The aesthetics of film, Writing film review and criticism, Film as art, Film Analysis, Textual and contextual analysis of films

**Practical Projects**

Writing Film Reviews and criticism

**Suggested readings**

1. Hill, J., & Gibson, P. C. (2000). *Film Studies*. Oxford University Press.
2. Roberts, G., & Wallis, H. (2003). *Introducing Film*. Arnold Publishers.
3. Stam, R. (2000). *Film Theory: An Introduction*. Blackwell Publishers.
4. Hood, J. W. (2000). *The Essential Mystery - The Major Film Makers of Indian Art Cinema*. Orient Longman.
5. Turner, G. (2002). *The Film Cultures Reader*. Routledge.
6. Ray, S. (1993). *Our Films Their Films*. Orient Publishers.

**SECOND SEMESTER**

**Paper Code : MJMC/MN/555**

**Paper Title: Digital Journalism**

Credit Distribution			Total Credits	Internal marks (Continuous Assessment)		Semester Exam	Total Marks
L	T	P	L+T+P	C1	C2	C3	C1+C2+C3
2	0	0	02	20	20	60	100

**Objectives:**

3. To provide students an understanding of digital journalism and it's important in the society.
4. To help develop skills to learn digital newsgathering, publishing and operations

**Learning Outcomes:**

3. The students will be able to understand the concept of digital journalism and practice the same
4. Acquire a critical thinking skill about digital news publishing process and journalist safety

**Unit I**

Digital Newsgathering- Understanding Reach of Social Media , Searching Social Media Platforms, Breaking news vs. long term investigations, Reaching out to sources, Online etiquette, Keeping Records

Verification and Reporting – Verifying source, content, tools, building up a case of evidence, workflow, Sending raw files and copyright/fair use, types of media manipulation, interviewing remotely, field skills

**Unit II**

Publishing effectively on Social Media- Major social media platforms for journalist, digital video best practices, stopping the spread of misinformation, understanding platform policies, reaching mobile users, setting publishing schedule, choosing images, user analytics tools

Wellness and resilience – Online attacks, harassments and threats, what can journalists do? How to respond to trolls, handling violent content and risk of vicarious trauma, self care, working from home

Operating as independent Media in a turbulent world- The Why and How of Independent News, avoiding bias, the importance of source, vetting and fair content, visual integrity, correcting mistakes, dealing with authorities, Journalist's safety.

**Suggested Readings :**

1. Bradshaw, P., & Rohumaa, L.(2013). *The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age*. Routledge.
2. Jones, J., & Salter, L.(2011). *Digital Journalism* (unabridged). SAGE.
3. Adornato, A. (2017). *Mobile and Social Media Journalism: A Practical Guide*. CQ Press.
4. Blaine, M.(2013). *The Digital Reporter's Notebook (illustrated)*. Routledge.
5. Franklin, B., & Canter, L.(2019). *Digital Journalism Studies: The Key Concepts (Routledge Key Guides)*. Routledge.

## SECOND SEMESTER

**Paper Code : MJMC/FP/556**

**Paper Name : Internship (Industrial Visits)**

Credit Distribution			Total Credits			Semester Exam	Total Marks
L	T	P	L+T+P	C1	C2	C3	C1+C2+C3
0	0	4	4	NIL	NIL	100	100

### **Internship (100 Marks)**

#### **Objectives:**

1. To enable the student to have firsthand experience in the media fields.
2. To gain work experience in the field of practice and prepares the students for employment after they graduate, making them 'work-ready', flexible and adaptable.

#### **Learning Outcomes:**

1. Ability to Communicate and interact effectively in professional contexts using diverse formats and strategies to a range of audiences.

2. Ability to develop and extend the leadership ability through constructive collaboration and teamwork, demonstrating cultural and social awareness and ethical and reflective practice.
3. The student is required to undertake an internship of for a minimum period of four weeks at the end of the Third semester in his/her field of interest and submit a report on it to be evaluated internally and marks awarded at the end of the fourth semester.

C1: Periodic Reports (20%)

C2: Periodic Assignments (20%)

C3: Final Internship report and Viva (60%)

**Evaluation:**

The Final exam evaluation will be conducted by departmental committee consisting of 3 members 2 Faculty and Head of department.

**THIRD SEMESTER**

**Paper Code : MJMC/MJ/600**

**Paper Name : Communication Research**

Credit Distribution			Total Credits	Internal marks (Continuous Assessment)		Semester Exam	Total Marks
L	T	P	L+T+P	C1	C2	C3	C1+C2+C3
3	0	0	03	20	20	60	100

**Objective:**

1. To teach basics of research and its application on media
2. To develop skills of different kinds of research methodologies and to make the students conversant with the tools and techniques of research.

**Outcomes:**

1. The scholars will be well versed with advanced research methods

2. The scholars will be able to do scientific research.
3. The students will be able to choose appropriate research methods

**Unit-1: Media Research**

1. Characteristics and elements of Scientific research
2. Types of research- basic- applied- descriptive-analytical- clinical- case study- historical
3. Research ethics, Plagiarism in Research
4. Types of Media research
5. Review of literature: Review articles, systematic literature review, book reviews

**Unit-2: Research approaches in communication**

1. Qualitative: Focus group study, Case Studies, Field Observation, Intensive interviews, Media discourse analysis, Media anthropology, ethnography, Historiography
2. Quantitative: Survey method, longitudinal method, Experimental Research, Content Analysis
3. Decolonizing research methods: Auto ethnography, Walking interviews, Existentialism, Guesthood and kin studies, Phenomenology and critical diversity studies
4. Formulating research questions and hypotheses

**Unit-3: Data Collection and Analysis**

1. Types of data, Measurement- levels of measurement
2. Sampling and scaling techniques
3. Data analysis : Basic statistical tools
4. Principles of Research report writing
5. Citation of references and bibliography.

**Suggested Readings:**

1. Wimmer, R., & Dominick, J. (2004). *Mass Media Research – An introduction*. Crown Publishing Inc.
2. Lindlof, T. R. (1995). *Qualitative Communication Research Methods*. Sage.
3. Gunter, B. (2000). *Media Research Methods*. Sage.
4. Krippendorff, K. (1980). *Content Analysis*. Sage.
5. Berger, A. A. (1998). *Media Research Techniques*. Sage.

6. Berger, A. A. (1998). *Media Analysis Techniques*. Sage.
7. Jensen, K. B. (2002). *A Handbook of Media and Communication Research*. Routledge.
8. Yin, R. K. (2012). *Applications of Case Study Research*. Sage.
9. Hansen, A. (2009). *Mass Communication Research Methods*. Sage.
10. Bignell, J. (2002). *Media Semiotics - An Introduction*. Manchester University Press.

### **THIRD SEMESTER**

**Paper Code : MJMC/MJ/601**

**Paper Name : Media Laws & Ethics**

Credit Distribution			Total Credits	Internal marks (Continuous Assessment)		Semester Exam	Total Marks
L	T	P	L+T+P	C1	C2	C3	C1+C2+C3
3	0	0	03	20	20	60	100

#### **Objectives:**

1. To give an overview of the press and media laws in India as well as the Constitution of the country.
2. To teach basics of media institutions and agencies and give insights of the importance of media ethics.

#### **Learning Outcomes:**

1. Apply media law principles to local professional settings
2. Appraise media ethics cases

#### **Unit-1: Introduction to the Constitution of India**

1. Introduction to the Constitution of India: Preamble and salient features
2. Fundamental rights and duties of citizens
3. Provisions of declaring emergency and their effects on media
4. Freedom of the Press and their reasonable restrictions in the Indian Constitution.

5. Directive Principles of State Policy

**Unit-2: Press Laws and Media Laws in India**

1. Defamation – IPC-499-500, libel, slander –defences
2. Contempt of Courts Act, 1971, Official Secrets Act, 1923 and Copyright Act, 1957
3. Registration of Books and Newspaper Act, 1867, Cable Television Network Regulations Act
4. PrasarBharati Act, Right to Information Act-2005, Social media and OTT self-regulation
5. Cyber Laws in India- Information Technology Act- 2000 and subsequent amendments

**Unit-3: Media Law Institutions and Agencies**

1. Broadcast regulations and I&B Ministry
2. Press Commissions and their recommendations
3. Press Council of India- Central Board of Film Certification -RNI
4. Media Ethics and Social Responsibilities
5. Ethical issues in news/media coverage/entertainment/Advertising

**Suggested Readings:**

1. Basu, D.D. (2004) *Introduction to the Constitution of India*, Prentice-Hall of India.
2. Bhatiya, Sita, *Freedom of the Press: Political, Legal Aspects of Press Legislation in India*.
3. Fackler, Mark et. al., (1995) *Media Ethics- Cases and Moral Reasoning*, Longman.
4. Frankena, William K., (2002) *Ethics*, Prentice Hall India.
5. Kashyap, Subhas, (2021) *Indian Constitution*, National Book Trust, New Delhi.
6. Lillie, William (2003) *Introduction to Ethics*, Allied Publishers.
7. Prabhakar, M. et. al., (1999). *A Compendium of Codes of Conduct for Media Professional*, University Book House
8. Singh, P.P. et. al. (1998) *Media, Ethics and Laws*, Anmol.
9. Kumar, Dilip (2020) *Media laws and ethics*, Kanishka publishers.

**THIRD SEMESTER**

**Paper Code : MJMC/MN/602**

**Paper Name : Convergent Journalism**

Credit Distribution			Total Credits	Internal marks (Continuous Assessment)		Semester Exam	Total Marks
L	T	P	L+T+P	C1	C2	C3	C1+C2+C3
1	1	0	02	20	20	60	100

**Objectives:**

1. To familiarize the students with a greater understanding of convergent media and storytelling across print, video, visual and online
2. An understanding of the different writing and presentation styles best suited for stories in print, broadcast and online media, and how to apply those styles to produce well-written stories

**Learning Outcomes:**

1. The students will be able to develop and execute online reporting projects
2. The students will be able to execute news website planning, production and design ability
3. The students will be to conceptualize and successfully execute a multi-media news package

**Unit-1 Introduction**

1. Introduction of Convergence Journalism, data journalism, ML, AI, SEO
2. Multimedia reporting
3. Writing: Print vs. Web
4. Writing for the web : Blog, Twitter, Social Media Reporting
5. Mobile news reporting : (a) audio story, (b) audio photo slideshow, (c) video story and (d) live-tweet story

**Unit-2 Tech and Journalism**

1. What makes for good digital storytelling
2. How journalists use social media
3. Audio photo slideshow
4. Online video storytelling

5. Data visualization: Students should be able to make use of popular web tools to create data visualization projects: infogram for Excel tabular data and Google Maps for customized maps **(Projects/Practical)**
6. Multimedia storytelling: practice digital multimedia reporting and work in groups on (a) event Storify project, (b) event live blogging and (c) create standalone multimedia story package **(Project/Practicals)**

### **Suggested Readings:**

1. Filak, V. (ed.) (2018). *Convergent Journalism: An Introduction Writing and Producing Across Media*. Routledge
2. The Elements of Digital Storytelling URL: <http://www.inms.umn.edu/elements/index.php>
3. Chip Scanlan (29 September, 2003) *What is "Narrative" Anyway* . Poynteronline. URL: [What is Narrative, Anyway? - Poynter](#)
4. Reporters Without Borders (2005). *Handbook for Bloggers and cyber Dissidents*. URL: <http://www.rsf.org/rubrique.php3>
5. Christopher Harper (May 17, 1998) Journalism in a digital age. URL: [Journalism in a Digital Age \(mit.edu\)](#)
6. Jenkins, Henry (2006). *Convergence Culture: Where Old and New Media Collide*. Sage
7. Boczowski, P. (2004). *Digitalizing the News: Innovation in Online Newspaper*, MIT Press.
8. Digital Tools for Journalism interactive (online training modules), The Poynter Institute. URL: [Digital Tools for Journalism - Poynter](#)
9. Klinenberg, E. et.al. (2005). Convergence: News Production in a Digital Age. *The Annals of the American Academy of Political and Social Science* ; 597 (1). DOI: <https://doi.org/10.1177/00027162042703>
10. : Judd Ethan Ruggill, JE. (2009). Convergence: Always Already, Already. *Cinema Journal* ; 48 (3): 105-110Source: Cinema Journal, Vol. 48, No. 3. DOI:[10.1353/cj.0.0120](https://doi.org/10.1353/cj.0.0120)

### THIRD SEMESTER

**Paper Code : MJMC/MN/603**

**Paper Name : Media Campaign Planning**

Credit Distribution			Total Credits	Internal marks (Continuous Assessment)		Semester Exam	Total Marks
L	T	P	L+T+P	C1	C2	C3	C1+C2+C3
2	0	0	02	20	20	60	100

#### **Objectives:**

1. To provide an outline of public service and commercial advertising and their importance.
2. To deal with the role of advocacy in journalistic endeavors.

#### **Learning Outcomes:**

1. The students will be able to do many media campaign projects especially for the cultural and social context.
2. The students will be able to do professionally plan any campaign and can deliver.

#### **Unit 1: Introduction to Campaigns in Media**

1. Definition of Communications campaign
2. Forms of media campaign strategies
3. Paid Advertisements
4. Public Service Advertisements
5. Advocacy Campaigns

#### **Unit 2: Campaign Planning Process**

1. Situation analysis/ Formative Research
2. Developing a strategy
3. Planning the campaign

4. Campaign delivery and monitoring progress
5. Evaluation

**Suggested Readings:**

1. Theodore L Glasser (1999). *The Idea of Public Journalism*, The Guilford Press.
2. Fred EJ. (1995). *Intercultural Communication*, Sage.
3. Leiss, W., Kline, S. and SutJhally. (1997). *Social Communication in Advertising*, Routledge.
4. Stephen P Banks (1995). *Multicultural PR: A Social Interpretative Approach*, Sage.
5. Debra J. Holden & Marc A. Zimmerman (2009). *A Practical Guide to Program Evaluation Planning: Theory and Case Examples*, Sage.
6. Hans-Dieter Klingemann (2002). *Public Information Campaigns and Opinion Research*, Sage.
7. Evans, D. and Bratton, S. (2008). *Social Media Marketing*, Sybex, Wiley Publishing Inc.
8. Howard, N. P. (2005). *New Media campaigns and the managed citizen (Communication, Society and Politics)*, Cambridge University Press.
9. Breakenridge, D.K. (2012). *Social Media and Public Relations: Eight New Practices for the PR Professional*, FT Press.

**THIRD SEMESTER**

**Paper Code : MJMC/FP/604**

**Paper Name : Television News Production (Practical)**

Credit Distribution			Total Credits			Semester Exam	Total Marks
L	T	P	L+T+P	C1	C2	C3	C1+C2+C3
0	0	4	04	20	20	60	100

**Objectives:**

1.To enable students to work in actual television newsroom conditions to explore the general principles of newspaper make-up, writing headlines and leads, news writing, building feature stories and reporting skills, editorial policy, and judgments in processing materials for television news.

2. To make the students conversant with the tools and techniques of Television News production.

### **Learning Outcomes:**

1. Proficient in pre-production, production and post-production activities and associated job roles, final news run
2. Understand television news organizations and their functioning
3. Be able to publish and manage a television news slot
4. Be able to be professional television news reporter and editor
5. To Beable to master the art of writing video scripts
6. To be able to do video production (outdoors) and they will submit short films, video profiles and documentary films

### Course outline

1. Understand the working of a TV news organization
2. Write effective copy for television news bulletins
3. Exercise news judgment effectively
4. Video camera basics
5. Three phases of production- preproduction, production, post production
6. Shoot footage, sound bytes, stand-ups, and edit news stories
7. Learn to capsule a full length news bulletin
8. Plan and execute Current Affairs Programmes
9. Understand news cultures and news institutions

C1: Periodic Progress Reports (20%); C2: Results of Work and Report (20%); C3: Television News magazine (30%) and Final Viva-voce/Presentation (30%). End-semester practical examinations

shall be jointly conducted by an external and an internal examiner. If for any reason, the external examiner is not available, a board of at least three internal examiners, approved by the Vice Chancellor, shall conduct the practical examination in question.

**Suggested Readings :**

1. White, Ted. (2005). *Broadcast News - Writing, Reporting and Producing*. Focal Press.
2. Stephens, Mitchell. (2003). *Broadcast News – Radio Journalism and an Introduction to Television*, Holt, Rinehart and Winston.
3. Stuart Allen (Ed.) (2010). *The Routledge companion to News and Journalism*. Routledge

**THIRD SEMESTER**

**Paper Code : MJMC/DW/649**

**Paper Name : Dissertation Work-I**

Credit Distribution			Total Credits	Semester Exam			Total Marks
L	T	P	L+T+P	C1	C2	C3	C1+C2+C3
0	0	6	6	20	20	60	100

**Objective:**

1. To enable students to do actual research
2. To make the students conversant with the tools and techniques of writing research dissertations

**Learning Outcomes:**

1. To be able to master the art of writing research proposals

2. To Be able to do a research related to communication and its relevant areas and to submit a dissertation
3. To Be capable of writing research reports
4. The students are acquainted with the process of review of literature and compile bibliography and knowledge about various referencing style.
5. The students will be meticulous in following ethics in Dissertation
6. The students will be able to assess and analyze the significance of communication research and its relevance in the contribution of body of existing knowledge
7. The students will be able to use Reference Management softwares and similarity checking softwares.

**Evaluation:**

C1: Book reviews and compiling bibliography using Reference management software (20%);  
 C2: Final Dissertation Proposal (20%); C3: Submission of chapters Introduction and Review of literature (30%). C1 and C2 will be evaluated by the evaluation board to be headed by the Head of the Department and all faculties as members. C3 will be evaluated by a three member board consisting of the Head (as chairperson), one external examiner and one internal examiner (preferably the course in charge).

**FOURTH SEMESTER**

**Paper Code : MJMC/MJ/650**

**Paper Name : Media and Globalisation**

Credit Distribution			Total Credits	Internal marks (Continuous Assessment)		Semester Exam	Total Marks
L	T	P	L+T+P	C1	C2	C3	C1+C2+C3
4	0	0	04	20	20	60	100

**Objectives:**

1. To introduce the students to the area of international communication.

2. To understand theoretical and practical concepts of communication from both contemporary and historical perspectives.

**Learning Outcomes:**

1. The students would have the orientation to relate to issues of cultural autonomy, political rights, and social justice.
2. Reflect critically on the role of media and international communication in social, cultural, economic, psychological, technological, political, legal and other contexts.

**Unit 1:            Understanding International communication**

1. Introduction to International communication, definition.
2. The historical context of International communication
3. The New World Information and Communication Order (NWICO)
4. International news flow-imbalance
5. Major News Agencies

**Unit 2:            Communication at International level.**

1. Communication and Human rights.
2. Liberalization and privatization
3. The Global media market; global media conglomerates
4. International Communication in the digital Age
5. International Communication and Development

**Unit 3:            Theorizing International Communication**

1. Free flow of information
2. Globalization of Infotainment and Edutainment
3. Cultural studies perspectives on international communication
4. Modernization theory, Dependency Theory, structural imperialism
5. Public sphere and theories of Information society

**Unit 4            Theorizing Media Globalization**

1. Hegemony and discourses on media globalization
2. The global and local in media cultures
3. Media and Transcultural Communication; Role of Media as Soft Power
4. Contraflow in global media: Borderless television and transnational media
5. Cultures of diaspora and migratory media
6. Political economy of media, ownership, revenue, major players
7. The digital turn, Communication media and empire, Markets Globalization

### **Suggested Readings:**

1. Kretch and Crechfield (1962). *Individual and Society*. McGraw-Hill.
2. John Calhoun Merrill (Ed). (1991). *Global Journalism: Survey of International Communication*. Longman.
3. Bettinghaus (1994). *Persuasive Communication*. Wadsworth Publishing.
4. Edgar and Rahim (1983). *Communication Policies in Developing countries*. Law Book Co of Australasia.
5. Schramm (1964). *Mass media and National Development*. Stanford University.
6. Cheng. (1978) *Media policies and National Development- Characteristics of sixteen countries*. AMIC.
7. Srinivas M. (2001). *Communication for Development in Third world countries*. Sage.
8. Mankekar (1979). *Media and the Third World*. Indian Institute of Mass Communication.
9. Boyd-Barratt, O. (1998) *The Globalization of News*. London: Sage.
10. The Report. (1980). *Many Voices, One world*. UNESCO.

## **FOURTH SEMESTER**

**Paper Code : MJMC/FP/651**

**Paper Name: Radio Production**

Credit Distribution			Total Credits	Semester Exam			Total Marks
L	T	P	L+T+P	C1	C2	C3	C1+C2+C3
3	0	1	04	20	20	60	100

### Objectives:

1. Train the students in news reporting for radio
2. Familiarise Students with working in a radio studio and develop indoor recording and mixing techniques.
3. The students will explore various programming formats and promotional styles through class sessions, listening to radio stations and station analysis exercises.

### Learning Outcomes:

- The student will be able to understand the art of news reporting
- The student will be able to the production & designing process and produce news bulletin
- The student will be able to understand different programming formats
- The student will be able to understand modulation techniques and develop voice for radio

### Unit 1

1. Radio station functioning and content: various departments, station identity and station sound, connective and participatory programming.
2. Programme format V/s Station format: Music and Non music formats, different formats-talk, discussion, interviews, magazine show, fillers documentary, features etc.

### Unit 2

1. Writing for Radio: Formal and informal styles, writing according to formats.
2. Working in a radio studio: types and functions, acoustics, input and output chain,
3. studio console: recording and mixing
4. Narration and presentation techniques for radio: Voice modulation- Informal style
5. Project/Workshop

### Unit 3

1. News reporting for radio: News stories-Pitching and treatment, structuring and designing a radio bulletin

2. Beat reporting: Identifying and working for a news beat, reporting for hard and soft news.
3. News presentation and reporting for radio: Voice modulation- formal style (Project/workshop)

#### **Unit 4**

1. Constructing a documentary: conceptual and technical elements. Role of narrative, storytelling, ambience and transitions
2. Content research: Internal and external research, station and programme research
3. Determining RAM: portable people meter, diary method. Listenership elements- Cume, TSL, and AQH

**Radio projects:** radio interview, production & reporting for news stories, production and presentation of news bulletin, and radio documentary (workshop production), Interviews, Current affairs, Jingles, PSA etc.

#### **Suggested Readings**

1. Berger, A. (1990). *Script Writing for Radio & TV*. New Delhi: SAGE.
2. Broughton, I. (1981). *The Art of interviewing for Television, Radio & Film*. TAB Books Inc.
3. Crouse, C. (1992). *Reporting for radio*. Bonus Books.
4. Herbert, J. (1976). *Techniques of Radio Journalism*. London; A. and C. Black.
5. Lorenz, A. L., & Vivian, J. (1996). *News: Reporting and Writing*. Pearson Education.
6. Newby, J. (1997). *Inside Broadcasting*. Routledge.
7. Kern, Jonathan (2008). *Sound reporting: The national public radio guide radio journalism and production*. University of Chicago Press.
8. Phillips, L. A. (2006). *Public radio: Behind the Voices*. Vanguard Press.

### **FOURTH SEMESTER**

**Paper Code : MJMC/DW/699**

**Paper Name : Dissertation Work-II**

Credit Distribution			Total Credits			Semester Exam	Total Marks
L	T	P	L+T+P	C1	C2	C3	C1+C2+C3
0	0	6	6	20	20	60	100

**Objective:**

1. To enable students to do actual research
2. To make the students conversant with the tools and techniques of writing research dissertations

**Learning Outcomes:**

1. To be able to master the art of writing research dissertations
2. To Be able to do a research related to communication and its relevant areas and to submit a dissertation
3. To Be capable of writing research reports
4. The students will be meticulous in following ethics in Dissertation
5. The students will be able to use data analysis softwares

**Evaluation:**

C1: Data collection (20%); C2: Data analysis (20%); C3: Submission of Dissertation (30%). C1 and C2 will be evaluated by the evaluation board to be headed by the Head of the Department and all faculties as members. C3 will be evaluated by a three member board consisting of the Head (as chairperson), one external examiner and one internal examiner (preferably the course in charge).