

# SYLLABUS AND SCHEME OF EXAMINATION

for

**(Two-Year Four-Semester (Full-Time) Programme)**

**w.e.f. Session: 2023-24**



**DEPARTMENT OF MASS COMMUNICATION**

**CHAUDHARY RANBIR SINGH UNIVERSITY, JIND**

## **Introduction:-**

The M.A.MC is a professional two year post graduate degree programme spread over in four semesters. The programme aims to equip students to work as agents of change from grassroots up to the policy level through class room teaching and field work. It is a recognized qualification for professional positions in government and non-governmental sectors. This degree prepares students with knowledge, skills and aptitude required to work as sensible and responsible professionals in different fields of mass communication. Besides providing the theoretical and technical knowledge of the subject students are provided with many opportunities to showcase their talent in the form of various exhibitions and assignments related to media organized by the department. Post-graduate degree holders in journalism & mass communication are qualified to hold responsible positions in different national & international media houses, news agencies, advertising agencies, public relations organizations, etc. and also in the academics as mass communication educators in universities and colleges. The programme is strongly committed to create diverse learning environment in which respect for dignity and worth of all human beings and undertaking of diverse conditions are practiced.

## **Mission:-**

The mission of the programme is to nurture students in such a manner so as to enable them to think critically and

understand the concepts and skills that will equip them for meaningful communication careers that can advance their social and civic life globally and across different cultures.

## **Vision**

Through this programme our endeavor is to shape the future of the news and the media. This programme prepares students for success in today's exciting and innovative mass communication landscape and gives its students the skills and confidence to rise to the top of today's demanding news and media-dependent professions.

## **Programme Objectives**

- Impart education and training in professional journalism & mass-communication in order to create qualified personnel and provide manpower in the development and allied fields through culture-sensitive, elective and evidence-based participatory practice at various levels;
  - To help students develop knowledge, skills, attitudes and values appropriate to the practices of Mass Communication profession;
  - To stimulate and encourage integration of theory and practices of Journalism & Mass Communication profession; and
  - To facilitate and provide interdisciplinary collaboration for better understanding of Journalism & Mass Communication issues like fake news, paid news and media advocacy , social problems, issues of social development and needed services.

## **Programme Outcomes**

- The program seeks to foster students' ability to express and communicate ideas, arguments, historical findings, and creative insights.
- Students will be able to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.
  - Students will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing in one or more professional media writing applications.
  - Students are encouraged to pursue specific interests in digital media, television and film studies, video and audio production, print, radio and television journalism, photography, public relations, and popular culture studies.
  - Students will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience.
- The Inter Department Course will enhance student's cognitive skills about variety of other subjects.
- Students will develop a professional commitment to their field, their work, and themselves; preparing them to be members and leaders in their profession, as well as learning how to act both as individuals and as team members to support the whole.
- Students will leave the MA-JMC program as lifelong learners, ethical and critical problem solvers, innovative and effective creators and communicators across media forms, and independent intelligent people who view life in historical context, with inclusive multicultural perspective, and with a critical understanding of power in society.

## SEMESTER-I

Course Code	Paper-101	Paper Title
MA.MCC-101		Fundamentals of Communication

### Course Name: Fundamentals of Communication

#### Credits Equivalent:-

4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

#### Course Objectives:-

The Course is designed to: • Introduce the students to the field of communication. • Apprise the students of fundamentals of Mass Communication. • Assist the students in developing theoretical and conceptual understanding of the field. • Demonstrate skill and knowledge as producers of media.

#### Learning Outcomes:-

After completion of the course the learners will be able: • To enhance the knowledge of students with regard to the fundamentals of communication and its different forms. • To know the elements of effective communication and barriers of communication. • To illustrate the fundamentals of Mass Communication and its various forms. • To describe the theories of communication that make the students understand about the role of communication in society and media. • To understand various Communication Models and significance of Models in understanding communication process. • To identify the target audience and segmentation of audience for the purpose of understanding communication process.

#### Course Contents:-

##### UNIT I

- Defining communication: Elements and process, Types of communication. Need, functions and significance of communication. Concept of Mass. Defining Mass Communication.  
Marshall McLuhan: Global Village

##### UNIT II

- Aristotle's Model of Communication, David K. Berlo's SMCR Model, Harold D. Lasswell's Model, Shannon and Weaver's Model, Charles E. Osgood's Model, George Gerbner's Model  
Theodore M. Newcomb's Model, Westley & McLean's Model, Frank Dance's model Wilbur Schramm's Model

##### UNIT III

Bullet theory. Individual Difference theory. Personal Influence theory.  
Cognitive Dissonance Theory, Sociological Theories: Cultivation Theory, Agenda Setting Theory, The Uses and Gratification Theory, Dependency Theory

##### UNIT IV

- Normative Theories: Authoritarian Theory, Free Press Theory, Social Responsibility Theory, Communist Media Theory, Development Communication Theory, Democratic-Participant Media Theory
- Hegemony Theory

##### UNIT V

- Mass communication as an agent of Social change, Demassification, Demystification, Decentralization and convergence, Characteristics of Audiences, audience fragmentation,  
Type of audiences: Elite audience, General audience, specialized audience, target audience  
Limitations of Mass Communication

**Suggested Readings:-**

1. Mass-Communication in India: Kevel J. Kumar: Jaico Mumbai
2. Mass-Communication theory-An Introduction: Denis McQuail: Sage Delhi
3. Bharat Men Sanchar aur Jansanchar: J.V.Vilani: M.P. Hindi Granth Academy Bhopal
4. Mass-Communication: Concepts and issues: D.V.R Murthy: Olive green: Kochi
5. Mass, Culture, Language and arts in India: Mahadev L.Apte: Popular Prakashan, Mumbai
6. Towards sociology of Mass-Communication: Denis McQuail: Collier –Macmillan
7. News, Information & Communication: Dr. Mukul Srivastava, New Royal Book Company Lucknow.
8. The process and Effects of Mass-Communication: Wilbur Schramm and Donald F. Roberts: University of Illinois press.
9. Introduction to Communication Studies: John Fiske: Methuen London
10. Soochna Sanchar aur Samachar, Dr. Mukul Srivastava, New Royal Book Company, Lucknow.

**Note: Latest edition of text books may be used.**

Course Code	Paper-	Paper Title
MA.MCC102	102	writing and Reporting Skills

**Course Name: writing for and Reporting**

**Credits Equivalent:-**

4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

**Course Objectives:-**

- To make students acquainted with various forms of print media.
- To train students with existing various technologies widely in use in print journalism.
- To enhance journalistic skills of students.
- To augmenting the knowledge of various news agencies.

**Learning Outcomes:-**

After completion of the course the learners will be able to:

- To enlighten the students with various aspects of the print media and its significance.
- To make students capable of understanding various aspects of content preparation for print media.
- To enhance the writing skills of students.
- To enable them to write in different print formats.

**Course Contents:-**

**Unit-I:** Different stages of scripting - idea - research - Synopsis - Outline-treatment - story board - Screen play script - Script writing formats - Master Scene script format - Split page format Fiction Script writing - Dramatic structure - Rising action - Falling action

**Unit-II** Narrative structure - Characterization and theme - Adaptation - Short fiction forms and formats – Non-fiction script writing - Rhetorical and Expository structure - Short Nonfiction forms and formats

**Unit-III:** News writing (Style and Structure), Words and Terms commonly used in Media, News Values, News Sources, Writing Feature and Article, Writing Reviews & Criticism: Books, Films, Television Programmes, Theatre, Art exhibition

**Unit-IV:** Script organization - target audience consideration - scripting for science/development program - scripting for educational program - scripting for women's program

**Unit-V:** Reporting skills, Interview, Various types of Reporting, Editing practice, Translation practice, News Writing, Picture Editing, Writing Features, Article, Editorial, Reviews for various media, Preparation of Newspaper, Layout Design, Dummy Preparation, Page Make-Up.

**Suggested Readings:-**

1. Shrivastava K. M., *News Reporting and Editing*, Sterling Publishers Pvt. Ltd.
2. Ahuja Charanjit, *Print Journalism: A Complete Book of Journalism*, Partridge India
3. Hodgson F. W., *Modern Newspaper Practice: A primer on the press (Journalism Media Manual)*, Routledge; 4<sup>th</sup>ed.
4. Kamath M.V., *The Journalist's Handbook*, Vikas Publishing House Pvt. Ltd.
5. Mohan Sumit, *Media Lekhan*, Vani Prakashan.
6. Hough George A., *News Writing*, Gaurav Book Centre.

Course Code	Paper-	Paper Title
MA.MCC103	103	Print media production

**Course Name:** Print media production

**Credits Equivalent:-**

4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

**Course Objectives:-**

- To make students acquainted with various forms of print media.
- To train students with existing various technologies widely in use in print journalism.
- To enhance journalistic skills of students.
- To augmenting the knowledge of various news agencies.

**Learning Outcomes:-**

After completion of the course the learners will be able to:

- To enlighten the students with various aspects of the print media and its significance.
- To make students capable of understanding various aspects of content preparation for print media.
- To enhance the writing skills of students.
- To enable them to write in different print formats.

**Evaluation Criteria:** 1. Continuous Internal Assessment: 30% 2. End Term Examination: 70%

**Course Contents:-**

**Unit-I:-** Basics of Printing: Printing Process and its types, Methods and techniques of News gathering and writing, Principles of Newspaper design and layout

**Unit-II:-** Basics of Printing Software: Introduction to Page maker and its features, Introduction to Quark express and its features, Organization, Structure & Functions of various departments of Newspaper Organization

**Unit-III:-** Basics of Designing: Elements and principles of Designing, Type and typefaces, Introduction to In Design and its features, Introduction to Corel-Draw and its features

**Unit-IV:-** Print Editing and Writing: Basis of Print Editing, Photo Editing: Choice of Picture, Cropping and Caption writing for Print Media, Introduction to Photoshop and its features, Headline writing, Headlines: characteristics, features and types

**Unit-V**

Conceptualize, design & create Leaflets, Brochures, Photo caption writing, Caption writing for photographs, Interviews, Designing layout of newspapers in Quark Express, Designing layout of magazine in In-Design, Designing a newsletter in Corel-Draw, Editing of photo in Photoshop.

**Suggested Readings:**

1. Dimpleby Nick, Whittington Ken, & Dimpleby Richard, Practical Media: A Guide to Production Techniques: Basic Guide to Production Techniques, Hodder Education.
2. Sarkar N. N., Art and Print Production, 2nd Ed., Oxford University Press
3. Kipphan Helmut, Handbook of Print Media: Technologies and Production Methods, Springer Science & Business Media.
4. Chandler Daniel, A Dictionary of Media and Communication (Oxford Quick Reference), Oxford University Press.
5. Morrish John & Bradshaw Paul, Magazine Editing, Routledge.

Note: Latest edition of the readings may be used.

Course Code	Paper-	Paper Title
MA.MCC104	104	Media law & Ethics

**Course Name:-** Media Laws & Ethics

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

**Course Objectives:-**

To provide knowledge of various media laws and ethical aspects of Media profession to the students • To inculcate ethical values (personal & organizational) required for a journalist. • To apprise them of different Regulatory Bodies of media in India. • To make them aware of different committees related to media in India.

**Learning Outcomes:-**

After completion of the course the learners will be able to: • Understand how media policies and regulations enable or constrain effective media environments • Understand the obligations and rights of media practitioners in the execution of their duties • Understand changing media landscapes and their possible legal implications • Able to Make ethical decision during their professional work.

**Unit-I:-** Need and importance of various laws in media Brief history of Press Law in India • Basics of Indian constitution and Fundamental Rights, Directive Principles of state policy, Freedom of Speech & expression Article 19(a) &19(b) • Concept of free press, Censorship and other legal implications imposed by government on Press

**Unit-II:-** Press Commission: First and Second • Press council of India • Defamation: Libel and Slander • Sedition and inflammatory writings, IPC and CrPC • Copy Right Act, 1957, IPR • Press & Books Registration Act, 1867 • Contempt of Court 1971 • Official Secrets Act 1923

**Unit-III:-** Committees and related to Media: Joshi Committee, Chanda committee, Verghese committee. • Broadcasting Laws: Prasar Bharati Act, Cable TV Network Regulation Act, • Digitization and Conditional Access System (CAS) • Broadcasting and Advertising codes. • RTI, Editorial ethics, Press council code on communal writings, Parliament code for journalist

**Unit-IV:-** Cinematography Act • Cyber Laws: Information Technology Act and Regulatory Authorities • Journalism as an organised/unorganised sector, Working Journalists Act. • Wage board related to Media: Bachawat Palekar and Manisana Award • Broadcast Regulatory bodies and TRAI, BRAI , IBF • Media Associations and Organisations: INS, Editors Guild, IFWJ, NUJ (I), IJU,NBA, BEA, etc. • Trade Union Rights in Media

**Unit-V:-** Discussion of importance of ethics in the era of TRP fuelled Tabloid Journalism. • Conflict of Interest • Paid News • Trial by Media • Privacy • Confidentiality of sources • Ethics of Investigative Reporting

**Suggested Readings:**

1. Press law in India: D.D. Basu
2. Press Vidhi: Nand Kishore Trikha
3. Journalistic Ethics: P.K. Bandhopadhyay
4. Press Law: A.N.Grover
5. Natarajan, J. (2000). History of Indian Press, Publications Division.
6. Iyer ,V. (2000), Mass Media Laws and Regulations in India, AMIC Publication.
7. Babel,Dr. Basanti Lal: Patrkarita avum Press Vidhi, Suvidha law House, Bhopal.
8. Mishr, Akhilesh: Patrkarita: Mission se media tak, Rajkamal Prakashan, New Delhi
9. Bhanawat, Sanjeev, Press kanoon aur Patrikarita, Sidhashri Prakashan, Jaipur, 1993

Course Code	Paper-	Paper Title
MA.MCVC105	105	Photography and Photojournalism

**Course Name: Photography and Photojournalism:-**

**Credits Equivalent:** 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

**Course Objective:-**

1. Familiarizing students with the basics of contemporary photographic practices and image making techniques
2. Preparing students to use photography as a tool of creative expression

**Learning Outcomes:-**

The course is designed to familiarize students with the basics of contemporary photographic practices and image making techniques. It seeks to strengthen their technical and critical ability to examine the journey of images from conceptualisation, and creation through to their varied uses in contemporary popular and counter culture milieus. Through the course work, a full range of aesthetic and creative skills concerning image making are taught and nurtured. The course stresses the application of theory, making it the foundation to undergo hands-on training. It seeks to foster an ideal balance of technical as well as theoretical knowledge in photography.

**Course Contents:-**

**Unit I:-** History of Photography, History of camera, Different types of camera, Types of Lens, Filters, Aperture, Shutter speed, Depth of Field. Digital Photography–Different Types of Cameras, Image sensors, Pixels, Sensitivity, Image Quality. Image Compression and File formats, Digital image storage devices , Editing digital photographs, Ethics of image editing

**Unit II:-** Photographic Composition, Centre of interest, Subject placement - Rule of third, Diagonal Symmetry and Simplicity, View point and Camera angle - Eye Level, Low and High, Balance - Symmetrical, Asymmetrical, Aspects of Balancing, Shapes and Lines, Pattern, Volume, Lighting, Texture, Tone, Contrast - Tonal and Colour, Framing, Foreground, Background Perspective-Linear, Rectilinear, Vanishing point, Height, Overlap, Dwindling size, Volume and Atmospheric perspectives

**Unit III:-** Understanding Light and its Uses • Light: Visible spectrum, Colour temperature, units & significance in photography • Quality of light: hard light soft light • Lighting equipment: On camera flash, its use and limitation, studio flash, and accessories • Lighting ratio • Types of lights: indoor, outdoor & mixed • Three point lighting

**Unit IV:-** Production • Photography/ Photoshop • Cropping, Morphing, Picasa/faststone • Pixel & Megapixels • Working with image & text Indicative

**Unit V:-** Basics of News Photography-Essential elements of News, Importance of News photographs, Types of News photographs Spot News, Feature, Planning for News Photography - Planning of shooting script, Shooting script techniques, Layout design, Qualities for a Photojournalist, Picture stories and Lens required for News Photography.

**Suggestion Books:**

1. Butler, Yvonne V. The Advanced Digital Photographer's Handbook, Focal Press.
2. Berger, J. Ways of Seeing, Harmondsworth, Penguin, 1972.
3. Langford, Michael. Fox, Anna,. Smith, Richard Sawdon. Langford's Basic Photography: The Guide for Serious Photographers, July 23, 2010, Revised 9th Edition
4. Edwards, Steve. Photography: A Very Short Introduction, Oxford.
5. Sontag, Susan. On Photography, London: Penguin, 2008.
6. Michael Langford, Anna Fox, Richard Sawndon Smith, (2010), Langford's Basic Photography, Focal Press.
7. Michael Langford, Efthimia Billisi, (2010), Langford's Advanced Photography, Focal Press.
8. Barbara Upton, John Upton, (1989), Photography. Harper Collins.



Course Code	Paper-	Paper Title
MA.MCVC106	106	In-House Training (Workshop, Field Training, Presentation, Magazine, Newspaper)

**Course Name:** Practical / Viva Voce- In-House Training (Workshop, Field Training, Presentation, Magazine, Newspaper)

**Credits Equivalent:-** 4 Credits (120 hours of teacher led/guided practical activities in the Lab or the field; The learner's progress shall be evaluated by an External Examiner)

**Course Objectives:-** The Course is designed to: • Assist the students in understanding practical usage of computers in media. • Gain practice in the usage of different software required for media. • Familiarize them with the process of page designing.

**Learning Outcomes:-** After completion of the course the learners will be able to: • Design Newspaper Pages. • Work with MS Word & PowerPoint. • Edit photographs.

**Evaluation Criteria:-** 1. Continuous Internal Assessment: 30% 2. End Term Examination: 70%

**Course Content:-** Designing Two pages of News Paper in A3 Size. MS Word: The student should prepare at least 2 pages indicating the use of paragraphs, text, fonts, headlines and alignment PowerPoint: At least one presentation of not less than 10 slides on any topic assigned. Coral Draw: 5 Items Photoshop: Editing 5 Photograph Note: All assignment should be submitted in a CD/DVD/Pen Drive.

## SEMESTER-II

Course Code	Paper-	Paper Title
MA.MCC201	201	Electronic Media

**Course Name:- Electronic Media**

**Credits Equivalent:-** 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

**Course Objectives:-** The Course is designed to • Make students understand the fundamentals of Television and radio journalism. • Impart knowledge to the students regarding reporting and editing skills. • Make students produce TV and radio News Packages. • Identify different modes of broadcasting. • Acquaint the students to know the process of gathering news and report for Television.

**Learning Outcomes:-** Leaves will be able to: • Understand the nature and language of radio and TV formats and programmes. • Understand the fundamentals of TV reporting, skills, ethics for TV reporting and can also apply while reporting. • Identify the right kind of music and sound effects for different formats of radio and TV programmes • Conduct a good interview for production purpose. • To understand the role of control room, PCR command and Cues, Live Board and can also be able to produce bulletin.

### Course Content:

**Unit-I :-** Introduction to Radio as a Mass- Medium • The Functioning of Radio News Room • Types of News Bulletins • Compilation of News: Pool copy, Compiling News Bulletins • Radio Programme production: Basic Equipments

**Unit-II:-** Concept of MW, SW and FM • Microphone: Importance, Types, • Basic Elements of Radio Script: Spoken, immediate, person to person, heard only once sound only, feel, think, entertain, & inform. • Production elements of Radio programmes: Aural Sense Appeal, narration, dialogue, sound effect, Rapid Getaway, music, silence etc. • Art of writing different Radio Programme Formats: Talk, Radio Play, Feature, Interview etc.

**Unit-III:-** Television camera optics: View finder, Lens, Focal length, Focus, f stop, Depth of field • Television production Crew: Talent, Camera operator, Floor manager, Audio switcher, Video switcher, Director etc • Television Interview: Types, Methods, Formats, Tips • Light: Key, back & Fill • T.V. News: Basic style: PTC, Stand up shot etc.

**Unit-IV:-** Preparing T.V. visuals: Simplicity, Contrast, Balance, Composition • Story Board: Concept & Importance • Difference between ENG & EFP • Documentary Production: History, Importance • T.V. shooting technique: Shot classification, Framing, Movement

**Unit-V:-** Introduction to Video Editing • Linear & Nonlinear Editing • Voice Overs: Emphasis; Inflection; Speech Patterns; Pace; Mood; Accent • Voice Acting: Voice Quality; Message; Audience; Word Values; Character • Television anchoring: voice broadcast skills – Communication, flow, modulation - facing a camera

**Suggested Readings:-** 1. Frederich Shook, Television Field Production and Reporting. 2. Rudy Bretz, Techniques of TV Production, Focal Press 3. Gerald Millerson, Techniques of Video Production. 4. Effective TV Productions by Gerald Millerson, Focal Press. 5. Gerald Millerson, Video Camera Techniques. 6. David Lusted and Christine Geraghty, The Television Studies Book. 7. Jonathan Bignell, An Introduction to Television Studies, Routledge 2007. 8. Television ki bhasha, Harish Chandra Barnwal, Radha Krishna Prakashan 9. Television Production, Dr. Devbrat Singh, MCRP, Bhopal

Course Code	Paper-	Paper Title
MA.MCC202	202	Public Relations

**Course Name:-**Public Relations & Advertising

**Credits Equivalent:-** 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

**Course Objectives:-** The course is designed to • Understand the concepts and evolution of corporate communication in the context of organizations • Introduce the application of corporate communication to achieve organizational goals. • Discuss the role of strategy in corporate communication. • Give formal instructions and training to students to be future managers of the event Industry. • Develop an understanding of the theory and practice of creating and delivering various types of events.

**Learning Outcomes:-** After completion of the course the learners will be able to: • Enhance knowledge and Skills of Fundamentals of Corporate communication PR and Event Industry. • Understand Strategic communication and barriers of communication. • Understand prerequisites of writing for different media platforms. • Understand technique and theoretical framework of planning for Events of different categories.

**Unit-I:-** Basics of Public Relations: Concept of Public Relations, PR in India, Tools of Public Relations and use of ICT, Corporate Identity, Personality, Image, Brand management, PR and Service marketing in: Education, Hotels, Hospitals, Police, Govt.

**Unit-II:-** Internal communication and external communication, Role and scope of public relations in an organization, Structure of an Organization, Role of Advertising in Marketing mix

### Unit-III

- Theories and Models in PR - JM Grunig's Model of Symmetrical PR, Asymmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, the Excellence Theory
- Personal Influence Model, Ethical Framework, Game Theory, Rhetoric & Persuasion, Social Constructivism Theory, Dialogic Theory, Systems Theory.
- Difference and Similarities between PR, Marketing and Advertising and how they are relevant to each other
- Understanding various concepts, viz., PR, press agency, publicity, propaganda and advertising

**Unit-IV:-** : PR and Media The Role and Importance of Media in PR. Media Landscape in India Print Media Newswriting, Broadcast Media Newswriting & Digital Newswriting, Journalistic Perspective of Writing & Understanding the Media PR as a Source of News, Tools of Media Relations - Press Conferences, Press Meet/Tours, Press Releases, Backgrounders, Rejoinders, Feature Writing, Video News Releases, Blog Writing etc; selection of media in reaching out to its various publics, Media Tracking, PR Angle & Response

**Unit-V:-** PR through Traditional Media • Corporate Communications in the Digital Era • Ethics in Corporate Communications. • Crisis Communications. • Corporate Social Responsibility. • IMC and Corporate Communications.

**Suggested Readings:-** 1. Corporate Communication : Principles, Techniques and Strategies - Kogan Page 1997 2. Denzin K Norman, Public Relation Writing. 3. Fernandez Joseph, Corporate Communication a 21st Century Primer. 4. Applegate M Lynda, Corporate Information Strategy & Management. 5. Argenti, Paul A, Corporate Communication. 6. Crane, Andrew, Corporate Social Responsibility. 7. Karki, Rajnish, Competing with the Best. 8. Bhartiya paripeksh mein vyavsayik jansampark, C.K. Sardana, Prabhat Prakashan. 9. Patrakarita avum Jansampark, T.D.S. Alok, Anamika Publishers, New Delhi. 10. Jansampark Prabhandhan, Kumud Sharma, Gyan ganga, Delhi.

Course Code	Paper-	Paper Title
MA.MCC203	203	television production

Course Code : MA.MCC203

**Course Name :** television production

**Credits Equivalent:** 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

**Course Objective:** Students will acquire a theoretical, historical, conceptual and critical understanding of television production. They will learn the basic terminology and concepts of television production and will understand the theory of television production as it applies to the interplay of visual and auditory elements within the television studio

**Course Outcome**

- At the end of the course, learners will be able to Know about the difference between the TV medium and Film medium.
- Acquire the significant knowledge about the various types of video formats and television production methods.
- Understand the grammar of studio production and the key roles of production team.
- Understand the Production & Post production process in detail.  
Acquire an in-depth knowledge about the techniques to handle and manage the problems in each phase of production.

**Course Content:**

**Unit–I:** Television Production: Television Production Process, Different formats of Television Programs, Reporting for Television, Writing for Television.

**Unit–II:** Television Newsroom: TV Newsroom, News Editor, Producer, TV Correspondents, Techniques of TV News writing, Writing for Television Programmes, Voice Broadcast skills: Pronunciation, Flow, Modulation, Facing a camera, Eye contact, Use of Teleprompter.

**Unit III** Studio Production Techniques, The techniques of natural and artificial lighting in terms with dramatic effect and special effect. Key Lighting methods like three point, high key and low key lighting and the basics of sound recording using microphones and sound manipulation.

**Unit IV** Post Production Methods Editing Techniques with the grammar of editing in cutting techniques like match cut, flash cut, subliminal cut, cross cut and its styles like discontinuity editing, elliptical editing, jump cut, invisible editing, overlapping editing, line cut, split editing and its transitions. Editing synchronization with the visual and the sound track.

**Unit V** Troubleshooting Production Problems Facing production problems and the three phases of production. The problems in each phase of production and their solution in scheduling, budgeting, breakdown of scripts, contracts and legal issues. The importance of team work and ethics.

TEXT BOOKS: 1. Herbert Zettl, “The Television Production Handbook”, Cengage Publisher, Edition 2011. 2. Patricia Holland, “ The Television Handbook”, Routledge publisher, Edition 1997. REFERENCE BOOKS: 1. Millerson, G. H, “Effective TV Production, Focal Press Publisher, Edition 1993. 2. P. Javis, “Shooting on Location”, BBC Television Training, Borchamwood, 1986

Course Code	Paper-	Paper Title
MA.MCC204	204	Advertising

**Course Name:-** Advertising

**Credits Equivalent:-** 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

**Course Objective:-** To introduce the students to the concepts and principles of Advertising, Ad Agency Management and Brand Management. the Role of Advertising Agency, Types of Advertising Agencies

**Learning outcomes:-** Client Related Issues and Process: Stages in the ClientAgency Relationship, Factors affecting Client-Agency Relationship, the Pitching Mechanism-Simulation

**Unit-I:-** Basics of Advertising: Concept and Definition of Advertising, Advertising Theories and Models- AIDA, DAGMAR, Maslow's Need Hierarchy Model, Advertising as a tool of Communication, Concept and Definition of Creativity: Idea generation, Copy platform, Copy writing, Layout and Design, Appeal in Advertising

**Unit-II:** Creative Writing. Collecting Information.Ideation.Product Description. Writing Headlines Copy Designing. Elements and Types of A Copy. How to Write an Effective Copy. Creating the Right Mood and Appeal (Humor, Verse, Parody, Offbeat Etc).Writing for Print, Electronic, Online

**Unit- III:-** Advertising Agency: Role of Advertising agency, Media planning and Budgeting, Advertising Campaign: Planning and Organizing, AAAI, ABC, ASCI

**Unit-IV:** Advertising and Society.

- Advertising and Gender issues. Ethical Issues in Advertising . Social Criticism of Advertising
- Laws in Advertising
- Laws relating to Indecent Portrayal of Women (The Indecent Representation of Women (Prohibition) Act, 1986, The Information Technology Act, 2000, Cable Television Networks (Regulation) Act, 1995 etc.)
- Advertising Statutory Bodies in India, Role of AAA and ASCI and the study of various codes of conduct and case studies.
- Analysis of Gender Issues in Professional Codes of
- Ethics of ASCI, AAAI at BCCCI and BARC.

**Unit-V** The Nature of Advertising Research, Contribution Of Research to Communication Planning and Other Agency Functions.

- The Process of Advertising Research, Various Kinds of Advertising Research, Positioning Research, Audience Research /Target Market Research/Audience Tracking
- Ad Effectiveness Studies: Recall, Awareness, Comprehension, Likeability and Empathy
- Ad-Tests (Print/Audio-Visual): Concept Testing/Story Board Tests/Copy Testing/TVC Testing
- Media Efficacy Studies: Reach, Visibility, Notice Ability, Positioning/Branding Research
- Audience Research/Audience Tracking/Ad-Spend Tracking And Modelling
- Advertising Content Analysis
- The Role of Research in Brand Management

## **References:- Suggested Readings**

- 1.Aaker, D., (2018). Creating Signature Stories: Strategic Messaging That Persuades, Energizes and Inspires, Penguin Portfolio. %o
- 2.Aker, D., (2015). Aaker on Branding: 20 Principles That Drive Success, SAGE. %o
- 3.Aker, D., (2020). Owing Game-Changing Subcategories: Uncommon Growth in the Digital Age, Morgan James Publishing llc. %o
- 4.Belch, E. G., (2020). Advertising and Promotion: An Integrated Marketing Communications Perspective, McGraw-Hill Education. %o
- 5.Bhatia, K.T., (2007). Advertising and Marketing in Rural India, Macmillan India Ltd. 6. Bovee, Thill, Dovel & Wood, (1994). Advertising Excellence, New York: McGraw-Hill. %o
- Clifton, R., & Simmons, J., (2011). Brands and Branding, Profile Books Ltd. %o
- 7.Dayal, S., (2021). Right between the ears: How to Use Brain Science to Build Epic Brands, Penguin Portfolio. %o
- 8.Dorothy & Cohen, (1988). Advertising, Scott. Forsmon and Co. %o
- 9.Elliott, R., (2009). Strategic Advertising Management, NTC Business Book. %o
- Ghosal, S., (2002). Making of Advertising, McMillan %o

Course Code	Paper-	Paper Title
MA.MCVC405	406	Field Work

**Course Name:** Practical / Viva Voce- In-House Training (Workshop, Field Training, Presentation, Magazine, Newspaper)

**Credits Equivalent:-** 4 Credits (120 hours of teacher led/guided practical activities in the Lab or the field; The learner's progress shall be evaluated by an External Examiner)

**Course Objectives:-** Students will acquire a theoretical, historical, conceptual and critical understanding of television production. They will learn the basic terminology and concepts of television production and will understand the theory of television production as it applies to the interplay of visual and auditory elements within the television studio

**Learning Outcomes:-**

- At the end of the course, learners will be able to Know about the difference between the TV medium and Film medium.
- Acquire the significant knowledge about the various types of video formats and television production methods.
- Understand the grammar of studio production and the key roles of production team.
- Understand the Production & Post production process in detail.

Acquire an in-depth knowledge about the techniques to handle and manage the problems in each phase of production

**Evaluation Criteria:-** 1. Continuous Internal Assessment: 30% 2. End Term Examination: 70%

**Course Content:-** Designing Two pages of News Paper in A3 Size. MS Word: The student should prepare at least 2 pages indicating the use of paragraphs, text, fonts, headlines and alignment PowerPoint: At least one presentation of not less than 10 slides on any topic assigned. Coral Draw: 5 Items Photoshop: Editing 5 Photograph Note: All assignment should be submitted in a CD/DVD/Pen Drive.

Course Code	Paper-	Paper Title
MA.MC O.E.C206	6	Mobile Journalism

**Course Name:- Mobile Journalism**

**Course Objectives:** The fundamentals of video storytelling including techniques for creating visual content for mobile audiences.

How to create a range of story content and how to organise work flows using free apps and low-cost gear.

**Learning Outcomes:-**

- Use mobile devices to research and report on news developments
- Write compelling text elements and alerts, as well as SEO friendly headlines and descriptions, for current and emerging mobile platforms
- Shoot and edit photos, audio, video and VR video on a mobile device
- Use mobile gear and apps in the field to tell compelling visual stories
- Plan, cover and present news in real-time on a liveblogging platform, working in teams and using a range of mobile techniques and tools
- Use social media to publish and distribute your work
- Understand the evolving mobile news landscape, including the technology, ethical codes and legal issues involved in mobile journalism

**Unit-I:-** Mobile Journalism Overview, • Future technological Challenges • Purpose of Mobile Journalism • Understanding Mobile Journalism, • MOJO in India.

**Unit-II:-** MOJO's Basic Equipment, • MOJO & Smartphone, Scope and reach of Smartphone, • Overcoming the Limitations of Smartphone

**Unit-III:-** Global adoption and influence of the Mobile, • History of MOJO, Case Studies: Arab Revolution, • Anna Hazare Movement Future Political & Social Challenges • MOJO and Society as global village in Future.

**Unit-IV:-** Traditional Media & MOJO, • Social Media & MOJO, • Audience Research and Engagement, • Social media branding and Marketing, • Storytelling and User Generated Content creations, • Content marketing, Keyword marketing like SEO, SEM

**Unit- V:-** arious Smart phones and their uses; • Exposure related parameters; • Framing composition; Creating Shots; • On Shoot Challenges; • Video Recording apps for MOJO; • Fundamentals of Video Editing Applications; • Editing Video on Smartphone.

**Books Recommended:-**Singh, Ravindra Pratap 2001: Doorsanchar, Drashya,Paidrashya, Allahabad, Achariya Publication (1st edt.)

Gupta, Om,Jasra,Ajay S. 2002; Information Technology in Journalism, N. Delhi, Kanishka Publication (1st edt.) Harimohan 2002:

Suchna Prodhyogiki Aur Jan Madhyam, New Delhi, Taxsila Prakashan (1st edt.) Sharma, GK, Sharma, Hemant 2002, Suchna Prodhyogiki New Delhi, Atlantic Pub. (1st ed.) Bansal, S.K. 2004: Information Technology, New Delhi, APH Publication



### SEMESTER-III

Course Code	Paper-	Paper Title
MA.MCC301	301	Communication Research

#### Course Name: Communication Research

**Credits Equivalent:-** 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

**Course Objectives:-** The course is designed to: • Impart understanding of various research techniques and method. • Make student understand research process and its nuances. • Make student undertake media research. • To construct understanding of ethical issues in communication research.

**Learning Outcomes:-** After completion of the course the learners will be able to: • Know the basics of research. • Understand the various tools of data collection. • Know the how to process, arrange data, and code them and its interpretation. • Enhanced knowledge in various areas of media research.

**Evaluation Criteria:-** 1. Continuous Internal Assessment: 30% 2. End Term Examination: 70%

#### Course Content

**Unit-I:-** Concept of Research: Meaning & Definition • Role of researcher • Qualitative vs Quantitative research approaches. • Types of Research; Eight Step Model for Research • Applications of Research • Areas of Media Research: Source analysis, channel analysis, Message analysis, Audience analysis, Feedback analysis

**Unit-II:-** Communication Research: Definition & Meaning • Contribution of other social sciences • Communication research process: essential steps • Issues in Communication Research • Ethical Issues in Communication Research

**Unit-III:-** Research Design- Meaning and Need for Research Design important concepts relating to the research Design. • Research methods- Meaning, objective methods versus Research methodology. • Types of Research methods: scientific method; Survey method; Experimental Method, case study method; and statistical method • Basic concept regarding testing of Hypothesis • Formulation of hypothesis Sampling: Meaning and types • Methods of data collection: Survey, Observation, Case studies, Content analysis • Tools of Research: Interview, Schedule, Questionnaire • Types of Data: Primary, Secondary and Tertiary • Data analysis: Mean, Median, Mode • Graphical presentation: Histogram, bar diagram, Pie charts

**Unit-IV:-** Scaling Techniques: Need for scaling; Reliability and validity of scales, Scale construction Techniques – Arbitrary Approach, Consensus Scale Approach, Item Analysis Approach, and cumulative scales; and problems of scaling. • Analysis of Data : Elements/ Types of Analysis Techniques of interpretation, and precautions in interpretation and Generalization; and report writing significance, Steps in writing a report, Format of Research report, Types of report, Precautions for writing Research Reports, Information Technology revolution and Communication Research

**Unit-V:-** Opinion Poll • Ethnography • Newspapers & Magazine Research • Electronic Media Research: Ratings & Non Ratings Research

**Suggested Readings :** 1. Social Research and statistics: R.N. Mukherjee: Vivek Prakashan New Delhi 2. Media Research: A.S.A. Berger: Sage Publication: New Delhi 3. An Inquiry to Communication Research: Social Research: C.R. Kothari 4. C.R. Kothari-Research Methodology Methods and Techniques-New Age Publications (Academic) (2009) 5. Ranjit Kumar-Research Methodology: A Step-by-Step Guide for Beginners-SAGE Publications Ltd (2010) 6. Roger D. Wimmer, Joseph R. Dominick-Mass Media Research\_ An Introduction - Wadsworth Publishing (2010). Page | 17 7. Anusandhan Pravidhi Siddhant Aur Prakriya, S.N. Ganeshan, Lok Bharti Prakashan, Allahabad. 8. Sanchar avum Media Shodh, Vinita Gupta, Prabhat Prakashan.

Course Code	Paper-	Paper Title
MA.MCC302	302	Development Communication

**Course Name:-**

## **Development Communication**

**Credits Equivalent:** 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

**Course Objectives:-** The course is designed to: • The concept of Development Communication. • The process, functions and techniques of developmental journalism with reference to print, electronic and other modern media. • Evaluate the relevance, potential and use of various media as tools of development.

**Learning Outcomes:-** After completion of the course the learners will be able to: • Learn the importance of communication in the field of development. • Have field exposure to learn practical aspects of development communication. • Design messages for development communication

**Evaluation Criteria:-** 1. Continuous Internal Assessment: 30% 2. End Term Examination: 70%

### **Course Content**

**Unit-I:-** Development: Meaning, Concept, Models of development, Theories, Approaches to development, Indicators of development • Problems and Issues in Development • Characteristics of developing Societies, Rich and Poor • Development Dichotomies: Gap between developed and developing Societies • International organizations for development such as World Bank, UNDP, IMF

**Unit-II:-** Development Communication: Meaning, Concept, Definition & Philosophy • India's Demographic Profile:-Population size distribution and density, Biological characteristics of population: age, sex, race, mortality • Role of Media in Development Communication, Diffusion of Innovation, Change Agent C4D, Planning and strategies in development Communication Social, Cultural and economic barriers • Democratization and decentralization of communication services: Panchayati Raj System etc.

**Unit-III:-** Issues in Development Communication: Population control • Family welfare, Health, Education, Environment • Problems in development Communication • Need and Significance of development communication in Indian Context • Agricultural Communication & Rural Development: The genesis of agricultural extension approach system, Approaches in agricultural communication models of agricultural extension

**Unit-IV:-** Difference between Development Communication, Mass Communication, and Development Journalism, Alternative Communication • The development agencies: Government, non-government, co-operative and others Planning development Messages: Identifying target audience, Topic selection • Place Time and Purpose • Developing, structuring presenting and adopting development Messages through Print media, Radio, T.V and other modern technologies

**Unit-V:-**Digital divide and digital opportunities: Issues and challenges for ICT policies in development • International institution, UN and its agencies. • Transnational media organizations • UNESCO approach of development communication • UNESCO's policy interventions • Use of information and communication technologies for development • E-governance

### **Suggested Readings:-**

Communication and Indian Agriculture, R. Ostman (Ed.): New Delhi, Sage 2. Jansanchar kal aaj aur kal:C K Sardana & K S Mehta, Prabhat Prakashan. 3. Communication and Social Development in India: B.Kuppuswamy: Sterling Mumbai 4. Communication and Nation Building: P.C. Joshi: Publication Division New Delhi 5. Communication as Development: Uma Narula, W.B.Pearce: Southern Illinois University Press 6. Education and Communication for Development: O.P.Dhama & O.P Bhatnagar: Oxford New Delhi 7. Media, Communication and Development: S.C.Mishra: Rawat publication Jaipur

Course Code	Paper-	Paper Title
MA.MCC303	303	NEW MEDIA

**Course Name: New Media:-**

**Credits Equivalent:** 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

**Course Objectives** • To impart knowledge about communication process and its various forms on digital platforms. • To make students understand various theories and models of new media communication. • To enhance students' ability on online journalism. • To apprise them on emerging forms of journalism such as Data Journalism. • To make the learners understand concepts of new media. • To make them proficient in techniques of writing for online platforms.

**Learning Outcomes** After completion of the course the learners will be able to: • Students will learn various aspects on online journalism/. • Students will get practical input of online journalism which will help them in getting placed in industry. • Able to understand the nuances of new media platforms. • Able to write for web based media platforms. • Able to make ethical decisions pertinent to new media platforms.

**Evaluation Criteria:** 1. Continuous Internal Assessment: 30% 2. End Term Examination: 70%

**Unit- I:-** Introduction to the concept of new media. • History of New media, Globalization & New media, Online Journalism • Search engine –Meaning and types; National and International well known sites News, Entertainment. • Constituents of new media- Web 2.0-3.0, Blogs, Micro Blogs, Wikis, CMS, RSS feed Social Media Constituents- Facebook, Twitter, Wordpress, Blogger, LinkedIn, Instagram, YouTube, Docs, Drive, Hangouts, social bookmarking, delicious, slideshare, Skype etc.

**Unit-II:-**Content writing for web: Why writing for web is different. • Characteristics of good content, structuring of content on page. • Qualities of content writer, Reading pattern for web- 3 Design Layouts: Gutenberg Diagram, Z-Pattern, And F-Pattern • Writing for SEO: tagging-tags and meta tags, hyperlinking-how to use hyperlinking etc. • Use of various social media platforms for making story viral

**Unit-III:-** Digital story telling-Concept, • Elements of storytelling • Digital story telling as a tool for social change • News in photos- Selection of images-, captioning, Heading, Subheading, Formatting, Hyperlinking-Text, Slideshow, Audio, Video • Audio for web-Interview, Audio editing Insertion in between articles, Podcasting, Webcasting • Video for web- Recording , Slideshow video, caption, transitions, sound-background music, voice over

**Unit-IV:-** Ethical issues in Online Media • Cyber Activism: Community Informatics Activism in Cyber space, • Evolution of media campaigns around world • New media and political campaigns in Indian Context • Concept of ICT • Role of ICT in social development

**Unit-V:-**What is data journalism? • Visualising the data: what works and what doesn't • Introduction to free dataviz tools • Using search data • Fake News: Definitions, History, & Ethics • Information Evaluation Skills & Tools • Photo & Video Verification • Source Verification

**Suggested Reading:-**

1. The Online Journalism Handbook: Skills to survive and thrive in the digital age (Longman Practical Journalism Series) by Paul Bradshaw, Liisa Rohumaa
2. Digital story telling in the classroom New Media Pathways to Literacy, Learning and Creativity by Jason B Ohler
3. Online Journalism Ethics : Traditions and Transitions by Cecilia Friend and Jane B. Singer
4. Cyberactivism: Online Activism in Theory and Practice edited by Martha Mccaughey, Michael D. Ayers
5. Samachar Lekhan Aur Web Patrakarita, A.Kulshreshtha, Sri Nataraj Publications.
6. Media hoon mein, Jay Prakash Tripathi, Aman Prakashan, 2014.
7. Mandi mein media, Vineet Kumar, Vani Prakashan.
8. Vigyapan dot com, Rekha Sethi, Vani Prakashan.

Course Code	Paper-	Paper Title
MA.MCC304	304	<b>DESIGN AND GRAPHICS</b>

**Course Name: DESIGN AND GRAPHICS**

**Credits Equivalent:-** 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

**Course objectives:-** While studying the Visual literacy, the student shall be able: » To study the realistic knowledge about the visual component used in communication. » To assist to learn the knowledge of colouring, designing and selecting themes » To define and apply different elements in designing or creating visual element for presentation. » To identify the different approaches and perspectives designing and tools used for visual design.

**Course outcomes:-**After completion of the Course: » The student will be able to create a visual element required in the industry » The student will be able to apply the acquired knowledge in design and apply in creating of visual components. » The student will be able to analyze and apply the designing concepts such as colour, shape and usage of space etc., » Reveals the importance of various component of designing and apply the theories learned.

**Unit-I:-** Design: Basics of Design,: Type-setting methods: hot metal, photo composition and digital. Plate making process. Types of printing processes- Letter Press, Offset, Gravure , Flexography and Silk Screen.: Colour printing process - colour separation, colour correction and colour reproduction.: Current trends and future developments in printing processes (Laser Printers, Scanners, Ink-jet printers, Image setters, Direct-to-plate printing etc.). Elements of Design, Creativity and Design Process, Importance of Design, Syntax in Design

**Unit-II:-** Principles of Design: Basic Approaches in creating a Design, Principles of Graphics Design, Drawing and Sketching, Color Models/Schemes, Visual Design Fundamentals

**Unit-III:-** Aesthetics in Design: Elements of publication design. : Page-makeup & Layout. Types of Layout-Books, Magazines, Brochures, Catalogues etc.:. Typography—typeface design, copy fitting, communication through typography. Special designs (information graphics, charts, tables boxes etc.). Using Typography, Introduction to Calligraphy, Aesthetics in Design, Color Theory, Product Design Process, Role of a Graphic Designer

**Unit-IV:-** Basics of Multimedia: Fundamentals of computer graphics- file formats, image modes, color resolution, compression, print and online formats Understanding Multimedia elements, Instructional Design for Multimedia, Concept Development for Social Media

**Unit-V:-** Logo Design, Letter Head, Visiting Cards, Calendar Design, Poster Design, Newsletter, Advertisement etc.

**Suggested Readings:-**

1. Lester Paul Martin, *Visual Communication: Images with Messages*, 6th Ed., Wordsworth Publishing.
2. Shaughnessy Adrian, *Graphic Design: A User's Manual*, Laurence King Publishing.
3. Porter, Tom and Goodman, Sue, *Manual of graphic techniques for: Architects, Graphic Designers & Artists*, Astragal Books, London.
4. Bringhurst Robert, *The Elements of Typographic Style*, 20th Anniversary Ed., Hartley & Marks.

5. Shaughnessy Adrian, *How to be a Graphic Designer, Without Losing Your Soul*, Thames & Hudson; 2nd Reviseded.
6. Fahmy S. et. al., *Visual Communication Theory and Research*, Palgrave Macmillan US.
7. Frost Chris, *Designing for newspapers and Magazines (Media Skills)*, Routledge; 2<sup>nd</sup> ed.

**Note: Latest edition of the readings may be used.**

<b>Course Code</b>	<b>Paper-</b>	<b>Paper Title</b>
MA.MCVC305	305	<b>Media Internship</b>

**Course Name: Media Internship:-**

**Credits Equivalent:-** 4 Credits (120 hours of teacher led/guided practical activities in the Lab or the field; The learner's progress shall be evaluated by an External Examiner)

**Course Objectives:-** The Course is designed to: • Facilitate attainment of professional industry experience by the students. • Prepare them for the challenges of the professional world.

**Learning Outcomes:** After completion of the course the learners shall be: • Able to make industry connections which may help them in acquiring jobs after completion of the course. • Able to gain first-hand experience of the media industry.

**Evaluation Criteria:** 1. Project Report Evaluation: 70% 2. End term Evaluation:30%

For Media internship a student will join an organisation of repute working either in the area of mass communication or the communication department of an organisation of repute, provided that the work undertaken during industry internship is in the following areas: journalism, public relations, advertising, web portal, development communication or visual communication. A student can also have the following work profiles: writing, copy editing, production or designing in television, radio, print publications, internet publications, etc. A student who joins industry internship may complete 120 working hours with the organisation where (s) he is placed. These 120 hours may be completed by working either part-time or for the whole working days depending upon the convenience of the institution of studies and the organisation offering internship. Students shall submit a comprehensive Training Report along with a Power Point Presentation incorporating the work done during the training. The Students shall have to submit a hard copy of the Training Report (in duplicate) along with a soft copy of Power Point Presentation. Summer Training Reports will be evaluated for its content and presentation by external Examiner. The end term evaluation will be based on attendance as well as confidential feedback report from the training department.

Course Code	Paper-	Paper Title
MA.MCO.E.C306	306	<b>SOCIAL MEDIA</b>

**Course Name:- Social Media**

**Credits Equivalent:-** 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

**Course Objectives** • To impart knowledge about communication process and its various forms on digital platforms. • To make students understand various theories and models of new media communication. • To enhance students' ability on online journalism. • To apprise them on emerging forms of journalism such as Data Journalism. • To make the learners understand concepts of new media. • To make them proficient in techniques of writing for online platforms.

**Learning Outcomes:-** After completion of the course the learners will be able to: • Students will learn various aspects on online journalism/. • Students will get practical input of online journalism which will help them in getting placed in industry. • Able to understand the nuances of new media platforms. • Able to write for web based media platforms. • Able to make ethical decisions pertinent to new media platforms.

**Unit-I:-** Origin and Growth of Computer, Devices of Computer system, Computer Memory and its types, Operating system and its types, , Role of Computer in various Social media

**Unit-II:-** Basics of Social Media: Understanding Social Media, Online Communication, Building Online Communities, Pages & Channels, Social Media in Everyday life

**Unit-III:-** Basics of Web: Blogs, Micro blogs, Wikis, Social Networking Applications, Online Chat, Webcasting, YouTube Channels, Smart Devices

**Unit-IV:-** Writing for Online Media: Writing Techniques for Online platforms, Tools available for Online Presentation, Credibility of Content, Issues in Writing for Online media,

**Unit-V:-** YouTube Channel, Webcasting, Writing for Web News, Podcasting, Blogs, Mobile Film, Email Account etc.

**Suggested Readings:**

1. Rajaraman V, Adabala N, Fundamentals of Computers, Prentice Hall, India, 6th revised ed.
2. Rodwell Peter, Personal Computer Handbook, Dorling Kindersley Publishers Ltd.
3. William H. Dutton, Malcolm Peltu, Information and Communication Technologies: Visions and Realities, Oxford University Press.
4. G. Stovall James, Web Journalism: Practice and Promise of a New Medium, Pearson Education.
5. C. Murphy, How Television Invented New Media, Rutgers University Press.
6. Nayar Pramod k., An Introduction to New Media and Cyber Cultures, Wiley-Blackwell.
7. Reltberg Jill Walker, Blogging, Polity; 2nd ed.

**Note: Latest edition of the readings may be used.**

## SEMESTER-VI

Course Code	Paper-	Paper Title
MA.MCC401	401	Traditional and Folk Media

### Course Name: Traditional and Folk Media

**Credits Equivalent:** 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

**Course Objectives:** The Course is designed to: • To empower the knowledge of students in terms of Folk and community Media. • To help students understand various local folk and traditional forms and its culture. • To enlighten them to great cultural heritage of India.

**Learning Outcomes:** After completion of the course the learners will be able to: • Students will be aware of various folk practices around them. • Students will be able to know what community media is. • They will also know the concept of community participation and various related case studies

Course Content:

UNIT-I • Traditional Folk Media – History, meaning, characteristics. • Different forms of Folk Media • Puppetry: forms in different states- Orissa, Karnataka, Tamil Nadu, Rajasthan and West Bengal • Devotional and religious forms

UNIT-II • Different folk practices in peasantry society • Various local folk song Sohar, Kaharwa, Chanayni, Nauka Jhakkad, Aalah, Banjara and Njava, Kajli or Kajri, Jarewa and Sadavajra Saranga, • Folk dances of India

UNIT-III • Definitions, concept and characteristics of a community; Community as social capital. Communities as stakeholders in development. • Neighborhood newspapers, wall newspapers, graffiti, bulletin boards • Folk Media in nation building • Fairs and Festivals. • Modern Mass Media and social ethos.

UNIT-IV • Levels of citizen participation. • Communication as basic human right • Community media as an agent of socio cultural change. • People's participation in Development - nature, type and levels. Role of groups, community institutions and people's participation in programmes and initiatives of social change. • Participation as empowerment

UNIT-V • Role of folk media in social change; challenges and threats to folk media • Strengthening folk media- means and ways, Scope of using TFM in Uttar Pradesh • Folk Media and Culture • Case study of select community media initiatives: Sangham Radio, Video Volunteers, Namma Dhvani etc.

**Suggested References:** 1. Howley, K. (2010). Understanding Community Media. New Delhi: Sage 2. Howley, K. (2005). Community Media People, Places, and Communication Technologies. New York: Cambridge University Press. 3. Pavarala, V. & Malik, K. (2007). Other Voices: The struggle for community radio in India. New Delhi: Sage 4. Halleck, D.D. (2002). Hand Held visions: The impossible possibilities of community media. USA: Fordham University Press. 5. Gordon, J. (2009). A collection of community media debates and dilemmas. Bern: Peter Lang. 6. Atton, Chris (2002) Alternative Media; Sage, London. 7. Gargi, Balwant: Folk Theatre in India, Rupa and Co., Bombay, 1991 8. Malik, Madhu, Traditional Forms of Communication and the Mass Media in India 9. Mukhopadhyay Durgadas, Lesser Known Forms of Performing Arts in India, Sterling, New Delhi, 1978 10. Raganath, H.K., Not a Thing of the Past: Functional and Cultural Status of Traditional Media in India, UNESCO, Paris.



Course Code	Paper-	Paper Title
MA.MCC402	402	Film Production

**Course Name:-** Film Production

**Credits Equivalent:-** 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

**Course Objectives:-** The course is designed to: • Prepare students to understand Film as an art form and mass media • Impart visual literacy to the students so that they are able to appreciate, analyze and interpret visual messages produced in the format of film. • Help students to understand the social, cultural as well as economic aspects of film as an influential mass medium.

**Learning Outcomes:-** After completion of the course the learners will be able to: • Learn creation of good messages through films • Learn theories related with cinema. • Identify and use key concepts, models and tools in film criticism.

**Unit-I:-** Film as a medium: Characteristic - Film perception: levels of understanding - Film theory and semiotics - formalism and neo formalism - film language - film and psycho - analysis - film and cultural identity: hermeneutics, reception aesthetics and film interpretation.

**Unit-II:-** Film forms: narrative and non-narrative - Acting, costume and music - Film and post modernism - post structuralism and deconstruction. Impressionism, expressionism, and surrealism - Fiction: realism, symbolic simulation - typology of genres of fiction - Subjectivity, causality and time - Concepts of national cinema - Issues in world and Indian cinema.

**Unit-III:-** Film production: Visualization - script - writing - characterization - storyboard - tools and techniques. Continuity style: composing shots - spatial (mise en scene) - temporal (montage) - Camera shots: pan, crane, tracking, and transition. Sound in cinema: dimensions and functions - Film editing and special effects - Film audience - Review and appreciation of film.

**Unit-IV:-** Renowned Indian Film Makers: Culture of Indian Cinema, History of Renowned Film Makers:

Dada Sahebphalke, V. Shantaram, Mehboob, Guru Dutt, Bimal Roy, Raj Kapoor, Gulzar, Mani Kaul, K.

Asif, Kumar Shan, Shyambenegal, Saeedmirza, Classic Hindi Films, Emergence of Film Studio

**Unit-V:-** Introduction to Indian Regional Cinema: Haryanvi, Punjabi, Rajasthani, Bengali, Marathi, Telugu, Kannada, Malyalam, Bhojpuri, and other popular languages, Regional Filmmakers and their contribution, Selected Indian Regional Classic Films, Regional Films and their production houses

**References:-** Indian Film, Eric Baranenn & Krishnaswamy OVP, 1980 2nd Edition • How films are made, Khwaja Ahemad Abbas, National Book Trust, 1977 • Film as an art and appreciation, Maric Setton, NCERT, New Delhi • Cinematography Censorship rules, Govt. of India Press, Nasik, 1969 • Cultural Heritage of India, A.L. Basham.

TEXT BOOKS: 1. Monoco, James, How to read a Film, Routledge, London, 2001. 2. Nelmes, Jill. An Introduction To Film Studies, Routledge, London, 1996.

### Suggested Readings:-

1. Videomaker, *The Videomaker Guide to Video Production* 5th Ed., Routledge.
2. Geuens Jean Pierre, *Film Production Theory*, SUNY Press.
3. Holden Tom, *Get Started in Film Making: The Definitive Film Maker's Handbook (Teach Yourself General)*, John Murray Learning; 1<sup>st</sup> ed.
4. Owens Jim, *Video Production Handbook* 5th Ed., Focal Press
5. Singh A. K., *Film TV Script Lekhan*, University Book House Pvt. Limited.

**Note:-** Latest edition of the readings may be used.

REFERENCE BOOK: 1. Vasudev, Aruna . The New Indian Cinema, Macmiilan, Delhi, 1986.

Course Code	Paper-	Paper Title
MA.MCC403	403	Cultural Communication Studies

**Course Name: Cultural Communication Studies**

**Credits Equivalent: 4 Credits** (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

**Course Objectives:** The Course is designed to: • Assist the students in understanding the role of social and cultural environments • Acquaint the students with Inter-cultural communication. • Enable the students to understand mass culture and its impact.

**Learning Outcomes:** After completion of the course the learners will be able to: • Students will understand cultural elements of communication. • Understand on inter cultural communication them better communicator. • Apply theories of differences in communication styles across cultures.

Course Contents UNIT-I • What is Culture ?: Definition, process, culture as a social institution, value systems: Primary – secondary, Eastern and western perspectives. • Core ideas in Cultural Studies • Orientalism and Post-Colonialism • Nationalism and Post Nation • Cultural Studies in India • Culture and Ideology  
 UNIT-II • Inter-cultural communication – definition – process – philosophical and functional dimensions – cultural symbols in verbal and non-verbal communication. • Indigenous Culture: The Indigenous people, Indigenous cultures, knowledge and economic development • Indigenous people in the contemporary world. • International Communication • Western and Greek (Christian), Varied eastern concepts (Hindu, Islamic, Buddhist, others)  
 UNIT-III • Barriers in intercultural communication – religious, political and economic pressures • Inter-cultural conflicts and communication • Impact of new technology on culture • Intergroup Communication • Conflict and Intergroup Communication  
 UNIT-IV • Globalization effects on culture and communication • Mass media as a culture manufacturing industry –mass media as a cultural institution • Mass culture typologies – criticism and justification • Communicating in a Culturally Diverse Workplace • International Communication • Online Cultures and Mediated Communication  
 UNIT-V • Character, content and functions: Dance and music as instruments of inter-cultural communication • UNESCO’s efforts in the promotion of intercultural communication – other organizations – code of ethics • Media, Society and Communication • Need of Cultural Communication in Nation building. • Importance of Folk media in India

**Suggested References:**

1. Sean Mc Bride Many voices one world, UNESCO Publication,1986
2. Nordenstreng, K., & Griffin, M. S. (Eds.). (1999). International media monitoring. Hampton Pr.
3. Weaver, D. H., & Wu, W. (1998). The global journalist: News people around the world. Hampton Pr.
4. McQuail, D. (Ed.). (1972). Sociology of mass communications: Selected readings (Vol. 961). Penguin Books.
5. Melkote, S. R., & Steeves, H. L. (2001). Communication for development in the Third World: Theory and practice for empowerment. Sage.
6. Edgar, P., & Rahim, S. A. (Eds.). (2015). Communication policy in developed countries (Vol. 4). Routledge.
7. Adorno, Theodor & Max Horkheimer. 2001. The Culture Industry. Selected Essays on Mass Culture. NewYork: Routledge
8. Habermas, Jurgen .2009. ‘The Public Sphere’ in Sue Thornham, Caroline Bassett and Paul Marris (ed) Media Studies: A Reader (3rd Edition): Edinburgh University Press
9. Rajagopal, Arvind .2009. ‘The Public Sphere in India. Structure and Transformation’ in Arvind Rajagopal (ed) The Indian Public Sphere. Readings in Media History: Oxford University Press.
10. Balangadhara, S.N.2012. Reconceptualising India Studies. New Delhi: Oxford University Press.

Course Code	Paper-	Paper Title
MA.MCC404	404	Gender and Media Studies

**Course Name: Gender and Media Studies**

**Credits Equivalent** : 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

**Course Objectives: The course is designed to:**

- Understand gender as a social construct and its application to understand Various social phenomena.2 Familiarize learners with the current social problems related to gender and Development.

- Augment the basic journalistic skills and techniques of the students in the critical areas of gender inequalities and enable them to communicate effectively through different media for gender empowerment and bringing about gender equality in the society.

**Learning Outcomes:** After completing this course, leaves will be able to: • Appreciate gender as a social construct and the intricate manner in which it is interwoven in the socio-cultural fabric of a society. • The manner in which existence of gender affects communication. • Report objectively on gender related issues.

**Course Content**

UNIT- I • Defining Gender: Gender Inequality and Sexism • Gender as a Social Construction • Patriarchy - Social structure and social institutions, Feminism Communication, Relation between gender and media • Role of Media in a Society. Sourcing and reporting of news.

UNIT-II • Gender inequalities and its causes in India: education, health conditions • Violence against women • Hegemony and Gender • Economic opportunities, political participation • Masculinity in politics • Roles of social movements and media for women rights

UNIT-III • Universal declaration of human rights • Constitutional provisions in India for Human rights. • Legal provisions in India: Anti dowry, SITA, PNDD, and Prevention Sexual Harassment at Workplace (Visaha case), Domestic violence (Prevention) Act etc. • Women’s Rights to property, Uniform Civil Code, Property rights according to religions background Muslim, Christian, etc. • Special initiatives for women, India’s sexual assault laws • Gender issues in Management – women and social roles--multiple roles –self and social roles interface-- role conflict

UNIT- IV • Gender equality/ inequality in the news stories, gender stereotypes • Portrayal of women in the media • Portrayal of women on television, advertisements • Print media and women issues • Representations of Women in Video Games • Gender-Trolling Online

UNIT- V • Women in journalism and media profession • Gender equality/inequality in media organisations • Media as a tool in the crusade for women’s education • Media and ICT: Catalyst for the empowerment of women • Women and environment- eco-feminist movements, women and globalization • Women’s labour issues, discriminatory wages, changing working conditions and work place related issues

**Suggested Readings** : 1. Pilcher, J. & Whelehan, I. (2004). 50 key Concepts in Gender Studies, Sage Publication, New Delhi. 2. Basu, A. & Jefferey, P. (2004). Appropriating Gender, Routledge, London. 3. Kataria, Pooja, (2007), Women and Media, Regal Publications, New Delhi. 4. Karla Mantilla, “Gendertrolling: Misogyny Adapts to New Media.” Feminist Studies 39, no. 2, A Special Issue: Categorizing Sexualities. (2013): 563-570. 5. Parikh Indira J and Kollan Bharti. "Women Managers From Myth To Reality," Iima Working Papers 2004-03-06, 6. Indian Institute Of Management Ahmedabad, Research And Publication Department, 2004. Pawan S. Budhwar , Debi S. Saini And Jyotsna Bhatnagar. 7. “Women In Management In The New Economic Environment: The Case Of India” Asia Pacific Business Review, 11. 2 (2005): 179 – 193. 8. Guendouzi, Jackie. “ The Guilt Thing: Balancing Domestic And Professional Roles” Journal Of Marriage And The Family 68:44(2006): 901-909. 9. "The Glass Ceiling: Smashed or Still Holding Strong?" Human Resource Management International Digest, 14.3 (2006.): 19-21. Boserup

**Additional Readings:** 1. Mathur, K. (2004). Countering Gender Violence, Sage Publication, New Delhi. 2. IGNOU, (2008). Mass Media and Contemporary Social Issues, Communication Division, New Delhi. 3. Hindi and English Newspapers and Journals.

Course Code	Paper-	Paper Title
MA.MCVC405	405	Film/ Documentary (Duration minimum 30 Minutes) on any Social Issue

**Course Name:- Film/ Documentary (Duration minimum 30 Minutes) on any Social Issue.**

**Credits Equivalent:-** 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

**Course Objectives:-** The course is designed to: • Prepare students to understand Film as an art form and mass media • Impart visual literacy to the students so that they are able to appreciate, analyse and interpret visual messages produced in the format of film. • Help students to understand the social, cultural as well as economic aspects of film as an influential mass medium.

**Learning Outcomes:-** After completion of the course the learners will be able to: • Learn creation of good messages through films • Learn theories related with cinema. • Identify and use key concepts, models and tools in film criticism.

Course Code	Paper-	Paper Title
MA.MCVC406	406	Dissertation

**Course Name: Dissertation:-**

**Course Name:** Dissertation Credits Equivalent: 8 Credits (240 hours of teacher led/guided practical activities in the Lab or the field; The learner's progress shall be evaluated by an External Examiner)

**Course Objectives:** The Course is designed to: • Assist the students in understanding the process of research. • Gain practice application of research tools and techniques in the fields of communication, mass communication and mass media.

**Learning Outcomes:** After completion of the course the learners will be able to: • Independently carry out research in the field of communication, mass communication & Mass Media. • Write academic reports. • Carry out research during their professional assignments.

**Evaluation Criteria:** Academic Content (Dissertation report):100 Marks Presentation skills as well as content communication ability(Viva-Voce): 100 Marks Dissertation Evaluation: 50% End Term Viva Voce (by an External Examiner): 50%

Each student will select a Research topic/Problem in consultation with the concerned faculty member of the department. Communication Research- prepares a research design for a selected research problem. Prepare questionnaire/schedule and interview format Data collection on the basis of research tool developed keeping in view the research design using a smaller sample size. Submission & presentation of report. All the students have to submit the dissertation file for evaluation along with a CD.