

**J.C. BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY, YMCA,  
FARIDABAD**

**POST-GRADUATE PROGRAMME**

**DEPARTMENT OF COMMUNICATION AND MEDIA TECHNOLOGY  
MASTERS OF ARTS  
JOURNALISM AND MASS COMMUNICATION  
(Academic Session 2021-22)**



**SCHEME AND SYLLABUS OF  
COURSE**

**Discipline Core Course, Discipline Elective Course, Open Elective  
Course, Skill Enhancement Course, MOOCs and Audit Course**

## VISION

*“J.C. Bose University of Science and Technology, YMCA Faridabad aspires to be a nationally and internationally acclaimed leader in technical and higher education in all spheres which transforms the life of students through integration of teaching, research and character building.”*

## MISSION

- To contribute to the development of science and technology by synthesizing teaching, research and creative activities.
- To provide an enviable research environment and state-of-the art technological exposure to its scholars.
- To develop human potential to its fullest extent and make them emerge as world class leaders in their professions and enthuse them towards their social responsibilities.

## ABOUT THE DEPARTMENT

The Department of Communication and Media Technology offers competitive programs for Undergraduate and Postgraduate students seeking interdisciplinary degrees in Mass Communication, Animation/Multimedia and Social Work. The Department which was earlier integrated with Sciences, started Master's degree in Journalism and Mass Communication in the year 2016. In 2018, the department re-established as Department of Humanities. B.A. (Journalism and Mass Communication) was introduced in the year 2019. In the year 2021, the department is renamed as Department of Communication and Media Technology (CMT) and with these achieved new milestones by introducing M.Sc. (Animation & Multimedia), BSW and Ph.D. Also, in the same year B.Sc. Animation, which was already running under the department of Computer Sciences, became a part of CMT. The department imparts knowledge of both theory and practical aspects of Communication and allied fields. From time to time the department keeps organizing events, seminars, conferences, workshops and expert lectures by eminent media personalities/Industry experts. Organizing educational visits and tours are an essential part of the department's curriculum. The department also organizes various extracurricular activities like debates, photography, film making, and content creating competition etc. to encourage students. In a very short time, the department has taken an initiative in imparting quality education in the field of Journalism and Communication, Animation & Multimedia and Social Work.

## **ABOUT THE PROGRAM**

M.A. (Journalism and Mass Communication) cater to the needs of a fairly large number of students who wish to take up media courses to secure entry into the fast-expanding journalism and mass communication industry. This program has been specially designed to equip young people with multi-skills needed for employment in the exciting and rapidly growing mass media industry – newspapers, magazines, radio, TV, advertising, PR, event management, media arts, digital media industry and new media – worldwide. The course uses a combination of theoretical studies and practical training. The course objective is to impart the theoretical as well as practical knowledge of media–print, electronic & cinema. M.A. in Journalism and Mass Communication is a two-year postgraduate course divided in to four semesters aimed at providing holistic knowledge at theoretical as well as practical level to the students. The extensive course is designed to offer comprehensive fundamental training in ten different fields of mass communication. These fields include Print Journalism, Television and Radio Production, Advertising and Public Relations, Media Management, social media, digital media and Film Studies etc. The focus of the course is to nurture socially responsible media professionals, backed with the latest inputs from industry, well-trained faculty along with state of art infrastructure. The curriculum is evenly balanced in imparting technical skills in various areas of mass communication and mass media, theoretical knowledge and perspective which determine their nature and use, and a historical and social understanding of their dynamics. The program delivery is tailored to meet the needs of different fields of media. It comprises a good mix of formal lectures, seminars, computer-based learning, individual and group project work, guest lectures and industry training.

## CHOICE BASED CREDIT SYSTEM (CBCS)

The CBCS provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective/minor or skill based courses. The courses can be evaluated following the grading system, which is considered to be better than the conventional marks system. Therefore, it is necessary to introduce uniform grading system in the entire higher education in India. This will benefit the students to move across institutions within India to begin with and across countries. The uniform grading system will also enable potential employers in assessing the performance of the candidates. In order to bring uniformity in evaluation system and computation of the Cumulative Grade Point Average (CGPA) based on student's performance in examinations, the UGC has formulated the guidelines to be followed.

### COURSE STRUCTURE

SEM	DISCIPLINE CORE COURSES (DCC)	ABILITY ENHANCEM -ENT COMPULSO -RY COURSE (AECC)	SKILL ENHANCEMENT COURSE(SEC)	OPEN ELECTIVE COURSE (OEC)	DISCIPLINE ELECTIVE COURSE (DEC)	ABILITY ENHANC -EMENT COURSE (AEC)	AUDIT COURSE	TOTAL
I <sup>ST</sup>	COMMUNI -CATION THEORY(4)	CURRENT AFFAIRS & GENERAL STUDIES(2)	PRINT PRODUCTION LAB(4)		MEDIA LITERACY(4)	NEW MEDIA(4)		26
	EVOLUTION AND EMERGENCE OF MEDIA (4)				SCIENCE AND HEALTH COMMUNICA TION(4)			
	PRINT JOURNALISM: REPORTING, WRITING AND EDITING(4)							
2 <sup>ND</sup>	PUBLIC RELTION AND CORPORATE COMMUNICAT -ION(4)	COMMUNIC -ATION RESEARCH METHODOL -OGY(4)	RADIO & TV LAB(4)					

	RADIO AND TELEVISION JOURNALISM(4)	CURRENT AFFAIRS & GENERAL STUDIES(2)	PUBLIC RELATION AND CORPORATE COMMUNICATIONS LAB(2)				AC-XXX(3) AUDIT COURSE*	27
	MEDIA LAWS AND ETHICS(4)							
3 <sup>RD</sup>	MULTIMEDIA TECHNOLOGIES: CULTURE AND SOCIETY(4)	FILM APPRECIATION(4)	FILM APPRECIATION LAB(4)					27
	ADVERTISING: CONCEPTS AND MANAGEMENT (4)	CURRENT AFFAIRS & GENERAL STUDIES(2)	DEGITAL MEDIA PRODUCTION PORTFOLIO(2)					
	DEVELOPMENT COMMUNICATION(4)			OPEN ELECTIVE (3)				
4 <sup>TH</sup>	MEDIA INDUSTRY INTERNSHIP							10
<b>TOTAL CREDITS</b>								<b>90</b>

## PROGRAMME EDUCATION OBJECTIVES

PEO1	To introduce students to the various fields of journalism and mass communication.
PEO2	To facilitate the understanding of strategic application of evolving technologies in the field of Mass Communication and Journalism.
PEO3	To enhance the knowledge of students with regard to various disciplines of Mass Communication Like advertising, journalism, public relations, photography and filmmaking.
PEO4	To develop the use of research methodologies appropriate to the discipline of Mass Communications and Journalism.

## PROGRAMME OUTCOMES

PO1	Students will acquire a functional knowledge of the underlying principles and recent emerging trends of the media industry.
PO2	Students will develop communication skills, appreciation for creativity, critical thinking, and analytical approach.
PO3	Students will be equipped to conceptualize, create, design, and strategies high-quality media content for print, TV, radio, films and various digital platforms like social media, mobile etc.
PO4	Demonstrate the ability to respond to design briefs through conceptual thinking, design work, media and other methods.
PO5	Develop logical and creative thinking for the solutions for business, journalism, advertising and promotion and E-learning.
PO6	Develop self-confidence and awareness of general issues prevailing in the society.
PO7	Develop practical understanding of the underlying principles of Mass Communication and Journalism Industry.

Sr. No.	Course Name	Course Code	Credits	Semester
<b>DISCIPLINE CORE COURSE(DCC)</b>				
1.	COMMUNICATION THEORY	JMP- 101-V	4	1 <sup>ST</sup> SEM.
2.	EVOLUTION AND EMERGENCE OF MEDIA	JMP- 103-V	4	1 <sup>ST</sup> SEM.
3.	PRINT JOURNALISM: REPORTING, WRITING AND EDITING	JMP- 105-V	4	1 <sup>ST</sup> SEM.
4.	PUBLIC RELATION AND CORPORATE COMMUNICATION	JMP- 102-V	4	2 <sup>ND</sup> SEM.
5.	MEDIA LAWS AND ETHICS	JMP- 104-V	4	2 <sup>ND</sup> SEM.
6.	RADIO AND TELEVISION JOURNALISM	JMP- 106-V	4	2 <sup>ND</sup> SEM.
7.	MULTI MEDIA TECHNOLOGIES: CULTURE AND SOCIETY	JMP- 201-V	4	3 <sup>RD</sup> SEM.
8.	ADVERTISING CONCEPTS AND MANAGEMENT	JMP- 203-V	4	3 <sup>RD</sup> SEM.
9.	DEVELOPMENT COMMUNICATION	JMP- 205-V	4	3 <sup>RD</sup> SEM.
10.	MEDIA INDUSTRY INTERNSHIP	JMP- 202-V	10	4 <sup>TH</sup> SEM.
<b>ABILITY ENHANCEMENT COMPULSORY COURSE (AECC) – COMPULSORY</b>				
1.	CURRENT AFFAIRS AND GENERAL STUDIES -I	JMP- 115-V	2	1 <sup>ST</sup> SEM.
2.	CURRENT AFFAIRS AND GENERAL STUDIES -II	JMP- 114-V	2	2 <sup>ND</sup> SEM
3.	COMMUNICATION AND RESEARCH METHODOLOGY	JMP- 108-V	4	2 <sup>ND</sup> SEM
4.	FILM APPRECIATION	JMP- 207-V	4	3 <sup>RD</sup> SEM
5.	CURRENT AFFAIRS AND GENERAL STUDIES -III	JMP- 213-V	2	3 <sup>RD</sup> SEM
<b>SKILL ENHANCEMENT COURSE (SEC)</b>				
1.	PRINT PRODUCTION LAB	JMP- 113-V	4	1 <sup>ST</sup> SEM.
2.	RADIO & TV LAB	JMP- 110-V	4	2 <sup>ND</sup> SEM.
3.	PUBLIC RELATION AND CORPORATE COMMUNICATION LAB	JMP- 112-V	2	2 <sup>ND</sup> SEM.
4.	FILM APPRECIATION LAB	JMP- 209-V	4	3 <sup>RD</sup> SEM.
5.	DIGITAL MEDIA PRODUCTION (PORTFOLIO)	JMP- 211-V	2	3 <sup>RD</sup> SEM.

**OPEN ELECTIVE COURSE (GENERIC ELECTIVE) (OEC)**

1.	PROVIDED BY DEPARTMENT/UNIVERSITY		3	3 <sup>RD</sup> SEM.
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**ABILITY ENHANCEMENT COURSE (AEC)**

1.	NEW MEDIA	JMP- 107-V	4	1 <sup>ST</sup> SEM.
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**DISCIPLINE ELECTIVE COURSE (DEC)**

1.	MEDIA LITERACY	JMP- 109-V	4	1 <sup>ST</sup> SEM.
2.	SCIENCE AND HEALTH COMMUNICATION	JMP- 111-V	4	1 <sup>ST</sup> SEM.

**AUDIT COURSE**

1.	AUDIT COURSE**	AC-XXX	3	2 <sup>ND</sup> SEM.
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**TOTAL CREDITS****90****\*\* PROVIDED BY THE DEPARTMENT /UNIVERSITY.**

**SEMESTER - I**

S .No.	Course Code	Course Title	L	T	P	Sessional	Final Exam Marks	Total	Credit	Category Code
1.	JMP- 101-V	Communication Theory	4	0	0	25	75	100	4	DCC
2.	JMP- 103-V	Evolution and Emergence of Media	4	0	0	25	75	100	4	DCC
3.	JMP- 105-V	Print Journalism: Reporting, Writing and Editing	4	0	0	25	75	100	4	DCC
4.	JMP- 107-V	New Media	4	0	0	25	75	100	4	AEC
5	JMP- 109-V	Media Literacy	4	0	0	25	75	100	4	DEC
6.	JMP- 111-V	Science and Health Communication	4	0	0	25	75	100	4	DEC
7	JMP- 113-V	Print Production Lab	0	0	8	30	70	100	4	SEC
8.	JMP-115-V	Current Affairs & General Studies	2	0	0	15	35	50	2	AEEC
9.	XXX	MOOC								MOOC
	<b>Total</b>		<b>22</b>	<b>0</b>	<b>08</b>	<b>170</b>	<b>480</b>	<b>650</b>	<b>26</b>	

\*Discipline Elective Courses (Elective I and Elective II): Select any one course each from the following:

\*DCC—Discipline Core Course; FC—Foundation Course; MOOC—Massive Open Online Course

\*\*The students have to pass at least one mandatory MOOC course with 4-6 credits (12-16 weeks)

From the list given on the Swayam portal or the list given by the department/ university from 1<sup>st</sup> semester To 3<sup>rd</sup> semester as notified by the university. (Instructions to students over leaf)

SEC-Skill Enhancement Courses include Major/Minor projects and Industrial Training/Workshop

(Ref: CBCS document)

L – Lecture; T - Tutorial; P – Practical Project Assessment: continuous.

The submission of project should be two weeks before the end semester exam commences.

Program	Duration
B. Tech.	Sem. I to Sem. VII
M.Sc./M. Tech./MA/MBA	Sem. I to Sem. III
B.Sc./MCA	Sem. I to Sem. V

- The passing of a MOOC course is mandatory for the fulfillment of the award of the degree of concerned program.
- A student has to register for the course for which he is interested and eligible which is approved by the department with the help of course coordinator of the concerned department.
- A student may register in the MOOC course of any program However, a UG student will register only in UG MOOC courses and a PG student will register in only PG MOOC courses.
- The students must read all the instructions for the selected course on the website, get updated with all key dates of the concerned course and must inform his/her progress to their course coordinator.
- The student has to pass the exam (online paper mode as the case may be) with at least 40%marks.
- The students should note that there will be a weight age of Assessment/quiz etc. and final examination on appropriately as mentioned in the instructions for a particular course.
- A student must claim the credits earned in the MOOC course in his/her marks.
- Instructions to the students regarding MOOCs:
- Two types of courses will be circulated: branch specific and general courses from the website <https://swayam.gov.in>
- The department coordinators will be the course coordinators of the irrespective departments.
- Every student has to pass as elected MOOC course within the duration as specified below:

**SEMESTER - II**

S. No.	Subject Code	Title	L	T	P	Sessional Marks	Final Exam Marks	Total	Credits	Category Code
1.	JMP-102-V	Public Relations and Corporate Communication	4	0	0	25	75	100	4	DCC
2.	JMP-104-V	Media Laws and Ethics	4	0	0	25	75	100	4	DCC
3.	JMP-106-V	Radio and Television Journalism	4	0	0	25	75	100	4	DCC
4	JMP-108-V	Communication Research Methodology	4	0	0	25	75	100	4	AECC
5.	JMP-110-V	Radio and TV Lab	4	0	8	30	70	100	4	SEC
6.	JMP-112-V	Public Relations and Corporate Communication Lab	2	0	4	15	35	50	2	SEC
7.	JMP-114-V	Current Affairs & General Studies	2	0	0	15	35	50	2	AECC
8	AC-XXX	Audit Course**	3	0	0	25	75	100	3	AUD
		<b>Total</b>	<b>21</b>	<b>0</b>	<b>12</b>	<b>185</b>	<b>515</b>	<b>700</b>	<b>27</b>	<b>-</b>

DCC – Discipline Core Course, AECC – Ability Enhancement Compulsory Course; SEC-Skill Enhancement Courses, AUD- Audit Course

L – Lecture; T - Tutorial; P – Practical

**SEMESTER III**

S. No.	Subject Code	Title	L	T	P	Sessional Marks	Final Exam Marks	Total	Credits	Category Code
1.	JMP-201-V	Multimedia Technologies: Culture and Society	4	0	0	25	75	100	4	DCC
2.	JMP-203-V	Advertising: Concepts and Management	4	0	0	25	75	100	4	DCC
3.	JMP-205-V	Development Communication	4	0	0	25	75	100	4	DCC
4.	JMP-207-V	Film Appreciation	4	0	0	25	75	100	4	AECC
5.	JMP-209-V	Film Appreciation Lab	0	0	8	30	70	100	4	SEC
6.	JMP-211-V	Digital Production (Portfolio)	0	0	4	15	35	50	2	SEC
7.	JMP-213-V	Current Affairs & General Studies		0	0	15	35	50	2	AEEC
8.	#OEC	Open Elective	3		0	25	75	100	3	OEC
		<b>Total</b>	<b>21</b>	<b>0</b>	<b>12</b>	<b>185</b>	<b>515</b>	<b>700</b>	<b>27</b>	

- DCC – Discipline Core Course; DEC – Discipline Elective Course; OEC – Open Elective Course; SEC – Skill Enhancement Course
- L – Lecture; T- Tutorial; P- Practical \*Industrial Training (4-6weeks) to be undertaken in industries, institutes, organizations, etc. or Field work to be done at the end of 2nd Semester. \*\*\*Elective Courses can be offered subject to availability of requisite resources/faculty in the university/department.
- #OEC for MA students: Students enrolled in MA (Journalism and Mass Communication) must first explore courses offered on centralized basis. If no suitable course in the interest of Arts students is found, then the students may opt for the OEC floated by this department.

**SEMESTER-IV (Media Industry Internship)**

Subject Code	Course	University Exam	Internal Assessment	Total	Category Code	Credits
JMP- 202-V	Training Report and Viva Voce	400*	200*	600	DCC	10
	Total	400	200	600		

**Training Report and Viva Voce:** Procedure for annual examination and continuous assessment of:

**(A) Internal Assessment**

1. Project Evaluation	100 Marks
2. Project Seminar	50 Marks
3. Assessment by University Faculty (two visit/Sem)	50 Marks

**(B) University Assessment Marks**

1. Assessment by Industrial Guide	100 Marks
2. Project Viva by external examiner	300 Marks

\*Every student required to pass both internal and external assessment separately by scoring at least 40% both in internal and University Exam.

DCC–Discipline Core Course.

**SEMESTER-I**  
**Communication Theory (JMP- 101-V)**

L    T    P  
 4    0    0

IA/Practical-25Marks  
 Theory -75 Marks  
 Max. Marks: 100

Time Allowed- 3 Hours

### **COURSE OBJECTIVES**

1. To Introduce basic aspects of Communication
2. To inculcate knowledge of Mass communication process and models
3. To acquaint students with knowledge of the Communication theories
4. To learn Psychological Theories and New Media
5. To explore media's influence in public policy

### **UNIT- 1 Concept of Communication**

- 1.1 Communication: Definition and concept, Evolution of Communication
- 1.2 Processes of Communication
- 1.3 Forms of Communication - verbal, non-verbal, paralanguage, iconic, semiotic etc.
- 1.4 Types of Communication - intrapersonal, interpersonal, group, public, mass communication
- 1.5 Functions of communication , Barriers of Communication

### **UNIT-2 Basics of Mass Communication and Models**

- 2.1 Mass Communication: Meaning and Definitions
- 2.2 Functions of Mass Communication, Role Of Mass Communication
- 2.3 Medium of Mass Communication, Characteristics of Mass Media.
- 2.4 Communication Models: an introduction
- 2.5 SMCR Model, Shannon & Weaver Model, Wilbur Schramm Model, Lasswell Model, Gate Keeping Model, Gerbner's Model.

### **UNIT-3 Mass Communication Theories**

- 3.1 Normative Theories of the Press, Indian Communication Theories: Concept & Process (Sahridaya and Sadharanikaran, Naatya Sharda)
- 3.2 Media and the Public Sphere – Jurgen Habermas
- 3.3 Two step, Multistep Theory, Play Theory
- 3.4 Uses & Gratification Theory, Cultivation Theory

3.5      Agenda Setting Theory

#### **UNIT-4 Psychological Theories and New Media**

- 4.1      Individual Difference Theory
- 4.2      Selective Exposure, Selective Perception, Selective Retention, Selectivity Theories
- 4.3      Catharsis and Narcosis
- 4.4      Cognitive Dissonance
- 4.5      Online disinhibition effect theory,

#### **UNIT-5 Media and Public Policy Discourse**

- 5.1      Social and Political Reforms and; Media
- 5.2      Democratization: Participatory Media
- 5.3      Right to Information and Citizen Participation in administration
- 5.4      Public Interest Litigation and; Judicial Activism
- 5.5      Information and Internal Accountability – Central Vigilance Commission, Central Information Commission

#### **ASSIGNMENTS**

1.      Conduct a Group discussion
2.      Make presentation on given topic and present it in class
3.      Students will be do any Case study
4.      Students will learn about theories related to today's media scenario.
5.      Student will learn about use of theory in making policy.

#### **COURSE OUTCOMES**

1.      Students would gain knowledge about basic aspects of Communication
2.      Students would learn about the Mass communication and models
3.      Students would gain the understanding about the theories mass communication
4.      Students would gain the understanding about the Psychological Theories and New Media
5.      Students will learn the comprehensive understanding of the role of media and communication systems in framing public policy.

#### **SUGGESTED READINGS:**

- Denis McQuail, McQuail's Mass Communication Theory (Sixth Edition), New Delhi: Sage Publishers, 2010.
- Gupta, Bharat, Dramatic Concepts, Greek & Indian: A Study of the Poetics and the Nātyaśāstra, New Delhi: D.K.Printworld, 1994.
- Howley. K. Understanding Community Media, London: SAGE Publications, 2012.

- Anderson, J.E., *Public Policy-Making: An Introduction*, Boston: Houghton, 2006.
- Athique, A., *Indian Media Global Approaches*, Cambridge: Polity Press, 2012.
- Bava, Noorjahan, (ed.) *Non - Government Organizations in Development- Theory and practice*, New Delhi: Kanishka, 1997
- Barua, Vidisha, *Press& Media Law Manual*, New Delhi: Universal Law Publishing, 2004.
- yerVekat, *Mass Media Laws and Regulations in India*, New Delhi: AMIC, 2000
- Singh, Yatindra, *Cyber Laws*, New Delhi: Universal Law Publishing, 2004.
- Thakurta, Paranjoy Guha, *Media Ethics*, New Delhi: Oxford University Press, 2009.

**Evolution and Emergence of Media-(JMP- 103-V)**

IA/Practical Marks-25

Theory -75 Marks

Max. Marks-100

L T P  
4 0 0

Time Allowed- 3 Hours

**COURSE OBJECTIVES**

1. To acquaint students with the Evolution and Emergence of Media
2. To inculcate the knowledge of history of press in students
3. To know about origin and growth of Radio broadcasting media
4. To know about origin and growth of TV broadcasting media
5. To provide the students with an in-depth learning of New Media

**UNIT-1 Evolution and Development**

- 1.1 Evolution and development of Media
- 1.2 Traditional Media – Meaning, history and Characteristics
- 1.3 Different forms of Traditional Media
- 1.4 Traditional Media Vs Mass Media
- 1.5 Role of TFM in social change, challenges and threats to Traditional media

**UNIT-2 Print Media**

- 2.1 Origin of Press in India
- 2.2 Growth of English Newspaper and its contribution to India's Independence
- 2.3 Important Acts, Council and Commissions in Print Media
- 2.4 Role of Press after Independence
- 2.5 New Trends in Print Media

**UNIT-3 Development and Growth of Radio**

- 3.1 Development of Radio Broadcasting in India
- 3.2 Emergence of FM, Internet Radio and Community Radio in India
- 3.3 Popular Radio Genres: News bulletin, Documentary, Radio feature, Drama, Talks, Music programmes
- 3.4 Ownership and Control
- 3.5 New Trends in Radio

**UNIT-4 Development and Growth of Television**

- 4.1 Brief History of Television in India
- 4.2 Trends in Indian Television: From SITE to Opening of Skies
- 4.3 Formats of Television Program
- 4.4 Ownership and Control
- 4.5 New Trends in Television

## **UNIT-5 New Media**

- 5.1 New Media: Future of journalism
- 5.2 New Media and Convergence
- 5.3 Traditional Vs new media
- 5.4 Different forms of Micro blogging (Blog, Vlog, Twitter etc.)
- 5.5 New Trends in New Media

## **ASSIGNEMENTS**

1. Design a social awareness campaign with the help of Traditional/folk Media
2. Prepare 3-4 scripts for Radio/TV program
3. Prepare a TV Program
4. Prepare a Radio Program
5. Blog writing, prepare at least 2-3 vlogs

## **COURSE OUTCOMES**

1. Students would be able to understand about the Evolution and Emergence of Media
2. Students would be able to learn about the History of Press
3. Students would be able to understand the Radio broadcasting & Radio program production
4. Students would be able to understand the TV broadcasting & TV program production
5. Students would be able to learn about New Media basics

## **SUGGESTED READING:**

- Approvoo, J. Theophilus, Folklore for Change, Theological Seminary, Madurai, 1986
- Atton, Chris (2002) Alternative Media; Sage, London
- Chantler, Paul & Stewart, Peter (2007) Community Radio- Basic Radio Journalism; Focal Press, Oxford
- Gargi, Balwant: Folk Theatre in India, Rupa and Co., Bombay, 1991.
- Lee, Eric, How Internet Radio Can Change the World
- Malik, Madhu, Traditional Forms of Communication and the Mass Media in India
- Parmar, S., Folk Music and Mass Media, Communication Publications, 1977
- Parmar, S., Traditional Folk Media in India, Geka Books, New Delhi, 1975

- Raganath, H.K., Not a Thing of the Past: Functional and Cultural Status of Traditional Media in India, UNESCO, Paris. Gross, Radio Production Work text: Studio & Equipment.
- Gerald Millerson, Television Production, Focal Press
- Herbert Zettl, Television Production Handbook, Wadsworth
- J.E. Fletcher, Handbook of radio and Television Broadcasting

**Print Journalism: Reporting, Writing & Editing - (JMP- 105-V)**

IA/Practical Marks-25

Theory -75 Marks

Max. Marks-100

L    T    P  
4    0    0

Time Allowed- 3 Hrs

**COURSE OBJECTIVES**

1. To introduce students with Journalism Basics
2. To acquaint students with different pattern of News Writings
3. To develop the knowledge of the fundamentals of Reporting and its Techniques
4. To introduce students with the writing style for Journalism
5. To enhance understanding of the Editing concept and process among students

**UNIT-1 Journalism**

- 1.1 Concepts, dimensions and functions of journalism
- 1.2 Nature of the media and content: Print, electronic and on-line newspapers
- 1.3 Journalism as a profession: role, objectivity, constraints on objectivity, Fairness, Duties And Responsibility of the press
- 1.4 Trends in Journalism: Paid news, fake news, post-truth
- 1.5 Careers in Journalism; Training Problems; Perception & Response of the Industry

**UNIT-2 News Basics**

- 2.1 Definition & Concept of news – news values, news elements, objectivity
- 2.2 Types of news: hard news, soft news, human interest news (stories), etc.
- 2.3 Story form: inverted pyramid structure, chronological, Intros/leads; types of leads, etc.
- 2.4 Sources of news & news gathering: beats, PIB, press release, press notes and handouts
- 2.5 Electronic Newsgathering devices and Sources.

## **UNIT-3 Reporter& Reporting**

- 3.1 Reporter: Skills, Duties, Responsibilities of a Reporter.
- 3.2 Kinds of reporting: investigative, interpretative, in-depth, etc.
- 3.3 Photo journalism and photo-editing; photo and illustration; scaling a picture.
- 3.4 Interview; techniques for interviewing for gathering News.
- 3.5 Ethics of Reporting and Professional hazards

## **UNIT-4 Writing Style for Journalism**

- 4.1 Writing styles needed for journalism
- 4.2 Art of writing Features, Reviews, profiles, Obituaries; Letter to the Editor, etc.
- 4.3 Editorials/and column writing
- 4.4 Magazine writing
- 4.5 Writing News for News Agencies

## **UNIT-5 Editing**

- 5.1 News values: basic norms, criteria for testing a copy and selecting news stories.
- 5.2 Sub editor: skills, duties, responsibilities of a sub-editor.
- 5.3 Editing process: Editing tools, Copy Editing and Re-Writing Copy, Space and Typographical aspects, Proof Reading Symbols
- 5.4 Newspaper production; layout, printing process, Electronic News-Room and Pagination
- 5.5 Influence of PR and spin doctors, intra-organizational controls, owner and editor's relationship

## **ASSIGNMENTS**

1. Students write their own News Stories
2. Students do the university events reporting and will prepare a press release for the same
3. Students edit their own written stories with proper using of proof reading symbols
4. Students write at least 5 features, Articles and Letter to the Editor on their chosen topics
5. Students will take interviews of the personalities visited in the university or arrange interview Of eminent personalities on the basis of their own and then write news story for publication

## **COURSE OUTCOMES**

1. Students would be able to understand the Journalism Basics
2. Students would be able to develop the knowledge of different pattern of News Writings
3. Students would be able to develop the knowledge of the fundamentals of Reporting and its Techniques
4. Students would be able to enhance the understanding of the writing style for Journalism
5. Students would be able to enhance the understanding of the Editing concept and process

## **SUGGESTED READING**

- M.V. Kamath, **The Journalists Handbook**, Vikas Publishing House, New Delhi, 1995.
- George, T.J.S. **Editing: A Handbook for the Journalist**, IIMC, New Delhi, 1989.
- Srivastava, K.M. **News Reporting and Editing**, Sterling Publishers, New Delhi, 1995.
- Herbert Strentz, **News Reporters and News Sources**, Prentice Hall of India, New Delhi, 1992.
- George A. Hough, **News Writing**, Kanishka Publishers, New Delhi, 1998.
- Jan R. Hakemulder, Fay A.C. de Jonge and P.P. Singh, **News Reporting and Editing**, Anmol Publications, New Delhi, 1998.

**New Media - (JMP- 107-V)**

L	T	P	IA/Practical Marks-25
4	0	0	Theory -75 Marks
Time Allowed- 3 Hours			Max. Marks-100

**COURSE OBJECTIVES**

1. Analyze examples of alternative media using various formats –print, broadcaster, electronic.
2. Assess the impact of media on specific communication (including virtual communities)
3. Covering issues and concerns of marginalized audience and giving them a voice.
4. Nurture students in Websites designing
5. Introduce about new terms used in new media.

**UNIT -1 New Media**

- 1.1 Introduction, Principles of New Media,
- 1.2 Functions, Impact of New Media on Society,
- 1.3 Traditional Media Vs New Media,
- 1.4 E- society: governance, commerce,
- 1.5 Education and New Media communication.

**UNIT- 2 Types of New Media**

- 2.1 Websites and blogs, streaming audio and video, chat rooms, email, online communities,
- 2.2 Social media and sharing platforms, mobile apps, Web advertising,
- 2.3 DVD and CD-ROM media,
- 2.4 Virtual reality environments, integration of digital data with the telephone,  
Such as Internet telephony, digital cameras.
- 2.5 Social Networking Sites.

**UNIT -3 Components of Computer-Mediated Communication**

- 3.1 Audio-video conferencing, mobile telephony.
- 3.2 World Wide Web [Web 1.0 (Web portals, search engines, email ,message boards, list serves etc)  
Web 2.0 (Social Media - RSS feeds, podcasts, wiki-spaces, widgets, social networks,
- 3.3 Social bookmarks, live-casting, photo-audio-video sharing, mash-ups, virtual community etc.)

- 3.4 Web 3.0 (Semantic Web).
- 3.5 Blog and Micro blog

## **UNIT-4 Alternative Media**

- 4.1 Four approaches to alternative media and its significance
- 4.2 Neighborhood newspapers, wall newspapers, graffiti, bulletin boards,
- 4.3 Social Media and citizen journalism
- 4.4 Role of blogging in alternative journalism,
- 4.5 Social messaging and journalism.

## **UNIT-5 Design Aesthetic**

- 5.1 Graphic design- meaning, nature- art/ craft,
- 5.2 Design elements Design Process, Principles, stages of designing,
- 5.3 Typography, layout, design identity
- 5.4 Negative and Positive Space in Designing.
- 5.5 Types of Fonts in Designing.

## **ASSIGNMENTS**

1. Prepare a multimedia project.
2. Reading different text identifying web writing style.
3. Writing for blog, micro blog, Website. Social media.
4. Use picture, photo, and illustration to complement text.
5. Prepare a detail note on growing social media activism in the world.

## **COURSE OUTCOMES**

1. Student can distinguish alternative media from mainstream media in context of Planning, Production and distribution.
2. Difference between the mainstream media and other media's audience and its audience as well as approaches.
3. Build a creative plan for their platform.
4. Students will be expert in Websites Designs
5. Students will be able to know about new term of Designing.

## **SUGGESTED READINGS**

- Lev Manovich, The Language of New Media, MIT Press, Cambridge: England 2002
- RadanMartinec and Theo Van Leeuwen. The Language of New Media Design: Theory and Practice Rotledge 2009

- Crispin Thurlow, Kristine Mroczek, Digital Discourse: Language in the New Media, Oxford UP2011
- Timothy Garrand Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media CRCElsevier2006
- Matthew Fuller. Software Studies: A LexiconMIT PressCambridge: London2006

**Media Literacy -(JMP- 109-V)**

IA/Practical Marks-25

Theory -75 Marks

Max. Marks-100

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Time Allowed- 3 Hours

**COURSE OBJECTIVES**

1. To develop understanding of the visual message and the truth behind the image--visual literacy.
2. To develop understanding of semiotics--the meaning behind media messages.
3. To develop understanding of ideology in the context of media system.
4. To analyse challenges and scope in media literacy.
5. Use these media skills to critique the media for a better media ecology

**UNIT-1 Understanding Media and Media Literacy**

- 1.1 Definition of key concepts (media, information, technology literacy, and media & Visual literacy)
- 1.2 Traditional to New Media: Trends in Media Evolution, Fusion between traditional and new media
- 1.3 Define News literacy and media ownership, Participatory Media
- 1.4 Media and Information Sources, Media Consumption & Reception
- 1.5 Media constructs and realities

**UNIT-2 Media Literacy: Language and Meaning**

- 2.1 Meaning is constructed: Language, Representation, and Objectivity Language
- 2.2 Pierce trichotomy
- 2.3 Semiotics
- 2.4 Deconstructivism
- 2.5 Contemporary media practices

**UNIT-3 Legal and Ethical Issues in Media and information Literacy**

- 3.1 Copyright, Plagiarism.
- 3.2 Cognition & Audience Bias
- 3.3 Computer addiction and cyber bullying-dangers of internet use, Gaming
- 3.4 Fake news' era,
- 3.5 Case studies Media as a social problem

**UNIT-4 Societal and Cultural issues in Media and Information Literacy**

- 4.1 Media Literacy and Society
- 4.2 Hegemony & Ideology, Cultural jamming
- 4.3 Ideological Neutrality in media writing
- 4.4 Influence and Persuasion, Understanding need of social recognition

4.5 Media interpretation lenses (how the media interpret issues in terms of race, class, gender, Ideologies, ethnic leanings, etc.)

## **UNIT-5 Trend Challenge and Scope in Media Literacy**

- 5.1 Fake news: Detection and overcoming, concept of webkoof
- 5.2 Media Literacy through technological Lens: Augmented Reality, Virtual Reality Artificial intelligence
- 5.3 Media Education and Media Literacy
- 5.4 Key issues in Media Literacy
- 5.5 The media as a social problem- Case Studies

## **ASSIGNMENT**

1. Prepare a detailed report on media literacy issues.
2. Explain the role of technology in media literacy.
3. Explain the growth of fake news challenges in new media.
4. Explain the role of AI, AR, VR and IoT in societal and cultural changes.
5. Write a note on Influence and Persuasion

## **COURSE OUTCOMES**

1. At the completion of the course, Students will be able to
2. To analyze a piece of digital media text to identify the theme, purpose and audience
3. To analyze how the choice of digital media format influences the kind of Information accessed/transmitted
4. To act as a critical consumer by presenting digital media texts that highlight bias
5. To conduct Research on the ownership of major websites and its impact on access and choice

## **SUGGESTED READINGS:**

- Media Literacy 8th Edition by Potter W. James, SAGE Publications, Inc; 8th edition (December 18, 2015)
- Master the Media: How Teaching Media Literacy Can Save Our Plugged-in World by Julie Smith 2015.
- Approaches to Media Literacy: A Handbook: A Handbook by Art Silverblatt, 2009.
- Digital Literacy: A Primer on Media, Identity, and the Evolution of Technology, 2016.

**Science and Health Communication- (JMP- 111-V)**

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IA/Practical Marks-25  
Theory -75 Marks  
Max. Marks-100

Time Allowed- 3 Hrs

**COURSE OBJECTIVES**

1. Introduce basic aspects of Science Communication
2. To inculcate knowledge of media and science communication
3. To aware students about the communicating science and technology
4. To orient students towards the theories and approaches of health communication
5. Keep forward the students towards emerging perspective of health communication

**UNIT-1 Introduction to Science Communication**

- 1.1 Definition, History of science journalism in India, Public attitude about science.
- 1.2 Role of media in public awareness of Science.
- 1.3 Growth of science journalism
- 1.4 Obstacles in the field of Science journalism
- 1.5 Skill of Science writing, Scientific temperament

**UNIT-2 Media and Science Communication**

- 2.1 Researching and writing science news stories
- 2.2 Important media for communicating science.
- 2.3 Major science based programmes on radio, television and Internet
- 2.4 Sources of science reporting
- 2.5 Issues that interest the society-environment, health, Genetic Engineering.

**UNIT-3 Communicating Science and Technology**

- 3.1 Scope and reach of mass media
- 3.2 Visible scientists and their inventions/discoveries
- 3.3 Reporting of Seminars, Lectures, Science fairs
- 3.4 Coverage of Science Conferences, Exhibition, Workshops, Scientific tour, Science Trade Magazines, Science Film Festival etc.
- 3.5 Science and technology awareness through different communication mediums.

**UNIT-4 Theories, Models &Approaches to Health Communication**

- 5.1 Theories of Behaviour Change Communication; Health Belief Model (HBM), Theory of Planned Behaviour (TPB),
- 4.2 Communication Persuasion Model (CPM), Information Persuasion Model (IPM),
- 4.3 Social Cognitive Theory, Spiral of Silence Theory
- 4.4 Tools for Health Communication, Happiness Index
- 4.5 Health Communication Strategies –Social Marketing, Advocacy, Community Mobilization, Designing of Health Messages.

## **UNIT-5 Emerging perspectives**

- 5.1 Health as Human Development Index
- 5.2 Emerging perspectives in Health Communication Studies – Global and National scenario
- 5.3 Health Communication as a Multidisciplinary area
- 5.4 Importance of health communication in health care set up
- 5.5 Case Studies

## **ASSIGNMENTS**

- 1. Discuss general communication versus science communication
- 2. Write an essay/article on Happiness Index
- 3. Assignment on Visible scientists and their inventions/discoveries
- 4. Discuss various Emerging perspectives for health communication
- 5. Organize one interview of any scientist and doctor
- 6. Other assignment given by the concerned faculty

## **COURSE OUTCOMES**

- 1. Students would be able to introduce themselves to the Science Communication
- 2. Students would be able to inculcate the knowledge of media and Science communication
- 3. Students would be able to aware about the communicating science and technology
- 4. Students would be able to orient the theories and approaches of health communication
- 5. Students would be able to understand the emerging perspective of Health communication

## **SUGGESTED READINGS**

- Burkett, D.W., Writing Science News for Mass Media, New York: Greenwood Press, 1969.
- Allan, Stuart, Media, Risk and Science, UK: Open University Press, 2002.
- Elise, H., Ideas into Words: Mastering the Craft of Science Writing, USA: Johns Hopkins University Press, 2003.
- Fox, Rodney, Agricultural and Technical Journalism, New York: Greenwood Press, 1969
- Gregory, J., and S. Miller, Science in Public: Communication Culture and Credibility, New York: Plenum Press, 1998.
- K.T., Richard, Health communication, New York: Springer, 2005.

**Print Production Lab-(JMP- 113-V)**

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Time Allowed- 3 Hours

IA/Practical Marks-30  
Theory -70 Marks  
Max. Marks-100

**COURSE OBJECTIVES**

1. This course will have practical sessions.
2. Newspaper design and layout, principles of a newspaper design, examine the constraints in Designing newspaper pages.
3. Hands on training in Quark Xpress or IN Design software to make pages.
4. Adobe Photoshop to edit photos
5. Taking and editing Photographs according to the Content

**SUGGESTED ASSIGNMENTS**

1. Practicing layout of different newspapers
2. Reading Editing Signs
3. Different newspaper formats like Broadsheet and Tabloid
4. Identify the elements of design and their impact on newspaper pages.
5. Describe and analyze different parts of a newspaper in relation to design

**Current Affairs & General Studies- (JMP- 115-V)**

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Time Allowed- 3 Hours

IA/Practical Marks-15  
Theory -35 Marks  
Max. Marks-50

**COURSE OBJECTIVES**

1. Awareness of the surroundings in fields such as politics, business, economics, entertainment, sports etc.
2. Raise awareness level and develops an opinion or a perspective on worldly affairs.
3. Ability to express effectively. Providing an engaging, active, learner-centered activity.
4. Gaining broad, multi-faceted knowledge cutting across several disciplines outside the learner's normal academic subjects.
5. Increasing learners' confidence, poise, and self-esteem.

**COURSE CONTENT**

- Daily general class group discussion on Current Affairs topics
- Writing on current, event-breaking news (Local, Regional, National, International)
- Regular Writings from current news sources in issues of interest (Social, Political, Economic, Cultural, Religious issues etc.)
- Editorial, Article and Feature Writing
- Opinion, Column and Blog Writing
- Individual and cooperative group research and presentations
- Mock Interviews, Debates, and Situation-based questions
- Inventions & Discoveries
- Indian Constitution, Indian political and administration system
- Election process, Judiciary and Judicial review
- Indian political thoughts
- Indian National Movement

- India's relation with other countries
- Cabinet and Parliament of India
- Functions and Powers of Lok Sabha, Rajya Sabha
- National and Regional parties; Ideology organization
- Features of Indian Economy, Population, National Income
- Agriculture, Industry
- Money and Banking, Foreign Trade
- Planning, Planning Commission
- Public Finance
- International Industrial Institutions, IMF, World Bank, EEC
- Human Rights, Concept of Human Rights
- Fundamental Rights
- Human Rights Violations
- Remedies Women, children, Minorities, Terrorism and Security Forces

## **COURSE OUTCOMES**

1. Students would be able an opportunity to explore broad and ever-changing arrays of social concerns And issues.
2. Students will be expected to do research on various topics and thoroughly explore all sides of the issues.
3. Students will have to consider a variety of opinions and perspectives on controversial and complex topics.
4. Students will have to take and defend a position.
5. Students would be able to get global awareness and create an educated citizenry.

## **PRACTICAL ASSIGNMENTS**

1. Class participation (daily) listening as well as speaking
2. Current news assignments (daily)
3. Regular analytical writings skills
4. Quizzes
5. Group Discussions

6. Case Study Discussions
7. Face-to-Face Interviews
8. General Aptitude and Mental Ability
9. Focus Group Discussions
10. Development of Personality and Critical Thinking
11. Develop the ability for social cohesion and leadership among students
12. Developing intellectual and moral integrity

### **SUGGESTED READINGS**

1. PRS Legislative Research (PRS)
2. Press Information Bureau (PIB)
3. Yojana Magazine
4. Kurukshetra Magazine
5. Economic Survey
6. Indian Budget
7. Defense and Foreign relations (IDSA)
8. The Hindu
9. The Indian Express
10. Business Standard
11. General Knowledge by Arihant publications
12. General Studies by Disha
13. Knowledge Manual by Pearson
14. Economic & Social Issues in India by Dhrub Kumar
15. Monthly Current Affairs Magazine— PratiyogitaDarpan, Civil Services Times, NitiAayog reports, Economic and Political Weekly, World Focus year-end issue only, etc.

### **SUGGESTED BOOKLIST**

1. Principles of Political Science, A C Kapoor.
2. Principles of Political Science, Piersons.
3. Sociology - T.B. Bottomore.
4. Sociology Themes & Perspectives - Moralambose& R.M. Heald

5. Constitution of India by DD Basu
6. Indian Administration - Ramesh K. Arora & Rajni Goyal.
7. Indian Administration - S.R. Maheswari.
8. Local Government - S.R. Maheswari.
9. Development as Freedom, Amartya Sen

## **USEFUL GOVERNMENT WEBSITES**

- 1 ncert.nic.in – Download NCERT Texts as PDF.
- 2 nios.ac.in – Download NIOS Online Materials.
- 3 egyankosh.ac.in – Download IGNOU Books.
- 4 yojana.gov.in – Download Yojana and Kurukshetra Magazines.
- 5 upsc.gov.in – Official Website of UPSC.
- 6 pib.nic.in – Press Information Bureau Website, for government updates.
- 7 prsindia.org – PRS Website for tracking bills in Parliament.
- 8 idsa.in – IDSA website for Defense and Foreign relations.
- 9 gatewayhouse.in – Indian Council for Global relations.
- 10 envfor.nic.in – Ministry of Environment and Forests.
- 11 mea.gov.in – Ministry of External Affairs.
- 12 indiabudget.gov.in – Download Budget and Economic Survey.
- 13 ptinews.com – Press Trust of India.
- 14 ibef.org – India Brand Equity Foundation for economy and business.
- 15 vikaspedia.in – Knowledge initiative by InDG.
- 16 makeinindia.com – Make in India initiative for manufacturing-related info.

**SEMESTER-II****Public Relations & Corporate Communication-(JMP- 102-V)**

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IA/Practical Marks-25  
Theory -75 Marks  
Max. Marks-100

Time Allowed- 3 Hours

**COURSE OBJECTIVES**

1. To provide knowledge about concepts of public relations, publicity and e-PR.
2. To know the concept of corporate communications
3. To understand the basic tools of public relations.
4. To impart the fundamentals PR and allied Fields
5. To learn about PR agency functions and PR campaign

**UNIT-1 PR and E-PR**

- 1.1 Public Relations- Concepts and Definitions
- 1.2 Functions of PR
- 1.3 Types of Publics
- 1.4 Definitions and concept of e-PR
- 1.5 Code of ethics by professional bodies

**UNIT-2 Corporate Communication**

- 2.1 Definition, Role, Scope, Functions & Relevance of Corporate Communication
- 2.2 Corporate Governance
- 2.3 Corporate Identity
- 2.4 Corporate Social Responsibility
- 2.5 Trade Media and its relevance in crop Comm.

**UNIT-3 Tools & techniques and models**

- 3.1 Print Media
- 3.2 Audio Video media
- 3.3 New media and social media
- 3.4 Alternate media and traditional media
- 3.5 JM Grunig's Model of Symmetrical PR, Asymmetrical PR

## **UNIT-4 PR and allied fields**

- 4.1 Lobbying, Publicity, propaganda and advertising
- 4.2 Difference and Similarities between PR and Marketing
- 4.3 Difference and Similarities between Crop Comm. and PR
- 4.4 Media Tracking, PR angle & Response
- 4.5 The Power of public opinion and persuasion

## **UNIT-5 PR agency and campaign**

- 5.1 Finding a problem
- 5.2 PR campaign - program planning, evaluation
- 5.3 Research in PR
- 5.4 PR agency and Structure
- 5.5 Case Studies

## **ASSIGNMENTS**

1. Discuss basic definition and understanding of PR
2. Write about top 5 PR agency in India
3. Discuss case studies for Propaganda
4. Discuss case studies for CC
5. Other assignment given by the concerned faculty

## **COURSE OUTCOMES**

1. Students would learn about the definitions and concepts of public relations, and e-PR.
2. Students would know the concept of corporate communications.
3. Students would gain knowledge about the tools of public relations.
4. Students would learn the basics of PR and allied fields
5. Students would gain knowledge about the PR agency functions and PR campaign

## **SUGGESTED READINGS**

- ‘Managing Public Relations’ By E.Grunig James and Hunt Todd. New York: Rinehart and Winston.
- ‘Public Relations Management’ By JaishriJethwaney and N.N.Sarkar.New Delhi: Sterling Publishers Private Limited.
- ‘Public Relations in India’ BY J.M.Kaul.Kolkotta:NayaProkash.
- ‘PR as Communication Management’ By CrableE.Richard.Edina,Min:Bellwether Press
- ‘Public Relations:The Profession and the Practice’ By Baskin W.Otis,AronoffE. Croig and Lattimore Dan. Dunuque: Brown & Benchmark.

- ‘Vigyapan aur jansampark’ By JaishriJethwaney,RaviShanker and NarendraNath Sarkar. New Delhi:Sagar Publications

**Media Laws and Ethics - (JMP- 104-V)**

IA/Practical Marks-25

Theory -75 Marks

Max. Marks-100

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Time Allowed- 3 Hours

**COURSE OBJECTIVES**

1. To enhance the knowledge of the students regarding press laws vis-à-vis media.
2. To develop knowledge and understanding of the principle and concepts of media ethics.
3. To apply relevant ethical frameworks to case studies from the media.
4. To enhance the knowledge of the students regarding press commissions and committee.
5. To develop the knowledge of the students about freedom of the press

**UNIT-1 Indian Constitution**

- 1.1 Introduction of the Constitution
- 1.2 Preamble of the constitution
- 1.3 Salient features of Constitution
- 1.4 Amendments in Constitution
- 1.5 Indian constitution and freedom of the media

**UNIT-2 Basic Acts for Media**

- 2.1 Freedom of expression (Article 19(1) (a) and Article 19(1)
- 2.2 Freedom of expression and defamation- Libel and slander; In decent representation of Women (Prohibition) Act, 1986 and rules 1987,
- 2.3 Protection of Women against Sexual Harassment Bill, 2007, Sec 67 of IT Act 2000 and 292 IPC.
- 2.4 Copyright Act, Press & Registration of book Act, Official secret Act, Contempt of court, cinematography Act, RTI, and Intellectual Property Rights
- 2.5 Social Responsibility of the Press.

**UNIT-3 Media Trail & Famous Cases in Media**

- 3.1 Legality and Ethicality of Sting Operations
- 3.2 Discussion of Important cases-eg- Operation Westend- Tehelka's Westend . School Teacher Uma Khurana case;
- 3.3 Trial by Media;

3.4 Media trial v. Right to Represented

3.5 Media Trial v. Fair Trial

## **UNIT-4 Ethics in Journalism**

4.1 Importance of ethics in journalism;

4.2 Key Components- Truth, Objectivity, Accuracy,

4.3 Fairness; Code of ethics-PCI, AINEC Code of Ethics, NBA Guidelines

4.4 Broadcasting Code for Media.

4.5 Censorship in media

## **UNIT-5 Commission and Committee for Press**

5.1 Press Commission: Formation and Recommendations;

5.2 Mc Bride Commission; Press Council of India (Working, Composition and Powers);

5.3 Press Committees: Sen gupta Committee, Verghese Committee, Joshi Committee , Chanda Committee;

5.4 Prasar Bharati Act: Constitution of Prasar Bharti Board and its constitution.

5.5 Wage board for the working Journalist

## **ASSIGNMENTS**

1. Make a presentation on right to information act.

2. Discuss about different wage board of journalist in class room.

3. Make a presentation on structure of Prasar Bharti.

4. Make a presentation on working of the PCI

5. Discuss about media trial.

## **COURSE OUTCOMES**

1. Students will gain knowledge of Laws and Ethics related to media.

2. Ability to solve problems of competing values, both news values and social values, when making writing and publishing decisions.

3. Ability to collect and analyze news, information and documents in a way that complies with law, But also maintains the boundaries of press freedom and responsibility.

4. Students will be familiar with different – different press committee, wage board and Acts for Media

5. Students will be able to know the media trial & fair trial.

## **SUGGESTED READING**

- Thakurta, Paranjoy Guha, Media Ethics, Oxford University Press, 2009
- Barrie mc Donald and Michel petheran Media Ethics, mansell, 1998
- Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press , 2011
- Vikram Raghvan, Communication Law in India, Lexis Nexis Publication, 2007
- Iyer Vekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000
- William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity
- RaminderKaur, William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction
- Linda Williams, Hard Core: Power, Pleasure, and the "Frenzy of the Visible"

**Radio and TV Journalism – (JMP- 106-V)**

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Time Allowed- 3 Hours

IA/Practical Marks-25  
Theory -75 Marks  
Max. Marks-100

**COUSRE OBJECTIVES**

1. To develop understanding of different genres of Radio and their nuances
2. To enable students to write and produce programmes for Radio
3. To develop understanding of use of equipment for radio production
4. To Understand visual language; identify shot sizes & achieve good composition
5. To practice principles underlying pre-production, production and post-production

**UNIT-1 Radio Production**

- 1.1 The nature & characteristics of radio as a medium
- 1.2 Writing for radio - characteristics of the radio as a medium
- 1.3 The different forms of radio broadcasting---SW, MW & FM and the fundamental differences among them.
- 1.4 Introduction to different genres & formats for radio
- 1.5 Differences between field & studio-based recordings--the different formats that can be executed in both situations

**UNIT-2 Basics of recording and Editing**

- 2.1 Basics of field recording--tips & tricks
- 2.2 Using sounds and music to create a certain environment, emotion or effect
- 2.3 Microphones –Designs, categories and application
- 2.4 Interviewing for radio--the basic principles, questionnaires, tips & tricks.
- 2.5 Introduction to digital audio editing

**UNIT-3 Handling Broadcasting Equipments**

- 3.1 Digital Studio Mixer
- 3.2 Portable Audio Mixer
- 3.3 Recording formats
- 3.4 Understanding sound recording / perspective of sound

3.5 Sound transfer, editing and post-production & Editing software

#### **UNIT-4 Introductions to TV Production**

- 4.1 Intro to visual grammar, Intro to camera & controls.
- 4.2 Introduction to shots and sizes;
- 4.3 Handling a tripod.
- 4.4 Parts of Video Camera (menu, , viewfinder, Lenses—narrow and wide-angle, iris, focal length, Depth of field, zoom, focus, white balance, shutter speed, Basic movements—PAN & TILT, TRUCK, DOLLY
- 4.5 Composition principles, framing a picture, Aspect ratio, rule of thirds, proportion, unity, shape, colour, continuity in composition.

#### **Unit-5 Production Stages**

- 5.1 The video production process. Pre-production, Production & Post-production.
- 5.2 Above and Below-the-line personnel involved and their responsibilities.
- 5.3 Planning a production.
- 5.4 A simple video production, Continuity principles
- 5.5 Story-boarding, Basics of editing. Linear & non-linear editing.

#### **ASSIGNEMENTS**

1. To record any radio program
2. Handling equipments for radio recording
3. Practicing Radio Editing
4. Shot sizes, Pan & Tilt
5. Shooting & editing a scene
6. Continuity Exercise (shooting & editing)

#### **COURSE OUTCOMES**

1. Students will be able to develop understanding of different genres of Radio and their nuances
2. To enable students to write and produce programs for Radio
3. Students will learn the use of equipment for radio production
4. Students will be able to understand and make use of different kinds of Shots in video production
5. Students will be able to apply the basics of Video editing.

#### **SUGGESTED READINGS**

- RADIO: the book, Steve Warren, Elsevier Focal Press, 2005

- Modern Radio Production: Programming, Performance, Carl Hausmann et al, Wadsworth Publishing Company, 2006
- Radio Production, Robert McLeish, Focal Press, 2005
- Radio Production Worktext, David E. Reese et al, Elsevier Focal Press, 2006
- Creating Powerful Radio, Valerie Geller, Elsevier Focal Press, 2007
- Ted White. Broadcast News - Writing, Reporting and Producing. Focal Press, 2005.
- Stephens, Mitchell, Broadcast News – Radio Journalism and an Introduction to Television, Holt, Rinehart and Winston, 2003.
- Stuart Allen (Ed.). The Routledge companion to News and Journalism. 2010.

**Communication Research Methodology-(JMP- 108-V)**

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Time Allowed- 3 Hours

IA/Practical -25 Marks  
Theory -75 Marks  
Max. Marks-100

**COURSE OBJECTIVES**

1. Introduce basic aspects of research concepts and methods
2. To inculcate knowledge of various communication research methods
3. To aware students about the principles of research design and tools for data collection
4. To orient students towards the essential statistical procedures for research
5. Keep forward the students towards research report writing skills.

**UNIT-1 Introduction to Research**

- 1.1 Meaning of Research, Objectives of Research, Motivations in Research, Types of Research
- 1.2 Research Approaches, Significance of Research, Research Methods v/s Methodology
- 1.3 Research and Scientific Methods, Research Process, Criteria of Good Research
- 1.4 Defining the Research Problem: Concept and need, Identification of Research problem
- 1.5 Research Questions and Hypothesis, characteristics of good Hypothesis

**UNIT-2 Communication Research**

- 2.1 Communication and other branches of social sciences.
- 2.2 Major landmarks of communication research, Communication research in India.
- 2.3 Nature and scope of communication research; Research universals: data, concepts, constructs, and variable.
- 2.4 Types of variables: independent variables, dependent variables, extraneous variables, Discrete variables and continuous variables.
- 2.5 Levels of measurement- nominal, ordinal interval and ratio.

**UNIT-3 Research Design and Tools for Data Collection**

- 3.1 Meaning, Need, Features of Good Design, Concepts, and Types.
- 3.2 Basic principles of Experimental Design, various methods of Research.
- 3.3 Survey, Philosophical, Historical, Experimental, Causal Comparative, Genetic, Case Studies
- 3.4 Collections of Primary Data, Collection of Data through questionnaire and Schedules, other Observation Interview Methods

3.5 Collection of Secondary Data, Selection of appropriate method for data collection, Case Study, Focus Group Discussion, Techniques of developing research tools, viz. Questionnaire and rating scales etc. Reliability and validity of Research tools

#### **UNIT- 4 Inferential statistics and Statistical software**

- 4.1 Correlations, Concept of Variance, Other methods of Correlation
- 4.2 Sampling Distribution, Null Hypothesis- Alternative Hypothesis. Testing the Significance of difference between means (z and 't' test)
- 4.3 Analysis of Variance (ANOVA) and Analysis of covariance (ANCOVA)- concept and applications only.
- 4.4 Factor Analysis and Path Analysis (concept and applications)
- 4.5 Statistical software usage procedure; data entry and data editing, analysis of data and Interpretation of results output.

#### **UNIT-5 Writing Research Report**

- 5.1 Format and style, Review of related literature its implications at various stages of research
- 5.2 Thesis, Chapterization of thesis; Research reports;
- 5.3 Research papers for publications; Footnotes, endnotes
- 5.4 Reference styles –, APA, MLA Chicago; Harvard
- 5.5 Ethics in media research

#### **ASSIGNMENTS**

1. Generating Word Processing Skills among students.
2. Developing effective presentation skills among students.
3. Accessing various Education and Research Resources on Net.
4. Preparing E-mails, Letters, memos, proposals, formal and informal reports.
5. Oral Presentations using visual aids such as handouts, overhead transparencies and presentation software such as PowerPoint.

#### **COURSE OUTCOMES**

1. Students will be able to gain an insight into communication and media research.
2. Students will be able to understand the research methods associated with the study of communication.
3. Students will learn to analyze media research components and be able to communicate effectively orally and in writing.
4. Students will collaborate and work towards interdisciplinary research.
5. Students will contribute to the growing body of research.

## **SUGGESTED READINGS**

- Best and Kahn, Research Methodology, PHI Limited.
- Kothari, C.R. Research Methodology (Methods and Techniques), New Age Publisher.
- Kerlinger, Foundation of Research.
- Fundamentals of modern statistical methods by Rand R.wilcox.
- Power Analysis for Experimental research A Practical Guide for the Biological, Medical and social Sciences by R. Barker Bausell, Yi-Fang Li Cambridge University Press.
- Design of Experience: Statistical Principles of Research Design and Analysis, by Robert O. Kuehl Brooks/cole.
- Wimmer, Roger D & Joseph R. Dominic (2003): Mass media Research: An introduction (7th Edition), Belmont, CA: Wadsworth.
- Swetnam, Derek (2000): Writing Your Dissertation. London: How To Books
- RummuelR.L., 1970. Applied factor Analysis, Northwestern University Press, Evanston IL Sarlow, C. 1994. Basic Research Methods, New Delhi, MC Graw – Hill.

**Radio and Television Lab– (JMP- 110-V)**

IA/Practical Marks-30

Theory -70Marks

Max. Marks-100

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Time Allowed- 3 Hours

**SUGGESTED ASSIGNMENTS**

1. Scripting for Radio News.
2. Scripting for other formats of Radio Production.
3. Practicing for program presentation & Voice Modulation.
4. Using Radio Console and other equipments of broadcasting
5. Individual social message of 10 sec each
6. Cover Events or do spot commentaries and Interview celebrities, experts, and ordinary people
7. Locating TV stories: Sources of news, ideation
8. Developing TV stories: Process and planning
9. Structuring a TV news report, V/O's, packages and story formats
10. PTC: Opening, bridge and closing
11. The equipment, field work, TV news interviews, shooting, recording and Editing

**Public Relations & Corporate Communication Lab - (JMP- 112-V)**

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Time Allowed- 3 Hours

IA/ Practical: 15Marks

Theory-35 Marks

Max. Marks-50

**SUGGESTED ASSIGNMENTS**

- Presentations on Perception Management
- Case Studies of Indian PR organizations
- CSR case Presentations
- Case Studies of Advertising and PR Agencies in India
- Crisis Communication Presentations
- Media Tracking of Current Corporate Issues/Crises
- PR campaign planning and evaluation
- Organize press conference in the situation of crisis

**Current Affairs & General Studies- (JMP- 114-V)**

IA/Practical Marks-15

Theory -35 Marks

Max. Marks-50

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Time Allowed- 3 Hours

**COURSE OBJECTIVES**

- Awareness of the surroundings in fields such as politics, business, economics, entertainment, sports etc.
- Raise awareness level and develops an opinion or a perspective on worldly affairs.
- Ability to express effectively. Providing an engaging, active, learner-centered activity.
- Gaining broad, multi-faceted knowledge cutting across several disciplines outside the learner's normal academic subjects.
- Increasing learners' confidence, poise, and self-esteem.

**COURSE CONTENT**

- Daily general class group discussion on Current Affairs topics
- Writing on current, event-breaking news (Local, Regional, National, International)
- Regular Writings from current news sources in issues of interest (Social, Political, Economic, Cultural, Religious issues etc.)
- Editorial, Article and Feature Writing
- Opinion, Column and Blog Writing
- Individual and cooperative group research and presentations
- Mock Interviews, Debates, and Situation-based questions
- Face-to-Face Interviews
- Case Study Discussions
- Election process, Judiciary and Judicial review
- Indian political thoughts, India's relation with other countries
- Cabinet and Parliament of India, Functions and Powers of Lok Sabha, Rajya Sabha
- National and Regional parties; Ideology organization

- Features of Indian Economy, Population, National Income
- Agriculture, Industry
- Money and Banking, Foreign Trade
- Planning, Planning Commission, and Public Finance
- Environment Protection
- Disaster Management in India
- Indian Constitution, Indian political and administration system
- Election process, Judiciary and Judicial review
- Indian political thoughts
- India's relation with other countries
- Cabinet and Parliament of India
- Functions and Powers of Lok Sabha, Rajya Sabha
- National and Regional parties; Ideology organization
- International Industrial Institutions, IMF, World Bank, EEC
- Human Rights, Concept of Human Rights
- Fundamental Duties
- Human Rights Violations
- Remedies Women, children, Minorities, Terrorism and Security Forces

## **PRACTICAL ASSIGNMENTS**

1. Class participation (daily) listening as well as speaking
2. Current news assignments (daily)
3. Regular analytical writings skills
4. Quizzes
5. Group Discussions
6. Case Study Discussions
7. Face-to-Face Interviews
8. General Aptitude and Mental Ability
9. Focus Group Discussions
10. Development of Personality and Critical Thinking
11. Develop the ability for social cohesion and leadership among students

12. Developing intellectual and moral integrity

## **COURSE OUTCOMES**

1. Students would be able an opportunity to explore broad and ever-changing arrays of social concerns and issues.
2. Students will be expected to do research on various topics and thoroughly explore all sides of the issues.
3. Students will have to consider a variety of opinions and perspectives on controversial and complex topics.
4. Students will have to take and defend a position.
5. Students would be able to get global awareness and create an educated citizenry.

## **SUGGESTED READINGS**

1. PRS Legislative Research (PRS)
2. Press Information Bureau (PIB)
3. Yojana Magazine
4. Kurukshetra Magazine
5. Economic Survey
6. Indian Budget
7. Defense and Foreign relations (IDSA)
8. The Hindu
9. The Indian Express
10. Business Standard
11. General Knowledge by Arihant publications
12. General Studies by Disha
13. General Knowledge Manual by Pearson
14. General Knowledge by Lucent
15. General Knowledge by Prabhat Prakashan
16. Columbia Journalism Review
17. Economic & Social Issues in India by Dhrub Kumar
18. Monthly Current Affairs Magazine— PratiyogitaDarpan, Civil Services Times, NitiAayog reports, Economic and Political Weekly, World Focus year-end issue only, etc.

## **SUGGESTED BOOKLIST**

1. Principles of Political Science, A C Kapoor.
2. Principles of Political Science, Piersons.
3. Sociology - T.B. Bottomore.
4. Sociology Themes & Perspectives - Moralambose& R.M. Heald
5. Constitution of India by DD Basu
6. Indian Administration - Ramesh K. Arora & Rajni Goyal.
7. Indian Administration - S.R. Maheswari.
8. Local Government - S.R. Maheswari.
9. Development as Freedom, Amartya Sen
10. Indian Economy by Omkarnath
11. Indian Economy Dutt and Sundaram
12. Indian Govt. and Politics – Johan

## **USEFUL GOVERNMENT WEBSITES**

1. ncert.nic.in – Download NCERT Texts as PDF.
2. nios.ac.in – Download NIOS Online Materials.
3. egyankosh.ac.in – Download IGNOU Books.
4. yojana.gov.in – Download Yojana and Kurukshetra Magazines.
5. upsc.gov.in – Official Website of UPSC.
6. pib.nic.in – Press Information Bureau Website, for government updates.
7. prsindia.org – PRS Website for tracking bills in Parliament.
8. idsa.in – IDSA website for Defense and Foreign relations.
9. gatewayhouse.in – Indian Council for Global relations.
10. envfor.nic.in – Ministry of Environment and Forests.
11. mea.gov.in – Ministry of External Affairs.
12. indiabudget.gov.in – Download Budget and Economic Survey.
13. ptinews.com – Press Trust of India.
14. ibef.org – India Brand Equity Foundation for economy and business.
15. vikaspedia.in – Knowledge initiative by InDG.
16. makeinindia.com – Make in India initiative for manufacturing-related info

**SEMESTER-III****Multimedia Technologies: Culture and Society-(JMP- 201-V)**

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Time Allowed – 3 Hours

IA/Practical: 25 Marks  
Theory-75 Marks  
Max. Marks-100

**COURSE OBJECTIVES**

1. Introduce basic aspects of digital & social media
2. To inculcate knowledge of trends in communication technology
3. To aware students about the technology & society
4. To orient students towards the gaming & technology
5. Keep forward the students towards importance of interactive media

**UNIT-1 Introduction to Digital & Social Media**

- 1.1 Evolution of digital media and digital communication
- 1.2 Online communication, Online communities, Online identities
- 1.3 Social networking and social media tools
- 1.4 Human-computer Interaction
- 1.5 Social interactions and mobile phones/Internet

**UNIT-2 Trends in Communication Technology**

- 2.1 Mediated communication
- 2.2 Social consequences of new communication technology
- 2.3 Mobile phones and micro-cultures, Adoption and use of technologies
- 2.4 Media convergence, Digital media literacy
- 2.5 Production and consumption in the digital age

**UNIT-3 Technology & Society**

- 3.1 Access and Digital Divide
- 3.2 Cyberspace and the public sphere
- 3.3 Digital natives and digital immigrants, Impact of digital technology on culture
- 3.4 Digital media activism
- 3.5 Participatory communication, Citizen journalism, Fan culture in new media

## **UNIT-4 Gaming & Technology**

- 4.1 Game studies, Scripting for games
- 4.2 Digital storytelling, Video games and online games
- 4.3 Game addiction, Representation of gender in games
- 4.4 Interactivity in games, Narrative and ludic aspects of games
- 4.5 Games in education, Alternate Reality Games (ARGs), ARGs in marketing

## **UNIT-5 Importance of Interactive Media**

- 5.1 Interactive TV, IPTV
- 5.2 Digital video compression technologies- MPEG, 3G,4G & 5G
- 5.3 Search engine content optimization, Social media marketing – Blogging, podcasting and Screen casting
- 5.4 RSS feeds, Writing for the Web, Mobile communication Interactive media,
- 5.5 Interactive Multi-media, Flash presentations, Dreamweaver, Video conferencing and Web conferencing

## **ASSIGNMENTS**

1. Discuss digital & social media
2. Write an essay/article on digital media literacy
3. Assignment on impact of digital technology on culture
4. Discuss various emerging perspectives for interactivity in games
5. Other assignment given by the concerned faculty

## **COURSE OUTCOMES**

1. Students would be able to introduce themselves to digital & social media
2. Students would be able to inculcate the knowledge of trends in Communication technology
3. Students would be able to aware about the technology & society
4. Students would be able to orient the gaming & technology
5. Students would be able to understand the importance of interactive media

## **SUGGESTED READINGS**

- Convergence Culture– Where Old and New Media Collide: Henry Jenkins, New York University Press, 2008.
- Cybertext– Perspectives on Ergodic Literature: Espen J. Aarseth,

The Johns Hopkins University Press, 1997.

- Fans, Bloggers, and Gamers— Media Consumers in a Digital Age: Henry Jenkins, New York University Press, 2006.
- Gatewatching— Collaborative Online News Production: Alex Bruns, Peter Lang, 2005.
- Mobile Communications— Re-negotiation of the Social Sphere: Rich Ling & Per E. Pedersen, Springer-verlag, 2005.
- Reporting and Producing for Digital Media: Claudette Guzan Artwick, Blackwell, reprinted in India by Surjeet, 2005.
- The Mobile Connection— The Cell Phone's Impact on Society: Rich Ling, Morgan Kaufmann, 2004.
- Understanding the Web: ed Alan B. Albarran& David H. Goff, Blackwell, reprinted in India by Surjeet, 2003.
- Writing for the Web: Crawford Kilian, Jaico, 2009.
- Zero Comments— Blogging and Critical Internet Culture: Geert Lovink, Routledge, 2007.

**Advertising – Concepts and Management-(JMP- 203-V)**

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Time Allowed: 3 Hours

I.A./Practical: 25 Marks  
Theory: 75 Marks  
Max. Marks: 100

**COURSE OBJECTIVES**

1. To Impart basic concepts of Advertising and evolution
2. To understand the types of advertising models and branding
3. To learn about the advertising agencies structure
4. To Inculcate knowledge of Consumer Behaviour, and Advertising Campaign
5. To understand the concept of creativity and importance of research

**UNIT –1 Concept and Evaluation**

- 1.1 Advertising- concepts, definitions, needs and Needs and purpose of advertising
- 1.2 Evolution of Advertising
- 1.3 Communicational and Advertising
- 1.4 Evolution of India Advertising
- 1.5 Advertising- Global Scenario

**UNIT-2 Types of Advertising, Models and Branding**

- 2.1 Types of advertising
- 2.2 Appeals in Advertising
- 2.3 Models of Advertising Communication -DAGMAR model, Maslow's Hierarchy Model and AIDCA model
- 2.4 Communication Theories related to Advertising
- 2.5 Brand- Branding, Positioning and Packaging

**UNIT-3 Advertising Agency Structure**

- 3.1 Development of Ad Agencies and current scenario, Advertising and INS
- 3.2 Structure and Functional of Advertising Agencies
- 3.3 Advertising Agency Revenue
- 3.4 Ethical Issues in Advertising, Social Criticism of Advertising
- 3.5 Advertising Statutory Bodies in India, Role of AAA and ASCI

## **UNIT-4 Strategic Planning**

- 4.1 Defining Strategies -concepts, definitions and need
- 4.2 The Process and steps of Planning
- 4.3 Consumer Behaviour - Market Segmentation and Situation Analysis
- 4.4 Planning Advertising Campaign and Media Planning
- 4.5 Advertising Appropriation and Budgeting

## **UNIT-5 Research and Creativity**

- 5.1 Advertising Research and Pre- Test & Post Test
- 5.2 Understanding Creativity- Creative brief, Lateral Thinking, Brainstorming and Various Creative
- 5.3 Creative Writing- Elements of Ad Copy and How to Write an Effective Copy
- 5.4 Digital Media and Advertising
- 5.5 Case Studies

## **COURSE OUTCOMES**

1. Students would learn basic concepts of Advertising and evolution
2. Students would be able to know about types of advertising models and branding
3. Learner will have the knowledge of advertising agencies structure
4. Students would know about Consumer Behaviour, and Advertising Campaign
5. Learner would know about creativity and importance of research

## **ASSIGNMENTS**

1. GD on need of advertising
2. Discuss top 3 ad agency department in detail
3. Discuss case studies related to Advertising ethics
4. Other assignment given by the concerned faculty

## **SUGGESTED READINGS**

- Chunawalla SA & Sethia KC, foundations of Advertising Theory and practice, publisherHimalaya Publishing House, Delhi, 2000.
- Chunawalla SA other advertising theory and practice, publisher- Himalaya publishing house, Delhi, 2009.

- Batra Rajeev & other, advertising management (fifth edition), Publisher- prentice hall of India, New Delhi, 2000.
- Jaishri Jethwaney & Shruti Jain, Advertising Management (Second Edition), Publisher- Oxford University Press

**Development Communication-(JMP- 205-V)**

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Time Allowed - 3 Hours

IA/Practical – 25 Marks  
 Theory- 75 Marks  
 Max. Marks -100

**COURSE OBJECTIVES**

1. To develop understanding of development issues
2. To contribute positively towards the development process of country as responsible Mass communicators.
3. To understand role of communication for rural, urban and tribal development.
4. To know development communication approaches and development support communication.
5. To help students understand role of Media and international agencies in development

**UNIT-1 Concept and Indicators of Development**

- 1.1 Definition, meaning and process of development
- 1.2 Theories and paradigms of development
- 1.3 Ingredients (5Ms) of development and money generation, MNCs and foreign aid
- 1.4 Basic needs model by Bariloche Foundation
- 1.5 Economic and social indicators of development

**UNIT-2 Development Communication - Concept and Theories**

- 2.1 Definition and Concept
- 2.2 Approaches: Diffusion of Innovation, Magic Multiplier, Localized Approach
- 2.3 Development Support Communication - Extension Approach
- 2.4 Health and Family Welfare
- 2.5 Women Empowerment, Literacy & Education, Water Harvesting & Management

**UNIT-3 Development Journalism**

- 3.1 Development of message design and communication
- 3.2 Cyber media and development: e-governance, digital democracy & e-Chaupal
- 3.3 ICT & Development
- 3.4 Role of NGOs in social development.
- 3.5 Corporate social responsibility (CSR)

**UNIT-4 Communication in different perspectives**

- 4.1 Communication for rural development: Panchayati Raj, farming and alternative employment
- 4.2 Communication for urban development: Urban sanitation, Consumer awareness, Slum development
- 4.3 Communication for Tribal development: Wild life and forest conservation, Joint forest management , Forest based cottage industries
- 4.4 World Communication Perspective: Demand for NWICO, recommendation of NWICO
- 4.5 MacBride Commission, Recommendations of MacBride Commission

## **UNIT-5 Media and Development**

- 5.1 Media types and their impact on learning and retention
- 5.2 Factors affecting selection and use of media for social change processes
- 5.3 Interface of media, culture and society
- 5.4 Role of UN & UNESCO in bridging the gap between north and south
- 5.5 Global communication scenario

## **ASSIGNMENTS**

1. Analysis of development indicators - national and international perspectives
2. Critical analysis of selected development initiatives
3. Analysis of media for development communication
4. Designing media for development communication
5. Case studies National/International

## **COURSE OUTCOMES**

1. Students would be able to understand development issues for Journalistic activities
2. Students would be able to Write and report the different kinds of development stories.
3. Students would be able to Work with National & International Development agencies as a development mass communicator.
4. Students would become proficient in designing messages.
5. Students would be able to understand the role of Media and international agencies in development

## **SUGGESTED READINGS**

- Narula Uma Development Communication – Theory and Practice, Har Anand
- Gupta V.S. Communication and Development Concept, New Delhi
- Tewari, I P Communication Technology and Development, Publication Division, Govt. of India
- Joshi Uma Understanding Development Communication, Dominant Publications, New

Delhi

- Srinivas R. Melkote Communication for Development in The Third World, Sage, New Delhi
- Lerner Daniel & Schramm Wilbur Communication and Changes in Developing Countries, East West Communication Centre, Honolulu
- Rogers Everett M Communication and Development: Critical Perspective, Sage, New Delhi
- Todaro, Michael P Economic Development in the Third World, Longman, New York
- Sinha, Dipankar Communicating Development in the New World Order

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Time Allowed - 3 Hours

IA/Practical – 25 Marks  
Theory- 75 Marks  
Max. Marks - 100

## **COURSE OBJECTIVES**

1. To Understand the language of cinema
2. To Know the relationship between films and society
3. To understand how meaning is constructed in a film
4. To know the rise and development of Hindi Cinema
5. To understand the evolution of film culture

### **UNIT-1 Early Cinema and Language of Cinema**

- 1.1 Visual Language, Cinematography, Visual Universe, Beginnings of Cinema & Silent Era to Studio Era
- 1.2 Mise-en-scene, Colour as storytelling device
- 1.3 Editing - History and Development, Continuity Editing, Soviet Montage
- 1.4 Beginnings of sound, Manifestations in cinema,
- 1.5 Music in cinema & Diegetic, Non-Diegetic, Sync, Non-Sync

### **UNIT-2 Social Context and Film Form**

- 2.1 German Expressionism - WW I and Expressionism
- 2.2 German Expressionism - Filmmakers, Impact and Legacy
- 2.3 Italian Neorealism - Realism, Advent of Neorealism & Italian Neorealism – Neorealist Cinema, Downfall and Legacy
- 2.4 French New Wave - Cahiers du Cinema, Philosophy & French New Wave – The French Masters, Cinematic Style and Legacy
- 2.5 Third Cinema - Socio-Political Milieu & Third Cinema - Ideology, Movement and Legacy

## **UNIT-3 Alternative Visions**

- 3.1 Auteur Theory – French Cinema, Cahiers du Cinema&Auteur Theory - Theory, Legacy, Auteurs
- 3.2 Feminist Film Theory - Visual Pleasure,
- 3.3 Feminist Criticism & Feminist Film Theory - Freudian Psychosexual Theory, Critique
- 3.4 Postmodernism - Postmodernist Cinema and Characteristics
- 3.5 Film Genre - Western Film, Anthology & Film & Film Genre - Film Noir, Gangster Film

## **UNIT-4 Hindi Cinema**

- 4.1 Parsi Theatre, Silent Era
- 4.2 The Talkie, Studio System
- 4.3 Narrating the Nation in Cinema & Nation Building, Golden Age
- 4.4 Indian New Wave, Parallel Cinema & Parallel Cinema - Decline and Legacy
- 4.5 Liberalization and Indian Cinema & Rise of Multiplex Cinema

## **UNIT-5 Film Culture**

- 5.1 Evolution of Censorship
- 5.2 Film Criticism
- 5.3 Cinephilia
- 5.4 Exhibition of Film
- 5.5 Film Distribution and Production

## **COURSE OUTCOMES**

1. Students will understand the Language of Cinema.
2. Students would be able to understand the importance of social context and Film Form.
3. Alternative Visions of film making will be cleared to students.
4. Students would be able to understand the role of Hindi cinema in nation building.
5. Students would be able to understand the importance of film Culture.

## **ASSIGNMENTS**

- 1) Watch a film of your choice and write your observations about how the visual universe for the film has been created?
- 2) Identify at least 5 film conventions from your viewings of different films?
- 3) Watch a film and note down every time a specific shot size (e.g., extreme close-up) is used. Analyse the purpose for its use?
- 4) Watch The Cabinet of Dr.Caligiri and write down your observations on the use of light and sets in the film.

5) Outline the effect of WWI on German cinema.

## **RECOMMENDED SCREENINGS OR CLIPS**

1. Rear Window by Alfred Hitchcock (Language of Cinema)
2. Battleship Potemkin by Sergei Eisenstein (Language of Cinema)
3. Man with a Movie Camera by Dziga Vertov
4. Germany Year Zero directed by Roberto Rossellini (Italian Neo Realism)
5. Metropolis by Fritz Lang/Double Indemnity by Billy Wilder (German Expressionism and Film Noir)
6. Pather Panchali by Satyajit Ray
7. The Hour of the Furnaces by Fernando Solanas
8. Nishant by Bhayan Benegal/Aakrosh by Govind Nihalani (Indian New wave)
9. Pyaasa by Guru Dutt Session

## **SUGGESTED READINGS**

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

**Film Appreciation (LAB)-(JMP- 209-V)**

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Time Allowed - 3 Hours

IA/Practical –30 Marks  
Theory- 70 Marks  
Max. Marks - 100

**Practical Assignments:**

1. Watch a film critically analyse its various components of mise-en-scene. What impact does the mise-en-scene have on your understanding of the film?
2. Watch and compare editing of the films A Trip to the Moon and The Great Train Robbery.
3. Watch any dialogue/conversation scene involving two characters. Observe how the shot-reverse shot technique is implemented. What effect does this have on the scene?
4. Watch the opening sequences of at least 5-8 films. Observe if and how the establishing shot is used.
5. Watch clips of film from different eras and try to trace the technological arc of sound.
6. Watch Workers Leaving a Factory and The Birth of a Nation. Identify the difference in the Visual styles.
7. Watch the film Satya and see if you can identify any expressionist characteristics.
8. Watch film Rome open city and Bicycle thief & identify the main characteristics of Neorealism In the film.
9. Critically analyse Pather Panchali in context of Auteur Theory.
10. Watch any film and study the difference and similarities in the portrayal of the lead female and male characters.
11. Critically analyse Meshes of the Afternoon in light of Modernism.
12. Watch the film Raja Harishchandra and compare it with Birth of a Nation.
13. Watch the film Jagte Raho (1956) and write down your observations on the presence of the city In the film.
14. Watch the film Bhuvan Shome (1969) and identify the characteristics that qualify it as parallel cinema

**Digital Media Production Portfolio-(JMP- 211-V)**

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Time Allowed - 3 Hours

IA/Practical – 15 Marks  
Theory- 35 Mark  
Max. Marks-50

**ASSIGNMENTS**

- To create and maintain blogs
- Analyze different elements and content of a news website
- Distinguish between news, views, opinions, advertisements
- Web publishing, learning HTML
- Creating a simple web page with links to text document, graphics and audio & video document
- Students in groups should create a dynamic website with each one given a different assignment regarding the components of website.
- Fact checking tools
- Preparation of a video brief
- Idea generation – fiction and non-fiction
- Developing an idea into story
- Script and story board
- Shooting script
- Production of a program
- Post production

**Current Affairs & General Studies- (JMP- 213-V)**

L	T	P	IA/Practical -15 Marks
2	0	0	Theory -35 Marks
Time Allowed- 3 Hours			Max. Marks-100

**COURSE OBJECTIVES**

1. Awareness of the surroundings in fields such as politics, business, economics, entertainment, sports etc.
2. Raise awareness level and develops an opinion or a perspective on worldly affairs.
3. Ability to express effectively. Providing an engaging, active, learner-centered activity.
4. Gaining broad, multi-faceted knowledge cutting across several disciplines outside the learner's normal academic subjects.
5. Increasing learners' confidence, poise, and self-esteem.

**COURSE CONTENT**

- Daily general class group discussion on Current Affairs topics
- Writing on current, event-breaking news (Local, Regional, National, International)
- Regular Writings from current news sources in issues of interest (Social, Political, Economic, Cultural, Religious issues etc.)
- Editorial, Article and Feature Writing
- Opinion, Column and Blog Writing
- Individual and cooperative group research and presentations
- Mock Interviews, Debates and Situation-based questions
- Startup India, Make in India
- MOOC, Coursera, Udemy, FutureLearn
- International Industrial Institutions, IMF, World Bank, EEC
- Human Rights, Concept of Human Rights
- Fundamental Rights
- Human Rights Violations
- Remedies Women, children, Minorities, Terrorism and Security Forces

- Election process, Judiciary and Judicial review
- Indian political thoughts, India's relation with other countries
- Cabinet and Parliament of India, Functions and Powers of Lok Sabha, Rajya Sabha
- National and Regional parties; Ideology organization
- Indian Constitution, Indian political and administration system
- Election process, Judiciary and Judicial re view
- Indian political thoughts, India's relation with other countries
- Cabinet and Parliament of India
- Functions and Powers of Lok Sabha, Rajya Sabha
- National and Regional parties; Ideology organization

## **PRACTICAL ASSIGNMENTS**

1. Class participation (daily) listening as well as speaking
2. Current news assignments (daily)
3. Regular analytical writings skills
4. Quizzes
5. Group Discussions
6. Case Study Discussions
7. Face-to-Face Interviews
8. General Aptitude and Mental Ability
9. Focus Group Discussions
10. Development of Personality and Critical Thinking
11. Develop the ability for social cohesion and leadership among students
12. Developing intellectual and moral integrity

## **COURSE OUTCOMES**

1. Students would be able an opportunity to explore broad and ever-changing arrays of social concerns and issues.
2. Students will be expected to do research on various topics and thoroughly explore all sides of the issues.
3. Students will have to consider a variety of opinions and perspectives on controversial and complex topics.

4. Students will have to take and defend a position.
5. Students would be able to get global awareness and create an educated citizenry.

## **SUGGESTED READINGS**

1. PRS Legislative Research (PRS)
2. Press Information Bureau (PIB)
3. Yojana Magazine
4. Kurukshetra Magazine
5. Economic Survey
6. Indian Budget
7. Defense and Foreign relations (IDSA)
8. The Hindu
9. The Indian Express
10. Business Standard
11. General Knowledge by Arihant publications
12. General Studies by Disha
13. General Knowledge Manual by Pearson
14. General Knowledge by Lucent
15. General Knowledge by Prabhat Prakashan
16. Columbia Journalism Review
17. Economic & Social Issues in India by Dhrub Kumar
18. Monthly Current Affairs Magazine- PratiyogitaDarpan, Civil Services Times, NitiAayog reports, Economic and Political Weekly, World Focus year-end issue only, etc.

## **SUGGESTED BOOKLIST**

1. Principles of Political Science, A C Kapoor.
2. Principles of Political Science, Piersons.
3. Sociology - T.B. Bottomore.
4. Sociology Themes & Perspectives - Moralambose& R.M. Heald
5. Constitution of India by DD Basu

6. Indian Administration - Ramesh K. Arora & Rajni Goyal.
7. Indian Administration - S.R. Maheswari.
8. Local Government - S.R. Maheswari.
9. Development as Freedom, Amartya Sen
10. Indian Economy by Omkarnath
11. Indian Economy Dutt and Sundaram
12. Indian Govt. and Politics – Johan

## **USEFUL GOVERNMENT WEBSITES**

1. ncert.nic.in – Download NCERT Texts as PDF.
2. nios.ac.in – Download NIOS Online Materials.
3. egnyankosh.ac.in – Download IGNOU Books.
4. yojana.gov.in – Download Yojana and Kurukshetra Magazines.
5. upsc.gov.in – Official Website of UPSC.
6. pib.nic.in – Press Information Bureau Website, for government updates.
7. prsindia.org – PRS Website for tracking bills in Parliament.
8. idsa.in – IDSA website for Defense and Foreign relations.
9. gatewayhouse.in – Indian Council for Global relations.
10. envfor.nic.in – Ministry of Environment and Forests.
11. mea.gov.in – Ministry of External Affairs.
12. indiabudget.gov.in – Download Budget and Economic Survey.
13. ptinews.com – Press Trust of India.
14. ibef.org – India Brand Equity Foundation for economy and business.
15. vikaspedia.in – Knowledge initiative by InDG.
16. makeinindia.com – Make in India initiative for manufacturing-related info.

## SEMESTER-IV (Media Industry Internship)

Subject Code	Course	University Exam	Internal Assessment	Total	Category Code	Credits
JMP- 202-V	Training Report and Viva Voce	400*	200*	600	DCC	10
	Total	400	200	600		

**Training Report and Viva Voce:** Procedure for annual examination and continuous assessment of:

**(A) Internal Assessment**

1. Project Evaluation	100 Marks
2. Project Seminar	50 Marks
3. Assessment by University Faculty (Two visit/Sem.)	50 Marks

**(B) University Assessment Marks**

1. Assessment by Industrial Guide	100 Marks
2. Project Viva by external examiner	300 Marks

\*Every student required to pass both internal and external assessment separately by scoring at least 40% both in internal and University Exam.