

Name of the Department: Dept. of Mass Communication

Name of the Course: MA in Journalism and Mass Communication

Last alphabet "C" in Code No-Stand for Core Paper

Last alphabet "O" in Code No -Stands for Open Paper

Last alphabet "E" in Code No -Stands for Elective Paper

First Semester

A. Theory						
Sl no	Code No	Name of the Paper	Contact hours/week			Credit
			L	T	P	
1	MJMC 101	Introduction to Journalism & Mass Communication	3	0	0	3
2	MJMC 102	Communication Theory	4	0	0	4
3	MJMC 103	Reporting for Print Media	3	1	0	4
4	MJMC 104	Editing & Design for Print Media	2	1	0	3
5	MJMC 105	Sound & Radio Journalism	4	0	0	4
Total of Theory			16	2	0	18
B. Practical						
1.	MJMC 106	Reporting for Print Media- Practical	0	2	4	4
2.	MJMC 107	Editing & Design for Print Media-Practical	0	2	4	4
3.	MJMC 108	Sound & Radio Journalism-Practical	0	2	4	4
Total of Practical			0	6	12	12
Total of Semester(A+B)			16	8	12	30

Second Semester

A. Theory						
Sl no	Code No	Name of the Paper	Contact hours/week			Credit
			L	T	P	
1	MJMC 201	Advertising	3	1	0	4
2	MJMC 202	Communication Research	4	0	0	4
3	MJMO 203	Introduction to Media & Communication	4	2	0	6
4	MJMO 204	Writing for Media	4	2	0	6
5	MJMC 205	Public Relations	3	1	0	4
Total of Theory			18	6	0	24
B. Practical						
1.	MJMC 206	Advertising	0	1	2	2
2.	MJMC 207	Communication Research Practical	0	1	2	2
3.	MJMC 208	Public Relations	0	1	2	2
Total of Practical			0	3	6	6
Total of Semester(A+B)			21	9	6	30

Third Semester

A. Theory						
<i>Sl no</i>	<i>Code No</i>	<i>Name of the Paper</i>	<i>Contact hours/week</i>			<i>Credit</i>
			<i>L</i>	<i>T</i>	<i>P</i>	
1	MJMC 301	Visual Communication	3	1	0	4
2	MJMC 302	Film Studies	3	1	0	4
3	MJMC 303	Communication for Development	3	1	0	4
4	MJMC 304	EM Production & TV	3	1	0	4
Total of Theory			12	4	0	16
B. Practical						
1.	MJMC 305	EM TV Practical	0	2	8	6
2.	MJMC 306	Dissertation-I	0	2	8	6
3.	MJMC 307	Dev Com Practical	0	1	2	2
Total of Practical			0	5	18	14
Total of Semester(A+B)			12	9	18	30

Fourth Semester

A. Theory						
<i>Sl no</i>	<i>Code No</i>	<i>Name of the Paper</i>	<i>Contact hours/week</i>			<i>Credit</i>
			<i>L</i>	<i>T</i>	<i>P</i>	
1	MJMC 401	New Media	3	1	0	4
2	MJMC 402	Media Laws & Ethics	3	1	0	4
3	MJMC 403	International Comm.-Media & Society	4	0	0	4
4	MJME 404A/B/C	Elective Theory	3	1	0	4
Total of Theory			13	3	0	16
B. Practical						
1.	MJMC 405	New Media Practical	0	2	4	4
2.	MJMC 406	Dissertation-II	0	2	8	6
3.	MJMC 407A/B/C	Elective Practical	0	2	4	4
Total of Practical			0	6	16	14
Total of Semester(A+B)			13	9	16	30

MJME 404 & 407: Students to exercise option for any one from the following options-

- A) Advanced Print & Data Journalism**
- B) Corporate Communication & Media Management**
- C) Documentary & Short Film Making**

Note

- *Paper 306 Dissertation-I shall include choosing a topic, doing the survey of literature, formulating a problem, finding out a proper research method and then writing and presenting a synopsis of the proposal of dissertation within 1000 to 2500 words clearly delineating research question / hypothesis if any, methodology, apart from an introduction to the topic, review of literature etc. Distribution of marks for this paper if required for the purposes of Examination may be 30% coming from the Supervisor/s as CCA, 30% on presentation to be marked by a panel of examiners (teacher/s from the department or other departments including the Supervisors) and 40% on written synopsis of proposal submitted to the department through supervisor to be evaluated by an external and the internal (supervisor/s) and the average as the marks for 40 per cent of written presentation. Non-supervisor Evaluators for all students for 30 % and for 40 % should be same set for each evaluation (except the CCA 30% for which respective supervisor would evaluate).*
- *Paper 406 Dissertation-II may be evaluated on the basis of final dissertation on the same topic to be submitted at the end of fourth semester with 70 per cent on the written and typed and bound dissertation submitted in three copies and 30 per cent on public presentation and viva voce to be taken by the external and internal (supervisor/s).*
- *Students have to compulsorily opt for a paper MJMC-203 from any other department as the first Optional Paper and students will also have a choice to opt for a second Optional Paper MJMC-204 or a paper of 204 in any other department. Accordingly MJMC-203 and MJMC-204 are framed with students from other department in mind, with a rider that students from Mass Communication as well may opt for the paper MJMC-204.*
- *In fourth semester a student has to opt for two specialization papers from the following three sets of options for MJMC 404 (Theory) and MJMC 407 (Practical): A: Advanced Print & Data Journalism; B: Corporate Communication & Media Management; C: Documentary & Short Film Making.*
- *MJMC 407 A/B/C would be practical based paper. However, 50 per cent of both CCA and practical evaluation shall be on the basis of performance / students report of Industrial tour / Internship which may be under taken any time after the examinations of 1st semester are over at the earliest, and till 30 days after the final examinations are over by the latest. However the students are to undertake this before the start of fourth semester final examinations and any delay after that will require prior permission from the department, failing which the results of the students may be withheld till such requirement is fulfilled to the satisfaction of the department.*
- *All papers will be evaluated out of total 100 marks and 30 per cent of theory papers will be internal assessment as per AUS rules for CBCS (New) Course 2015.*

Syllabus of MA (Journalism & Mass Communication)

MJMC-101: Introduction to Journalism and Mass Communication

The Objectives of the course is to make the students aware of origin and growth of Journalism in India and preliminary ideas on Communication, and Mass Media.

Unit-1: Introduction to Journalism

- 1. Concept, nature and scope of journalism; Printing Press and First Newspaper, Origin and growth of journalism in India: First Newspaper in India; Nationalism and print media;*
- 2. Social transformation and Press in Colonial India- Raja Rammohan Roy, Harish Mukherjee, Mahatma Gandhi; Advent of Press in North East India.*
- 3. Different genres of journalism: advocacy, parachute, immersive, interpretative, investigative; citizen journalism.*

Unit-2: Introduction to Communication

- 1. Definition and characteristics of communication, Types and levels of communication*
- 2. Elements of communication and barriers to communication*
- 3. Mass Communication – origin and development –meaning and characteristics*

Unit-3: Mass Media

- 1. Types and functions of mass media*
- 2. All India Radio, FM, Doordarshan, Prasar Bharati; Cable & Satellite TV in India*
- 3. Media as Industry- convergence & divergence; Conglomeration of Global media: Indian scenario.*

Unit-4: Traditional / Folk Media

- 1. Meaning, Role and Characteristics of Traditional / Folk Media*
- 2. Traditional / Folk media- with special reference to North East India*
- 3. Different Traditional Folk Media in India; People's culture and Traditional / Folk Media, Use of traditional folk media in development*

Unit-5: Introduction to New Media

- 1. Information & Communication Technology (ICT)- Meaning role & characteristics.*
 - 2. Internet and its application in media; Meaning and concepts of new media;*
 - 3. Penetration of Internet: digital divide, Media, power and hegemony, e-governance*
- The concerned Course Teacher/s will provide reading references to the students before the beginning of the Semester.*

MJMC-102: Communication Theories

The objective of this course is to provide students an understanding of the different theories of communication and their characteristics.

UNIT 1: Concepts & Models of Communication

- 1. Definition, characteristics, types and levels of communication.*
- 2. Elements and barriers of communication. Eastern and Western concepts of communication.*
- 3. Nature, Characteristics and functions of Mass Communication; Normative theory.*
- 4. Models of Communication: Aristotle, Lasswell, Schramm, Osgood, Berlo, Newcomb, Kincaid, Jo-Harry's Window, Shannon & Weaver.*

UNIT 2: Media Effects

- 1. Four phases of media effects research and theory.*
- 2. All powerful media theory- Magic Bullet theory; Mass Society theory.*
- 3. Two step flow theory; Limited effects theory; Selectivity theory.*
- 4. Phenomenistic theory / Reinforcement theory (Joseph Klapper); Cognitive dissonance; Social Learning theory.*

UNIT 3: Media: Culture & Society; Content and Audience;

- 1. Critical theory: Marxist theory, Neo-Marxism; Frankfurt School: Ideological State apparatus (Althusser); Hegemony (Gramsci); Political Economy theory.*
- 2. McLuhan's theories: Medium is the message; Centripetal and Centrifugal theory; Global village; Technological determinism; Extension of Man.*
- 3. Helical theory: Spiral of Silence; Cultivation theory; Dependency theory, Agenda Setting theory.*
- 4. Symbolic Interaction; Popular culture.*

UNIT 4: Media Structure & Organization

- 1. Media Structure and performance: Cross media ownership;*
- 2. Media economics and governance: Ownership and Control (Robert McChesney): Competition & Concentration; audience fragmentation.*
- 3. Global media consolidation: Media Monopoly; Cultural imperialism;*
- 4. Chomsky-Herman theory*

UNIT 5: Semiology & Post-modern theories

- 1. Semiology: Ferdinand Saussure; C S Pierce.*
- 2. Leavicism, Theory of Roland Barthes.*
- 3. Theory of Ing Seng, Theories of Jacobson, Thompson.*
- 4. Theories of Jürgen Habermas, Michel Foucault; Jean Baudrillard, Jacques Derrida- Jean-François Lyotard.*

- The concerned Course Teacher/s will provide reading references to the students before the beginning of the Semester.

MJMC-103: Reporting for Print Media

The objective of this course is to provide students an understanding of the art and science of reporting for the print media.

Unit 1: Preliminary Concepts of News Reporting

- 1. Defining news, qualities of news, components of news, news sense*
- 2. Structure of News Organisation*
- 3. Sources of news: Interview, press release, agency and other sources*
- 4. Structure of a news story- concept of different news structures; Lead; meaning, importance, types; justification; body*

UNIT-2: Issues related to Reporting

- 1. Reporter; types, qualities and responsibilities of a reporter*
- 2. Issues related to attribution, balance, objectivity, ethics in reporting*
- 3. Types of news story- Hard news, soft news: Dealing with feature story*
- 4. Agency Reporting*

UNIT-3: Various aspects of Reporting

- 1. Speech reporting*
- 2. Covering accidents, disaster and natural calamities*
- 3. Social media, Online reporting, news sites*
- 4. Differences of reporting for Print, TV, and Radio*

UNIT-4: Specialized Reporting

- 1. Political Reporting*
- 2. Crime reporting, Covering court,*
- 3. Covering assembly, Covering parliament*
- 4. Reporting Sports, culture and entertainment*

UNIT-5: Special skills of Reporting

- 1. Investigative and interpretative stories*
- 2. Reporting development issues*
- 3. Reporting Conflict, Terrorism, Communal violence*
- 4. Business and Economic reporting*

- The concerned Course Teacher/s will provide reading references to the students before the beginning of the Semester.*

MJMC-104: Editing & Designing for Print Media

Objective of this course is to familiarise students with effective editing skills for print media as well as to provide them and understanding of newspaper layout and design and typography.

Unit-1: Basics of Writing for news: Newsman's English

- 1. Word differences; Grammatical niceties,*
- 2. Principles of good writing, Newsman's English,*
- 3. Style Book, Gender sensitive editing; Proof-reading*

Unit-2: Editing News

- 1. Structure & function of Newsroom; Role of copy editor;*
- 2. Editing news copy- editing principles*
- 3. Editing hard, soft, and other stories;*

Unit-3: Headlines and captions

- 1. Writing headlines- types,*
- 2. Polishing headlines, Sub-heads.*
- 3. Caption writing, Copy fitting.*

Unit-4: Magazine Editing & Designing

- 1. Editing magazines-principles and characteristics, difference between editing magazine and newspaper,*
- 2. Magazine headlines- preparing blurbs*
- 3. Introduction to typography – Selection criteria of Typography; lines of force, impact & information, ethical aspects*

Unit-5: Magazine Editing & Designing

- 1. Newspaper design- Functions of design: Principles of newspaper design; integration of content and presentation; Identity of a newspaper; broadsheet, tabloid and Berliner size;*
- 2. Page layouts: Reflecting news priorities, reading habits and page design;*
- 3. Kinds of layouts- horizontal, vertical, quadrants and diagonal frame layout, brace layout, circus layout, symmetrical and asymmetrical layout.*

- The concerned Course Teacher/s will provide reading references to the students before the beginning of the Semester.*

MJMC-105: Sound & Radio Journalism

The objective of this course is to make students aware of the basics of radio production and the production techniques for different radio programs. The course will also provide grounding on broadcast journalism.

UNIT 1: Basics of Sound

- 1. Understanding sound, frequency and wavelength*
- 2. Radio transmission modes: Amplitude Modulation (AM), Frequency Modulation (FM), Short Wave (SW), Medium Wave (MW)*
- 3. Sound: diegetic and non-diegetic sound, technical and operating principles. Sound design, concept and significance of a sound design*
- 4. Sound recording for radio, Types of radio programmes, formats, treatment, style, Broadcasting and narrowcasting.*

UNIT 2: Advent of Broadcast Journalism

- 1. Brief History of world broadcast journalism*
- 2. Public Service Broadcasting, BBC, BBC standards of broadcast journalism*
- 3. Expansion of Radio in third world*
- 4. FM, Community Radio, Radio, disaster and conflict*

UNIT 3: Introduction to Broadcast Production

- 1. Conducting interviews for radio programmes, interviewing techniques*
- 2. Programme production for radio news magazine and current affairs, phone-ins, radio features.*
- 3. Radio equipment (microphones, dictaphone, DAT recorder etc)*
- 4. Functions of various departments and personnel in a radio station,*

UNIT 4: Introduction to Broadcast Journalism

- 1. Basic features of radio news; Radio news bulletin structure*
- 2. Sources of radio news, qualities and responsibilities of a radio reporter, criteria for selection of radio news; News room set-up in a radio station*
- 3. Writing broadcast news, radio features and radio documentary.*
- 4. Principles of radio editing; preparing a radio copy (format, names and titles, symbols and numbers, quotations and attributions, correcting copy etc.)*

UNIT 5: All India Radio

- 1. Brief History of broadcast journalism in India: All India Radio*
- 2. Structure of All India Radio, News Service Division & GNR/HNR, AIR online*
- 3. AIR Stylebook, Government and AIR*
- 4. AIR Code, Election & AIR*

- The concerned Course Teacher/s will provide reading references to the students before the beginning of the Semester.*

MJMC-106: Reporting for Print Media (Practical)

UNIT-1: Analysis of news quality & components from various news stories

UNIT-2: Interviewing & Vox pop

UNIT-3: Practicing structures of writing

UNIT-4: Using data and other graphical inputs in news

UNIT-5: Coloring of the news

Practical Exercises / Assignments: Reporting and writing news on actual events, Interview based story, Developing beat and news sources, authentication, rewriting, feature stories. Writing The Story: Single incident Story, use of Attribution, Identification, byline, credit line. Students will be evaluated on the basis of their Assignments output produced through out the Semester jointly by an External and an Internal Examiner.

MJMC-107: Editing & Designing for Print Media (Practical)

Unit-1: Design Dimensions

1. *Page organization; Basic elements: typography (fonts, size, leading, kerning), use of color, column and grid structure, white space, contrast, style palette*
2. *Front page, back page, opinion page and section pages layout, special pages, supplements*

Unit-2: Design Dimensions

1. *Selecting images– image energy; considerations when selecting image for crime / death / grief stories*
2. *Application of principles of aesthetics- tools design concepts*

Unit-3: Print Publication- Practical

1. *Conventional methods of composition- monotype- linotype-modern methods – DTP.*
2. *Use of software- Adobe Photoshop- PageMaker*

Unit-4: Print Publication- Practical

1. *Use of software- Quark Express-*
2. *In-design.*

Unit-5: Print Publication- Practical

Practical exercises in editing news copy, other stories, designing newspaper pages and magazines- comparative analysis of newspaper and magazine vis-à-vis contents- style- design and printing will be conducted through a Lab journal.

MJMC-108: Sound & Radio Journalism (Practical)

Course Teacher would guide students on Voice culture, pronunciation, pre-production planning including research for production, radio anchoring & production for any one among the following output for final evaluation along with script besides internal assessment assignment:

1. *Researching, scripting and production of a 15-minute radio feature for special audiences like women, youth, farmer, children, industrial worker, etc.*
2. *Production of a 15-minute radio news bulletin*
3. *Production of a 15-minute radio drama/documentary*
4. *Production of a 15-minute radio programme on news and current affairs/ Production of a radio jingle.*

Marks distribution: 25 for script + 50 for production +25 viva voce to be awarded by the external and internal.

MJMC-201: Advertising

Advertising is an ever-expanding allied area of journalism. The objective of the course is to teach different aspects of advertising as a profession.

Unit-1: Advertising Basics

- 1. Definition, meaning, role, functions, nature and scope of advertising*
- 2. A brief history of advertising in India and the world*
- 3. Global and Indian advertising business*
- 4. Classification of advertising on the basis of target audience, geographical area, medium, purpose*

Unit-2: Advertising as Communication and marketing tool

- 1. Advertising as a communication tool, models of advertising communication- AIDA, DAGMAR, Maslow's Hierarchy Model*
- 2. Advertising as a marketing tool- product marketing process, market segmentation process; target marketing process,*
- 3. Advertising and product, price, place, promotion and branding elements.*
- 4. Advertising research: consumer, market and product*

Unit-3: Advertising Creativity

- 1. Concept of creativity, idea generation, the creative brief.*
- 2. Types of copy preparation ad copy, copy and script writing for various mass media*
- 3. Story board, audio-video copy formats*
- 4. Production process of print copy- thumbnail, roughs, comprehensive, mechanical, role of colours, photography, computer graphics, artwork, appeal in advertising*

Unit-4: Advertising Campaign

- 1. Advertising campaign- the planning cycle, USP, marketing and advertising objectives*
- 2. Advertising strategy, various stages of advertising campaign*
- 3. Budgeting process- budgeting and appropriation of fund, methods of setting advertising budgets.*
- 4. Product life-cycle, segmentation, brand position, brand equity, Account planning, pitching and presentation preparation*

Unit-5: Organization

- 1. Ad agency- Role, types, structure and function*
- 2. Criteria to select an ad agency*
- 3. Client- agency relationship*
- 4. Leading advertising agencies in India and distribution mechanism of central government advertisements*

- The concerned Course Teacher/s will provide reading references to the students before the beginning of the Semester.*

MJMC-202: Communication Research

The objective of this course is to teach basics of research and its application on media and develop skills of different kinds of research methodologies and to make the students conversant with the tools and techniques of research.

Unit-1: Research- Concepts and Approaches

- 1. Approaches to knowledge; Characteristics of Scientific method.*
- 2. Research- definitions, characteristics, and types: basic- applied- descriptive- analytical- clinical- case study- historical.*
- 3. Research process- concepts- definitions- variables- hypotheses, review of literature.*
- 4. Ethical aspects of research.*

Unit-2: Research Design

- 1. Research design- meaning, importance, components, types.*
- 2. Exploratory, Descriptive & Diagnostic research designs.*
- 3. Experimental designs- informal and formal experimental designs- Solomon four group; Posttest only control group test; Quasi Experimental Designs- one-shot case study.*
- 4. Longitudinal research; correlational design; trend study.*

Unit-3: Data Collection

- 1. Meaning, types, importance of data; Universe and sample; Sampling- types of sampling- probability- non-probability.*
- 2. Measurement- levels of measurement; Tests of validity- reliability; Scaling techniques: arbitrary- Thurstone-Likert-rating-ranking.*
- 3. Data collection- observational methods- laboratory experimentation- field experimentation - focus group- simulation.*
- 4. Survey research- meaning, types, Poll surveys: pre-poll and exit polls, Census method, Tools of survey research- Questionnaire and interview schedule; importance & construction.*

Unit-4: Data Processing, Analysis and Report Writing

- 1. Processing of data: coding, editing, tabulation, analysis and interpretation; Hypothesis testing.*
- 2. Frequency distribution- averages, standard deviation- normal curve- univariate, bivariate, multivariate.*
- 3. Writing research reports;*
- 4. Bibliography- meaning, importance and different styles of arranging bibliography.*

Unit-5: Applications of Research in Media

- 1. Print media research- tools and techniques; Content analysis; Ethnographic research*
- 2. Rating and non-rating research in electronic media*
- 3. Research in Public relations;*
- 4. Research in Advertising*

- The concerned Course Teacher/s will provide reading references to the students before the beginning of the Semester.*

MJMC-203: Introduction to Media & Communication (Open Course for students of other disciplines)

The objective of this course is to teach basic idea of media and communication to the students of other disciplines.

UNIT 1 - General Introduction

- 1. Meaning, type and role of media*
- 2. Media, democracy and society*
- 3. Mainstream media, alternative media and citizen journalism*
- 4. Media for development*
- 5. Media and socio-cultural transformation*

UNIT 2 - Print Media

- 1. Introduction and types of print media*
- 2. A brief overview of the history of newspapers in India*
- 3. Newspapers; meaning, importance, types, leading newspapers in India*
- 4. Magazines- types, importance, Newspaper industry in India*
- 5. Newspaper; organization and management*

UNIT 3 - Electronic Media

- 1. Meaning, importance and types of electronic media.*
- 2. Radio as a mass media, role of radio in society.*
- 3. Radio; formats, public service broadcasting and commercial broadcasting.*
- 4. TV; understanding medium & formats.*
- 5. TV news; role, importance, skills.*

UNIT 4 - Film and Traditional media

- 1. Cinema; meaning, types, importance in the society*
- 2. Documentary and short films*
- 3. A brief history of Cinema in India*
- 4. Traditional media; meaning, types and importance*
- 5. Traditional media in the Northeast India*

UNIT 5 - New Media and other emerging media forms

- 1. Meaning, importance and emergence of new media, Social media; functions, types and importance*
- 2. Digital Media – Informatization – E Governance.*
- 3. Global imbalance in flow of information: Mass media and New Media; Digital divide*
- 4. Public Relations and New Media, Advertising and New Media*
- 5. A brief overview of media and entertainment industry in India.*

- The concerned Course Teacher/s will provide reading references to the students before the beginning of the Semester.*

MJMC-204: Writing for Media (Optional Open Course for students irrespective of their discipline)

The objective of this course is to make the students understand the art of effective communication and to train them in writing scripts for different media platforms.

Unit-1: Effective Writing

1. *History of writing*
2. *Basic principles of good writing,*
3. *Structure, common errors*
4. *Syntax- diction- other grammatical aspects*
5. *Readability tests; fog Index-*

Unit-2: Writing for Print

1. *Writing for newspapers news- lead- body*
2. *Headline techniques*
3. *Writing features- types- techniques- finer aspects of magazine writing- style- interviews*
4. *Reviews and criticism*
5. *Editorial writing- writing opinion pieces.*

Unit-3: Words for Radio

1. *Writing for radio-news*
2. *Writing for radio features*
3. *Writing for radio documentaries*
4. *Special audience programmes*
5. *Style- pronunciation- format.*

Unit-4: TV Script

1. *TV scripts- types- format*
2. *TV news*
3. *TV news magazines*
4. *Features- documentaries- interview stories*
5. *Creativity in writing for television.*

Unit-5: Writing for New Media

1. *Writing guidelines for new media-*
2. *Online news writing: structure and characteristics*
3. *Blogs*
4. *Technical writing*
5. *Principles and methods*

- *The concerned Course Teacher/s will provide reading references to the students before the beginning of the Semester.*

MJMC-205: Public Relations

The objective of the course is to facilitate and understanding of the concept, methods and strategies for public Relations and students for a career in corporate, public and private sector.

Unit-I: Concept of public relations

- 1. Definition, nature, objectives, elements, scope of Public Relations.*
- 2. Growth and development of Public Relations with special reference to India.*
- 3. Models of Public Relations; Public Relations as a management discipline*
- 4. PR and publicity, PR and advertising, PR and public opinion, persuasion, lobbying marketing etc.*

Unit-II: Public relations process

- 1. Public in public relations; concept of public, dealing with multicultural and divergence public,*
- 2. PR campaign-need, importance, steps,*
- 3. PR tools-for external and internal communication*
- 4. Media relations, community relations and event management*

Unit-III: Role and functions of PR

- 1. Public Relations and the Law*
- 2. Role of research in PR*
- 3. Public Relations in government sector, private sector, NGO's and political sector*
- 4. Structure, function and services of PR agencies, consultancy and qualities of a PRO*

Unit-IV: Organisations, Tools

- 1. Professional PR Organizations and their code of ethics*
- 2. PR and Conflict management; dealing with issues, risks, and crisis*
- 3. New technologies and PR; Web management and building relationships online*
- 4. House journal-need, steps of publication and production/ launching of print or online house journal*

Unit-V: Techniques

- 1. Design, preparation of folder, leaflet, posters, ad copy for PR*
 - 2. Press conference-need, planning and organizing*
 - 3. Writing for different media; news release, backgrounders, pitch letters, Media alerts*
 - 4. Video news release*
- The concerned Course Teacher/s will provide reading references to the students before the beginning of the Semester.*

MJMC-206: Advertising Practical

Course Teacher would guide students to prepare / design / produce advertisements to be evaluated in the form of hard / soft copy of materials/ reports produced / prepared.

Unit-1: Analysis of select advertisements

Unit-2: Print advertising preparation- copy writing designing, making posters, handbills

Unit-3: Formulation, planning and design of advertising, campaign based on market and consumer research

Unit-4: Writing radio spots and jingles

Unit-5: Writing TV ads, developing an audio-visual script and storyboard

MJMC-207: Communication Research

- 1. Course Teacher would guide students to prepare a book review article within the word limits of 1000 to 2500.*
- 2. Course Teacher would guide students to prepare a survey questionnaire on a topic.*
- 3. Course teacher would guide students to prepare an article based on review of literature related to certain problem / topic within the word limits of 1000 to 2500.*

- Marks distribution: 30+30+30+10 viva voce to be jointly awarded by the external and internal.

MJMC-208: Public Relations Practical

Course Teacher would guide students to prepare / design / produce tools of public relation, house journal or newsletter, campaigns – publicity or awareness campaign (planning and execution) to be evaluated in the form of hard / soft copy of materials produced / reports prepared.

Unit-1: Planning and execution of PR campaign

Unit-2: Organizing media tours, preparing media kits

Unit-3: Event planning

Unit-4: Use of research methods for planning, evaluation, feedback and perception analysis

Unit-5: Case studies for crisis management, to create positive image environment

MJMC- 301: Visual Communication

Visual communication as a subject has acquired importance these days, especially in academic circles. The course explores different dimensions of visual communication that include television and cinema as well.

Unit 1: Introduction to Visual Communication

1. *Visual Communication-meaning, definition, importance, signs, referents*
2. *Modes of communication-iconic, symbolic, associational*
3. *Elements of visual communication*
4. *The visual image—utilisation of visual modes of communication, visual elements—space, line, form, shape, texture, light and colour, rhythm, movement, balance, harmony, variety and unity.*
5. *Organisation of visual elements.*

Unit 2: Visual Literacy

1. *Visual literacy-visual grammar*
2. *Non-verbal communication- Paralanguage*
3. *Basics of typography, selection and combination of fonts, using coloured fonts, altering fonts for situations, lettering and typography for titles and production credits.*
4. *Cultural transformation of signs-ethnic connotations*
5. *Construction of identity.*

Unit 3: Visual Culture

1. *Visual culture-visual representation*
2. *Visual communication and gender*
3. *Popular culture*
4. *Visual communication vs. language*
5. *Theory and criticism of photography*

Unit 4: Dimensions of Art

1. *Theory and history of art, concept of art: structure, form and meaning of art: Realism, Impressionism, Expressionism, art as commerce: art as commodity, art as human creation of images, relationship between reality and images.*
2. *Visual communication-pre-colonial connotations, post-colonial descriptions*
3. *Basics of composition, technical requirements for photography, elements of an image.*
4. *Corporate visual communication and culture*
5. *Colour in visual communication*

Unit 5: Visual Analysis

1. *Visual analysis: introducing semiotics, visual theories - its application in analyzing visual elements in films/Ad/new media, perspective of analysis, interpretation of visual narratives.*
2. *Visual culture in Asia*
3. *Media culture*
4. *Visual culture in Indian cinema- Semiological interpretations*
5. *Visual culture in digital environment*

- *The concerned Course Teacher/s will provide reading references to the students before the beginning of the Semester.*

MJMC-302: Film Studies

The Paper is designed to provide an in-depth evaluation of films and their genres.

Unit-1: Introduction to Film Studies

1. *Basic Aspects of Film Language and Film Aesthetics*
2. *Mise-en-scene: concept, significance and elements of mis-en-scene*
3. *How camera produces meaning: shot, scene, sequence, shot sizes, composition and camera angles, Editing and meaning*
4. *Aspects of film narrative- textual analysis of film.*

Unit-2: Cinema in Retrospect

1. *Early history of cinema: Silent Cinema (1895-1930), The Rise of the studio system and Star system in Hollywood; Evolution of Classical Hollywood cinema: The dominant film paradigm.*
2. *World cinema: Iran, Latin America, East-Asia.*
3. *Independent filmmaking, History of the documentary*
4. *Origin, growth and development of cinema in India.*

Unit-3: National Cinema Movements

(Any four to be chosen by the course teacher at the beginning of the Semester)

1. *Soviet Montage Cinema*
2. *German Expressionistic Cinema*
3. *Italian Neo-Realist Cinema*
4. *French New Wave Cinema*
5. *Indian New Wave (Parallel/Art) Cinema*

Unit-4: Film Theories

1. *Classical film theory (Bazin, Eisenstein Arnheim et al)*
2. *Post-Classical: Auteur theory / Apparatus theory*
3. *Post-colonial approaches*
4. *Indian film studies*

Unit-5: Directors and Texts

Four directors/texts from minimum two subunits at the beginning of the Semester would be chosen for discussion every year in terms of: (a) authorial styles, their location within filmic, stylistic, political movement and (b) textual analysis.

1. *Satyajit Ray, Ritwik Ghatak, Mrinal Sen, Adoor Gopalakrishnan, Shyam Benegal*
2. *Indie filmmakers- Jim Jarmusch, Wong Kar Wai, Sodenberg, Lars Von Triers.*
3. *Major filmmakers of world cinema- Louis Bunuel, Jean Jack Godard, Akira Kurosawa, Ingmar Bergman, Bernardo Bertolucci, Abbas Kiarostami, Mazid Mazidi, Yasujiro Ozu, Roman Polanski etc.*

- *The concerned Course Teacher/s will provide reading references to the students before the beginning of the Semester.*

MJMC-303: Communication for Development

The objective of this course is to provide an understanding of the concept of development and the different paradigms of development and the role of communication in development.

Unit 1: Development: Concept and Approaches

- 1. Relation of Development and communication; Development – meaning, indicators, theories; Development-concerns and issues. Characteristics of developing societies.*
- 2. Colonialism & drain of wealth; The context of formal discussion on development;*
- 3. Formation of organized efforts for development: UN family; Marshall Plan; Truman's Four Point Programme; Bilateral & Multilateral ODA.*
- 4. Liberation of erstwhile colonies; challenges before 'Third world'; Planning; Cold war and development; Emerging multilateral organisations; World Trade and development.*

Unit 2: Development Communication: Theory and Practice

- 1. Development communication- meaning, concept, definition, process; Key issues.*
- 2. Strategies in development communication; Daniel Lerner's modernization model of development, Everett Roger's Diffusion of Innovation model*
- 3. Social, cultural and economic barriers – case studies and experience*
- 4. Communitarian approach, Libertarian theory, Mass media and Modernisation approach; Social marketing of family planning; Corporatisation of development*

Unit 3: Development Discourse

- 1. Development support communication – constructs, processes and outcomes*
- 2. Participatory approach; RRA; PAR; decentralized planning; participatory planning.*
- 3. Deconstructing the dominant paradigm of development, biases of the dominant paradigm; religious, gender and environmental biases in the discourse of the dominant paradigm.*
- 4. Planning for development: The Indian experience: from colony to planned economy; Challenges of development and development communication in the age of Globalization and Liberalisation. Niti Ayog.*

Unit 4: Development & Development Communication- Alternative Perspectives

- 1. Alternative meanings of development; Human Development Approach; new indicators*
- 2. Development as freedom; Sustainable development;*
- 3. Participatory action research to peoples' planning: varieties of participation, strategic interventions*
- 4. Development journalism: current trends; Sainath's Rural Reporting: PARI.*

Unit 5: Towards a new paradigm

- 1. Revisiting issues on development and participatory communication.*
- 2. Understanding the community and communication; practices of alternative media.*
- 3. Participatory programming models; Neighbourhood collectives.*
- 4. Media and Millennium Development Goals (MDGs); Print, Electronic Media specially Community radio, New Media and activism.*

- The concerned Course Teacher/s will provide reading references to the students before the beginning of the Semester.*

MJMC-304: Electronic Media Production & TV Journalism

Students are expected to acquire a thorough understanding of the basic elements of television production and also gain an in-depth knowledge of the skills required for television journalism.

Unit-1: Introduction to Television Production

1. *The Television production process, digital vs. analog technologies, Production elements: camera, lighting, audio, switching, video tape recording,*
2. *Pre-production and post production: editing, special effects;*
3. *The television camera, types of camera, analog vs. digital camera, beam splitter vs. imaging device (CCD), ENG/EFP cameras, lenses: types of lenses, optical characteristics of lenses, operational controls;*

Unit-2: Production basics, Light and Sound

1. *Production basics: composition (aspect ratio, rule of thirds, 180 degree axis of action, depth of field, perspective, exposure); Types of shot, shot sizes, camera angles and camera movements.*
2. *Types of lighting, source, nature and properties of lighting, reflectors: its uses and applications; Studio lighting, location lighting, Three-point lighting, four point lighting and cross lighting system;*
3. *Understanding basics of sound, characteristics of sound, studio sound, location sound, sound effects, sound editing; Microphone: characteristics of microphone, types of microphone, dynamic and condenser microphone, “pick-up” pattern of microphone; Sound types and aesthetics: contrapuntal, parallel, natural, synchronous and asynchronous sound;*

Unit-3: Editing & TV Journalism

1. *What is editing? Purpose and function of editing, Basic editing systems, linear and non-linear editing, assembly and insert editing, offline and online editing, Editing procedure, shot selection, shot sequencing, audio sweetening, creating the final edit master tape, operational hints*
2. *Basic transition devices, cut, dissolve, wipe, fade; Major editing principles, continuity editing, complexity editing, context, ethics*
3. *Basic characteristics and elements of television news, Duties, responsibilities and qualities of a TV reporter, elements of a TV news bulletin*

Unit-4: TV Journalism-II

1. *Writing style for television news*
2. *Interview: types and techniques of TV interview, Multi-camera & live production*
3. *New trends in television news reporting (sting operation, breaking news, news flash, phone-ins)*

Unit-5: TV Documentary

1. *Genres of TV documentary*
2. *Pre and post production phases of TV documentary: Checklist*
3. *Researching, planning for TV documentary, scripting*

- *The concerned Course Teacher/s will provide reading references to the students before the beginning of the Semester.*

MJMC-305: Electronic Media Production & TV Journalism Practical

Assignments for evaluation:

Unit- 1: Scripting five news stories – three from recording, two from idea.

Unit- 2: Producing one individual news story in consultation with course teacher to be presented along with final script.

Marks distribution: 25+50+25 viva voce to be jointly awarded by the external and internal.

MJMC-306: Dissertation - I

- *Each student has to choose a topic, do the survey of literature, formulating a problem, finding out a proper research method and then writing and presenting a synopsis of the proposal of dissertation within 1000 to 2500 words clearly delineating research question / hypothesis if any, methodology, apart from an introduction to the topic, review of literature etc. under a teacher – supervisor.*
- *Distribution of marks for this paper for the purposes of Examination may be 30% coming from the Supervisor/s as CCA, 30% on presentation to be marked by a panel of examiners (teacher/s from the department or other departments including the Supervisors) and 40% on written synopsis of proposal submitted to the department through supervisor to be evaluated by an external and the internal (supervisor/s) and the average as the marks for 40 per cent of written presentation. Non-supervisor Evaluators for all students for 30 % and for 40 % should be same set for each evaluation (except the CCA 30% for which respective supervisor would evaluate).*

MJMC-307: Development Journalism Practical

UNIT 1: Profiling people / area / region

UNIT 2: Profiling environment / health / economy

- *One assignment each for print / radio / TV to be conducted under the supervision of course teacher.*

MJMC-401: New Media

The course is aimed to make the student familiar with the fundamentals of new media technologies with special emphasis on the web world.

Unit 1: Introduction to new media

- 1. Characteristics of Computer Mediated Communication (CMC), Computer mediated community*
- 2. Definition and characteristics of new media*
- 3. New media: forms and structure*
- 4. History and development of new media; the main themes of new media theory*

Unit 2: Technology and its uses

- 1. The Internet and the worldwide web- components, history, technology- protocol, structure, governance, uses, accessibility, social impact*
- 2. Networking, types- LAN, WAN, MAN, wi-fi, Bluetooth, broadband (coaxial cable, semiconductors, fiber optics), GPRS, dial-up, cable, satellite and digital technologies*
- 3. Podcasting, webcasting, streaming media, video conferencing, chat rooms*
- 4. Virtual culture, cyber-slacking, pornography, privacy, Ethical dimensions of new media*

Unit 3: New Media Tools

- 1. Different types of New Media tools: types and importance: Tools for pictures, video, audio and screen capture, Tools to measure and track results: monitoring*
- 2. Tools to manage content, Blogging tools, Twitter tools, Other social media tools,*
- 3. How to Pick the Right New-Media Communications Tools*
- 4. Search Engine Optimization Basics*

Unit 4: Social Media

- 1. Social media: meaning, types and characteristics, Development of social media, Social media: attributes and impact*
- 2. Social media and communication process, uses, advantages, virtual self*
- 3. Social media and construction of social reality*
- 4. Social media in Indian context: users, appropriation, and domestication*

Unit 5: New Media & Politics

- 1. New media and popular culture*
- 2. New media and political communication: digital democracy, political freedom and new media*
- 3. Internet censorship and freedom of expression and speech*
- 4. Computational media and recent discussions on post-humanism*

- The concerned Course Teacher/s will provide reading references to the students before the beginning of the Semester.*

MJMC-402: Media Law & Ethics

The basic objective of this course is to give an overview of the press and media laws in India as well as the Constitution of the country and also provide the students with the ethical issues related to the mass media.

Unit-1: Introduction to Media Law and Ethics

- 1. Introduction to the Constitution of India: Preamble and salient features*
- 2. Powers and functions of the Executive, Legislature and Judiciary; Fundamental rights, duties of citizens.*
- 3. Freedom of the Press and their reasonable restrictions in the Indian Constitution.*
- 4. Parliamentary privileges and the Press (Article 105- Parliament and Article 19 (A) - State legislatures)*

Unit-2: Press Laws in India

- 1. History of Press Laws in India.*
- 2. Defamation – IPC-499-500; libel, slander –defenses; Contempt of Court Act, 1971*
- 3. Official Secrets Act, 1923; Registration of Books and Newspaper Act, 1867 and Copyright Act, 1957;*
- 4. Working Journalist Act, 1955 and Wage Boards*

Unit-3: Media Laws in India

- 1. Prasar Bharati Act*
- 2. Right to Information Act-2005*
- 3. Cable Television Network Regulations Act*
- 4. Information Technology Act- 2000 and subsequent amendments; Cyber crime and Cyber Laws in India*

Unit-4: Media Law Institutions and Agencies

- 1. RNI and its duties; Broadcasting Regulatory Authority and I&B Ministry*
- 2. Press Commissions and their recommendations*
- 3. Press Council of India- formation, composition, role, power, guidelines*
- 4. Censor board, Censorship Act and procedures.*

Unit-5: Media Ethics and Social Responsibilities

- 1. Media and pressure groups, social audit, ombudsman*
- 2. Guidelines for election coverage; Code of conduct for TV and radio*
- 3. Public Relations and Advertising code of conduct (IPRA, PRSI, ASCI & AAAI codes)*
- 4. Govt. media units and their code of conduct- DD, AIR, PIB & DAVP, Guidelines for central government publicity*

- The concerned Course Teacher/s will provide reading references to the students before the beginning of the Semester.*

MJMC-403: International Communication, Media and Society

The objective of this course is to provide an understanding of the concept of international communication and the issues related with media and society as well as the role of new technologies and their impact on international information flow.

Unit 1: International Information Flow and Imbalance

- 1. International Relations-Realist Theory, Interdependence Theory, Critical Social Theory,*
- 2. Political, economic and cultural dimensions of international communication*
- 3. International information flow and imbalance in communication as a human right- UNO's Universal Declaration of Human Rights*
- 4. International news agencies and syndicates- their organisational structure and functions*

Unit 2: Alternative Information Distribution System

- 1. A critique of Western news values; UNESCO's efforts in removal of imbalance in news flow*
- 2. Debate on New World Information and Communication Order (NWICO) and New International Economic Order (NIEO)*
- 3. Mac Bride Commission's Report*
- 4. Alternative News Information Distribution System- Non-aligned News Agency Pool (NANAP)- its working, success, failure*

Unit 3: New Technology and International Information Flow

- 1. Impact of new communication technology on news flow; Information super highways, international telecommunication and regulatory organisations*
- 2. Satellite communication-its historical background, status, progress and effects*
- 3. The globalization of mass media organizations;*
- 4. Transnational media ownership and issues of sovereignty and security- cultural imperialism, hegemony*

Unit 4: Global Civil Society and Other Forms of Communication

- 1. Emergence of global civil society, news coverage of war and peace*
- 2. Cosmopolitan democracy, global democratic theory, global public sphere*
- 3. Transnational advertising, political economy of transnational advertising, issues and debate relating to practice; Message system analysis, social and individual impact of transnational advertising,*
- 4. Global advertising agencies, global media corporations*

Unit 5: Media and Society: critical perspectives

- 1. Mass Media and Society; theoretical approaches*
 - 2. Ideology, culture and opposition in mass media*
 - 3. Mass media as institution; Social integration, identity, social change and mass media*
 - 4. Information society and post-industrial society*
- The concerned Course Teacher/s will provide reading references to the students before the beginning of the Semester.*

MJMC-404.A: Advanced Print & Data Journalism

UNIT 1- Journalism: Advanced Concepts

1. *Journalism and democratic society; Basic principles; truth, accuracy, independence, impartiality, humanity, accountability*
2. *Popular press and elite press*
3. *Different departments of a newspaper, Economics of newspapers*
4. *Ownership patterns, impact of ownership on the newspapers*

UNIT 2- Journalism Skills

1. *News reporting; understanding the trade, expectations from the society and industry*
2. *Developing news stories; source, gate keeping and balance, interviewing, verification, exclusive and scoops, researching the subject*
3. *Writing news story; principles, basic and emerging structures; News agency journalism;*
4. *Writing feature and soft stories, news analysis and reportage; Writing news for online newspapers*

UNIT 3- Editorial responsibilities, layout and designing

1. *Structure and management of newsroom, News fall and managing News fall.*
2. *Developing page; design elements, balance of contents and visuals; planning ahead.*
3. *Page layouts; basic principles and scope for experiments*
4. *Visuals in newspapers; photographs, graphics and caricatures*

UNIT 4- Data Journalism

1. *What is Data Journalism, Data Journalism at BBC: Make It Personal, Simple Tools, Mining The Data, Understanding An Issue*
2. *Data Fundamentals, A Gentle Introduction to Data Cleaning, Introduction into Exploring Data, Introduction into Extracting Data,*
3. *Introduction to Mapping, Geocoding, Working with Budgets and Spending Data*

UNIT 5- Working with Indian Data

1. *Data of Central, State & Constitutional Authorities*
2. *Working with Indian Population, Election Data*
3. *Economic Census & Other Government Data*

- *The concerned Course Teacher/s will provide reading references to the students before the beginning of the Semester.*

MJMC-404.B: Corporate Communication and Media Management

Unit-1: Understanding Corporate Communication (CC)

1. *Definitions, concept, scope and trends; Difference and similarities between PR and CC, Ethics in CC*
2. *Publics in CC/- Financial publics, media, opinion makers, government, elected representatives,*
3. *Role of research in CC*

Unit-2: Corporate Communication Tools

1. *Lobbying, Sponsorship, Corporate social responsibility,*
2. *Corporate identity, Corporate reputation*
3. *CC Campaign- planning and execution, CC and Crisis management*

Unit-3: Media Management: Basic Principles

1. *Management: meaning, definitions, skills and functions*
2. *Meaning, nature and principles of media management*
3. *Media business and media markets*

Unit-4: Industry dynamics & Print

1. *Mergers, acquisitions, and take overs in media business; Media ownership: types and impact, Strategy processes in media houses- branding, positioning, segmentation, integration, programming and scheduling strategies*
2. *Types of newspaper organizations in India, circulation and promotion.*
3. *Newspaper organization and management, principles of newspaper business, divisions, operations.*

Unit-5: Media Industry

1. *Newspaper ownership: types of newspaper ownership in India.*
2. *Ownership patterns and Organizational structure of television, radio houses*
3. *The Economics of online media; Market model and public sphere model of the media*

- *The concerned Course Teacher/s will provide reading references to the students before the beginning of the Semester.*

MJMC-404.B: Documentary & Short Film Making

UNIT 1- Basic Concepts

1. *Documentary Films; meaning, characteristics and importance;*
2. *Short Film; meaning, forms, importance*
3. *Grammar of Filmmaking: shots, sequences, story telling- narrative.*

UNIT 2- Basic Concepts

1. *Types of documentaries.*
2. *A brief overview of the development of documentary films in the world and in India*
3. *A brief overview of the development of documentary films in India*

UNIT 3- Writing for Documentary & Production

1. *Consideration for telling a good story; structure*
2. *Idea generation; Writing visually;*
3. *Writing a script; different formats; Writing movies that don't need script*

UNIT 4- Pre-Production & Production

1. *Choosing a camera- digital or analog, image quality, Lens, Audio and other features; Sound; types of microphones, headphones; Lights; lighting kits, reflectors and bounce cards*
2. *Pre-production: Planning; making lists, location, script breakdown; Scheduling and budgeting, shots and coverage, storyboarding, Preparation for shooting: Composition and framing; Storyboarding and screenplay; The language of film*
3. *Editing basics: structure; Analysis of documentaries*

UNIT 5 –Documentary production & selected Directors / Documentaries

1. *Land Without Bread, Histoire(s) du Cinéma, Nanook of the North, Night and Fog, Balibo*
 2. *Documentaries of Satyajit Ray and Shyam Benegal*
 3. *Contemporary Indian Documentarists: Works of Anand Patwardhan, Paranjay Guhathakurta and Rakesh Sharma*
- *The concerned Course Teacher/s will provide reading references to the students before the beginning of the Semester.*

MJMC-405: New Media Practical

Course Teacher would teach and supervise the following practical units – outputs will be evaluated after the Semester.

Unit 1: Practical Exercise-I

1. *Online newspapers: analysis and components*
2. *Writing HTML, Web designing – elements of a web page, creating a home page, providing links through text, visuals etc., navigation principles*

Unit 2: Practical Exercise-II

3. *Analysis of social media*
4. *Creating, maintaining and promoting a Website/blog*

MJMC-406: Dissertation - II

- *Paper 406 Dissertation-II will be the final thesis in continuation of Paper 306, and it may be evaluated on the basis of final dissertation on the same topic to be submitted at the end of fourth semester with 70 per cent on the written and typed and bound dissertation submitted in three copies and 30 per cent on public presentation and viva voce to be taken by the external and internal (supervisor/s).*

MJMC-407/A : Advanced Print & Data Journalism

Unit 1: Final evaluation: one interview based, one research based as mentioned vide 1 below, and one from 2 or 3, under the supervision of Course Teacher:

1. *Assignments based on the interview and research*
2. *Developing news blog/news website*
3. *Production of the newspaper/magazine (hard/soft copy)*

Unit-2: Media Tour Report / Portfolio / Internship Report

- *Distribution of Marks: 60+20+10 viva voce to be taken by the external and internal.*

MJMC-407/B : Corporate Communication & Media Management

Unit-1: Practical Exercises-I: Course Teacher should assign specific assignments in the beginning of the semester itself. Based on those assignments students should prepare Workbook on (1) and (2) and 30 seconds to 2 minutes promo as per (3) below.

- 1. Organizing/ evaluating CC activities: Internal communication- various tools of internal communication- house journal,*
- 2. Media writing- various kinds writing for media- press releases, press rejoinders, press communiqué*
- 3. Preparing promo video/ video clips*

Unit-2: Media tour / Case study / Internship Report

MJMC-407/C : Documentary & Short Film Making

- 1. Documentary / short film planning, scripting, shooting and post-production: Practical Assignment*
- 2. Media related tour / Case study / Internship Report*
 - Distribution of Marks: 60+20+10 viva voce to be taken by the external and internal.*

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