



DEPARTMENT OF MASS COMMUNICATION

M.A. MASS COMMUNICATION – SYLLABUS OVERVIEW

(2021)

Preamble

The **MA in Journalism and Mass Communication** program explores what it means to live in an age of powerful media and cultural institutions, multiplying digital and mobile technologies, and everyday media and cultural practices. As a student in the Department of Mass Communications, you are at once part of this media saturated world, but also will be learning how to analyse, critique and challenge assumptions about the place of media. You will expand your understanding of the key challenges posed by the emergence of digital media, globalisation and increasing levels of cross-cultural exchange. Skill development in critical thinking, writing and presentation in multicultural settings are designed to build learning success and enhance your career capabilities. The degree is suitable for emerging professionals in communications and media industries, as well as those wishing to expand their knowledge of this dynamic field. Successful completion of this degree can count toward a Master of Mass Communication for those who desire further study.

Curriculum Objective and Intended Learning Outcomes (ILO)::

Almost every major social, cultural, political and economic issue of our age flows through communications and media. This reality means the Mass Communication program at Assam University educates its students as: (i) citizens whose public and personal lives are experienced through media and structured by media interactions and practices (e.g. social networking, mobile media, digital communications, live streaming); (ii) professionals whose current and future experience of work, across a wide range of industries, relies significantly on media-based forms of expression, creativity and communication, and; (iii) critically aware consumers who exist in a world where large-scale media industries and global technology companies influence how resources, opportunities and information are accessed.

By focusing on contemporary issues and debates, we aim to prepare the citizen-professional-consumer of the future to understand how media and communications shape the world and their active role in this process.

Programme Educational Objectives (PEOs):

Upon graduating with a Masters in Mass Communication degree, students should be able to:

1. ***Identify and describe the foundations and characteristics of mass media.*** Students should have an understanding that mass media operates as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, legal and regulatory constraints, and ethical concerns.
2. ***Engage in media studies scholarship.*** Graduates should be able to interpret, evaluate, and apply media studies scholarship. Graduates will be able engage in the scholarship of discovery (or original research) scholarship of integration (or the synthesis of information),and/or scholarship of engagement (or the sharing of research with the community).
3. ***Demonstrate proficiency in the process and practice of media writing.*** Graduates should demonstrate proficiency as a writer in various media writing genres, including both writing for and about the media.
4. ***Create and critique media content.*** Graduates should be able to create and critique media content based on appropriate production, design, and aesthetic principles. Graduates should be able to produce media messages appropriate to the audience, purpose, and context.

COURSE STRUCTURE

First 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 101	History of Media in India; Media Laws and Ethics	4	0	0	3
2	MJMC 102	Reporting and Editing for Print Media	4	2	0	4
3	MJMC 103	Advertising	3	1	0	4
4	MJMC 104	Communication & Media Theories	3	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 and Editing for Print Media- Practical	0	2	4	4
2.	MJMC 107	Advertising-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						
<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 201	Communication Research	4	0	0	4
2	MJMC 202	Television Production and Journalism	4	0	0	4
3	MJMO 203 (A)	Introduction to Media & Communication	4	2	0	6
	MJMO 203 (B)	Advertising (Practical Based)	3	6	0	6
	MJMO 203 (C)	Short Film Making (Practical Based)	4	6	0	6
4	MJMO 204	Media, Culture and Society	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	Communication Research Practical	0	1	2	2
2.	MJMC 207	Television Production and Journalism-Practical	0	1	2	2
3.	MJMC 208	Public Relations- Practical	0	1	2	2
Total of Practical			0	3	6	6

Total of Semester(A+B)	21	9	6	30
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Third Semester

A. Theory						
Sl no	Code No	Name of the Paper	Contact hours/week			Credit
			L	T	P	
1	MJMC 301	New Media	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	Visual Communication	3	1	0	4
Total of Theory			12	4	0	16
B. Practical						
1.	MJMC 305	New Media: Practical	0	2	4	4
2.	MJMC 306	Film Scripting & Practical	0	2	4	4
3.	MJMC 307	Development Communication Practical	0	2	4	4
4.	MJMC 308	Internship (minimum 2 weeks)	0	0	0	2
Total of Practical			0	5	12	14
Total of Semester(A+B)			12	9	12	30

Fourth Semester

A. Theory						
Sl no	Code No	Name of the Paper	Contact hours/week			Credit
			L	T	P	
1	MJMC 401	International Communication	3	1	0	4
2	MJMC 402	Rural Communication	3	1	0	4
3	MJMC 403	Media Literacy	4	0	0	4
4	MJME 404 A/B/C/D/E	Elective Theory	3	1	0	4
Total of Theory			13	3	0	16
B. Practical						
1.	MJMC 405	Rural Communication - Practical	0	2	4	4
2.	MJMC 406	Dissertation	0	2	8	6
3.	MJMC 407A/B/C/D	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
- D) Advanced Research Methods
- E) Digital Communication & Cyber Security

Note

- *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.*
- *Paper 307 Internship program is guided by the following policies: The student will have to undergo a minimum of two-week internship at any media organization/ corporate office (in case of internship in Public Relations or Advertising). The student shall be responsible for arranging his/her internship experience. The faculty internship coordinator, with the concurrence of the department chair, will determine the student's final grade on the basis of the following criteria:*
 - a. Internship Journal/ Internship Diary/ Portfolio – 50%*
 - b. Assessment of Internship work quality through Viva-voice- 30%*
 - c. Written evaluation by the institutional (/Employing) supervisor of the internship - 20%*

The internship needs to be done during the semester break before the commencement of third semester classes or during the one-month long vacation in September-October. The Department will not accept or evaluate any internship programme that a student undergoes during regular class periods.

- *MJMC 406 Dissertation conducted on any topic agreed, the synopsis of which is presented at the beginning of the semester by the student before the Departmental Research Committee and approved by the candidate's supervisor (allotted by the Department Affairs Committee). On successful completion of the Dissertation the student will have: demonstrated their capacity to carry out a substantial piece of academic work on a selected topic in the field of Media Studies; defined a topic for examination and articulated a coherent scheme for examining the topic; gathered the relevant information and analysed and presented this information in a way which satisfactorily assesses the topic. Distribution of marks for this paper: 70 marks (50+20) on the written and typed and bound dissertation submitted in three copies and viva voce respectively to be taken by the external examiner and 30 marks by internal supervisor.*
- *In fourth semester a student has to opt for any one of the specialization papers from the following four sets of options for MJMC 404 (Theory) and related practical paper MJMC 407 (Practical): A: Advanced Print & Data Journalism; B: Corporate Communication & Media Management; C: Documentary & Short Film Making D: Advanced Research Methods*
- *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)

FIRST SEMESTER

MJMC-102: COMMUNICATION THEORIES

Number of Credits: 04

Course Description: This course will critically examine the theories that underpin development of the key areas of mass communication. By taking a critical/reflective approach to learning through lectures, seminar presentations and discussions, the course hopes to convey content and perspectives that go against the grain by being, counter-intuitive and critically informed what mass media do, why, how, and with what impact and implications. Ultimately, the course seeks to develop and enhance students' understanding and interpretation of communication theories as well as their ability to apply these theories to their own research inquiries and endeavors.

Learning outcome

Upon completion of the course students should be able to:

- Understand the historical development of media theories and how they link with historically important social, political and technological events/issues in the field of mass communication.
- Develop an understanding of the strengths and limitations of basic theories of mass communication and the ability to apply those theories in research and practice.
- Comprehend how mass communication theories are accepted throughout society.
- Discover that mass communication is often at the centre of how we perceive “truth “and “reality”
- Critically evaluate theories as applied to practical mass communication problems

Unit 1: Understanding Mass Communication Theory

1. *Defining and redefining mass communication*
2. *Normative Theories*
3. *Models of Communication: Aristotle, Lasswell, Schramm, Osgood, Berlo, Newcomb, Kincaid, Jo-Harry’s Window, Shannon & Weaver.*
4. *Origin of mass communication theories*

Unit 2: Media Effects

1. *Four eras of media theory .*
2. *Era of Mass Society and Mass Culture;*
3. *Rise of Media Theory in the Age of Propaganda-Behaviorism, Freudianism, Harold Lasswell, Walter Lippman*
4. *Two-Step Flow of Information and Influence ; Limited effects theory- Carl Hovland, Selectivity theory; Phenomenistic theory (Joseph Klapper);*

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

1. *Critical theory: Marxist theory, Textual Analysis and Literary Criticism, Frankfurt School, British Cultural Studies, The Chicago School,*
2. *Ideological Stateapparatus (Althusser); Hegemony (Gramsci); Political Economy theory.*
3. *McLuhan’s theories: Medium is the message; Global village; Understanding Media-Extension of Man.*
4. *Harold Innis: Bias of Media: Spiral of Silence; Cultivation theory; Dependency theory, AgendaSetting theory, Priming, Framing*

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.*

Suggested Reading List :

- Theories of Communication: A Short Introduction by Armand Mattelart
- McQuail's mass communication theory / Denis McQuail
- Essentials of Mass Communication Theory by Arthur Asa Berger
- Mass Communication Theories: Explaining Origins, Processes, and Effects by Melvin L. DeFleur
- Communication Theory: Media, Technology and Society by David Holmes
- Encyclopedia of Communication Theory. Edited by: Stephen W. Littlejohn & Karen A. Foss
- Communication Theory, Edited By C. David Mortensen
- Manufacturing Consent: The Political Economy of the Mass Media by Edward S.Herman and Noam Chomsky
- Robert W. McChesney, Digital Disconnect: How Capitalism is Turning the Internet Against Democracy
- Media and Society: A Critical Perspective by Arthur Asa Berger
- Semiotics: The Basics by Daniel Chandler

MJMC-102: REPORTING AND EDITING FOR PRINT MEDIA

Number of Credits: 03

Course Description: This course introduces students to basics of reporting, writing, editing and designing a newspaper. Students will be acquainted with key elements of reporting and editing- essential qualities / characteristics of a reporter, phases of journalism, news sources: overing meetings and conferences-Press notes, covering conflicts and disasters, development journalism and social responsibilities of a reporter, etc. The course will also provide an understanding of print media editing and design. This print production module introduces students to newspaper layout and design, colour and pictures. This course will have a combination of both theory and practical sessions.

Learning outcomes

By the end of the course the students will be able to

- Gain knowledge of various concepts and classification of print journalism
- Acquaint with different news agencies and news gathering techniques.

- Develop skill in writing, editing, proof reading of news story
- Familiarize with various trends, laws and ethics in print media

Unit 1: Journalism Concepts

1. *Defining news, qualities of news, components of news, news value*
2. *Structure of a news story- concept of different news structures; Lead; meaning, importance, types; justification; body*
3. *Soft and hard stories & Ingredients of a feature, Lead writing, The news process: from the event to the reader (how news is carried from event to reader);y, dateline, credit line, byline.*
4. *Sources of news: Interview, press release, agency and other sources*

Unit-2: Issues related to Reporting

1. *Reporter; types, qualities and responsibilities of a reporter- Issues related to attribution, balance, objectivity, ethics in reporting*
2. *Event to Reader (Four phases of journalism),*
3. *Art of interviewing ,*
4. *Covering conflicts and disasters, Development journalism and social responsibilities of a reporter,*

Unit-3: News Reporting -types

1. *Feature writing, Review writing, Investigative reporting Travelogue, Interpretative reporting*
2. *Basic differences between the print, electronic and online journalism, Citizen journalism*
3. *Political Reporting, Crime reporting, Reporting Sports, culture and entertainment*
4. *Covering court, Covering assembly, Covering parliament*

Unit-4: Editing for Print Media

1. *Structure & function of Newsroom; Role of copy editor;*
2. *Editing news copy- editing principles*
3. *Headlines and captions- writing headlines- types, Polishing headlines, Sub-heads; Caption writing, Copy fitting.*
4. *Introduction to typography – Selection criteria of Typography; lines of force, impact& information, ethical aspects*

Unit-5: Newspaper Layout and Design

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. *Kinds of layouts- horizontal, vertical, quadrants and diagonal frame layout, brace layout, circus layout, symmetrical and asymmetrical layout.*
3. *Role and functions of colour in a newspaper; Use of pictures, Rules and borders and White space.*
4. *Technology Advances in Journalism*

Suggested Reading List:

- Ajay D. Basic concepts of journalism.
- Ahuja, B.N. & Chabra s.s., Principles and Techniques of Journalism.
- Rangaswami, P. 1984. Basic journalism.

- Kamath M.V., The journalist's handbook.
- Professional journalism.
- Ved Prakash Gandhi A first course in practical journalism.
- Bisht, M.S., 2007. Journalism techniques and practices. first edition, cyber tech publications: New Delhi.
- Helen Sissons 2006 Practical journalism sage publications New Delhi.
- Government of India 2000 Indian press since 1955.
- Koch, Tom (1991): Journalism for the 21st Century: Online Information, Electronic Databases and the News; New York, Praeger.
- Press council of India, 2001. Future of print media. Press council of India. New Delhi.
- Reddick, R. & King, E. (1995). The Online Journalist: Using the Internet and other Electronic Resources. Orlando: Harcourt Brace.

MJMC-103: ADVERTISING

Number of Credits: 03

Course Description: From big conceptual ideas across digital, social, tv and print, to creative strategies, art direction, copywriting and brand storytelling – This course will provide the practical, hands-on skills needed to make it as a successful advertising creative, and help students graduate with a portfolio full of original ideas and an enviable black book of industry contacts.

Learning Outcomes:

After undergoing this course, a student should be able to:

- Describe and analyze/measure/assess the relevant theories, practice, digital ads, legal issues, ethical challenges, faith, and diversity in the fields of advertising and marketing communication.
- Design effective visual communication for various advertising approaches that combine the use of print, online/digital and other multimedia communication.
- Create and defend the strategy and execution of an ad campaign for a client(s).
- Develop advertising media buying and planning strategies.

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*

Suggested Reading List:

- “Ogilvy on Advertising” by David Ogilvy
- Cutlip S.M and Center A.H., *Effective Public Relations*, Prentice Hall
- *Creative Advertising: Ideas and Techniques from the World's Best Campaigns Planning and Producing World Class Advertising Campaigns* by Mario Pricken
- *Adland: A Global History of Advertising* by Mark Tungat
- “The Copywriter’s Handbook” by Robert W. Bly
- “Milton Glaser: Graphic Design” by Milton Glaser
- “Bill Bernbach’s Book” by Bob Levenson
- “Insanely Simple” by Ken Segall

MJMC 104 HISTORY OF MEDIA IN INDIA; MEDIA LAWS AND ETHICS

Number of Credits: 02

Course Description:

The Indian media has a long history spanning from the colonial past in the second half of the 18th century to the present as the largest functioning democracy of the 21st century. Media in India has been free and independent throughout most of its history, even before establishment of Indian empire by

Ashoka the Great on the foundation of righteousness, openness, morality and spirituality. The British rule in India however saw a drastic shift in this freedom when media in India were gagged as it was seen as a tool for raising mass consciousness against the British rule and in organizing the freedom movement. The period of emergency (1975–1977), declared by Prime Minister Indira Gandhi, was the brief period when India's media was faced with potential government retribution. This course on History of Media in India histories of communications media in India, focusing on the major socio-political milieu that led to the growth and development of different media in India, particularly print and electronic media- radio and television.

The course also addresses the mutually influential histories of communications media and technological development, focusing on the shift from analog to digital cultures that began mid-century and continues to the present. The course will link the issue of freedom of expression with that of media responsibility. It will examine the principles and ethics of media in terms of the social, professional and legal obligations of the fourth estate. Outlining the implications of the advancement in and convergence of information and communication technologies for media ethics, the course will focus on the evolution of the code of ethics for media persons. The course will also include an overview of the salient features of the Indian Constitution, and the existing press/media laws and look critically at the relevance of some of these laws in the present context. The establishment and functioning of various national and international organizations that lay down norms for media self-regulation and monitoring of its content and conduct will be discussed.

Learning outcomes

By the end of the course the students will be able to:

- Trace the growth and development of journalism and media in India
- Understand how different socio-economic and political factors have shaped the media in India at different stages
- Develop a basic understanding of the Constitution of India, Freedom of Expression/Press/Media, the Indian Legal System and Media Laws.
- Develop a working knowledge and understanding of the principles, concepts and moral reasoning with regard to ethical issues in the media.

Unit-1: History of Print Media in India

1. *Media and Modernity: Print Revolution , Telegraph, Morse Code*
2. *History of the Press in India: Colonial Period, National Freedom Movement,*
3. *Gandhi and Ambedkar as Journalists and Communicators; Baptist Missionary, Buckingham, Metcalfe, Tilak, Hickey, Raja Rammohun Roy, Aurobindo, Surendranath*

4. *Media in the Post Independence Era- Emergency and Post Emergency Era, Changing Readership, Print Cultures, Language Press*

Unit 2: History of Electronic Media (Radio/Television/New Media) in India

1. *Brief History of AIR and Doordarshan:*
2. *Evolution of AIR/Doordarshan Programming -Penetration of radio in rural India □ Case studies;*
3. *Patterns of State Control; the Demand for Autonomy- Joshi, Chanda, Verghese Committees etc Formation of Prasar Bharati, FM: Radio Privatization; Satellite Television, DTH,*
4. *Rise and growth of Internet in India- social media, fibre optics, Digital India; Emergence of OTT platforms, Web Series*

Unit 3: Indian Constitution and Freedom of Media

1. *An introduction to the Indian Constitution: Preamble, Salient features, Fundamental Rights and Duties, Directive Principles of State Policy.*
2. *Freedom of Speech and Expression: Constitutional guarantees and restraints viz. Article 19(1) (a) and Article 19(2).*
3. *Freedom of Press; Press as a Fourth Estate;*
4. *Freedom of the Media in India - Constitution and Courts; Public and Private Media*

Unit 4 : Media Laws

1. *Law of Defamation (Section 499-502 of IPC); Official Secrets Act, 1923; Right to Information Act, 2002; Contempt of Court, 1971; Copyright Act, 1957;*
2. *Information Technology Act, 2000 (relevant sections); Law of Obscenity (Section 292-294 of IPC); Indecent Representation of Women (Prohibition) Act;*
3. *Parliamentary Proceedings and Privileges: Law of Parliamentary privileges (Article 105 (3) and 194 (3)); Parliamentary Proceedings (Protection of Publication) Act, 1977 (Article 361-A);*
4. *Press Commissions of India; Press Council of India; Press Council Act. 1978; Broadcasting Policy/Laws in India*

Unit 5 : Media Codes and Ethics

1. *Work ethic, Professional integrity; Responsibility and Accountability towards*

government, citizen, employer and self.

2. *Supportive and adversarial role of a journalist/media person/as a commentator, educator, reflector and communicator; Code of conduct for journalists: Self regulation.*
3. *Ethical Issues in News/Media Coverage:*
 - a. *Business Pressures*
 - b. *Objectivity and Bias*
 - c. *Covering Crime stories*
 - d. *Sources and Reporters*
 - e. *Trial by Media*
 - f. *Yellow journalism*
 - g. *Invasion of Privacy*
 - h. *Plagiarism*
 - i. *Sting Operations*
 - j. *Paid News and Chequebook Journalism*
 - k. *Communalisation of Public Discourse*
 - l. *Ethical Issues in Advertising*
4. *Advertising Standards Council of India (ASCI)*

Suggested Reading List:

- Jeffrey, Robin, *India's News Paper Revolution: Capitalism, Politics and the Indian Language* Press, (New Delhi, Oxford 2003)
- Manuel, Peter *Cassette Culture* page, (Chicago, University of Chicago Press, 1993), 1 □ 32
- Chatterjee, P.C, *Broadcasting in India* page (New Delhi, Sage, 1991) □39 □57
- Das, Biswajit, "Mediating Modernity: Colonial Discourse and Radio Broadcasting in India,"
- *Communication Processes Vol 1: Media and Mediation*, B. Bel, B. Das, J. Brower,
- Eric Barnouw and Krishnaswamy, *Indian Film*, (New York, Oxford University press, 1980), 2nd Edition, Chapters "Beginnings," & "Three Get Started,"
- John V. Vilanilam, "The Socio Cultural dynamics of Indian Television: From SITE to Insight to Privatisation," in *Television in Contemporary Asia* by David French and Michael Richards (Ed) (Sage, 2000).
- Briggs, A and Burke, P, *Social History of Media: From Gutenberg to the Internet*, (Polity Press , 2010)
- Parthasarthy Rangaswami, *Journalism in India from the Earliest to the Present Day*, (Sterling Publishers, 1989).
- Jeffrey, Robin, *India's News Paper Revolution: Capitalism, Politics and the Indian Language* Press, (New Delhi, Oxford 2003)
- Manuel, Peter *Cassette Culture* page, (Chicago, University of Chicago Press, 1993), 1 □ 32
- Chatterjee, P.C, *Broadcasting in India* page (New Delhi, Sage, 1991) □39 □57
- Thakurta, Paranjy 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

- VikramRaghvan, Communication Law in India, Lexis Nexis Publication,2007
- IyerVekat, 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"
- P C Chatterjee, Broadcasting in India, Sage, 1991
- Parthasarthy Rangaswami, Journalism in India from the Earliest to the Present Day, (Sterling Publishers, 1989).

MJMC-105: SOUND & RADIO JOURNALISM

Number of Credits: 02

Course Description: The course is designed to train students in using the potential of the sound media to communicate ideas and stories. The course seeks to familiarize them with various aspects of Radio programming ranging from news to documentaries to dramatised programmes. It will enable them to acquire and enhance their technical, conceptual and creative skills so as to be able to design programmes which cater to a wide range of audiences.

Learning Outcomes:

- Understanding radio as a medium
- Different modes of radio broadcasting
- Understanding sound
- Use of equipment for radio production
- Field & studio-based recordings

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: Nature and Types of Programmes

1. *Programming objectives and content: Structure and formation, Scripting and writing techniques for radio.*
2. *Program formats and writing for each format: Talk, Interview, Discussion, Feature, Documentary, Drama, Magazine, News story, News bulletin and Fillers.*
3. *The basic inputs: Human Voice, music and sound effects.*
4. *Techniques of production: Acoustics, Perspective, echo and reverb.*
5. *Manipulating Speech: personality and presentation techniques: Pitch, tempo, vitality*

and enthusiasm, timbre and tone.

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 : Understanding Audience

1. *Audience Profile: Designing content, writing and connecting with listeners.*
2. *Fixed point chart and program cue sheet*
3. *Audience and Market research: Syndicated and Customized research.*

Suggested Reading List:

- Boyd, Andrew, Broadcast Journalism: Techniques of Radio and Television News, 6th Edition, 2012
- Carrol Fleming; The Radio Handbook, Routledge , 2002
- Hilliard, Robert L, Writing for Television, Radio, and New Media, 11th Edition, Wadsworth Publication, 2014
- Hudson Gary and Rowlands, Sarah; The Broadcast Journalism Handbook, 2007
- P C Chatterjee, Broadcasting in India, Sage, New Delhi, 1988.
- Report of the Working Group on Television Software for Doordarshan, Vol. 1-2, Publication Division, New Delhi, 1985.
- Robert McLeish- Radio Production, Fifth edition-Focal Press, 2005
- *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

MJMC 106 REPORTING AND EDITING FOR PRINT MEDIA- PRACTICAL

Number of Credits: 02

Course Description: *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.*

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.

UNIT-1: *Analysis of news quality & components from various news stories; Interviewing & Vox pop*

UNIT-2: *Practicing structures of writing; Using data and other graphical inputs in news*

UNIT 3: *Application of principles of aesthetics- tools design concept; Selecting images– image energy; considerations when selecting image for crime /death / grief stories*

UNIT-4: *Design Dimensions: Page organization; Basic elements: typography (fonts, size, leading, kerning), use of color, column and grid structure, white space, contrast, style palette; Front page, back page, opinion page and section pages layout, special pages, supplements*

UNIT-5: *Conventional methods of composition- monotype- linotype-modern methods – DTP. Use of software- Adobe Photoshop- PageMaker; Quark Express-In-design*

MJMC 107 ADVERTISING - PRACTICAL

Number of Credits: 02

Course Description: *Course teacher may instruct students to conduct advertising campaigns on any given product or service. Students will gain fair understanding of how to create advertisements for different categories of products and services and placed across different media.*

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; creation of an audio-visual ad for any given service or product.*

MJMC 108 SOUND AND RADIO JOURNALISM - PRACTICAL

Number of Credits: 02

Course Description: *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:*

- 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.

SECOND SEMESTER

MJMC-201: COMMUNICATION RESEARCH

Number of Credits: 04

Course Description: The overall objective of the course is to enable students in the Communication Studies Stream to gain the necessary knowledge of communication research methodology and develop skills which will help them design, implement, and report research findings with ease. The course also prepares students for their work on their dissertation work in the fourth semester, when they are required to submit their thesis.

Learning Outcomes:

At the end of the course, the student should develop a better understanding of:

- The philosophical/theoretical foundations of social science research.
- Communication/Media research within the traditions of social science research.
- The various approaches, methodologies, procedures and tools used in communication research.
- Understand quantitative and qualitative data
- Design, carry out and report independent data in the area of communication/media studies.

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*

Suggested Reading List:

- Roger D. Wimmer & Joseph R. Dominick. (2005). *Mass Media Research: An Introduction*: Wadsworth Pub Co
- David Silverman (2004). *Doing Qualitative Research: A Practical Handbook*, 2nd Revised Edition: Sage
- Arthur Asa Berger. (2004). *Media Analysis Techniques*. Sage CommText Series
- M. Q Patton. (2002). *Qualitative research & evaluation methods* (3rd ed.) Sage
- Klaus Bruhn Jensen (2002). *A handbook of Media and Communication Research*. Routledge
- Arthur Asa Berger. (2000) *Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches*. Sage
- Denzin, N.K., & Lincoln, Y.S. (Eds.). (2000) *Handbook of Qualitative Research*. Sage
- Anselm L. Strauss & Juliet M. Corbin. (1998). *Basics of Qualitative Research; Techniques and Procedures for Developing Grounded Theory*, 2nd Revised Edition (Paperback). Sage
- Anders Hansen et al. (1998). *Mass Communication Research Methods*. Macmillan
- John Corner et al (eds). (1997). *International Media Research*. Routledge
- Dennis McQuail (1997) *Audience Analysis*. Sage
- Susanna Hornig Priest. (1996). *Doing Media Research: An Introduction*. Sage
- David L. Altheid. (1996) *Qualitative Media Analysis*. Sage
- Shearon A. Lowery and Melvin De Fleur. (3rd ed 1995). *Milestones in Mass Communication Research*. Longman
- Arthur Asa Berger. (1991) *Media Research Techniques*. Sage
- William J. Goode and Paul K.Hatt. (1952) *Methods in Social Research*. McGraw Hill

MJMC-202: TELEVISION PRODUCTION AND JOURNALISM

Number of Credits: 04

Course Description: This course deals in depth with the principles and techniques of

Electronic News Gathering. Emphasis will be given to hands-on training, which will give students the necessary skills for TV journalism. Each student will complete several practical exercises individually and in groups by the end of this course. The course will also map the historical trajectory of Television news – its basis, beliefs, theories and practices.

Learning Outcomes:

- Understand the working of a TV news organisation
- Write effective copy for television news bulletins
- Exercise news judgment effectively
- Shoot footage, sound bytes, stand-ups, and edit news stories
- Learn to capsule a full length news bulletin
- Plan and execute Current Affairs Programmes
- Understand news cultures and news institutions

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/EFM 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*

Suggested Reading List:

- Allen, Robert C. and Annette Hill (Eds), The Television Studies Reader, Routledge, 2004
- Boyd, Andrew, Broadcast Journalism: Techniques of Radio and Television News, 6th Edition, 2012
- Carrol Fleming; The Radio Handbook, Routledge , 2002
- Hilliard, Robert L, Writing for Television, Radio, and New Media, 11th Edition, Wadsworth Publication, 2014
- Hudson Gary and Rowlands, Sarah; The Broadcast Journalism Handbook, 2007
- Millerson, Gerald; Effective Television Production, 3rd Edition, 2016
- Owens, Jim; Television Production, 2016
- P C Chatterjee, Broadcasting in India, Sage, New Delhi, 1988.
- Report of the Working Group on Television Software for Doordarshan, Vol. 1-2, Publication Division, New Delhi, 1985.
- Robert McLeish- Radio Production, Fifth edition-Focal Press, 2005
- Vasuki Belavadi, Video Production, 2nd Edition, OUP, 2013
- Zettl, Herbert; Television Production Handbook, 2014

MJMC-203: INTRODUCTION TO MEDIA & COMMUNICATION

Number of Credits: 06

Course Description: This is an Open paper which can be opted by students of other disciplines of the University. The course explores what it means to live in an age of powerful media and cultural institutions, multiplying digital and mobile technologies, and everyday media and cultural practices. This course will enable students from other disciplines to analyze, critique and challenge assumptions about the place of media in society.

Learning Outcomes:

- Gain knowledge of various concepts related to the field of mass communication and journalism
- Get acquainted with how media functions in a society and the impact it has on socio-political, cultural and economic milieu of a country. D
- Develop critical media literacy and skills to analyse media content
- Develop skill in writing, editing, proof reading of news story

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.*

Suggested Reading List:

- Bruce D. Itule and Douglas A. Anderson. *News Writing and reporting for today's media*; McGraw Hill Publication, 2000
- Carole Flemming and Emma Hemmingway, *An Introduction to Journalism*; Vistaar Publications, 2006.
- George Rodmann. *Mass Media in a Changing World*; McGraw Hill Publication, 2007.

- Clifford G. Christians, Mark Fackler, Kathy Richardson, Peggy Kreshel and Robert Woods, *Media Ethics: Cases and Moral Reasoning*, 2015
- Amelia Bonea, *The News of Empire: Telegraphy, Journalism and the Politics of Reporting in Colonial India*, OUP, 2016
- Arvind Singhal, Everett M Rogers, *India's Information Revolution*, 2001

MJMC-204: MEDIA, CULTURE AND SOCIETY

Number of Credits: 06

Course Description

The course aims at introducing basic concepts and models for the scientific study of media and communication, and to demonstrate how the media are related to culture and society, and it offers an overview of how media can be studied – as structure, production, content and from an audience/reception point of view. This course provides an introduction to the complex social structures, power, and influence of contemporary popular media. Drawing on theoretical frameworks from the social sciences and humanities, students will closely examine and analyze mass media forms such as film, popular music, advertising, cyberspace, and electronic media. Special attention is given to issues of under/misrepresentation; narrative and the social construction of reality; concentration of media ownership; the significance of news, advertising, and reality television; the "wired" generation; and globalization of media.

Learning Outcomes:

After completed course, the students should have:

- To understand how media systems are integrated and shaped by larger systems of power and cultural understanding and, how in turn, those systems of power and stratification are dependent of communications
- To develop critical tools to explore how non-dominant groups including women, people of color, social class, and sexual orientation are represented in the media; the significance of those representations, the role of those representations in the reproduction of inequality and how those representations have changed over time.
- To develop a meaningful understanding of the evolution of media systems and how inequality of access combined with the proliferation of platforms influence social perceptions and interaction, as well as social structure.
- To write analytically about issues of race, class and gender in conjunction with media systems.

Unit 1: What is Culture?

- *Concept of Culture--meaning, dimensions--the basic theoretical framework.*
- *Counter cultures, women, youth, and minorities.*
- *Communication Technology and Culture, Mass Media and Postmodern Culture, Mass culture, Popular Culture*

Unit 2: Core ideas in Cultural Studies

- *Frankfurt School; Culture Industry – Adorno, Horkheimer:*
- *Cultural studies and theoretical legacies- Stuart Hall, Space and Time: Michel Foucault, Defining the postmodern: Lyotard,*
- *Nationalism , Post Colonialism and globalization : Spivak; Ethnicity and Multiculturalism: bell hooks*
- *Science and cyber-culture: Donna Haraway: Sexuality and gender: Judith Butler*

Unit 3: Media and Society

- *Communications, power and social order: James Curran*
- *Political economy; political effects of mass media- Blumler*
- *Gender and Media; social media and identity*

Unit 4: Media and Society: Theories

- *Marshall McLuhan's Theory,*
- *Marxism Ideology and the Media,*
- *Analytical Theory-Spiral of silence, Information theories-Diffusion Theory Normative Theories, Cultural Imperialism,*
- *Cultivation Theory Theories ; Agenda setting theory, Uses and Gratifications*

Unit 5: Key Challenges:

- *Media and religion- communalism and religious fundamentalism*
- *Media diversity and pluralism,*
- *The effects of concentration of media ownership,*
- *The impact of technological change; the growth of the print, broadcast, and new media and their relationship to the development of capitalism;*

- *The influence of the Internet and the New Media on the context and practice of journalism; the impact of convergence, digitisation and vertical integration in the news media.*

Suggested Reading List

- Boyd, D. (2014). *It's complicated: the social lives of networked teens*. New Haven, CT: Yale University Press.
- De Zengotita, Thomas. (2005). *Mediated: How the media shapes your world and the way you live in it*. New York: Bloomsbury Publishing.
- Becker CM342.01 Spring 2015 2 Johnson, Steven. (2005). *Everything bad is good for you*. New York: Riverhead Books.
- Kidd, Dustin. (2014). *Pop culture freaks: Identity, mass media, and society*. Boulder, CO: Westview Gramsci, Antonio. „History of the Subaltern Classes, and The Concept of Ideology'. In Meenakshi
- Durham and Douglas Kellner (ed) *Media and Cultural Studies: A Reader*.
- Althusser, L. *Ideology and Ideological State Apparatuses, in Lenin and Philosophy and Other Essays*
- <http://www.marx2mao.com/Other/LPOE70NB.html> Adorno, T. W., & Rabinbach, A. G. (1975). *Culture Industry Reconsidered*. *New German Critique*, 6(Autumn), 12-19.
- McLuhan, M. 1964 *Understanding Media: The Extensions of Man*; 1st Ed. McGraw Hill, NY; reissued by MIT Press, 1994, with introduction by Lewis H. Lapham; reissued by Gingko Press, 2003 Winston,
- Brian, How are Media Born? in Marris, Paul and Sue Thornham (eds), 1999, *Media Studies- A Reader*,
- Edinburgh University Press Baudrillard, J. *The Masses: The Implosion of the Social in the Media*, in
- Marris, Paul and Sue Thornham (eds), 1999, *Media Studies- A Reader*, Edinburgh University Press.
- McRobbie, A., *Post-Modernism and Popular Culture*, in Marris, Paul and Sue Thornham (eds), 1999, *Media Studies- A Reader*, Edinburgh University

MJMC-205: PUBLIC RELATIONS

Number of Credits: 04

Course Description

This course introduces the fundamentals of public relations management and practice with an emphasis on the role of effective communication strategies in the corporate environment. Students will focus on the role of public relations in the organization and the application of communication strategies and tools for communications planning.

Learning Outcomes:

Upon completion of the course, successful students will be able to:

- Explain the history, theory, and models of corporate public relations
- Explain the role of the public relations professional in the corporate environment
- Describe the strategies, tactics, and techniques of public relations programs

- Develop an understanding of the various writing tasks for specific audiences and purposes
- Develop a basic communications plan

Unit-I: Concept of public relations

1. *Definition, nature, objectives, elements, scope of Public Relations.*
2. *identify the history and evolution of public relations with special reference to India.*
3. *describe the social theories of PR theorists (Lee, Bernays, Grunig, etc.); describe the components of the RACE and ROSIE theories*
4. *Public Relations as a management discipline; PR and publicity, PR and advertising, PR and public opinion, persuasion, lobbyingmarketing etc.*

Unit-II: Public relations process

1. *Public in public relations; concept of public, dealing with multicultural anddivergence 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 onlinehouse 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*

Suggested Reading List :

- Bernays, Edward; Public Relations, 2013
- Bivnis Thomas; Public Relations Writing: The Essentials of Style and Format, 8th Edition, 2013
- Black, Sam; Practice of Public Relations, 4th Edition, 2013
- Broom Glen M: Cutlip and Center's Effective Public Relations, International Edition, 2013
- Duhe, Sandra C; New Media and Public Relations, 2007
- Jefkins, Frank: Public Relations Techniques, 1994
- Jethwaney Jaishri; Corporate Communication: Principles and Practice, 2010
- Kaul J M: Public Relations in India, 1976

- Lloyd, John and Toogood, Laura; Journalism and PR; News Media and Public Relations in the Digital Age, 2014
- Mehta, D.S.; Handbook of Public Relations in India, 2002
- Michael Bland, Alison Theaker & David Wragg: Effective Media Relations: How to get results, 2005
- Oliver, Sandra; Public Relations Strategy, 2009
- Phillips, D. and Young, P.: Online Public Relations: A practical guide to developing an online strategy in the world of social media, 2009
- Theaker Alison; The Public Relations Handbook, 2016
- Bivins, Thomas. *Handbook for Public Relations Writing*. NTC Business Books, 1996.
- Seitel, Fraser. *The Practice of Public Relations*. 8th ed. Prentice Hall, 2001.

MJMC 206 COMMUNICATION RESEARCH PRACTICAL

Number of Credits: 02

The course is broadly divided into the following components:

- (a) The research process—from proposal to final report*
- (b) The methodologies—quantitative and qualitative*
- (c) Data collection tools; report writing*
- (d) Additional components such as ethics in research, annotation and referencing, as may be required to achieve the desired level of competence.*

The course is intensive and applied. You will be doing several class exercises, assignments, as well as tests. You will also be doing a compulsory project as part of the course. The marks for the course are divided as follows:

Research Proposal (30 marks) The proposal should include: a) Statement of the research(able) problem b) background of the study {based on review of literature relevant to the subject} c) Objectives and d) Methodology {including sample, research tool, etc.}.

Assignments (30 marks)

5 assignments: each 10 marks, counting the three best for final calculation.

Topics and deadlines for assignments will be announced from time to time during the semester.

MJMC 207 TELEVISION PRODUCTION AND JOURNALISM-PRACTICAL

Number of Credits: 02

This course will teach you the techniques of visual storytelling to create maximum impact in whichever platform you choose to tell your story. You will develop a full digital skill-set to enable you to work in today's rapidly changing media landscape. You will learn traditional techniques of shooting, editing, sound, scriptwriting, production management and studio work, but also use a range of storytelling tools, from social media to apps, to help maximise the impact of your production. Our facilities include TV studios, specialist software and editing suites, plus a full range of camera, sound and lighting equipment for location filming. We have a dedicated team of technicians which is on hand to assist you in learning all the latest techniques.

The course is intensive and applied. You will be doing several class exercises, assignments, as well as tests. You will also be doing a compulsory project as part of the course. The marks for the course are

divided as follows:

Assignments (50 marks):

- | | |
|--|-------------|
| 1. | Three |
| individual news stories made in consultation with course teacher. (30) | |
| 2. | One studio- |
| based interview programme (20) | |

News Bulletin (20 marks): Bulletin to be made in a group.

Viva: 30 marks (given by external examiner in consultation with course teacher)

MJMC 208 PUBLIC RELATIONS-PRACTICAL

Number of Credits: 02

Practical classes and assignments pertaining to:

- explain the difference between corporate image and identity
- explain corporate communications systems and the role of public relations specialists within the organizational environment
- describe public relations activities and writing tasks
- describe the distinctions between strategy and tactics
- describe strategies for managing image and reputation
- develop a basic communications plan
- understand the different components of public relations practice
- describe the role of internal and external communications
- understand the ethics, law, and responsibility of public relations

Evaluation will be based on this general format:

Writing samples (e.g., newsletter)	: 15
House journal	: 15
Publicity or awareness campaign (Promo video)	: 20
Case study of any corporate/ PR organization	:20
Viva (external examiner)	:30

THIRD SEMESTER

MJMC-301: NEW MEDIA

Number of Credits: 04

Course Description

This course explores basic concepts of new media as well as the role digital media technologies play in society. Throughout the course, we will explore the evolution of digital media technologies as well as their impact on economics, politics, communication and community. The course also examines key moments in computing and media history to gain a perspective on the nature of technological innovation and change. This is an interdisciplinary course that includes communication, computer science, law, political science, history and economics.

Students will use digital media technology throughout the course, providing them with practical experience with new media. To apply the art of new media design, students will work in small groups to plan, design and create new media content.

By participating in this course, students will:

- Acquire an understanding of the historical context, current trends and future projections of digital communication methods
- Develop an awareness of unintended consequences of new technology
- Become a critical consumer of information
- Become better writers and more analytical thinkers

Learning Outcomes

After completing this course, students will be able to:

- Explain basic concepts and theory in new (digital) media
- Describe the historical context of computer-based communication
- Identify three inventions that provided the foundation for today's digital communication technologies
- Explain how digital media technologies – current and future – may affect society: politically, culturally and economically

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 newmedia*

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*

Suggested Reading List :

- Baym, Nancy K. *Personal Connections in the Digital Age*. Polity, 2010.
- Eugenia Siapera, *Understanding New Media*, Sage, 2011
- Fuchs Christian, *New Media, Web 2.0 and Surveillance*, John Wiley, 2011
- Goldsmith, Jack, and Tim Wu., *Who Controls the Internet? Illusions of Borderless World*. Oxford University Press US. 2006.
- Kasturi, Suman and Bobby Vardhan; *Social Media, Connecting the World 24X7, Dominant*

Publishers, 2017

- Lev Manovich. *The Language of New Media*. Cambridge: MIT Press. 2001
- Narayan and Narayanan (Ed); *Indian Connected: Mapping the Impact of New Media*; Sage, 2016
- Simon Lindgren, *Digital Media and Society*, Sage, 2017
- Tapas Ray, *Online Journalism: A Basic Text*, 2006
- Vincent Miller. *Understanding Digital Culture*. Sage Publications, 2011.

MJMC-302: FILM STUDIES

Number of Credits: 04

Course Description:

This course will examine the major positions and issues in film theory with an eye to understanding connections between the early days of film and contemporary approaches to understanding film. While film production methods have experienced incredible advances in the last decade, contemporary film technique finds many threads back to approaches developed throughout the history of film. Since the 1970s, film scholars have developed and modified a range of compelling critical methods for the study of media texts: psychoanalysis, feminism, Marxism, cultural studies, queer theory, audience/star studies, post-colonialism, genre analysis, among many others. These critical methods are not, however, set in stone—they require consistent and informed reassessment to remain as viable and engaged ways of thinking about film and other media texts.

Learning Outcomes:

Through analysis and re-examination of the major areas of film theory and criticism, this course will help to situate you as informed, critically engaged readers/viewers of global media texts and practices. In addition to the approaches listed above, we will also focus on realism, formalism auteur criticism, genre criticism, and theories of spectatorship and reception. Through the combination of the “heavy hitters” of film theoretical approaches and the more contemporary lenses developed since the 1970s, this course should provide you with the tools necessary to interpret films as collaborative art works, as technical artifacts, as socio-cultural and ideological productions, and as products of a globalized media world.

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

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.*

Suggested Reading List :

- Andrew, Dudley J. *The Major Film Theories – An Introduction*, OUP, 2008.
- Barnouw, Erik, *Documentary: A History of the Non-Fiction Film* (New York and Oxford: Oxford University Press, 1974).
- Bill Nichols, *Introduction to Documentary*, Indiana University Press, 2001.
- Eric Barnouw & Krishnaswamy : *Indian Film*, OUP
- Gaston Roberge, *The Subject of Cinema*, Seagull, Calcutta, 1990.
- J Garth & J Linton, *Movies as Mass Communication*
- James Beverdge, *Script Writing for Short Films, Reports and Papers on Mass Communication*, No. 57, UNESCO.
- Jayashankar & Monteiro, *A Fly in the Curry – Independent documentary Film in India*, Delhi: Sage, 2016

- Khwaja Ahmed Abbas: How Films are Made, NBT, 1977.
- Kobita Sarkar, Indian Cinema Today: An Analysis, Sterling, New Delhi, 1975.
- Marie Setton, Film as an Art and Film Appreciation, NCERT, New Delhi, 1964.
- Marie Setton, The Art of Five Directors: Film Appreciation, National Institute of Audiovisual Aids, New Delhi, 1962.
- Michael Rabiger, Directing the Documentary, Focal Press, 2009.
- Michael Renov (ed.), Theorizing Documentary, Routledge: NY, 1993.
- Nelmes, Jill (Ed), An Introduction to Film Studies, Routledge, 2007.
- Quick Jon & Tem La Basu, Handbook of Film Production, Macmillan, New York, 1972.
- Richard Kilborn and John Izod., An Introduction to Television Documentary – Confronting Reality, Manchester University Press, 1997.
- Sanjit Narwekar, Films Division and the Indian Documentary, Publications Division, Ministry of I & B, 1992.
- Satyajit Ray, Our Films, Their Films
- Sigfried Kracauer, Theory of Film, Oxford U.P. Oxford/London/New York.
- William Bernard, Obscenity and Film Censorship, Cambridge University Press, 1989.

MJMC-303: COMMUNICATION FOR DEVELOPMENT

Number of Credits: 04

Course Description:

This course will introduce participants to the field of Communication for Development (C4D). C4D is an evidence-based process that utilizes a mix of communication tools, channels and approaches to facilitate participation and engagement with children, families, communities, networks for positive social and behaviour change in both development and humanitarian contexts. It draws on learnings and concepts from the social, behavioural and communication sciences. Participants will learn about key concepts and approaches in C4D and best practices in planning, implementing and evaluating participatory and evidence-based C4D interventions.

Learning Outcomes:

The C4D course is designed to help participants:

- Understand key theories around communication, development, culture, behaviour and social change
- Describe key theories around communication, culture, behaviour and social change
- Define key C4D concepts, principles, approaches, methods and techniques
- Recall the role of research, design, development, implementation and monitoring and evaluation to C4D programming
- Identify the steps involved in the design and development of effective, evidence-based and human rights-based C4D strategies in line with best practice.

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.*

Suggested Reading List :

- Amartya Sen , Development as freedom, Alfred A Knopf, New York, 2011.
- D V R Murthy, Development Journalism, What Next? Kanishka Publication, New Delhi, 2007
- Daniel Lerner & Wilbur Schramm, Communication and Changes in Developing Countries, 1972
- Mefalopulos, Paulo; Development Communication Sourcebook, 2008
- Ila Virginia C. Ongkiko, Introduction to Development Communication, 2003
- Jan Servaes, Thomas Jacobson and Shirley White (eds), *Participatory Communication for Social Change*, Sage, 1996.
- Karin Gwinn Wilkins, Thomas Tufte, Rafael Obregon, The Handbook of Development Communication and Social Change, Wiley-Blackwell
- Linje Manyozo, Media, Communication & Development: Three Approaches, Sage, 2012
- Nair and Shirley White (eds), *Perspectives on Development Communication*, Sage, 1993
- Richard Peet and Elaine Hartwick, Theories of Development: Contentions, Arguments, Alternatives, 2nd Ed., Guilford Press, 2009
- Srinivas Melkote and H. Leslie Steeves, Communication for Development: Theory and Practice for Empowerment and Social Justice, 3rd edition, Sage, 2015.
- Uma Narula, Anand Har, Development Communication –Theory and Practice, 2004

MJMC-304: VISUAL COMMUNICATION

Number of Credits: 04

Course Description:

The programme develops mature communications professionals who also have a deeper understanding of aesthetic aspects. In addition to finding solutions to communication needs, they also generate methodologies for solving communication problems. The emphasis is to shift from the traditional skills-driven intuitive design to creative problem solving, using appropriate media for effective communication. The students are given opportunities to learn new skills and to advance their level of understanding. The focus is on areas of unmet demand, such as projects that have social and educational relevance.

Learning Outcomes:

After completion of this course, students will be able to demonstrate:

- an improved understanding of information related to describing a designed offering and the various ways in which it can be represented via sign systems
- the ability to create visual representations through applying basic visual communication principles in layout and typography to better organize and visually structure the information

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*

Suggested Reading List :

- Dikovitskaya, Margaret; *Visual Culture: The Study of the Visual after the Cultural Turn*, 1st Ed., Cambridge, Ma: The MIT Press, (2005 (cloth), 2006 (paperback)), ISBN 0-262-04224-X.
- Fuery, Kelli & Patrick Fuery (2003). *Visual Culture and Critical Theory*, 1st ed., London: Arnold Publisher. ISBN 0340807482.
- Jay, Martin (ed.), 'The State of Visual Culture Studies', themed issue of *Journal of Visual Culture*, vol.4, no.2, August 2005, London: Sage. ISSN 14704129. eISSN 17412994
- Mirzoeff, Nicholas (1999). *An Introduction to Visual Culture*. London: Routledge. ISBN 0-415-15876-1. • Mirzoeff, Nicholas (ed.) (2002). *The Visual Culture Reader*, 2nd ed., London: Routledge. ISBN 0-415-25222-9.
- Morra, Joanne & Smith, Marquard (eds.) (2006). *Visual Culture: Critical Concepts in Media and Cultural Studies*, 4 vols. London: Routledge. ISBN 0-41-532641-9.
- Plate, S. Brent, *Religion, Art, and Visual Culture*. (New York: Palgrave Macmillan, 2002) ISBN 0-312-24029-5
- Smith, Marquard, 'Visual Culture Studies: Questions of History, Theory, and Practice' in Jones, Amelia (ed.) *A Companion to Contemporary Art Since 1945*, Oxford: Blackwell, 2006. ISBN 9781405135429
- Sturken, Marita; Lisa Cartwright (2007). *Practices of Looking: An Introduction to Visual Culture*, 2nd ed., Oxford: Oxford University Press. ISBN 0-19-531440-9.
- Lal, Vinay & Nandy, Ashis (Eds.), *Fingerprinting Popular Culture : The Mythic and the Iconic in Indian Cinema*, 2006 ISBN : 0195679180
- Richards, Asha; *Pop Culture India!: Media, Arts, and Lifestyle (Popular Culture in the Contemporary World)*: ABC-CLIO, 2006 I SBN-10: 1851096361 I SBN-13: 978-1851096367

MJMC-305: FILM STUDIES PRACTICAL

Number of Credits: 06

CORE MODULES

- **Ideas and story.** Learn how to develop creative story ideas across a range of formats, including short form, documentaries, factual television, web series and fiction film. You will gain the tools to identify your target audience and adapt your ideas to the appropriate screen platform.

- **Character and performance.** Explore the various techniques for shaping character and performance across a variety of platforms, including fiction, documentary and episodic television. Learn how to transpose an idea from the page to the screen through key visual storytelling approaches.
- **Image and sound.** Learn how to use camera, lighting, and sound techniques to create visually and sonically compelling stories for fiction, documentary and episodic productions. You will develop strong technical skills and explore the impact of image and sound on creative screen content.
- **Post Production.** Discover creative and technical skills across the full range of post Production workflows, including offline editing and sound design. You will learn how post production skills are central to the storytelling process across film, television and new media.

There are five blocks that you will learn about on the course: Fiction, Short Form, Factual, Episodic, and Long Form. During each block, course teacher may ask you to explore core subject areas through practical exercises that will build a comprehensive, practical and in-depth understanding of the key skills needed to produce dynamic screen content. (20 marks-individual assignment)

Practical work: One fiction film for evaluation during end semester practicals (50 marks- group assignment)

Viva Voce: 30 marks by external examiner

MJMC-306: NEW MEDIA PRACTICAL

Number of Credits: 04

FIELDWORK BASED

Hands-on training in photography, audio slideshows, content management systems and writing for the web.

(Hyper) Text • Audio • Video • Still images • Animation • Flash interactivity • Blogs • Micro blogging & Social networking/Facebook/Twitter/RSS feeds • Poll surveys/Email etc. • Digital Story telling Formats • Content writing, editing, reporting and its management • Structure of a web report • Planning and designing of Web Pages, Blogs, web channels

*Creating electronic newspapers Creating Internet advertisement
Creating video channels for free online platform*

Part-A: Assignment (20 Marks)

1. Creating content for digital platform
2. Writing listicles for the digital platform

3. Using audio and video in social media platform
4. Creating content for digital media.
5. Writing FAQs

Part-B: Computer (10 Marks)

1. Preparing and uploading webpage
2. Preparing and uploading website
3. Using audio and video in social media platform
4. Hands-on training in digital photography
5. Live streaming

Part-C: Practical Project (10 Marks)

1. Creating story packages that integrate text, visuals and sound
2. Planning and designing an individual page on free online video platform(10 issues)

Internal examiner : 30

Viva Voce with external examiner : 30

MJMC-307: INTERNSHIP

Number of Credits: 04

Description

The Department recognizes the sweeping changes occurring in various modes of communication as a result of technological revolution as it does in the case of evolving dynamics of communication. It is these changes that make journalism & communication education exciting for both students and faculty members at the department. The Department is acutely aware of our mission to train students to be successful communicators, irrespective of the sector they choose to specialise and the careers they decide to pursue.

Accordingly, students are offered a fine balance of theory and practical inputs in these various areas by faculty trained in nationally and internationally reputed institutions and an array of distinguished practitioners. Further, since we firmly believe in making them industry-ready at the time of graduation, we also seek to provide expanded opportunities. Students get to participate in research and consultancy projects taken up by faculty members throughout the year. This is besides the various national and international seminars/conferences/colloquium that the department organises regularly.

*An extended form of giving students an opportunity to apply their skills in compelling real-world settings is **Internships**. Internships provide them valuable insights in a real-life, work environment in locations such as Radio/TV channels, production houses, NGOs, advertising,*

public relations, newspapers, digital media, internet, CSR wings of corporate houses, communication/media research houses etc. Students choose the area of work and the location in India, and rarely, with prior approval, also abroad.

It is mandatory for every student to go through an internship for a minimum of 2 weeks in a communication-related organization of their choice. They also get to earn **FOUR CREDITS** on successful and satisfactory completion of their internship. **At the end of the internship, the Department sends out evaluation forms to the employers. The evaluation is normally done by the internee's immediate supervisor in the organisation and returned to the Internship Coordinator in confidence.**

Students are required to read the Guide to Internship before approaching the Internship Coordinator.

FOURTH SEMESTER

MJMC-401: INTERNATIONAL COMMUNICATION

Number of Credits: 04

Course Description:

This course explores global markets and intercultural communications while providing advanced study, evaluation and application of cultural context, theories, stakeholders, and trends in media, advertising, and public relations. Analysis of ethical, legal, political, and social communications issues around the globe. In a world of globalization and multiculturalism, communication becomes the vehicle that truly brings people together. Given the world's diversity, the extensive use of technology, and the 24-hour news cycle, advertising and public relations executives have to deal with an abundance of communications issues. Among them are: developing global integrated communications strategies, determining whether to adapt or standardize campaigns, deciphering language vs. cultural affinity aspects, and more importantly and simply, getting the message across multiple cultures and countries. All of these have created a great demand for a professional who understands global communications and its impact on the global economy and social development.

This course will provide students with an understanding of international and intercultural communications in a multimedia world. Through a combination of research projects, discussions, and case studies, the course will cover a variety of global issues including: diversity of news and mass communications; emerging trends in global business communication and media; advances in technology; global sources and systems of communication; cultural contexts; theories of symbolic interaction, structuration,

convergence, world-system and electronic colonialism; ethical and legal issues; and the role and impact of advertising and public relations in the global marketplace.

Learning Outcomes:

By the end of the semester, the students will have:

- Gained an understanding and appreciation for the multi-faceted, global workplace including individual attitudes and approaches to conducting advertising and public relations campaigns
- Obtained skills necessary for designing and implementing effective communications programs for global markets
- Analyzed emerging markets, technology and channels and their impact on media and mass communication
- Researched global media practices and limitations in understanding different cultures
- Examined cultural, political, economic and social contexts and to what extent they encourage critical thinking, communication opportunities, and freedom of expression.

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*

Suggested Reading List :

- Art Silverblatt, Nikolai Zlobin, International Communications: A Media Literacy Approach, 2015
- Daya Kishan Thussu , International Communication: *A Reader*, 2010
- Daya Kishan Thussu , International Communication: Continuity and Change, 2016
- Edward S Herman and Robert McChesney, The Global Media: The New Missionaries of Corporate Capitalism, 2001
- George Gerbner, Hamid Mowlana, Kaarle Nordenstreng, The Global Media Debate: Its Rise, Fall and Renewal, 1993
- Hamelink, Cees : Cultural autonomy in global Communications, Longman, London, 1983.
- Hamid Mowlana, Global Information and World Communication: New Frontiers in International Relations
- Kaarle Nordenstreng, Ulf Jonas Björk, Frank Beyersdorf, Svernik Høyer, Epp Lauk, A History of the International Movement of Journalists: Professionalism Versus Politic
- MacBride Commission,,Many Voices, One World, UNESCO, Paris, 1980.
- Oliver Boyd-Barrett, Media Imperialism, 2014

MJMC-402: RURAL COMMUNICATION

Number of Credits: 04

Course Description:

The aim of this program is to contribute in the development of rural life through a strong group of young professionals who have academic theoretical knowledge, practical skill and capability to use the best available practices.

Learning Outcomes:

The following Objectives have been framed for the proposed curriculum.

1. Bring awareness among the students about the dynamics of rural communication.
2. Develop community based Learning for communicating socially relevant messages.
3. Help students to identify and accordingly respond to community -communication needs.
4. Give insights of broader social issues and its impact on the rural communication.
5. Value and inculcate multiple perspectives of problem solving through communication.
6. Foster students' intellectual capacities and development as responsible communicators.

Unit 1: Rural Community, Community Media, Participative Communication, and Communication Needs, Engagement

- Theories & concepts of Community Media Hebarmas, Paulo Freire, Ronald Robertson,
- Participative Communication, Civil Society and Public Sphere Theories,
- Communication Rights, Communicating Socio Economic Cultural Aspects,
- Folklore, Artisans, Agrarian Systems and Dynamics, Local Governance and Communicating Political Issues Regional and Local Factors influencing communication.
- Inclusion and participation and Rural Community Engagement

Unit 2: Documenting and Communicating Rural Social Change and Facilitating Community

- Documentation and Communication a. story of a village, b. change and change in media, c. local culture and little traditions,
- d. Crisis and Emergency Communication, and e. Transformation,
- Access to Media and f. Communication Channels,
- g. Path breaking initiatives in Education and Health
- h. climate change and disaster management and Village Development Planning, Conceptualising 'Community, Facilitating and Civil Society

Unit 3: Documenting Communicating Reforms, Policies and Programmes for Rural Communities

- Approach Documenting Message and Media for Government Policies and Programmes,
- Agriculture, Infrastructure, Public Health, Self Help Groups,

- Education, Political, Grievance redressal.
- Conceptualizing Community Media,
- Rethinking, Public Sphere, Orienting Community

Unit 4: Communicating Rural Transformation aspects

- Wage and Self Employment, Industry,
- Rural and Alternative Livelihoods,
- Identifying Community Challenges,
- Natural Resource Management,
- Disaster Preparedness and Human rights

Unit 5: Rural Communication, PRA and Research

- Rural Media, Folk Media and Street Theatre,
- Ethnographic Research, Reporting Skills,
- Writing skills – News reporting, Feature documentation, Photo Journalism, Copy Editing, Media tools: Case study, Interview, FGD, Lay-out, Niche reporting, video recording, radio programming,
- Video editing, Script writing, qualitative, quantitative, Mixed methods, policy, action research,
- Participative Rural Appraisal, Group Project Work on Community Media Production

Suggested Reading List :

- Rural Development: The Indian Experience by M. L. Dantwala
- Co-operative Societies and Rural Development, S.K.Datta, Mittal Publications
- Rural Banking in India, I.C.Dingra, Sultan Chand & Sons
- Women in Panchayats by Prabhat Datta & Panchali Sen
- Strengthening Decentralization in Rural Bengal through PRIs & SHGs by S.K.Paul, Concept Publication, New Delhi.
- North, Douglas C. (1990): Institutions, Institutional Change and Economic Performance, Cambridge University Press.
- Pranab Bardhan: Institutions Matter, But Which Ones?
- Marcel Fafchamps (2018): Formal and Informal Market Institutions: Embeddedness Revisited
- Matthijs Krul (2018): The New Institutional list Economic History of Douglass C. North: A Critical Interpretation, Palgrave Macmillan.
- N Lalitha (1993): Shifting Contours of Rural Institutions, Dominant Publishers and Distributors.
- Bardhan Pranab (1991): The Economic Theory of Agrarian Institutions
- Rural Sociology by Narang, Ashok
- Rural Sociology by Doshi and Jain

MJMC-403: MEDIA LITERACY

Number of Credits: 04

Course objective:

Media Literacy is a way of thinking about the media; a way of deconstructing media messages to gain more control over them. In this course, students will be taught to deconstruct media content-- photographs, newspaper articles, advertisements, tv shows, movies, documentaries, public relations materials, websites--and develop an understanding of how this media content influences us and how we in turn can influence others. We'll also discuss the importance of multiple points of view, and learn to identify our media's powerful leanings towards commercialism, individualism, and specific ideologies. This class aims to help you become media literate, but also to think more strongly about the media as they relate to citizenship and democracy.

Learning outcomes:

- Develop an understanding of the visual message and the truth behind the image--visual literacy.
- Develop an understanding of semiotics--the meaning behind media messages.
- Develop an understanding of ideology in the context of our media system.
- Develop an understanding of the media in terms of its representation of gender and ethnicity.
- Develop an understanding of our commercial culture.
- Develop some media skills (Photoshop).
- Use these media skills to critique the media with the media.

Unit 1: Media and Information LiteracyFreedom of information and expression

- *Defining Media and Digital Literacy*
- *Deconstructing media and literacy expectations*
- *Sub fields: Digital Literacy and Visual literacy*

Unit 2: Basics of Journalism and Ethical Dimensions of News Media Dissemination

- *What is News? Infodemic. Fake news*
- *News Reporting and the power of Image*
- *Skills in Media Literacy Interpreting media messages: Semiotics, Ideology*
- *Media as Text; Commercial messages*

Unit 3: Appropriate Language Use in Media and Information

- *Reading, Listening and understanding media information*
- *Analysing the medium and the message*
- *Examining sponsored and unsponsored media messages and their goals*
- *Media Vehicles for messages and their types Nature of media messages; Media Exposure and Filters Media stereotypes*

Unit 4: Traditional and New Media

- *Introduction to new media literacies*
- *Where is media literacy headed? What's at stake?*
- *Navigating the transition from traditional to new media*
- *Understanding the internet, its challenges, and opportunities*
- *Citizen Journalism and the global village*
- *Technology and the Evolution of Learning*

Unit 5: Uses and Abuses of Digital Media

- *Understanding Web 2.0 : Understanding digital information literacy*
- *Visual Literacy – Questioning what you see*
- *Knowing learning environment and information literacy*
- *Digital Storytelling – Elements and Educational applications : Storytelling in Fluid Environments – moving images, animation, sound ; tools, process, products*
- *Instructional Design Re-imagining Instruction*
- *Online Learning Communities & Connectivism*

Suggested Reading List:

- Dill, K. *How Fantasy Becomes Reality: Seeing Through Media Influence*, 1st ed. (OUP, 2009)
- Hodkinson, P. *Media, Culture and Society: An Introduction* (Sage, 2010)
- John, V. *The Media of Mass Communication* (PHI, 2012)
- Mackey, M. *Literacies Across Media: Playing the Text* (Taylor and Francis, 2004)
- Pike, D.M. *Media Literacy: Seeking Honesty, Independence, and Productivity in Today's Mass Messages* (IDEA, 2013)
- Potter, W.J. *Theory of Media Literacy: A cognitive approach* (Sage, 2004) W.J. Potter, *Media Literacy*, 7th ed. (Sage, 2013)

MJMC-404 A: ADVANCED PRINT & DATA JOURNALISM

Number of Credits: 04

Course Description:

The skills required to be a successful data journalist are many, ranging from numeracy and spreadsheet fluency to being able to create visualizations and interpret and perform statistical analyses. In most moderate to large newsrooms, some data tasks are divided among desks and departments, with reporters,

editors, designers and coders working in teams. Still, it is important for all team members to have some familiarity with what the others are doing. And the core skills of working with numbers and telling stories in the public interest are fundamental to all newsroom work. This syllabus covers these core skills while also giving students some familiarity with relevant software, statistical and visualization techniques and programming.

Learning Outcomes:

Students should be able to:

- Think critically and deeply about the limitations of datasets and evaluate the strengths and weaknesses of data.
- Assess how institutions may be collecting and using data and the implications of these processes for the public.
- Use and manipulate datasets with ease and comfort, being able to ask interesting questions and explore various angles.
- Deploy basic software and applications of various kinds to analyze and visualize data in creative ways.
- Demonstrate a solid grasp of data storytelling techniques that can help broad audiences understand data.

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 onlinenewspapers*

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*

Suggested Reading list:

- *News Editing* by Bruce H. Westley
- *Creative Editing* by Dorothy A. Bowles, Diane L. Borde
- *The Copy Editing and Headline Handbook* by Barbara G. Ellis
- *Modern Newspaper Practice* by F. W. Hodgson *Editing- A handbook for Journalists* by T J S George *Handling Newspaper Text* by Harold Evans
- *News headlines (Editing and Design)* by Harold Evans
- *The Art of Editing* by Floyd K. Baskette, Jack Z. Sissors, and Brian S. Brooks
- *The Careful Writer: A Modern Guide to English Usage* by Theodore M. Bernstein

- *The Sub-Editors Companion* by Michael Hides
- *Simple Subs Book* by Leslie Sellers
- *Digital Sub-editing and Design* by Stephen Quinn *The Technique of Clear Writing* by Robert Gunning *Subediting for Journalists* by W. Hicks, T. Holmes *Print journalism* By Richard Keeble
- *Journalism: The Democratic Craft* by G. Stuart Adam
- *Newsthinking: The Secret of Making Your Facts Fall Into Place* by Bob Baker *Working with Words* by Brian S. Brooks, James Pinson, Jean Gaddy Wilson *Modern News Editing* by Mark D. Ludwig

URLs

<http://www.theslot.com/>; <http://www.poynter.org/>; <http://www.copydesk.org/>
<http://www.grammarbook.com/>;
http://www.journalism.org/resources/j_tools
<http://www.cjr.org/resources/lc/>

MJMC-404B: CORPORATE COMMUNICATION & MEDIA MANAGEMENT

Number of Credits: 04

Course Description:

This course provides a powerful learning experience for students who want to advance in a leadership role or transition into the evolving field of marketing and communications. Explore current and emerging media tools, strategies, and digital communications platforms in a hybrid program that combines face-to-face, classroom learning

Learning Outcomes:

To manage communication effectively, it's important to know how to critically select, enhance, and integrate the ideal mix of digital media to define and connect with specific audiences for marketing, public relations, promotions, or health and safety communication. This advanced course prepares you to:

- Understand the use, diffusion, and impacts of new communication technologies.
- Manage traditional and digital communication tools in organizations.
- Write and deliver content using digital media including text, photos, audio, video, and websites.
- Use research tools to evaluate the effectiveness of technology, communication strategies, and media projects.
- Implement organizational communication plans through strategic use of multimedia tools.
- Use new technologies for media production and delivery.

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*

Suggested Reading List :

- Bernays, Edward; Public Relations, 2013
- Bivnis Thomas; Public Relations Writing: The Essentials of Style and Format, 8th Edition, 2013
- Black, Sam; Practice of Public Relations, 4th Edition, 2013
- Broom Glen M: Cutlip and Center's Effective Public Relations, International Edition, 2013
- Duhe, Sandra C; New Media and Public Relations, 2007
- Jefkins, Frank: Public Relations Techniques, 1994
- Jethwaney Jaishri; Corporate Communication: Principles and Practice, 2010
- Kaul J M: Public Relations in India, 1976
- Lloyd, John and Toogood, Laura; Journalism and PR; News Media and Public Relations in the Digital Age, 2014
- Mehta, D.S.; Handbook of Public Relations in India, 2002
- Michael Bland, Alison Theaker & David Wragg: Effective Media Relations: How to get results, 2005
- Oliver, Sandra; Public Relations Strategy, 2009
- Phillips, D. and Young, P.: Online Public Relations: A practical guide to developing an online strategy in the world of social media, 2009
- Theaker Alison; The Public Relations Handbook, 2016

MJMC-404C: DOCUMENTARY & SHORT FILM MAKING

Number of Credits: 04

Course Description :

This course provides students a grounding in the mode of documentary production, and the creation of moving images, instructing them in fundamental skills that they can apply to projects in their respective research, and beyond. These skills cover all phases of the documentary production process, from idea development, through pre-production and preparation, cinematography, sound and editing. Through learning to create moving images, in concert with formal analysis of documentary examples, students gain valuable, versatile skills, and gain literacy in this increasingly important mode of communication.

Learning Outcomes:

Upon completion of this course, students will be able to:

- Apply a deliberate structure, theme, point of view, and style to a short, documentary and short film;
- Refine a documentary idea down to an engaging short, verbal pitch, and execute that pitch;
- Develop a project idea into a detailed, completed plan or proposal, ready to be executed;
- Work with basic technical proficiency in a range of areas of video production: operate a video camera and tripod, an audio recorder and microphone, and the Adobe Premiere editing system, controlling all technical functions, to produce a short documentary film;
- Apply aesthetic concepts of cinematography, editing, and sound design to support a deliberate concept and vision in a short, documentary film;
- Refine a short documentary film through a series of progressively more refined versions, to a finished work;
- Identify major modes of documentary form, and the basic elements of documentary films.

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 bouncecards*
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*

Suggested Reading List:

- Allen, Robert C. and Annette Hill (Eds), *The Television Studies Reader*, Routledge, 2004
- Boyd, Andrew, *Broadcast Journalism: Techniques of Radio and Television News*, 6th Edition, 2012
- Carrol Fleming; *The Radio Handbook*, Routledge , 2002
- Hilliard, Robert L, *Writing for Television, Radio, and New Media*, 11th Edition, Wadsworth Publication, 2014
- Hudson Gary and Rowlands, Sarah; *The Broadcast Journalism Handbook*, 2007
- Millerson, Gerald; *Effective Television Production*, 3rd Edition, 2016
- Owens, Jim; *Television Production*, 2016
- P C Chatterjee, *Broadcasting in India*, Sage, New Delhi, 1988.
- Report of the Working Group on Television Software for Doordarshan, Vol. 1-2, Publication Division, New Delhi, 1985.
- Robert McLeish- *Radio Production*, Fifth edition-Focal Press, 2005
- Vasuki Belavadi, *Video Production*, 2nd Edition, OUP, 2013
- Zettl, Herbert; *Television Production Handbook*, 2014

MJMC-404D: ADVANCED RESEARCH METHODS

Number of Credits: 04

Course Description:

Advanced Research Methods has been developed for those students who enter their Counseling Psychology program with a strong background (2 research methods/statistics courses and/or research assistantship as part of undergraduate degree.) This class will build on student's base of knowledge by providing an opportunity to learn about aspects of the research process in more detail. We will also learn about new and innovative designs and/or methods. Students will design a research project (hypothetical) utilizing a design or method that they have not studied and/or used before. Students planning to complete a thesis will refine their thesis topics and begin developing a research question.

Learning Outcomes:

By the end of the semester students will be able to:

- Identify various paradigms for conducting research
- Understand the process of developing a research project
- Write research questions and hypotheses
- Understand the ethical issues involved in working with human participants
- Identify and describe various types of quantitative research designs
- Identify and describe various types of qualitative research designs
- Identify the components and models of program evaluations, including needs assessments
- Identify and describe validity issues inherent in different types of designs
- Discuss the issues involved in conducting real world research
- Design a proposal for research project

Unit 1: Research Paradigms:

- *Research Approaches, Research paradigms, Research methodology and methods,*
- *Phenomenology Grounded Theory*
- *Hypothesizing and theorizing, Research questions,*
- *Ethical dimensions involving human participants*

Unit 2: Research Designs

- *Qualitative/quantitative/mixed methods*
- *Observational: Exploratory/Descriptive/Analytical;*
- *Cross-sectional studies Longitudinal studies; experimental*
- *Content Analysis, Survey, Case studies, FGD, discourse analysis; social network analysis,*

Unit 3: Data Collection

- *Tools of data collection,*
- *Sampling techniques: Probability/Non-Probability; Sample size, sampling error*
- *Interviews: in-depth interviews, how to prepare a questionnaire and code sheet,*
- *Interview techniques, Interpretation of Semi-structured interviews*
- *Coding & sorting*

Unit 4: Data Analysis

- *Multiple regression analysis; Multilevel analysis Text analysis ; CDA*
- *Data analysis, learning to use SPSS and Excel software for data analysis,*
- *Introduction to statistics and statistical terms, analyzing basic forms of statistical information and common errors,*
- *Testing hypothesis, checking internal and external validity, reliability,*
- *Program evaluations, including needs assessments*

Unit 5: Research writing

- *Writing a research proposal, , writing the dissertation, research writing styles,*
- *Writing a project proposal*
- *Interpretation / Conclusions Writing; Qualitative report*
- *Bibliography and referencing and citation*
- *Plagiarism check*

Suggested Reading List:

- Mertens (2015). *Research and evaluation in education and psychology. Integrating diversity with quantitative, qualitative and mixed methods.* (4th Ed). Thousand Oaks, CA: Sage.
- American Psychological Association (2010). *Publication manual of the American Psychological Association.* (6 th Ed.). Washington, DC: American Psychological Association. or
- Swartz, B.M., Landrum, R.E., & Gurung, R.A. R. (2014) *An Easy Guide to APA Style* (2nd Ed). Thousand Oaks, CA: Sage Supplementary Texts & Workbooks
- Leong & Austin (1996). *The psychology research handbook. A guide for graduate students and research assistants.* Thousand Oaks, CA: Sage Publications
- Cone, J.D. & Foster, S.L. (2006). *Dissertations and theses from start to finish* (2 nd Ed). Washington, DC: American Psychological Association

MJMC-405: RURAL COMMUNICATION - PRACTICAL

Number of Credits: 06

Every Saturday or continuously for a week, students are engaged in addressing the rural community communication needs to take up the following activities:

1. Village case studies and documentation
2. Documentation of concerns of key players in the rural community
3. Communication, interaction and documentation work involving various interest groups
4. Community newspaper/e-newspaper on rural community concerns.
5. Specialized reporting and documentation training on certain aspects such as social and developmental concerns, agriculture and non agricultural livelihoods and village governance.
6. Internships with CSOs/Newspapers/Radio-TV channels and village/rural administration
7. Participative Rural Appraisal
8. Study and Documentation of Village Development Plan and Reporting on it

MJMC-406: DISSERTATION

Number of Credits: 06.

MJMC 406 Dissertation conducted on any topic agreed, the synopsis of which is presented at the beginning of the semester by the student before the Departmental Research Committee and approved by the candidate's supervisor (allotted by the Department Affairs Committee). Each student is required to prepare a Dissertation paper (between 10,000 and 12,000 words) in any area of Journalism and Mass Communication, duly approved by the Head of the Department and under the supervision of a teacher of the Department as partial fulfillment of his/her M.A. examination. On successful completion of the Dissertation the student will have: demonstrated their capacity to carry out a substantial piece of academic work on a selected topic in the field of Media Studies; defined a topic for examination and articulated a coherent scheme for examining the topic; gathered the relevant information and analyzed and presented this information in a way which satisfactorily assesses the topic.

The Dissertation paper has to be submitted (three printed or typed copies in bound form and a soft copy) as per the schedule duly notified by the competent authority of the University, failing which his/her candidature is liable to be cancelled

Distribution of marks for this paper: 70 marks (50+20) on the written and typed and bound dissertation submitted in three copies and viva voce respectively to be taken by the external examiner and 30 marks by internal supervisor.

MJMC-407 A: ADVANCED PRINT & DATA JOURNALISM- PRACTICAL

Number of Credits: 04

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 / Case study / Internship Report

MJMC-407 B: CORPORATE COMMUNICATION & MEDIA- PRACTICAL MANAGEMENT

Number of Credits: 04

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- PRACTICAL

Number of Credits: 04

- 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.

MJMC-407 D: ADVANCED RESEARCH METHODS- PRACTICAL

Number of Credits: 04

Practical classes that enable students to:

- 1. Develop and achieve familiarity and competency with concepts and application of advanced quantitative methods typically used in administrative, service, and policy arenas. This includes both statistical procedures and software application.*

a. Understand how to use these in research design.

b. Know what questions to ask of data; the techniques to use to ask the “right” questions and how to interpret findings.

2. Develop facility with interpreting the use of these methods in research done by others; be able to understand when the methods are applied appropriately and what the results do and do not tell us.

3. Make meaning of research output.

Course teacher may ask students to :

- *Create a synopsis; Create one qualitative/quantitative methodology for any given topic.*
- *Conduct a study and publish the findings in the form of a journal article.*