

NETAJI SUBHAS UNIVERSITY JAMSHEDPUR



Department of Journalism and Mass communication

**Two years Master of Arts in Journalism and Mass
Communication**

(Syllabus)

Effective from Academic Session 2022 onwards

Approved
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21/2/2022

CHOICE BASED CREDIT SYSTEM

Background/Preamble:

Ministry of Human Resource Development (HRD), Govt. of India, has already initiated the process for developing New Education Policy (NEP) in our country to bring out reforms in Indian education system. University Grants Commission (UGC) participates more actively in developing National Education Policy, its execution and promotion of higher education in our country. The UGC has already initiated several steps to bring equity, efficiency and academic excellence in National Higher Education System. The important ones include innovation and improvement in course- curricula, introduction of paradigm shift in learning and teaching pedagogy, examination and education system.

The education plays enormously significant role in building of a nation. There are quite a large number of educational institutions, engaged in imparting education in our country. Majority of them have entered recently into semester system to match with international educational pattern. However, our present education system produces young minds lacking knowledge, confidence, values and skills. It could be because of complete lack of relationship between education, employment and skill development in conventional education system. The present alarming situation necessitates transformation and/or redesigning of education system, not only by introducing innovations but developing “learner-centric approach in the entire education delivery mechanism and globally followed evaluation system as well.

Majority of Indian higher education institutions have been following marks or percentage-based evaluation system, which obstructs the flexibility for the students to study the subjects/courses of their choice and their mobility to different institutions. There is need to allow the flexibility in education system, so that students depending upon their interests and aims can choose inter- disciplinary, intra-disciplinary and skill-based courses. This can only be possible when choice-based credit system (CBCS), an internationally acknowledged system, is adopted. The choice-based credit system not only offers opportunities and avenues to learn core subjects but also exploring additional avenues of learning beyond the core subjects for holistic development of an individual. The CBCS will undoubtedly facilitate us benchmark our courses with best international academic practices. The CBCS has more advantages than disadvantages.

Advantages of the choice-based credit system:

- Shift in focus from the teacher-centric to student-centric education.
- Student may undertake as many credits as they can cope with (without repeating all courses in a given semester if they fail in one/more courses).
- CBCS allows students to choose inter-disciplinary, intra-disciplinary courses, skill-oriented papers (even from other disciplines according to their learning needs, interests and aptitude) and more flexibility for students).

- CBCS makes education broad-based and at par with global standards. One can take credits by combining unique combinations. For example, Physics with Economics, Microbiology with Chemistry or Environment Science etc.
- CBCS offers flexibility for students to study at different times and at different institutions to complete one course (ease mobility of students). Credits earned at one institution can be transferred.

Disadvantages:

- Difficult to estimate the exact marks
- Workload of teachers may fluctuate
- Demand good infrastructure for dissemination of education

CHOICE BASED CREDIT SYSTEM (CBCS):

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

Outline of Choice Based Credit System:

1. **Core Course:** A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.
2. **Elective Course:** Generally, a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/ subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is called an Elective Course.
 - 2.1 **Discipline Specific Elective (DSE) Course:** Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University/Institute may also offer discipline related Elective courses of interdisciplinary nature (to be offered by main discipline/subject of study).
 - 2.2 **Dissertation/Project:** An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on his own with an advisory support by a teacher/faculty member is called dissertation/project.
 - 2.3 **Generic Elective (GE) Course:** An elective course chosen generally from an unrelated

discipline/subject, with an intention to seek exposure is called a Generic Elective.

P.S.: A core course offered in a discipline/subject may be treated as an elective by other discipline/subject and vice versa and such electives may also be referred to as Generic Elective.

3. **Ability Enhancement Courses (AEC):** The Ability Enhancement (AE) Courses may be of two kinds: Ability Enhancement Compulsory Courses (AECC) and Skill Enhancement Courses (SEC). "AECC" courses are the courses based upon the content that leads to Knowledge enhancement; i. Environmental Science and ii. English/MIL Communication. These are mandatory for all disciplines. SEC courses are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc.

3.1 Ability Enhancement Compulsory Courses (AECC): Environmental Science, English Communication/MIL Communication.

3.2 Skill Enhancement Courses (SEC): These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge.

COURSE STRUCTURE FOR POST GRADUATE PROGRAMME

Distribution of 80 Credits for P.G. Courses

[*wherever there is a practical examination there will be no tutorial and vice –versa.]

Course	Papers	Credits Theory + Practical	Credits Theory + Tutorial
I. Core Course (CC)	(CC 1 to 10/11)		
Theory	7 Papers/11 Papers	7X5=35	11X5=55
Practical/ Tutorial*	3 Papers/-----	3X5=15	
Project	1 Paper	1X5=5	1X5=5
II. Elective Course (EC)			
A. Skill Enhancement Course of the Core Course opted	(SE 1) 1 Paper	1X5=5	1X5=5
B. Discipline Centric Elective	(DC 1to2)		
Theory + Practical	2 Papers 1 Paper	2X5=10 1x5=5	
OR Theory/Practical/Tutorial*	1Paper + 1 Practical/Dissertation		2X5=10
OR Generic Elective/ Interdisciplinary (GE 1 to 2)			
Theory OR	2 Papers		
Theory/Practical/Tutorial*	1 Paper + 1 Practical/Dissertation		
III. Foundation Course (FC)			
1. Foundation Course Compulsory Foundation/ Elective Foundation	(FC) 1 Paper	1X5=5	1X5=5
Total Credit = 80			= 80

Course structure for M.A Programme

Semester	Subject (Core Courses) 12 Papers	Allied (Elective Courses) 3 Papers	Foundation Course (Compulsory Course) 1 Paper	Total Credits
Sem-I	C-1, C-2, C-3 (5+5+5=15 Credits)		Foundation Course FC (05 Credits)	20 Credits
Sem-II	C-4, C-5, C-6 (5+5+5=15 Credits)	SE (05 Credits)		20 Credits
Sem-III	C-7, C-8, C-9 (5+5+5=15 Credits)	GE/DC (05 Credits)		20 Credits
Sem-IV	C-10, C-11, (5+5=10 Credits) C-12 (Project) (05 Credits)	GE/DC/Dissertation (05Credits)		20 Credits

SAMPLE CALCULATION FOR SGPA & CGPA FOR POSTGRADUATE M.A PROGRAMME**Table B-1: Semester wise distribution of 80 Credits**

	CC	FC	GE/DC	SE	Total credits
Semester I	15	05			20
Semester II	15			05	20
Semester III	15		05		20
Semester IV	15		05		20
	60	05	10	05	80

CC=Core Course; FC=Foundation Compulsory/Elective Course; GE=Generic Elective; SE=Skill Enhancement Course; DC=Discipline Centric Elective

Table B-2: Sample calculation for SGPA for M.A Programme

Course	Credit	Grade Letter	Grade Point	Credit Point (Credit X Grade)	SGPA (Credit Point/Credit)
Semester I					
C-1	05	A	8	48	
C-2	05	B+	7	42	
C-3	05	B	6	12	
FC	06	B	6	36	
Total	20			138	6.9 (138/20)
Semester II					
C-4	05	B	6	36	
C-5	05	C	5	30	
C-6	05	B+	7	14	
SE	05	A+	9	54	
Total	20			134	6.7 (134/20)
Semester III					
C-7	05	A+	9	54	
C-8	05	O	10	60	
C-9	05	A	8	48	
GE/DC-1	05	A	8	16	
Total	20			178	8.9 (178/20)
Semester IV					
C-10	05	B	6	36	
C-11	05	A+	9	54	
C-12	05	B	6	36	
GE/DC-2	05	A+	9	18	
Total	20			144	7.2 (144/20)
CGPA					
Grand Total	80			594	7.425 (594/80)

Table B-3: Sample calculation for CGPA for P.G/M.A Programme

Semester I	Semester II	Semester III	Semester IV
Credit:20; SGPA:6.9	Credit:20; SGPA: 6.7	Credit:20; SGPA: 8.9	Credit:20; SGPA: 7.2

Thus CGPA= (20x6.9+20x6.7+20x8.9+20x7.2) /80=7.42

DISTRIBUTION OF MARKS FOR EXAMINATIONS AND COURSES OF STUDY FOR POST-GRADUATE PROGRAMME IN MASS COMMUNICATION
Subject Combinations allowed for M. A. Programme (80 Credits)

Core Subject CC 12 Papers	Discipline Centric Elective/ Generic Elective Course DC/ GE 2 Papers	Skill Enhancement Course SE 1 Paper	Foundation Course FC 1 Paper
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Semester wise Examination Structure for Mid Sem & End Sem Examinations:

Sem	Paper	Core, Allied SE/GE/ DC & Compulsory FC Courses		Examination Structure		
		Paper Code	Name of Paper	INTERNAL EXAM (F.M.)	EXTERNAL EXAM (F.M.)	TOTAL (F.M.)
I	FC	FC-1	Introduction to Journalism and Mass Communication	30	70	100
	C1	C-1	Theories and Principles of Communication	30	70	100
	C2	C-2	Print Media: Editing and Reporting	30	70	100
	C3	C-3	Electronic Media and Web Journalism	30	50	100
II	SE	SE	Photography & Videography	30	50	100
	C4	C-4	Media Economics and Media Management	30	70	100
	C5	C-5	Media Laws and Ethics	30	50	100
	C6	C-6	I.C.T and New Media Technology	30	70	100
III	C7	C-7	Communication and Development	30	70	100
	C8	C-8	Corporate Communications & Public Relations	30	70	100
	C9	C-9	Advertising and Marketing	30	50	100
	GE/DC1	DC-1 OR GE-1	International Communication & Intercultural Communication or Science and Environmental Communication	30	70	100
IV	C10	C-10	Communication Research	30	50	100
	C11	C-11	Film Studies and Visual Communication	30	70	100
	DC- 2	DC-2	Dissertation	----	----	100
	C12 PROJECT	C12	Internship- II Semester & IV Semester	----	----	50 x 2 =100

DETAILED SYLLABUS

SEMESTER -1

FC 1 – INTRODUCTION TO JOURNALISM AND MASS COMMUNICATION

Unit -1

Concept of Journalism and mass communication, mass communication in India. History, growth and development of print and electronic media. Major landmarks in print and electronic media in Indian languages. Media's role in formulation of states of India.

Unit- 2

Media criticism and media literacy, Press Council and Press Commissions of India, status of journalism and media education in India. Media policies of the Government of India since Independence.

Unit- 3

Models and theories of mass communication, normative theories, administrative and critical traditions in communication, media and journalism studies, communication and theories of socio-cultural, educational and agricultural change. Technological determinism, critique of Marshall McLuhan's views on media and communication and Marxist approaches. Information and knowledge societies.

Unit -4

Indian traditions and approaches to communication from the Vedic era to the 21st century. Western and Eastern philosophical, ethical and aesthetic perceptions of communication -Aristotle and Plato, Hindu, Buddhist, and Islamic traditions.

Reference Books:

1. Bever S.H., et.al., The Sociology of Mass Media Communications, The Social Review, The University of Keele, Staffordshire, 1969.
2. David K. Berlo, The Process of Communication, Holt Rhinehart and Winston, 1960.
3. Denis McQuail, Mass Communication Theory, Third Edition, Sage Publication, 1994.
4. Denis McQuail and Svin Windhal, Communication Models, Longman, London, 1981.
5. James Watson, Dictionary of Communication and Media Studies.
6. John Comer and et. al, Communication Studies, Longman, London, 1981.
7. Keval J.Kumar, Mass Communication in India, Vikas Publication,s New Delhi, 1994.
8. Little John.S.W., Theories of Human Communication, Longman, London.
9. Marshal McLuhan, Understanding Media.
10. Reed H.Blasce and Edwin Haroldsen, A Taxonomy of concepts of Communication, Hasting House, 1975.
11. Warren K. Agee, Introduction to Mass Communication, New York, 1960.
12. Wilbur Schramm, The Process and Effects of Mass Communication.

C-1 – THEORIES AND PRINCIPLES OF COMMUNICATION

Unit – 1

Sociological Dimensions – Scope and functions of communication in the society-social aspects in shaping communication behaviour. Influence of socio-cultural institutions –Family Dynamics of Primary and Secondary groups – personal influence theory- Marxism Fragmentation Vs. Unification- Dynamics of social change-Dysfunction.

Unit - 2

Psychological Dimensions – Communication behaviour theories – Learning, Motivation and Achievement – Perception – Cognition –Attitude – Change of Attitudes - Individual Differences Theory. Cultural Dimensions – Mass Media as Cultural Industry- Cultural Norms Theory – Effects Theory – Normative Theory – Narcotic –Hegemonic Theory.

Unit - 3

Electronic Colonialism – IICO & NWICO recommendations - Significations & Effect of New Information Technology. Information Seeking – Cultivation Theory, uses and gratification - Structuralism – Functionalism – Modernism – Hermeneutics.

Unit - 4

Political Dimension – Ownership and Control – Monopoly Formation of Public opinion – Propaganda – Agenda Setting Theory – Gate Keeping – Spiral Keeping – Spiral of Silence. Media Manipulation – Four Theories of Press – Political Communication – Political Socialization – Communication Politics.

Unit -5

Western and Eastern Perspectives – Differences – Western Theories in the Indian Context – Asian and Indian Models – Concept of Sadaranikaran – Sahridayas. Evolution of Communication Theories in developing countries – Alternative Communications – A Comparison of Latin American and Indian Experiences – Participatory.

Reference:

1. Blunder, J. and E. Katz, The Uses of Mass Communication. Thousand Oaks, CA: Sage,1974.
2. David Holmer, Communication Theory-Media, Technology and Society, Sage Publication, London, 2005.
3. Denis McQuail, An Introduction to Communication Theories, Sage Publication, New Delhi, 1994.
4. Denis McQuail, Mass Communication Theory, Sage Publication, London, 4th Edition 2000.
5. Joalee PC., Culture, Communication and Social Change, Vikas Publication, 1989.
6. Keval J. Kumar, Mass Communication in India, Jaico Publishing Housing, Bombay, 1991.
7. Melvin C. Defleur, Theories of Mass Communication, Longman, New York, 1992.
8. Wimal Dissanoyake, Communication Theory – The Asian Perspective, Asian Mass Communication Research and information Centre (AMIC), Singapore, 1988.
9. Yadava JS, Communication Theories, IIMC, New Delhi.

C

C-2 – PRINT MEDIA: EDITING AND REPORTING

Unit -1

Journalism – Definition – New Concepts – Elements of News – News Values – Historical development of Press in UK, US and India – Before and after Independence – Emergency. Various forms of print media – current trends of Indian Press – Professional associations – NRI, ILNA, Press Commissions – Press Council.

Unit -2

Newspaper organizations and Management – Various forms of organization – Structure and functions of Newspaper Organization – Editorial Department – Newsroom – Reporting, Writing, Editing – Photography Sections – Business Department, Advertising – Marketing.

Unit -3

Art of Collecting News – Qualities of Reporters – Nose for news – Observations – Beats – News collecting from Executive, Administrative and Judicial Places – Art of Interviewing. Various types of reporting – Crime – Human Interests – In depth and Interpretative reporting – Investigative reporting – New agencies – Free lancing.

Unit – 4

Art of editing – Qualities of Sub-editors – Editor – Principles of Copy Editing – Structuring the news – Different styles – Editing for Space, Facts and Language – Style sheet. Language proficiency – Fundamentals of writing Headlines – Creativity – Types of headlines – Intro or lead – Various types – writing body copy – Translation. Views page – Editorial structuring – Analysis of facts – Various forms of editorials – Features form and contents – types of features - Articles – Form and Contents Columns – Letters to the editor – Reviews – Film, Book and Art and Literature.

Unit -5

Introduction to Illustrations – News photos – Line Drawings – Cartoons and Caricatures – Comic Strips – Gags, Pannels and Serials – Importance of Illustrations– Printing – Colour Processing. Graphic Communication – Art of Typography – Lay out Design – Page makeup – Principles – Various types of makeup – page makeup in Newspapers and magazines.

Suggested Readings:

1. Bruce Westley Newspaper Editing and Designing.
2. Kamath M.V., Professional Journalism, Vikas Publications, 1980.
3. Nadig Krishnamoorthy Indian Journalism, Mysore University, 1978.
4. Rangasamy Journalism in India, Sterling Publishers, Parthasarathy New Delhi, 1989.
5. Ramachandra Ayar Quest for New, Macmillon, 1980.
6. Srivastava Reporting and Editing, PII, New Delhi, 1989.

C-3 – ELECTRONIC MEDIA AND WEB JOURNALISM

Unit -1

Origin and Development of Electronic Journalism – Broadcasting System UK, US and other developed and Third World Nations – Comparison. Indian Broadcasting Policy – Major recommendations of committees and working groups – Prasar Bharathi Bill – Question of autonomy.

Unit -2

Radio – Growth and Development in India – Characteristics and nature of the medium role and its's social objectives – Various types or Radio, (AIR) services – National, Regional, and External services – FM Stations – Vividh Bharati – Local Radio – Mangement and Organization of AIR.

Unit -3

Planning and Production of TV, Radio Programmes – General and Special audience Programmes – Principles of writing for radio – Language – Different formats of radio programmes – Features, Debate, Talks, Drama, Interview etc., - Technique of radio news writing – Radio Commercials.

Unit – 4

Growth of Television in India – Nature of the medium – TV as a socio-cultural force – Various services of Doordarshan – National, Regional Network – Satellite Channel. Economy of Doordarshan – Role of Government – Multinational – Management and Organization system of Doordarshan – Production – Relay Stations – Cable TV, Satellite TV –DTH and Up linking – Recommendations. Planning and Production of TV Programmes – TV crews – Writing for TV –Visualization – Anatomy of News Cast & News Gathering – Various Programmes – General and Special Audience Programmes - Various formats of TV Programmes – ETV – News, Soaps, Epics, Sports, Talk Shows etc., - TV Commercials – Sponsors – TV News Agencies – Private Channels.

Unit -5

Internet and Web Journalism – Planning & Production.

Reference Books:

1. Boyd Andrew, Broadcasting Journalism, Techniques of Radio and TV News, Heinemann, London, 1988.
2. Flectcher James, Handbook of Radio and TV Broadcasting, Van, Nestrland Reinhold Co., 1981.
3. Gearth Jowet, Movies and Mass Communcation, Sage Publications, London, 1986.
4. Gupta Das, Talking about Films, Orient Longman, USA, 1981.
5. Jag Mohan, Documentary Films and Indian awakening.
6. Mass Communication, Indian Cinema Today, Indian Institute.
7. Mass Communication, Cinema in Development Countries, Indian Institute.
8. Indiran, Cinema and ART (Tamil), Sivagangai.
10. Mehra Masani, Broadcasting and People, National Book Trust India, 1976.
12. Keval.J.Kumar, Mass Communication in India, Jaico Publishing House, Madras, 1981.

SEMESTER 2

SE – PHOTOGRAPHY & VIDEOGRAPHY

Unit -1

Concept of Photograph and Photography Still photography: How still camera works? Different parts of camera and their function Formats of a digital image. Concept of analogue camera & digital camera Image sensors & sizes (CCD and CMOS) Aperture and its function Shutter & shutter speed Concept of depth-of-field Co-relation between aperture, shutter speed & ISO speed What is white balance? (Colour temperature) Lenses and types of lenses.

Unit -2

Elements and principles Point of Interest, Rule of Thirds, Role of Visualizations, Photographer's jargon, File Formats, Basics of Film Speed, Processing your Photo, photo editing. Understanding lighting: artificial & natural Photographic lighting equipment & sources. One, two and three-point lighting: key, fill and back light. Lighting Importance of lighting, Lighting equipment and control, Lighting techniques and problems.

Unit -3

Photojournalism Wildlife Photography, Disaster Photography, Sports Photography, Political Photography, Weather & Environment Photography, War Photography, Advertising Photography, Landscape Photography, News Photography. News values for pictures, Photo Features, Picture Magazines, qualities Essential for Photojournalism, Colour Photography, and Impact of Technology.

Unit - 4

Videography Video Camera: Parts of a video camera, Different controls on video camera, Power switch, preheat, genlock, white balance, black balance, gain, iris, pedestal etc Zoom control: servo, manual, remote, zoom extenders, Focus control: auto, manual, black focus, metro focus, Camera view finders (B/W and colour). Its indicator & control. Balancing of Colours of a Video Camera, Camera control unit (CCU). Different types of Television cameras, Introduction of video Cameras: VHS, S-VHS, U-matic, low band & hi-band, betacam, betacam SP, digital Betacam, mini DV, DV/DVC, DVC Pro, DV-CAM, HD Video camera & their types. Different Types of Video recording Formats: HD, DVC, Beta, DVC Pro Working of VTR. Video Camera Accessories: Types and use-normal, telephoto lens, wide-angle lens & Zoom lens. Tripod, types of tripod heads, dolly, trolley, & other accessories. Different types of camera angles and uses, basic shots terminology, Camera movement - Types & use. Unit V: Editing Concepts and Fundamentals Editing: meaning & concept, Principles of editing-eye line, Point of view and continuity type, Tempo, Transition, Match cut, Jump cut, Juxtaposition, Importance of cut away and cut in shots, Editing problems and ethics.

Readings:

- Herbert Zettl, Television Production Handbook.
- The Moving Image- Production Principles & Practices by Foreman Companies
- Basic TV Staging By Millerson, Gerald
- Production Assistant in TV & Video by Focal Press

C-4 – MEDIA ECONOMICS AND MEDIA MANAGEMENT

Unit 1

Media management: Concept, meaning and definitions. Traits of media management. Principles and objectives of media management. Models of media management. Communication design theories and practice.

Unit 2

Media production techniques – print and electronic, Digital media production techniques, Principles and management in media industry post liberalization.

Unit 3

Media economics: Media market, types of media markets, media price, media cost and revenue. Price-output determination under different media markets. Economics and commerce of mass media in India.

Unit – 4

Media ownership: concept and meaning. Nature of media ownership. Types of media ownership. Media ownership in the Indian context.

REFERENCES

- Media Management in the Age of Giants: Business Dynamics of Journalism, Dennis F. Herrick, 2012, University of New Mexico Press.
- Handbook of Media Management and Economics, edited by Alan Albarran, Bozena Mierzejewska, Jaemin Jung. Taylor and Francis, 2008.
- Media Organization Management Second Edition, James Redmond, 2004, Biztantra, Dreamtech Press.
- Handbook of Media Management and Economics, edited by Alan B. Albarran, Bozena Mierzejewska, Sylvia M. Chan-Olmsted, Jaemin Jung, Michael O. Wirth. 2005.

C-5 – MEDIA LAWS AND ETHICS

Unit – 1

Concept of law and ethics in India and rest of the world. The Constitution of India, historical evolution, relevance.

Unit -2

Concept of freedom of speech and expression in Indian Constitution.

Unit -3

Defamation, Libel, Slander-IPC 499-502, Sedition IPC 124(A), Contempt of Courts Act 1971, Official Secrets Act 1923, Press and Registration of Books Act 1867, Working Journalists and other Newspaper Employees (Conditions of Service) and Miscellaneous Provisions Act 1955, Wage Boards, Law of Obscenity (Section 292-294 of IPC); the Miller test, the Hicklin test, Indecent Representation of Women (Prohibition) Act 1986, Scheduled Castes and Tribes (Prevention of Atrocities) Act, 1989, Parliamentary Privileges. Famous cases involving journalists and news media organizations.

Unit -4

Right to Information Act 2005, Copyright Act 1957, Intellectual Property Rights, Cable Television Network (Regulation) Act 1995, Information Technology Act (relevant) 2000 and cyber laws, Cinematograph Act 1952, Film Censorship, Press Council Act as amended from time to time, IPR, ASCI, Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954, Various regulatory bodies for print, TV, Advertising, PR, and Internet.

Unit -5

Rules, regulations and guidelines for the media as recommended by Press Council of India, Information and Broadcasting ministry and other professional organizations, adversarial role of the media, human rights and media

Reference Books:

1. Adhikari Gautam, Press Council, Press Institute of India, New Delhi.
2. Arun Bhattacharjee, The Indian Press, Profession to Industry, Vikas Publication, New Delhi, 1972.
3. Chatterjee P.C., Broadcasting in India, Sage Publication, New Delhi, 1988.
4. Christians K. Rozeth Media Ethics, Cases and Moral Reasoning, Longmans, New York/ London, 1987.
5. Clement J. Jones, Mass Media, Code of Ethics and Councils.
6. Durga Das Basu Laws of the Press in India, Joy Print Pack Pvt. Ltd, New

C-6 – I.C.T AND NEW MEDIA TECHNOLOGY

Unit – 1

ICT and media - definition, characteristics and role. Impact of ICT on mass media. Digitization.

Unit – 2

Defining new media, terminologies and their meanings – Digital media, new media, online media et al.; Information society and new media, Technological Determinism, Computer mediated Communication (CMC), Effect of computer mediated communication. Networked Society

Unit - 3

Internet and its Beginnings, Remediation and New Media technologies, Online Communities, User Generated Content and Web 2.0, Networked Journalism, Alternative Journalism; Social Media in Context, Activism and New Media

Unit- 4

Economics and commerce of web enabled media. Mobile adaption and new generation telephony by media, ethics and new media. ICT in education and development in India, online media and e-governance.

Readings:

- Vincent Miller. Understanding digital culture. Sage Publications, 2011.
- Lev Manovich. 2001. —What is New Media? In the Language of New Media. Cambridge: MIT Press. pp. 19-48.
- Siapera, Eugenia. Understanding new media. Sage, 2011. Introduction.
- Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010. Chapter 3.
- Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of Borderless

SEMESTER 3

C-7 – COMMUNICATION AND DEVELOPMENT

Unit – 1

Concept and definition of development communication, role of media and journalism in society, characteristics of Indian society – demographic and sociological impact of communication, media and journalism. Media and specific audiences.

Unit – 2

Development and social change. Issues and post-colonial conceptions. Deconstruction of dominant paradigm of communication and development. Responses and critique of dominant models.

Unit – 3

Corporatization of development - Corporate Social Responsibility, non-state actors in development, mass campaigns by NGOs, Government of India, international agencies and corporates. Paradigms and discourse of development communication.

Unit – 4

Emergence of global civil societies, public sphere, global communication system - nation state-universal, national communication policies.

Unit – 5

Leading influencers of social reform in India - Raja Rammohan Roy, Pandit Madanmohan Malviya, Bal Gangadhar Tilak, Mahatma Jyotiba Phule, Mahatma Gandhi, Acharya Vinoba Bhave, Dr B. R. Ambedkar, Deendayal Upadhyay, Dr Ram Manohar Lohia etc.

Readings:

- Rogers Everett M: Communication and Development- Critical Perspective,
- Sage, New Delhi, 2000
- SrinivasR.Melkote& H. Leslie Steeves: Communication For Development In The Third World, Sage Publications.
- Belmont CA: Technology Communication Behaviour, Wordsworth Publication, New Delhi, 2001.
- Dr. Anil Kumar: Mass Media and Development Issues, Bharti Prakashan, Upadhyay Varanasi, 2007.

C-8 – PUBLIC RELATIONS & CORPORATE COMMUNICATIONS

Unit -1

Public Relations and Corporate Communication - definition, concept and scope. Structure of PR in State, Public, Private and non-government sectors.

Unit -2

Tools and techniques of PR and Corporate Communication, Crisis communication and crisis communication management, Ethics of Public Relations. International Public Relations, communication audit.

Unit – 3

FOUNDATION OF CORPORATE COMMUNICATION: Corporate Communication: Scope and Relevance, Key Concept in Corporate Communication, Ethics and Law in Corporate Communication,

Unit -4

FUNCTIONS OF CORPORATE COMMUNICATION AND PUBLIC RELATIONS: Media Relations, Employee Communication, Crisis Communication, Financial Communication,

Unit -5

EMERGING TECHNOLOGY IN CORPORATE COMMUNICATION AND PUBLIC RELATIONS: Contribution of Technology to Corporate Communication, Information Technology in Corporate Communication, Corporate Blogging, Case Study

Reference Books:

1. Cutlip and Centre, Effective public Relations, Prentice, Hall, New Jersey, 1982.
2. Anil Basu, Practical Public Relations.
3. Balan K.R., Chemistry of Public Relations.
4. Narasimha Reddy, How to be a good PR.
5. Sam Black, Practical Public Relations, Universal Book House, New Delhi, 1976.

C-9 – ADVERTISING AND MARKETING

Unit – 1

Definition, concept, functions, types, evolution of advertising, standards and ethics in advertising. Theories and models of communication in advertising.

Unit – 2

Brand management. Advertising management - agency-role, structure and function, client-agency relationship, media planning and budgeting.

Unit – 3

Advertising and creativity, language and translation. Advertising campaign and marketing.

Unit – 4

Advertising and marketing research.

Reference Books:

1. S.A. Chunawalla and F.C. Scthia, Foundations of the Theory and Practice of Advertising, Himalaya Publishers, Bombay, 1986.
2. Dyer Gillian, Advertising as Communication, Mathuen, Newyork, 1982.
3. Dunn S. Watson, Advertising, Hold Sandaras International Editing.
4. Keval J. Kumar, Advertising: A critical Approach, Niraali Prakasam, Pune, 1992.
5. Kleppner Otto, Advertising Procedure, Simon Schuster Inc., Anglewood, 1986.
6. Rathor B.S., Advertising Management, Himalaya Publishers, Bombay, 1986.
7. Willshurst John, The Fundamentals of Advertising, Heinemann, London, 1986.

DC-1– INTERNATIONAL COMMUNICATION AND INTERCULTURAL COMMUNICATION

Unit - 1

Definition and issues in International Communication, Political, economic and cultural dimensions of international communication; International Media systems, Global Print Media, Global Broadcasting; Debate for New World Information and Communication Order (NWICO) The McBride Commission and its Recommendations Alternative News Information Distribution System

Unit – 2

International Intellectual Property Rights, Conflict and Journalism, Global Communication Systems, National Communication Policy

Unit -3

Inter-Cultural Communication: Definition; Concept and Scope; Relationship between Culture and Communication; Different approaches to the Study of Inter-cultural communication; Culture and Philosophy: the basis of inter-cultural communication, Media as a social institution- Eastern and Western Perspective

Unit - 4

Traditional and Modern Media as Vehicles of Inter-cultural communication; Inter-cultural Communication in Cyber Space; Globalization, Localization, Glocalization and Inter-cultural Communication; Cultural Imperialism: Role of media

Readings:

Akinfeleye, R., Amobi, T. I., & Sunday, O. (2011). Unending imbalance in global news flow, direction and intensity: Comparing global media coverage of 2008 US and Ghana presidential elections. Saarbruken, Germany: LAP Lambert Academic Publishing

Alleyne M.O. (1997). News revolution: Political and economic decisions about global information. New York: St Martins Press.

Mojaye, E. M., Oyewo, O. O., M'Bayo, R. T. & Sobowale, I. A. (2008). Globalization and development communication in Africa, Ibadan: University Press

Martin, J.N. & Nakayama, T.K. (2007). Intercultural communication in contexts. 4th Edition. Mountain View, CA: Mayfield.

Martin, J.N. & Nakayama, T.K. (2002). Readings in Intercultural Communication. Experiences and contexts. Mountain View, CA: Mayfield

OR

GE 1 – SCIENCE AND ENVIRONMENTAL COMMUNICATION

Unit – 1

Science Communication. Definition aims & importance in India, Media use for Science Communication, Origin & development of Science Journalism Present status of Science communication and journalism with special reference to India

Unit – 2

Writing Science for Media- Print, Writing Science for media- Television and Radio, New Media and Science writing • News, features, columns, interviews and Documentaries, Advertisements for science

Unit – 3

Environment and Media: Promoting scientific outlook & using Science & Technology for Social change. Environmental Issues- Global warming, Environmental Challenges and Science Communication- the Kyoto Protocol, Rio Earth Summit and other global issues. Major issues and campaigns for environmental protection in India- Chipko, Appico, Narmada Bachao Andolan and other movements

Unit – 4

Role of media in environmental movements- issues involved Role of governmental and Non-governmental organizations in environmental campaigns Media Research in environmental subjects- Content Analysis of mass media in environmental issues Environmental policies and its applications Environmental Pollution and role of media in creating awareness about pollution control.

Readings:

Julia B. Corbett, Communicating Nature: How We Create and Understand Environmental Messages (Island, 2006)

Judith Hendry, Communication and the Natural World (Strata, 2010) [REQUIRED] Additional readings and materials as assigned. You are responsible for the Corbett and Hendry books

SEMESTER 4

C-10 – Communication Research

Unit- 1

Definition, concept, constructs and approaches to communication research process. Research Designs - types, structure, components, classical, experimental and quasi experimental, variables and hypotheses; types and methods of research; basic, applied, descriptive, analytical, historical, case study, longitudinal studies.

Unit- 2

Research in journalism, Public Relations, advertising, cinema, animation and graphics, television, Internet, social media practices, magazines, children's media. Communication, journalism and media research in India.

Unit - 3

Levels of measurement: sampling-probability and non-probability, tests of validity and reliability, scaling techniques. Methods and tools of data collection-interviews, surveys, case studies, obtrusive and non-obtrusive techniques, ethnography, schedule, questionnaire, diary, and internet-based tools, media specific methods such as exit polls, opinion polls, telephone, SMS surveys and voting with regard to GEC (general entertainment content).

Unit- 4

Data analysis, testing, interpretation, application of statistical tests-parametric and non-parametric, tests of variance-univariate, bivariate and multivariate, tests of significance, computer mediated research.

Unit- 5

Ethical considerations in communication, media and journalism research, writing research reports, plagiarism

Readings:

- Wimmer, Roger, D and Dominick, Joseph, R. Mass Media Research, Thomson Wadsworth, 2006, pgs1-60; 65-81;83-98.
- Arthur Asa Berger. Media Research Techniques, Sage Publications, 1998.
- John Fiske. Introduction to Communication Studies, Routledge Publications,1982.

C-11 – Film Studies and Visual Communication

Unit – 1

Brief History of Films in India – Cinema and Society – Effects of Cinema – Film Theories – Film Criticism – Indian Film Culture – Film and Politics – Politics – Reports of Government Committees on Cinema Film Regulations – Censorship – Question of preserving Culture – Film Festivals - Film Awards – Economics of Indian Film – Management and Organization – Financing - Patterns of Distribution and Exhibition, Taxation etc.

Unit – 2

Approaches to analysis of Indian television. Visual Communication. Visual analysis. Film and television theory. Film and identity in Indian film studies, leading film directors of India before and after Independence. Indian cinema in the 21st century.

Unit – 3

Basics of film language and aesthetics, the dominant film paradigm, evolution of Indian cinema-commercial and 'non-commercial' genres, the Hindi film song, Indian aesthetics and poetics (the theory of Rasa and Dhvani).

Unit – 4

National cinema movements: Soviet Montage cinema, German Expressionistic cinema, Italian Neo-Realistic cinema, French New Wave cinema, British New Wave cinema, Indian New Wave cinema, Period cinema. Cinema in the new millennium.

REFERENCES

- History through the lens ; Perspectives on South Indian Cinema; S Theodore Baskaran; Orient BlackSwan:2009
- AshishRajadhyasha, Paul Wileman, 2005. Encyclopedia of Indian cinema. Oxford University Press. New Delhi.
- Rabiger, Michael. 2004. Directing the Documentary. 4th edition. Oxford. Focal press.
- Proferes, Nicholas. 2001. Film Directing Fundamentals. Oxford: Focal Press.
- Mamer, Bruce. 2000. Film Production Technique. 2nd Edition. Belmont Wadsworth Publication.
- Perisic, Zoran. 2000. Visual Effects Cinematography. Oxford Focal Press.
- Nelmes, Jill. 1996. Introduction to film studies. Routledge. London.
- Edited by Gerald Mast, Cohen Marshall and Braudy Leo. 1992. Film Theory and criticism: Introductory Readings. 4th Edition. Oxford University Press.
- Photo journalism – the professional approach. Focal press.
- Ippolito, Joseph.A. 2005. Understanding digital photography. Thomson Press. New Delhi.
- Ang, Tom. 2005. Digital Photography. Mitchell Beazley. London.
- Daly, Tim. 2002. Digital Photography Handbook. Amphoto Books. New York.

DC- 2 – DISSERTATION

Students will have to conduct a research study under the guidance of a faculty member and submit the results in the form of a dissertation.

Dissertation:

Introduction

Review of Literature

Research Methodology

Analysis and Interpretation

Discussion and Conclusion

Bibliography

CP 12 - PROJECT - INTERNSHIP