

BERHAMPUR UNIVERSITY

COURSES OF STUDIES FOR MA (JOURNALISM & MASS COMMUNICATION)

Choice Based credit system in semester pattern (Effective from 2022)

COURSE PLAN

The syllabus has been designed on Choice Based credit system in accordance with the guidelines provided by University Grants commission. It is only applicable to the Department of Journalism and Mass communication under the Chairman, Post Graduate Council, Berhampur University, Bhajna Bihar, Behampur, Odisha and shall come effect from the academic session 2022-23. Under this syllabus Master of Arts (Journalism and Mass Communication) examination consists of four semesters. The 1st semester shall cover the period from June to December and 2nd semester from January to May during the first academic session. Similarly the 3rd semester shall commence from June to December and 4th Semester from January to May of the second academic session.

The credits specified for each paper for MA (J&MC) indicates the weightage of various courses of the programme. The number of credits along with the grade points that the student has satisfactorily completed measures the performance of the student. Satisfactory progress of a student is subject to his/ her maintaining a minimum Cumulative Grade Point Average (CGPA) as well as minimum grade in different courses of the programme. Description of credit distribution for the course has been mentioned below.

1	Total number of semester of semesters	04
2	Total courses in all semesters	25
3	Total number of credits in each courses	
4	Total number of credits	80
5	Number of core courses in the respective semesters (i) First semester (ii) second semester (iii) third semester (iv) fourth semester Total 05 05 02 03 15	05 05 02 03
6	Number of core elective courses in the respective semesters (i) Third semester (ii) Fourth Semester	02 02
7	Number of elective courses for Choice Based (i) Third semester	01

Grand Total**20****COURSE STRUCTURE (2023)****MASTER'S PROGRAMME IN JOURNALISM & MASS COMMUNICATION****BERHAMPUR UNIVERSITY**

Semester I								
Course Code	Course Name	L	T	P	CH	C	Type	Evaluation
MJMC C101	Communication Theories	3	1	0	4	4	CORE	20+80=100
MJMC C102	Media Law & Ethics	3	1	0	4	4	CORE	20+80=100
MJMC C103	Radio Journalism & Production	2	0	4	6	4	CORE	20+80=100
MJMC C104	Print Journalism	2	0	4	6	4	CORE	20+80=100
MJMC C105	Digital Photography	2	0	4	6	4	CORE	20+80=100
MJMC VAC106	Communication Skills	0	0	2	2	0	Value Added	Grade
Total Class Hours/Credits					28	20		500
Semester- II								
Course Code	Course Name	L	T	P	CH	C	Type	Evaluation
MJMC C201	Development Communication	3	1	0	4	4	CORE	20+80=100
MJMC C202	PR & Corporate Communication	3	1	0	4	4	CORE	20+80=100
MJMC C203	Principles of Advertising	3	1	0	4	4	CORE	20+80=100
MJMC C204	TV Journalism & Production	2		4	6	4	CORE	20+80=100
MJMC C205	Digital Media	2	2	0	4	4	CORE	20+80=100
JMC VAC206	Creative Writing	0	0	4	4	0	Value Added	Grade
Total Class Hours/Credits					26	20		500
Semester- III								
Course Code	Course Name	L	T	P	CH	C	Type	Evaluation
MJMC C301	Media Research	3	1	0	4	4	CORE	20+80=100
MJMC C302	Internship	0	4	0	4	4	CORE	20+80=100
Core Elective (any 2 Courses to be chosen)								
MJMC E303	Media Entrepreneurship & Management	3	1	0	4	4	Elective	20+80=100

MJMC E304	Graphics & Design	2	0	4	6	4	Elective	20+80=100
MJMC E305	Documentary Production	2	0	4	6	4	Elective	20+80=100
MJMC E306	Digital & Social Media Marketing	3	1	0	4	4	Elective	20+80=100
MJMC CT300	Media & Information Literacy	4	0	0	4	4	CBCT	20+80=100
MJMC VAC307	Podcasting	0	0	4	4	0	Value Added	Grade
Total Class Hours/Credits					28	20		500
Semester- IV								
Course Code	Course Name	L	T	P	CH	C	Type	Evaluation
MJMC C 401	Film Studies	2	2		4	4	CORE	20+80=100
MJMC C402	Dissertation / Project				4	4	CORE	100
MJMC C403	Production Portfolio				4	4	CORE	100
Core Elective (Any 2 Courses to be chosen)								
MJMC A404	Event Management	3	1		4	4	Elect.	20+80=100
MJMC E405	Data Journalism	3	1		4	4	Elect.	20+80=100
MJMC E406	Science & Health Communication	4			4	4	Elect.	20+80=100
MJMC E407	AI Journalism	3	1		4	4	Elect.	20+80=100
MJMC AC408	Cultural Heritage of South Odisha				2		Add on	10+40= 50
Total Class Hours/Credits					22	20		500

- **Total credits to be completed- 80 credits**
- **Maximum number of semesters allowed- 04**

Programme Outcomes:

At the end of the Programme students will:

- Understand the basic concepts connected to the discipline of Journalism and mass communication
- A critical understanding & Contemporary creative and media industry studies and practices
- The ability to analyze critically past and present trends of journalism and to help craft alternative forms of journalism for the future.

- Knowledge and skills of the news research, writing, photography, content creation & Curation, print, web and video editing, design thinking, advertising and PR.
- Students would be able to gain conceptual and theoretical knowledge of Journalism and Mass Communication, and learn to think critically about issues and topics of the subject.
- Students would be able to identify, formulate, review literature, and analyze research problems related to the subject.
- To apply the objectivity and critical thinking for communicating to masses through a variety of mediums such as Short Films, Documentary Films, PTC for Television, Advertising and PR Campaign, Event Management, News Paper Production for Print.
- To impart the knowledge of Journalism & Mass communication covering wide areas of studies.
- Create awareness to become an enlightened citizen as well as a dynamic professional with commitment to deliver one's responsibilities strictly adhering to highest standard of ethics and professionalism.

Programme Specific Outcomes:

- To inculcate concepts of communication, its role and importance in society.
- To impart the knowledge of Journalism & Mass communication covering wide areas of studies.
- To inculcate professional ethics, values of Indian and global culture
- Provides concept of the emergence and growth of press in the Indian sub-continent.
- Motivates students to perform well in academics and processing theoretical and practical knowledge as imparted

Semester I								
Course Code	Course Name	L	T	P	CH	C	Type	Evaluation
MJMC C101	Communication Theories	3	1	0	4	4	CORE	20+80=100
MJMC C102	Media Laws & Ethics	3	1	0	4	4	CORE	20+80=100
MJMC C103	Radio Journalism & Production	2	0	4	6	4	CORE	20+80=100
MJMC C104	Print Journalism	2	0	4	6	4	CORE	20+80=100
MJMC C105	Digital Photography	2	0	4	6	4	CORE	20+80=100
MJMC VAC106	Communication Skills	0	0	2	2	0	Value Added	Grade
Total Class Hours/Credits					28	20		500

MJMC C101: COMMUNICATION THEORIES

Unit 1 Introduction to Communication

Definition and Processes; Forms of Communication (verbal, non-verbal, paralanguage, iconic, semiotic etc.) Elements of Communication, Levels of Communication -interpersonal, intrapersonal, group, public, mass communication, barriers to Communication, Stages of communication, The 'mass' concept, the mass communication process, the mass audience, the mass media as an institution of society, mass culture and popular culture, the rise of a dominant paradigm for theory and research.

Unit 2 Models of Communication

Four Models of Communication: Transmission model, Ritual or expressive model, Publicity model, Reception model, Westley and MacLean's Conceptual Model, Newcomb's Model of Communication, George Gerbner's Model, Schramm's Model, Dance's Helical Spiral Model and Ecological Models

Unit 3 Media Theories

Normative Theories of Press, Developmental & Democratic Participation theory, Media Effects: Hypodermic Needle, Two-Step Flow Theory, Gate-keeping, Psychological and Sociological Communication Theories: Cognitive Dissonance, Selective Exposure, Selective Perception & Selective Retention Theory, Cultivation Theory, Uses and Gratification; Agenda Setting Theory, Diffusion of Innovations, and the Spiral of Silence.

Unit 4 Mass Communication Theories and Digital Era

Defining the current practices of media: Fragmentation, Digitization, Ghost Sources, Social Media and Truth vs. Reality, Application of the existing models of mass communication and examine the relevancy. Explore the scope for new models/theories, Social Learning Theories and Social Change, Public Sphere and Opinion: Manufacturing Consent/Propaganda model (Chomsky)

Suggested readings:

- McQuail, Dennis, Mass Communication Theory (6th Edition), Sage South Asia Edition, Sage Publication.
- Baran, Stanley J. & Dennis K. Davis (2007). Mass Communication Theory: Foundations, Ferment and Future (5th Edition). WADSWORTH, Cengage Learning.
- Miller, Katherine(2005). Communication theories: perspectives, processes and contexts (2nd Edition). McGraw-Hill.
- Ruffner, Michael and Michael Burgoon (1981). Interpersonal Communication. Holt, Rinehart, and Winston, New York.
- Narula, Uma (2008). Mass Communication -Theory and Practice. Har-Anand Publications Pvt. Limited.
- Kumar, Keval J. Mass Communication in India (4th edition). Jaico Publication.
- Rogers, Everett (1997). History of Communication Study. Free Press.
- Fiske, John (2010). Introduction to Communication Studies (3rd Edition). Routledge Publication.

MJMC C102- MEDIA LAW & ETHICS**Unit 1 Introduction to the Indian Constitution**

Main features of Indian Constitution, Legislature, Executive and Judiciary, Fundamental Rights, Fundamental Duties, Directive Principles of State policy, Freedom of Speech and Expression and press freedom, Popular Supreme Courts' verdict on press freedom, Types of Bills, Emergency Provision, Provisions for amending the Constitutions

Unit 2 Press Laws in India

Censorship of press 1799, Adam's Regulations 1823, Metcalfe Act 1835, Licensing Act 1857, The newspaper (Incitement to offences) Act, Indian Press Act 1910, Press & Book Registration Act (1867), Vernacular Press Act 1878, Struggle by early nationalists to secure press freedom, Press censorship during emergency period 1975

Unit 3 Media Laws

Contempt of Court(1971), Defamation: Libel and Slander with case studies, Official Secret Act (1923), Cinematography Act (1952), Copyright Act (1957), Working Journalist Act (1955), Cable & Television Act (1997), Prasar Bharti Act, Parliamentary Privileges, Copyleft, Indian Penal Code (1860) with Sedition, Information Technology Act (2000)

Unit 4 Media Ethics & Important Organization

Right to Reply, Right to Privacy, Communal writing, Paid News, Sensational Journalism & Social Responsibility of Press, Laws dealing obscenity, Important Laws related Women &

Children, Public Interest litigation, Ombudsman, Press Commission of India- History, works, Recommendations & Suggestions, Press Council of India

Suggested Readings Lists

- Frost, C , Journalism Ethics and Regulation, Routledge, 2013
- Patterson Philip, Media Ethics: Issues and Cases. Chennai, India: McGraw-Hill Education, 2013
- Hasan S, Mass Communication: Principles and Concepts. Chennai: CBS Publisher, 2010
- Neelamalar. M, Media Laws and Ethics. Delhi, India: PHI Learning Pvt. Ltd, 2009
- Harcup, Tony, 'The ethical journalist', Sage, 2007
- Thomas, PradipNinan, 'Intellectual Property Rights and Communication in Asia', Sage, 2006
- Basu, DD, Law of the press in India, Prentice Hall of India, 2003

MJMC C103: RADIO JOURNALISM & PRODUCTION

Course Description:

Radio is a medium of mass communication. Radio played very important role in growth and development, nation building and in developments in education sector in India. After privatization it has emerged with a new identity and opened new possibilities for radio broadcasting in India. With time and development, we have started community and university radio in India to fulfill information and entertainment needs of special sectors. With upgrade in technology radio again have emerged in the digital form. Internet, satellite, IP radio are technology driven broadcasting platforms and providing content in a new form to fulfill information and entertainment needs of the diverse audiences. This course will train students to learn basic concept broadcasting and process and skills of radio production to make them ready to work in technology driven environment.

Learning Outcomes: Students will able to learn -

- Growth and evolution of radio in India
- Production of News programs
- Production of non-news program
- Demonstrate knowledge of studio operations, including a basic understanding of the audio mixer and microphones
- Show a general understanding of postproduction, including Editing techniques
- Produce audio projects individually and in groups.
- Demonstrate the ability to critique the strengths and weakness of audio productions
- Understand the duties and responsibilities of various personnel in Radio productions
- Understand the influences of new technologies on Radio

Unit 1 Introduction to Radio as a medium of mass communication

Introduction of radio as a mass medium, Radio in Media Scenario, Nature and characteristics of Radio medium, History & Growth of Radio, AIR: History & Expansion, Types of ownership, Organizational Structure and Management: Administration, Traffic/Continuity,

Sales, Production/Programming, Promotions, Webmasters, Radio Broadcasting System: MW-SW-AM-FM, Narrowcasting – FM broadcasting and the audiences: Programming Content and style - a critical review- FM, Online Radio, Satellite Radio, Local Radio; Mobile Radio, Campus Radio; Amateur Radio/Ham Radio.

Unit 2 Programming Formats for Radio

Evolution of Radio Broadcast formats; Scripting for radio, types of scripts; script formats; Radio Program Formats: Announcements, Radio talk Show, Radio interviews, Radio discussions, Radio documentaries, Radio drama/ Radio play, Running commentaries, Magazine Programme, Radio Newsreel, Phone in programme, Radio Countdown Show, Special Audience programmes on Radio, Presentation of Music on Radio, Preparation of Radio News Bulletin, Radio News headlines and highlights, News capsuling, Radio News features, Radio jingles: lyrics, musical logo, Radio Interviews – sound clips, sound bites- language and grammar- audio cut, cue lay out- executing program, Radio Vox pops, Quiz, Game shows, Radio actualities.

Unit 3 Radio Production & Presentation Techniques

Basics of Sound, Types of Microphones and their usage, Sound Recording Techniques, Sound Aesthetics, Radio Program Production: pre-production, production and post-production, factors influencing radio program production, Elements of Radio Production: narration, Voice-over, Voice Modulation Techniques, Dialogue, Sound effect, Noise, Music, Use of Silence, Signposting, Hooking, News caster, Commentator, Radio Jockeying, Announcing Language and Style, Content variety and style, Sound effects Music Distort/Filter , input and output chain, studio console: recording and mixing, Field-Programme Production; Live-Programme Production

Unit 4 Production Management

Phases of production; Management of personnel, Financial and Technical resources, Budgetary planning; Radio advertising: time slot and tariff; Subject research; Feedback and Analysis of existing formats, Final editing and mastering – latest audio recording software's, Future of Radio: PAS, New wave FM Radio, Community Radio: Concept & Importance, Radio Industry: Issues & Opportunities

Suggested Reading Lists

- Stewart, Peter; Chantler, Paul; Basics of Radio Journalism; Focal Press
- Boyd, Andrew; Stewart, Peter; Alexander, Ray; Broadcast Journalism; Techniques of Radio and Television News; Focal Press
- Langford, Simon; Digital Audio Editing: Correcting and Enhancing Audio in Pro Tools, Logic Pro, Cubase, and Studio One; Focal Press
- Francis, Rumsey; McCormick, Tim; Sound and Recording: An Introduction; Focal press
- Barnas, Frank; White, Ted; Broadcast Journalism: Techniques of Radio and Television News; Taylor & Francis
- How to do community radio – Louie Tabing and UNESCO 2002

- The Radio Handbook – Carole Fleming 2nd edition, Routledge , 2002
- Michele Hilmes and Jason Loviglio, eds., Radio Reader: Essays in the Cultural History of Radio(Routledge, 2002).
- Marcus D. Rosenbaum & John Dinges, eds., Sound Reporting: The National Public Radio
- Guide to Radio Journalism and Production (Kendall/Hunt Publishing Company, 1992).
- Ministry of Information and Broadcasting, Govt. of India, Annual Report 2002-03.
- All India Radio, Audience Research Unit, Prasar Bharat, 2002.

MJMC C104: PRINT JOURNALISM

Unit 1 Introduction to printing technology

Printing technologies in early ages (Mesopotamians, China, Egypt), Gutenberg and printing press - Aldus Manutius -print media as a propaganda tool for religion, evolution of Print as news medium, Introduction of printing technology in India, Evolution of print media in pre- and post-independent era, Ownership pattern of Newspapers in India, Concept of Paid news, Sensationalism, Journalism as a business, Corporatization of journalism

Unit 2 Introduction to Print Journalism

News- definition, values, elements, characteristics & structure,Types of News-Hard news and Soft news ,Story Form- Inverted Pyramid, Intro/Leads, Types of Lead etc., Sources of the News

Defamation, Libel, Slander; Standards; Social Responsibility theory, New trends – hybridized genres; Convergence – content & technology; Pluralism; Principles of journalism – Truth, Loyalty to citizens, Verifications, Independence, Monitoring powerForum for public criticism and compromise.

Unit 3 Reporting: Principles & Techniques

Reporting Skills, Characteristics of Reporter & their Functions, Various Types of Reporting-Parliamentary, Legislature, Educational, Sports, Crime, Business, Health, Development etc., Investigative and Interpretative Reporting, Genres of Journalism - Advocacy journalism, Developmental Journalism, Community Journalism, Data Journalism, Citizen Journalism, Broadcast journalism Parachute journalism, Tabloid journalism, Yellow Journalism, Investigative Journalism, Fashion Journalism, Celebrity Journalism, Sports Journalism, Environmental Journalism, Interview- Definition, Types & Preparation, Press Conference, Press Release, Press Brief

Unit 4 Writing & Editing Techniques

Writing Styles- 5ws &1H, Articles Features, Editorials, Reviews, Letter to editor, Column, Advertorial etc., Writing for Magazine, Statistics and Growth of Indian newspaper industry's,

Code of Ethics in Journalism, Ethical philosophies; Freedom of speech and expression with reasonable restrictions; Press Council guidelines; Social responsibility of the journalists; News for development, Internal and external forces; Political influence; impact of WTO; Changes in Journalism Audiences, New technologies for journalism; Business Values, Journalism Apps.

Suggested readings:

- Basu, D D, Introduction to the Constitution of India, LexisNexis, 21st edition, 2015.
- Kumar Keval J., Mass Communication in India, Jaico Publishing House, New Delhi, 4th Edition, 2012
- Neelamalar, M, Media law and ethics, Prentice Hall of India, 2010
- Raman Usha, Writing for Media, Oxford Publication, 1st edition, 2010

MJMC C105: DIGITAL PHOTOGRAPHY

Unit 1 Introduction to Photography

The science of photography, image formation: aperture, shutter speed, ISO, depth of field, white balance, Evolution of cameras, types of lenses, photography as an art, optimization of camera output, file formats, photography workflow: importing, organizing and back-up files

Unit 2 Photographic equipment, controls & tools

Camera: point & shoot, SLRs, DSLRs, SLDs, SLT, Mirrorless, Digital, Camera Settings, Menus, Exposure, Shooting modes and their significance, Photographic Optics: Lenses and their use, types & specifications, Aperture - role & significance in image making, Kinds of Shutters - significance & application, ISO settings and their significance, White balance, Depth of field, as an image making tool, Light: Visible spectrum, Colour temperature, units & significance in photography, Quality of light: hard light and soft light, Lighting equipment: On camera flash, its use and limitation, studio flash, and accessories; Three point lighting

Unit3 Making Photographs

Composing frames, horizontal/vertical frames, composition rules, form and content, Objective and point of view pictures, working with subjects and developing trust, creating own style of photography, Photographing news events, cultural events, accidents, human-interest stories, candid and street photography.

Unit 4 Photo Editing

Selecting pictures, print quality, format, size, layout, Giving appropriate caption, editorial process to develop photo album, assessing your own work, Working with photo editing software packages, Photo stories, photomontage, photo essays.

Suggested readings:

- Digital photographer's handbook: Tom Ang, DK Publications
- Mastering Digital Photography: David D. Busch, Course Technology PTR
- Digital Photography Workflow Handbook using Photoshop CS and Raw Converters for the Digital Photography Workflow :Steinmueller B., Steinmueller U.

MJMC VAC 106: COMMUNICATION SKILLS

Course Description:

The course intends to develop communication skills as well as positive personality traits. It helps students visualize the wider understanding of communication skills and techniques and face oral examinations and interviews.

Learning Outcomes:

After completing the course, the students will be able to know how to respond to people and know various types of communication; listen effectively and respond accordingly; articulate well verbally and add value to the spoken word; use writing as a tool for thinking and learning; develop skills in writing; and over all professional grooming.

Unit 1 Body Language & Good Communication

Basics of Communication: Definition, Means and Modes, Types of Communication: Intra communication, Inter-communication, Group and Mass Communication, Forms of Communication: Formal and Informal communication, verbal & non-verbal communication, types of Body Language & Functions of Body Language, role of Body Language

Unit 2 LSW Skills

Listening: Types of Listening, Listening within teams, Listening for Q & A sessions and interview, Speaking: Conversation Skills, Small Talk & Extempore, Practical: Extempore Round, Just A Minute (JAM), Essay/Proposal Writing.

Unit 3 Effective Professional Communication

Letter Writing: Letter, E-Mail, Summary, Minutes of Meeting and Complaint, Profile Creation: Bio-Data/CV/Resume, Presentation Skill: PowerPoint presentation for client/seniors/batch mates etc.

Unit 4 Basics of Personality Development and Soft Skill

SWOT Analysis, Johari Window, Professional Grooming: Dress Code, Health and Hygiene, Table Manners and Etiquettes, Interview Skill, Group Discussion Skill, LinkedIn Etiquettes, Time Management and Meeting the Deadline, Goal Setting and Career Planning.

Learning Outcomes:

After completing the course, the students will be able to know how to respond to people and know various types of communication; listen effectively and respond accordingly; articulate well verbally and add value to the spoken word; use writing as a tool for thinking and learning; develop skills in writing; and over all professional grooming.

Reading Materials:

- McQuail, Dennis, Mass Communication Theory (6th Edition), Sage South Asia Edition, Sage Publication.
- Baran, Stanley J. & Dennis K. Davis (2007). Mass Communication Theory: Foundations, Ferment and Future (5th Edition). WADSWORTH, Cengage Learning.
- Fiske, John (2010). Introduction to Communication Studies (3rd Edition). Routledge Publication.
- Sealy, John. Oxford Guide to Writing and Speaking English. Oxford University Press.
- Raman, Meenakshi and Prakash Singh. Business Communication. Oxford University Press.
- Bovee et al, Business Communication Today. Pearson Education.
- Taylor, Shirely. Communication for Business. Pearson Publication.

Semester- II								
Course Code	Course Name	L	T	P	CH	C	Type	Evaluation
MJMC C201	Development Communication	3	1	0	4	4	CORE	20+80=100
MJMC C202	PR & Corporate Communication	3	1	0	4	4	CORE	20+80=100
MJMC C203	Principles of Advertising	3	1	0	4	4	CORE	20+80=100
MJMC C204	TV Journalism & Production	2		4	6	4	CORE	20+80=100
MJMC C205	Digital Media	2	2	0	4	4	CORE	20+80=100
JMC VAC206	Creative Writing	0	0	4	4	0	Value Added	Grade
Total Class Hours/Credits					26	20		500

MJMC C201 – DEVELOPMENT COMMUNICATION

Unit 1 Introduction to Development Communication

Development communication: meaning, concept, definition, Philosophy & Approaches, Indicators of development, Millennium Development Goals. Sustainable Development Goals, Characteristics and Gap between developing and developed societies, National and international National Development Programmes– goals, strategies, structure and achievements, ICT & Development; SITE, KHEDA, JHABUA

Unit 2 Theories & Models of Development Communication

Role of Communication in Development, Models of Development Dominant Paradigm and New Paradigm of Development, Diffusion of Innovation, Participatory Model, Dependency Model, Gandhian model, Socio-Ecological Model, Planning Models: ACADA, Communication Planning Model, P Process, C-change planning model, COMBI, SWOT

Unit 3 Research in Communication for Development

Research for development communication, Qualitative and Quantitative Research Methods, Identifying stakeholders, Field techniques for data collection, Participatory development, Participatory Rural Appraisal (PRA) techniques

Unit 4 Media & Communication for Development

Advocacy, Mobilization and Behaviour Change Communication strategies in development programmes, Success stories in Development Communication , Innovations and trends in Development Communication, Campaign Designing: Situation Analyzing, Content Creation, Media Selection, Implementation, Monitoring and Evaluation, Feedback

Suggested Reading Lists

- Srinivas R. Melkote, *Communication for development in third world* (Second edition). California, United States: SAGE Publishing, 2001.
- Moody Bella, *Designing Messages for Development Communication: An Audience Participation-Based Approach* (Communication and Human Values). California, United States: SAGE Publishing, 1992.
- Narula, Uma, *Development Communication Theory and Practice*. Har-Anand Publication, Ltd. New Dehli. 1990.
- Sharma, Suresh Chandra. *Media Communication and Development*, Rawat Publication, Jaipur. 1987.
- Anaeto, S.G. & Solomon Anaeto, *Development Communication: Principles and Practice*. Ibadan: Stirling- Horden Publishers, 2010.
- Murthy, D.V.R., *Development Journalism*, Dominant Publishers. 2001.
- Cary, L.J., *Community Development as a process*. Columbia: University of Missouri Press, 1970.
- *Communication for Development in the Third World: Srinivas R. Melkote & H. Leslie Steeves*, Sage, 2008.
- D.V.R. Murthy, Kanishka. *Development Journalism– What Next?–An Agenda for the Press*, 2007.
- *Doing Development Research* :eds Vandana Desai & Robert B .Potter, Sage, 2006.
- N. Usha Rani, *Folk Media for Development– A Study of Karnataka's Traditional Media*, Karnataka Book, 2009.
- Leif Packalen, Sharad Sharma. *Grassroots Comics– A Development Tool –*, Ministry for Foreign Affairs of Finland, 2007 available on <http://formin.finland.fi/developmentpolicy>.
- K.P. Sasi, *Inposters!–A Social Commentary through Cartoons*: VAK, 2004.
- N. Narayanasamy. *Participatory Rural Appraisal– Principles, Methods and Application*: Sage, 2009.
- *Communication for Development: Reinventing Theory and Action* (In 2 volumes), 2009; Volume – 1: *Understanding Development Communication*; Volume – 2: *Advanced Development Communication*

MJMC C202: PR & CORPORATE COMMUNICATION

Unit 1 Evolution of PR

The Origins of Public Relations (India & Global): Ancient preachers/philosophers mode of communication to reach larger audience in effective manner, History of practices and the evolution process: In western context the model of propaganda, Ivy Lee and Bernray's model of communication. Culture of need to desire -19th to 20th Century, Defining PR in contemporary world: The inter-dependent world and public relations practice. Community relations to political communication (21st Century), Concepts of PR: Propaganda, Persuasion and Relationship. Analyse various definitions of PR propagated by authours/ experts, theoretical basis for Public Relations: Laswell's Communication Model, Shanon and Weaver Model of Communication, Linear Model of Communication, Two-Step Model & Multi-Step

Model, Grunig& Hunt- Excellence Theory, Social Media Manifesto, Situational Theory and System Theory, Public Relations in Digitl Era

Unit 2 PR and Other Marketing Tools

Marketing, Advertising and Public Relations: Defining Marketing and Marketing, communication, the role of Advertising and PR in the functions of Marketing Communication. The synergy and merging line of PR and Advertising. Various other marketing tools, Public Relations Department and Functions: Components of PR, Managerial Communication, Berlo's Model of Communication, Various department and functions in corporate, public sector and agencies.

Unit 3 PR and Corporate Communications

Importance of Internal Relations and Employee Communication: Importance of the internal communication (IC), strategic approaches of IC and theoretical connectivity to IC, Stakeholder Communication: Both internal and external stakeholder. Identification of the stakeholders. Strategic communication to reach all the stakeholders., Investor Relations: Principles and practices. Strategic approaches for financial institutions, PR and Community Relations: Importance of community relations to do business. Harmony and social development principles, CSR and PR: How CSR became strategic tool for effective public relations. Modus Operandi. Case Studies, Role of PR as Brand Building, Managing Reputation, Crisis Communication in digital era/new media eco system

Unit 4 PR Research and Campaign Planning

Campaign Planning Process: Defining the goal, set objectives, nature of campaign, time line, model of communication, selection of media, budget, evaluation and linking to goal, PR Campaign, Research & Value: Importance of measuring PR activity. Measurement tools, key barriers, Output Vs. Outcome various models of measurement, current practices in industry, Beyond AVE, PR Laws and Ethics: The need for a system of ethics, Branches of Ethics, Ethics in Profession, The social compact, PR and moral duties, Ethical Theories in Moral Reasoning. Philosophical Foundation of Moral Theories; Greek Connection, The Judeo-Christian Ethics, Kant & Moral Duty, The Appeal of Utilitarianism, Egalitarianism and Rise of Relativism.

Suggested Reading Lists -

- Sachdeva, Iqbal, Public Relations: Principles and Practices, Oxford Higher Education, Oxford University Press, New Delhi-2017
- Moss Danny &Desanto Barbara, Public Relations: A Managerial Perspective, SAGE - New Delhi- 2011 (Chapter-12 & 17)
- Rayudu, C.S. and K.R. Balan, Principles of Public Relations, Himalaya Publishing House-2013 (Chapter-10, 11 & 12)

- Butterick, Keith, *Introducing Public Relations Theory and Practice*, Sage Publications, South Asia Reprint
- Vilanilam, J.V. *Public Relations in India: New Tasks and Responsibilities*, Sage Publications-New Delhi- 2011
- Heiman, Suzette; Baskin, Otis; Lattimore, Dan; Toth, Elizabeth, *Public Relations: The Profession and the Practice*, McGraw Hill-2011
- *The Handbook of Strategic Public Relations and Integrated Marketing Communications*, Third Edition, by Clarke Caywood, Pearson-India
- Austin Erica Weintraub and Pinkleton Bruce E, *Strategic Public Relations Management: Planning And Managing Effective Communication Programs*, Publisher: Routledge -2015
- *Corporate Communication: A Guide to Theory and Practice* 4th Edition, by JoepCornelissen, Sage Publication

MJMC C102: PRINCIPLES OF ADVERTISING

Unit 1 Advertising

Introduction: Evolution of Advertising, History of Indian Advertising; Propaganda, Publicity, Promotion, Salesmanship, Types of Advertising: Commercial, Non-commercial; Classified, Display; Retail, Wholesale ; Global, National, Regional, Local; Public Service Advertising, Advocacy; Subliminal Advertising, Surrogate Advertising, etc., Advertising Models and Theories– Maslow Theory, Stimulus Response Theory, Starch Model, AIDA, AIDCA, DAGMAR approach, Theory of Cognitive Dissonance.

Unit 2 Advertising Planning & Strategy

Strategic Planning, Advertising Plan, Situational Analysis, Segmentation, Targeting, Positioning: USP, Brand Image & Brand Personality- Celebrity endorsements, Message Strategy, Media Strategy- Developing a Media Plan, Media scheduling, Media Weight Theories, Advertising Budget- Methods, Agency-media Interface.

Unit 3 Advertising & Creativity

Creative Process, Creative Brief, Advertising Appeal, Colour Psychology, Slogan, Creativity: Layout & Production- Steps, Elements, Copy Writing: Types of Copy, Headlines, Language, Typography, Rhetoric of advertising.

Unit 4 Advertising Laws and Regulatory Bodies

Advertising Agencies in India; Media laws Apex bodies concerning Advertising, AAI, ASCI, etc. & its Code of Conduct, Case studies from ASCI Advertising tools and practice, Ethics in Advertising: Puffery, Shock Ads, Weasel Claim, Impact & Future of Advertising

Suggested readings:

- Young, M, Ogilvy on Advertising in the Digital Age, Carlton Books, 2018
- Jethwaney J & Jain S, Advertising Management Oxford University Press, New Delhi, 2012
- Kumar Keval J., Mass Communication in India, Jaico Publishing House, New Delhi, fourth Edition, 2012
- [Chunawala S A](#), Foundations of Advertising: Theory and Practice, [Himalaya Publishing House, New Delhi](#), 2011
- Burnett, W and Moriarty, Advertising principles, and practice, Pearson Prentice Hall, seventh edition, 2008
- Aaker & John G. Myers - Advertising Management Prentice Hall; fourth edition, 1992
- Bovee & Arens- Contemporary Advertising, McGraw-Hill Inc., US; fifth edition, 1993
- Burton, Philip Ward - Advertising Copywriting, NTC business books, seventh edition
- Philip Kotler and Eduardo L Roberto, Social marketing strategies for changing public behaviour- The free Press-1989.
- Ogilvy, D - Ogilvy on Advertising, Random house .inc, Newyork, first edition, 1985

MJMC C204: TV JOURNALISM & PRODUCTION**Course Description:**

This course will help students understand TV as a medium of News production and broadcast. It will help them in learning and understanding basic structure and set up of News rooms in television, roles and responsibilities of people working in different departments and sections. Concept and skill for writing, producing and presenting news and current affair-based programs & shows for TV.

Learning Outcome: at the end of this course, students will be able

- To recognize Television as a medium of news production & will be able to work in professional atmosphere of TV newsroom.
- To get familiar with newsroom equipment and required software to produce and present news and current affair-based programs and shows.
- To write, produce & present news and current affair-based programs and shows on air.

Unit I: TV as a Medium of Mass Communication

TV as A Medium of Mass Communication, Functions & Characteristics of Television, Strengths and Weakness of TV as a medium, Evolution of television, History and expansion of TV in the world, History & Growth of Television In India, Satellite Instructional

Television Experiment (SITE)-Objectives & Outcomes, Introduction of Colour TV in India, Expansion and popularity of TV in India, Prasar Bharati, Doordarshan Network (Three Tier system), Advent of Private Television Channels, Emergence of News Channels in India

Unit II: TV Production

Basics of Video Camera, Parts of Camera, Camera Supports System, CCU, Classification of Shots, Composition Rules, 180⁰ axis of action rule, Techniques of Recording, White Balancing, Stages of Video Production: Pre-Production, Production & Post-Production, Types of production: Studio Production & Outdoor Production, Basics of Lighting: Lighting Techniques: Three Point lighting, Key- light, Fill light, Backlight and Background light, use of reflectors, outdoor shooting, matching indoor and outdoor lighting. Basics of editing, types of editing -online and off-line editing, Linear and Non-linear editing, editing tools and effects, editing methods, editing equipment's, cutting point, transition & effects, Chroma-key usage, use of editing software's.

Unit-III: TV News Writings & Reporting

Writing for the visuals techniques, Factors influence in deciding the news format, Split page or dual-column writing format, Using Sound bites & Vox-pop, TV News Package and its writing techniques, Piece to Camera (PTC), TV Interviewing-Skills & Techniques, Live Reporting Skills, Electronic News Gathering (ENG), Electronic Field Production (EFP), Digital Satellite News Gathering, (DSNG), Outdoor Broadcasting Van, Use of Backpack. TV News Anchoring Techniques. Use of teleprompter. Qualities & Attribute of a TV News Anchor.

Unit-IV: TV Newsroom Management & Coordination

Composition of TV News Channel, Role of Input & Output Desk, Assignment Desk, Role & Function of Programming/ Production Desk, Technical Team & Corporate Team, Editorial Planning Process, Technical Planning Process, TV News Bulletin Structure & Production, Television Debates & Panel Discussion, Qualities & Attributes of a TV Reporter, Ethics involved in TV Journalism.

Suggested Readings List

- Television Journalism Broadcast News: Writing, Reporting and Producing, Ted White and Frank Bernas, Focal Press, Focal Press, Oxford, 2010
- The Rise of 24-Hour News Television: Global Perspectives, Ed. Stephen Cushion and Justin Lewis, Peter Lang, New York, 2010
- An introduction to writing for Electronic Media: Script writing Essentials Across the Genres, Roberts B. Musburger, Focal Press, Oxford, 2007
- Practice of Looking: An Introduction to visual Culture, MaritaSturken and Lisa Cartwright oxford University Press, Oxford, 2001
- Globalization And television: A study of the Indian Experience, 1990-2010 by SunetraSen Narayan Oxford University Press, 2013

- Electronic Journalism: Principles and Practices, Aditya Sengupta, Authors Press, New Delhi, 2006
- Journalism in the Digital Age: Theory and Practice for Broadcast, Print and Online Media, John Herbert, Focal Press, Oxford, 2000
- Economics of Culture Industry: Television in India, KV Joseph, Shipra Publications, New Delhi, 2010
- Television in India: Many Faces, Mira K. Desai, Authors Press, Delhi, 2010
- India on Television: How Satellite News Channels Have Changed the Way We Think and Act, Nalin Mehta, Harper-Collins, New Delhi, 2008
- Video Production Handbook, Fourth Edition: [Gerald Millerson](#), Jim Owens, Focal Press, 2008.
- Placing Shadows: Lighting Techniques for Video Production: Chock Glowman, Tom LeToeneau, Focal Press, 2005.
- TV Production Handbook :Herbert Zettel, Thomson Wadsworth, 2007.
- Writing for TV, Radio, and New Media :Robert Hilliard, Wadsworth, 2007.
- TV Sound Operations :Glyn Alkin, Focal Press, 1975.

MJMC C205: DIGITAL MEDIA

Unit- I

Overview of online Communication Meaning of communication, features of Online Communication, video conferencing, Webcasting, microblogging, Computer mediated communication, Mojo

Unit -II

New media History of New Media, characteristics of New Media, types of New Media, new Media vs. old Media

Unit- III

Social Media Digital culture and digital identity, User Generated Communication, Wiki, Blogs, YouTube, Participatory culture and Social Media, Citizen Journalism

Unit- IV

Emerging trends in New Media, Cyber Laws and Ethics. New media & Public sphere, New Media & e-democracy, Mobile phone: a convergent technology, Smartphone culture and society. Cyber Crimes & Security: Types and case studies, Cyber Laws & Ethics, Internet censorship in India

Suggested readings:

- LA Lievrouw, S Livingstone, Handbook of new media: Social shaping and consequences of ICTs, Sage 2002
- Flew. Terry, New Media: An Introduction, Oxford Higher Education, 3rd, 2007
- Levinson. Paul, New New Media, Allyn & Bacon, 2nd, 2012
- Lev Manovich, The language of New Media, MIT Press, 2001
- Jenkins, Henry (2006)
- 6) Convergence Culture: Where Old and New Media Collide. New York London: New York University Press.
- Hassan Robert, Thomas Julian (2006). The New Media Theory Reader, Open University Press.

MJMC VAC 206 : CREATIVE WRITING**Course Description**

This course is designed to impart skills of journalistic writing for different media platforms to the students. The course incorporates changes in the nature of media professions and the need to adapt to convergence of media productions and technologies and also to acquire the ability to work on multiple platforms.

Unit-I

What is media writing? Media writing as communication, Telling stories, engaging the reader.

Research and writing. Introduction to narrative, Narrative writing, with an example of a notification story, descriptive and explanatory writing, Principles of good writing, basic tools of writing, characteristics of media writings, revision of grammar, syntax and style. Drafting and revising.

Unit-II

Ideas for writing, Explaining ideas and processes, engaging the reader: what makes a good introduction or lead to a story? The language of Journalism: concrete, specific, active, clear, democratic, non-sexist, non-racist.

Unit-III

Writing for Print: Principles of news writing, News values, news story, news structure, concept of inverted pyramid, lead paragraph, quotations and background, Headlines and caption writing. Feature writing, types of feature, profiles, writing book reviews and film reviews, writing columns. News sources, skills of research, objectivity style book, freelance. Writing for magazines-writing for broadcast: writing for eyes and ears.

Unit-IV Writing for web: characteristics of web writing, technical writing, blogs, online journalism, Freedom of expression, restrictions on publications, ethics and responsibility, defamation, liable. Practical writing exercises- anecdotes, news story, features, captions, headlines, copywriting, reviews, press release.

Suggested readings:

- Batty Craig and Cain Sandra(2010). Media writing: A Practical introduction. Palgrave
- Macmillan.
- Stovel.J.(2006). Writing for Mass Media, 6th edition. Allyn and Bacon.

- Melvin Mencher(2006). News Reporting and Writing. 10th edition. McGraw-Hill.
- Strunk, William & White, E.B. (1999). The Elements of Style. Longman.
- Clark, Roy Peter (2006). Writing tools: 50 Essential Strategies for Every writer: Little
- Brown.
- Raman, Usha(2009). Writing for the Media, OUP.

Semester- III								
Course Code	Course Name	L	T	P	CH	C	Type	Evaluation
MJMC C301	Media Research	3	1	0	4	4	CORE	20+80=100
MJMC C302	Internship	0	4	0	4	4	CORE	20+80=100
Core Elective (any 2 Courses to be chosen)								
MJMC E303	Media Entrepreneurship & Management	3	1	0	4	4	Elective	20+80=100
MJMC E304	Graphics & Design	2	0	4	6	4	Elective	20+80=100
MJMC E305	Documentary Production	2	0	4	6	4	Elective	20+80=100
MJMC E306	Media Commercials	3	1	0	4	4	Elective	20+80=100
MJMC CT300	Media & Information Literacy	4	0	0	4	4	CBCT	20+80=100
MJMC VAC307	Podcasting	0	0	4	4	0	Value Added	Grade
Total Class Hours/Credits					28	20		500

MJMC C301- MEDIA RESEARCH

Unit- 1 Basics of Research

Social Science and Research: The linkage and relevancy, Science and Research: Process and approaches of scientific research, Mass Media Research and Scientific Methods: Application of scientific methods in mass media research, Issues in Research: Generic and specific issues, Research Ethics: Significance of ethics in research

Unit- 2 Elements of Research

Research Proposal: From concepts to construct, Finding Relevant Study, Literature Review: Methods and approaches to short out existing study for the research, Methodology: A brief understanding about qualitative and quantitative approaches, Sampling, Data Collection and Data Analysis

Unit- 3 Quantitative Research Methodology

Quantitative Research for Media Study: Application and relevancy of quantitative study, Content Analysis: Uses, steps and limitation of content analysis. Reliability and validity test, Survey Research: Descriptive and analytical survey, advantages and disadvantages, constructing questions, pretesting and achieving reasonable response.

Unit- 4 Qualitative Research Methodology

Qualitative Research for Media Study: Application and relevancy of qualitative study, Longitudinal Research: Types of longitudinal research, panel studies, analysing causation in panel data and combining qualitative & quantitative, Experimental Research: Experimental design, advantages and disadvantages of experimental research, Application of Research in Newspaper, Magazine, Electronic Media, Digital Media, Advertising and Public Relations

Suggested Reading Lists

- Wimmer, Roger D. and Joseph R. Dominic, Mass Media Research: An Introduction (10th Edition), CENGAGE Learning- Delhi-2014
- Babbie, Earl, The Practice of Social Research (8th Edition), Wadsworth Publication-1998
- Bryman, Alan, Social research methods (4th Edition), Oxford University Press-2012

MJMC C302- INTERNSHIP

Internship (Minimum 4 weeks) Students will undertake a four-week internship in media and communication organizations such as newspapers, magazines, radio, television, advertising agencies, public relations concerns or any other approved by the Head of the Department. Students will be evaluated based on the feedback received from the training institute, student's presentation and a detailed report. The students shall be required to produce a certificate to the effect that he/she completed the prescribed internship programme.

MJMC E303: Media Entrepreneurship & Management

Course Description:

This course introduces media management issues including leadership, management, marketing and budget. Students also will learn a great deal about entrepreneurial journalism and thinking like an entrepreneurship. One of the goals of the course is to arm student with analytical tools to help them understand the current state of media, and to help develop new models for the future. This course focuses on the role of entrepreneurship and innovation for the future of journalism and on the creation of news and information enterprises and initiatives for the emerging media ecosystem that has been formed by the Digital Revolution.

Course Outcomes:

After completing the course, students should be able to:

- Describe the most important issues facing media managers.
- Understand how media managers make decisions.

- Understand the principles of effective leadership.
- Understand the principles of an effective news organization.
- Understand the principles of entrepreneurial journalism.
- Understand the relationship between business and editorial decisions.
- Understand the philosophical perspectives for making ethical decisions.

Unit- 1

Management – principles – scope –Overview of media landscape in India—Print, Radio, Television, Digital media- new media and its impact-- media economy with special reference to Indian market-media as an industry and profession; Introduction to Media Economics.

Unit-2

Indian media consumer. - Principles of media management and their significance --Foreign equity in Indian media (including print media) – New challenges. Sources of Revenue for Print, Electronic and Digital Media. Strategy to boost advertisements – competition with other media – management of advertisement department – advertisement manager – responsibilities -- apex bodies: DAVP, INS and ABC.

UNIT- 3

Print Media Management—Ownership patterns, structure of newspaper organization & functions of various departments & personnel. Emerging marketing strategies. Customer Relationship Management (CRM) in print, FDI in Media; Strategy to boost circulation – circulation department –functions – circulation manager – need of all round ability – coordination with other departments.

Broadcast Management – TV & Radio: Ownership Pattern-: Organizational Structure, Structural Hierarchy, Functions of various departments and personnel. Programming considerations, Audience research, Programming strategies, Programme promotion, Marketing programmes. FM radio in India. The market and the audiences, CBS; an analysis, issues of broadcast management, Management of community radio –principles and scope.

UNIT- 4

Introduction to Media Entrepreneurship, Concept of entrepreneur, Characteristics and qualities of entrepreneurs, The Current and near future digital environment (opportunities in today's media environment), Legacy media intrapreneurship, How to infuse a start-up mentality into an existing media organization (developing an idea), Finding opportunity (finding the audience), Conducting research into your target market, Sources of revenue, Competition analysis (the competition and market research), Your unique value proposition (building a team) , How to Pitch your Start-up. Sustainable Plan.

Suggested Reading List:

- Alan B. Albarran, Management of Electronic Media
- Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O.Wirth, Handbook of Media Management and Economics, Routledge (2006)
- Alison Alexander, James Owers, Rod Carveth (ed), Media Economics - Theory & Practice, Lawrence Erlbaum Associates, New Jersey (1993)
- Arun Pattanaik, Textbook of Media Management

- George Sylvie, Jan Wicks LeBlanc, C. Ann Hollifield, Stephen Lacy, Ardyth Sohn Broadrick , Media Management: A Casebook Approach (Routledge Communication Series) 4th Edition
- Gillian Doyle, Understanding Media Economics, Sage (2002)
- Entrepreneurial Journalism, How to Build What's Next for News, by Mark Briggs.

MJMC E304 – COMPUTER GRAPHICS

Unit- 1: Basics of Graphics

Line drawing :Straight-line drawing, free-hand drawing, vector graphics, raster graphics, pixels, typography :fonts and typefaces,ink jet printing using archival materials.

Unit- 2: Photo Editing and Processing

Photoshop CS6, Introduction, concepts, tools, advantages, designing, editing photographs : image enhancement, image manipulation, colour correction, filter effects, projects, brochure, cards creation, developing backgrounds and different Layouts, ImageReady.

Unit- 3: Page Layout and Design

InDesign CS6, layers, scale page layout and design, creating images for print and for webpage, managing file size, types of page layouts for print media, digital painting.

Unit- 4: Infographics

Preparing illustrations for news reports in newspapers starting from simple graphs such as bar diagram, pie charts, Illustrations particularly when photographs of an event is not available or photographs do not give the details clearly.

Suggested Reading Lists

- Peter Shirley .Fundamentals of Computer Graphics, AK Peters, 2002.
- Steven Heller and Karen Pomeroy .Design Literacy :Understanding Graphic Design, Allworth Press, New York, 1997.
- Tay Vaughan .Multimedia :Making It Work, McGraw-Hill, Osborne, 2002

MJMC E306 – DOCUMENTARY PRODUCTION

Unit- 1 Introduction

Types of documentary films, nature of documentary, desire for truth, nature and sharing of experiences, stages of documentary film production .

Unit- 2 Writing for Documentary Films

Different formats of script writing for documentary films, research, gathering authentic data, writing for interviews, locating the sources, planning for shooting .

Unit- 3 Production

Preparing for the shoot, checklist, executing the script and improvising, handling human subjects, black and white balance, grain control, framing and composing, recording sound, types of microphones, editing.

Unit- 4 Funding

Self-funded projects, finding funding, production finance, government funding agencies, target audiences, distribution and exhibition, online distribution, independent documentary filmmakers, case studies.

MJMC E307: Media Commercials

Course Description

- To make acquainted with different formats of TV commercials.
- To develop writing and creative skills for television, radio and web commercials.
- To have a critical assessment of the commercials broadcast in various media.

Course Outcomes

- The students will be able to distinguish different types of commercials.
- The students will gain knowledge on copywriting and production techniques involved for radio, television, web and films.

Unit- 1 Types of Commercials

Commercials: Meaning and definition, historical development – Elements of a good commercial – types and importance of commercials in electronic media: lifestyle, slice of life, demonstration, product's self-promotion and teaser usage, Comparative of competing products –Sports and super bowl commercials, Adventurous, humor, automobile, jewellery, ethnic and cultural, traditional, tourism, apparels, beauty products– Fantasy commercials – political ads and Interactive indoor media TV and their functions. Commercial genres.

Unit- 2 Media Strategies

Commercials for consumer, corporate, Industrial, retail, national, trade, professional and social

Target audience: Brand image, brand umbrella, rebranding – Media selection – radio, television, Web and films, brand endorsements and brand ambassadors – positioning of sports materials in TVC - Commercials for children products, youngsters, women, Commercials aimed with branding, sub-branding, re-branding - Copyright, label, trademark involved in commercial production- Surrogate commercials and benefits.

Unit- 3 Creating Concepts

Concept, Ideation, Copywriting and production techniques for radio, television, web and films. Writing for commercials (jingles and spots), Visualization & storyboard for TV commercials, Precautions to follow while making life insurance or stock market related commercials, Case study of international versus regional products, Budget involved-Jingles.

Unit- 4 Web Commercials

Evolution of Web Commercials, Types, Online ads, function, types and use. Ambient ads creation and emerging trends –infomercials and commotainment, positive and negative portrayal of men, women, children and animals in TVC – critical analysis of commercials, Success stories and failure models, commercials promoting violence and proved as non-sensical and annoying in nature, Comparative ads and case studies pertaining to judicial problem – Seasonal ads and relevance, logos, spoof, parody and adapted commercials - new trends followed for promotion.

Suggested Reading Lists

- Namita Unnikrishnan and Shailaja Bajpai. The Impact of Television Advertising on Children, Sage Publications, New Delhi, 2012.
- Tom Duncan. Principles of Advertising & IMC (International Edition), McGraw-Hill, New Delhi, 2011.
- Barrie Gunter; Caroline Oates; Mark Blades. Advertising to Children on TV: Content, Impact, and Regulation, Lawrence Erlbaum Associates, 2012
- John Philip Jones. International Advertisings, Sage, New Delhi, 2009.
- Hooper White. How to produce effective TV commercials, McGraw-Hill, 2010.
- Ivan Cury. TV Commercials – How to Make Them, Focal Press, 2012.
- Lary Elin and Alan Lapidés. Designing and Producing the Television Commercial, Pearson, 2013
- Pete Barry, The Advertising Concept Book: Think Now, Design Later, Thames & Hudson Ltd; 2nd Revised edition (14 May 2012).

MJMC E 301- Media & Information Literacy

UNIT-1: Understanding the Role of Media and Information in Democracy

Introduction to Media & Information Literacy, Concepts and Applications of Media & Information Literacy, What is Information? What is Media? How Media & Information affects communication, Digital Information Literacy, identifies the similarities and differences of media literacy, information literacy, and technology literacy Freedom of Expression and Information, Access to Information, Representation in Media and Information; Representations of Journalism in Film and TV, Information & Media Consumption, Participatory Media, Content Producer, Consumer/Audience, Commoditization of Information, Media, Technology and The Global Village, Understanding the News, Media and Information Ethics.

UNIT-2: Understanding Media Content and Its Uses

News Literacy & Media Ownership, who control your information? Socio-Cultural and Political Dimensions of Media, Political Economy of Media, Confronting Confirmation Bias, Young People in the Virtual World, Challenges and Risks in the Virtual World, How social media is affecting teens, Digital Divide, Addiction, and Bullying, Privacy & Surveillance, Copyright & Intellectual Property.

UNIT-3: Information Disorder

The Information Cycle , Locating, Accessing, Assessing, Organizing, and Communicating Information, Information Ecology & Information Disorder: Concept, Meaning and definition, Fake News Vs Fake Content, Brief History of Fake News, Infodemic: Mis-information, Dis-information & Mal-information, Types of Mis-information or Dis-information, Impact of Information Overloaded.

UNIT-4: Debunking the Fake News

Judging the Credibility of News in The Digital Age, “Fake or Real? How to Self-Check the News and Get the Facts, Evaluating Sources for Credibility, Fight the Fake & Debunk the Fake News, Debunk Techniques & Tools, Image Verification Tools, Video Verification Tools, Identifying Digital Footprints and Timestamps, How media made changes to its search algorithm that unintentionally made it vulnerable to the spread of fake news, Cheap Fake Vs Deep Fake, Ethical and legal considerations of digital manipulation of media content.

Suggested Books

- Media and Information Literacy: An Integrated Approach for the 21st Century by Marcus Leaning
- Paradoxes of Media and Information Literacy: The Crisis of Information by Jutta Haider and Olof Sundin
- Fake News and Alternative Facts: Information Literacy in a Post-Truth Era by Nicole A. Cooke
- Information Literacy and Information Skills Instruction by Nancy Pickering
- Concise Guide to Information Literacy by Scott Lanning
- Information Literacy and Information Skills Instruction: Applying Research to Practice in the 21st Century by Lori L. Franklin, Nancy Pickering Thomas, and Sherry R. Crow
- Literacy in the New Media Age by Gunther Kress
- Master the Media: How Teaching Media Literacy Can Save our Polarised World by Julie Smith
- Media Literacy by James W. Potter

- Media and information literacy handbook by Rachel E. Khan

MJMC VAC307 PODCASTING: AUDIO STORYTELLING

Course Description:

This course is designed to acquaint students with all aspects of podcasting and to help them become better storytellers. It will train students to think critically about stories they consume, and it will give them a working knowledge of current trends in audio production. There will be lessons on sound gathering using professional sound gear as well as cell phones, interviewing, script writing, audio editing and developing a “radio voice.” Each student will spend the semester creating one feature-length podcast on a subject of their choice. Additionally, the course is designed to strengthen students in several areas: embracing creative risks, being fearless in the face of technical challenges, and working collaboratively to solve problems. The course is not aiming for technical perfection but rather for interesting content and creative approaches to telling stories.

Learning Outcomes: Students will able to learn -

- Demonstrate an understanding of audio storytelling, recognizing the podcast medium as an intimate form of storytelling.
- The essentials of quality sound and podcast production.
- Understand the role of ethics and diversity in podcasting.
- Improve broadcast skills, including writing, research, interviews, editing and on-air presentation.
- Appraise and establish protocols to launch and distribute podcasts
- Use the power of podcasting to benefit ourselves and society

Unit- 1 Introduction to Podcasting

Podcast: Digital Audio Story Telling, What is this medium? How does it differ from radio? History & Growth of Podcasting, Status of Podcasting Platforms in India, Reason for popularity of Podcast, Features of Indian Podcast, Scope and Advantage of Podcast in India, Why Podcasting is a powerful audio storytelling medium

Unit- 2 Podcast Story Development

Genres of Podcast, Podcast Formats, Creative Idea Generation and Deciding the topic, Research Techniques, Developing Script, Interview Techniques

Unit- 3 Podcast Recording & Editing Techniques

Components of the Podcasting Story, Scene Set - The Sound of Audio Storytelling, Voice Modulation & Narration, Role of the Host and Harnessing the Voice, Title Selection, Standing out of the Crowd, Cover Page Design for the Audio Story, Selection of Audio, Recording Equipments, Effective Use of Audio & Studio Equipment, Audio Editing & Use of open-source audio editing software, Sound Design, Selection of Background Sound & Music, Ethics in Editing, Common Pitfalls, Essential Skills of a Podcaster, Journalistic Responsibility/ Ethics in Media/ Social Media Integration, Ethics, legalities, copyright, fair use, Audience Engagement: social media in Podcasting, Monetizing Podcast

Unit 4 Podcast Critique, Presentation & Workshop

Create a podcast, at least 10 minutes in length, incorporating sound, scene, visual writing and interview, Record an expert on a topic relevant to your podcast 10-15 minutes in length, Critique the 3 podcasts you've chosen to follow, Produce a 5-minute presentation, incorporating audio samples, Open Presentation in the Classroom

Suggested Reading Lists

- Geller, Beyond Powerful Radio: A Communicator's Guide to the Internet Age_News, Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio 2nd Edition, Focus Press, Franklin, TN 2012.
- Kern, Sound Reporting: The NPR Guide to Audio Journalism and Production, 3rd Edition, The University of Chicago Press, Chicago, IL, 2008.
- Abel, Out on the Wire: The Storytelling Secrets of the New Masters of Radio, Broadway Books, New York, NY, 2015.
- Kaempfer, Swanson, Radio Producer's Handbook, Allworth Press, New York, NY, 2004.
- Biewen, Dilworth, Reality Radio: Telling True Stories in Sound, The University of North Carolina Press, Chapel Hill, NC, 2010

Semester- IV								
Course Code	Course Name	L	T	P	CH	C	Type	Evaluation
MJMC C 401	Film Studies	2	2		4	4	CORE	20+80=100
MJMC C402	Dissertation / Project				4	4	CORE	100
MJMC C403	Production Portfolio				4	4	CORE	100
Core Elective (Any 2 Courses to be chosen)								
MJMC E404	Event Management	3	1		4	4	Elect.	20+80=100
MJMC E405	Data Journalism	3	1		4	4	Elect.	20+80=100
MJMC E406	Science & Health Communication	4			4	4	Elect.	20+80=100
MJMC E407	AI Journalism	3	1		4	4	Elect.	20+80=100
MJMC AC408	Cultural Heritage of South Odisha				2		Add on	10+40= 50
Total Class Hours/Credits					22	20		500

MJMC C 401 FILM STUDIES

Unit- 1 Introduction to Films

Origins and Evolution of cinema, nature of cinema, critical and technical terms used in film production and practice, industrial and economic basis of commercial cinema, Production, Distribution and Exhibition of Cinema, Film genres, Story archetypes, structure of a narrative - narrative forms, Mise-en-scene , Film techniques, film form and conventions, mainstream and alternative narratives and film forms.

Unit- 2 Film Theories

Ideology in films, Authorship in Films, Auteurs film theory, Director as “Author”, structuralism film theory, Marxist Film Theories, Feminist Film Theories, Genre Theory, Psychoanalytical film theory, Formalist film theory and other theories.

Unit- 3 World Cinema

Introduction to world cinema, Rise of American Films, Predominant films in silent era in Germany, Art and dialectic in Soviet film, French cinema, impressionism, avantgarde, new wave, Italian neorealism, Japanese style, British cinema, Cinema as an institution, Cinema as popular culture -Influence of cinema on social, cultural economic, political milieu in India, Understanding audiences, Censorship and regulation of films

Unit- 4 Indian Cinema

Introduction to Indian cinema, Cinema as a source material for History, Nationalism and Indian cinema, Rise of the Indian Film industry, Hindi films Versus other regional language films, structure of Indian Films, Popular and award winning Directors and their works, National award winning movies-role of archives, film festivals and other institutions in the field of cinema - Trends in the film industry.

Suggested Reading Lists

- Dissanayake, W 2003, 'Rethinking Indian Popular Cinema - Towards newer frames of Understanding', Routledge, London.
- Baskaran, TS 2009, 'History through Lens-Perspectives on South Indian Cinema', Orient Blackswan Private Limited, Hyderabad.
- Velayutham, S 2008, Tamil Cinema - The cultural politics of India's other Film Industry, Routledge, New York.
- Sergei Eisenstein, Film Form- Harvest Book Harcourt brace & company, U.S.A 1969
- Andrew Dix, Beginning Film Studies, Atlantic Publishers, U.S.A ,2010

MJMC C402 – DISSERTATION / PROJECT

Every student will have to prepare a dissertation in any area of Journalism and Mass communication detailed in the curriculum under the guidance of a regular faculty member. The objective of the exercise is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research based effort and should endeavour to create new knowledge in any area of Journalism and Mass Communication. The guide(s) to supervise such dissertations will be appointed by the Head of the Department from among the regular faculty members of the Department. The guide(s) should certify that the dissertation is based on the work carried out by the candidate. Three copies of the dissertation should be submitted to the Head of the Department within clear 15 days (including holidays) before commencement of the Fourth Semester examination for onward transmission to the Controller of Examination. The students at their own cost should carryout preparation of the dissertation. The dissertation will be evaluated both by the internal and external examiners and marks shall be communicated to the Controller of the Examination through the Head of the Department.

MJMC C403- PRODUCTION PORTFOLIO

Innovative Project Guidelines:

The students in the final semester are expected to specialize in area of their interest and prepare an innovative project in the form of Portfolio. The innovative project work should be an extension of what they have learnt in the previous semesters and should produce media work.

MJMC E 404 EVENT MANAGEMENT

Unit-1

Introduction to event Management, Size & type of event, Event Designing, 5 C's of Events, 5 W's of Event, Categories of Event and its characteristics, Objectives of Event Management. Event Team, Code of ethics, Principles of event Management, concept & designing. Analysis of concept, Logistics of concept, Events as a communication tool, Events as a marketing tool, Elements of Event Management: Event Infrastructure, Organizers, Sponsors, Logistics

Unit-2

Conceptualization and Planning, Activities in Event Management, Functions of Event Management: Planning, Organizing, Staffing, Leading and Coordination, Controlling, Preparing event proposal, Use of planning tools, Developing the Strategic Plan, Location and Site, Positioning of Events, The Elements of Style, Developing a Program Portfolio, Scheduling, Branding in Events.

Unit-3

Human Resource Management: Need Assessment, Policies and Procedures, Job Descriptions, Recruitment and Motivation, Generating Revenue: Fund-Raising, Grants, Merchandizing and Licensing, Food and Beverage Sales, the Price of Admission, Sponsorship, Financial and Risk Management: The Budget and Cost-Revenue Management, Cash Flow Management, Accounting, Measures of Financial Performance, Financial Controls, Event Risk Management, Market Research, Consumer Research on Events, Visitor Surveys and Market Area Surveys.

Unit-4

Communications-Reaching the Customer: The Communication Mix, Developing and Communicating a Positive Image, Feasibility, Keys to success, SWOT Analysis Evaluation and Impact Assessment: Evaluation Concepts, Observation Techniques and Applications, Evaluation of Costs and Benefits.

Suggested Readings

- Bruce E Skinner Event Sponsorship, Publisher Vladimir Rukavina Wiley 2002, ISBN 0471126012
- Anton Shene, Bryn Parry Successful Event Management Thomson Learning ISBN 1844800768, 2004
- Judy Alley Event Planning, John Wiley and Sons ISBN 0471644129, 2000

MJMC E 405 DTA JOURNALISM

Course Description

Proficiency with gathering, analyzing and visualizing data is essential in journalism today as commodity content becomes increasingly ineffective in both serving the public interest and

engaging audiences. This course introduces to use data as a source, and “interviewing” datasets using quantitative analysis and data visualization tools. This syllabus focuses on core concepts and principles in data journalism, exploring how data enhances reporting and giving an overview of tools for producing data visualizations. Topics include analyzing and structuring data, combining data from multiple data sets, and developing engaging visualizations.

Learning Outcomes:

Upon course completion, students will be able to: Develop a “data frame of mind” by demonstrating proficiency in:

- Finding stories in data and finding data to report stories.
- Evaluating the strengths and weaknesses of data sources and methods.
- Acquiring data through public sources and by scraping websites and PDFs.
- Cleaning (fix mistakes in) data through Open Refine, Excel and Access.
- Analyzing data to find patterns and avoid erroneous conclusions.
- Joining and analyzing geographic data.
- Creating basic data visualizations using Excel, Google Fusion and Tableau.
- Publishing a meaningful story based on acquiring and analyzing data.

UNIT-1

Introduction to Data Journalism, Data Journalism: Meaning, Definition and Importance, Data journalism defined; building a “data frame of mind”, How Data is Used for Public Interest Stories, How to Find a Story in Data, Sector-Specific Data Stories, From Data to Stories

UNIT-II

Common Data Formats, Types of data; data pitfalls; data sources, Finding Data Online, Acquiring data from websites and PDFs (Tableau, Cometdocs), Alternative Data Sources, Find a data set that interests you.

UNIT-III

Planning a Data Story: Hypothesis and Questions, Enriching Stories with Data, Analyzing Fact Sheets, Organizing Data, Verifying Data, Summarizing and Simplifying Data Insights, Essential Statistics, Evaluating Data Interpretation, Data Privacy

UNIT-IV

Data Visualization, Purpose of Data Visualization, Matching Data and Graph Types, Design and Color Basics, Map Theory, Visual Storytelling, reaching your Audience, Data Driven Interviews. Anatomy of a Data Story, Data-Driven Leads, Data-Driven Writing, Ethics of Data Visualization.

Suggested Books

1. The Data Journalism Handbook: How Journalists Can Use Data to Improve the News by Jonathan Gray, Lucy Chambers and Liliana Bounegru
2. The Data Journalist: Getting the Story by David McKie and Fred Vallance-Jones
3. Data-Driven Storytelling by Christophe Hurter, Nathalie Henry Riche, Nicholas Diakopoulos, Sheelagh Carpendale
4. Finding Stories in Spreadsheets by Paul Bradshaw
5. Data for Journalists: A Practical Guide for Computer-Assisted Reporting by Brant Houston
6. The Data Journalism Handbook: Towards A Critical Data Practice by Liliana Bounegru, Jonathan Gray
7. Data Literacy: A User's Guide by David Herzog
8. Facts Are Sacred by Simon Rodgers
9. The Functional Art: An Introduction to Information Graphics and Visualization by Alberto Cairo
10. Data Journalism and the Regeneration of News by Alfred Hermida
11. Data Journalism: Mapping the Future by Richard Keeble & John Mair

MJMC E406: SCIENCE & HEALTH COMMUNICATION

Unit- 1 Fundamentals of Science and Technology Communication

Introduction to Science and Technology, Historical Background of Science and Technology Communication, Why training in Science and Technology Communication, Different bodies of Science Communication- VigyanPrasar, National Institute of Science Communication (NCSTC), Indian Science Communication Society (ISCS) , Dept. of Science and Technology (DST), Indian Science Writers' Association (ISWA), National Council of Science Museums (NCSM) etc.

Unit 2 Science and Technology Writing

Introduction to Science Writer Profile, Article analysis – structure, style, voice, narrative, Presentation formats and Techniques of Science and Technology Writing, Science communication models - problems, solutions.

Unit 3 Science and Technology in Media

Science and Technology in Print Media- Survey and Analysis of the types of writings available in print media (newspaper and magazines), Science and Technology in Radio and Audio

Unit 4 Science and Technology in Visual Medium & Internet

Television and Science and Technology Communication, Content Analysis of Science and Technology based programmes in TV, Survey of Content of Websites for Science and Technology

Suggested Reading Lists

- Encyclopedia of Science & Technology Communication (Two Volume Set) edited by [Susanna Hornig Priest](#)
- Ideas Into Words: Mastering the Craft of Science Writing – Elise Hancock
- The Oxford Book of Modern Science Writing- Richard Dawkins
- Selling science : How the Press covers science and Technology- D. Nelkin
- The Public Understanding of Science- Royal Society
- Science and Everyday Life- JBS. Haldane

MJMC E 407 AI Journalism

Course Outcomes:

The course enables the students to

- explain trends in the AI automation/augmentation of the production, distribution and consumption of news
- situate these changes in media work within a larger social and economic context
- explain key ethical challenges accompanying AI automation/augmentation generally & within media work
- compare/contrast human-machine communication with human-human communication
- evaluate contemporary journalism practices and products related to AI augmentation/automation
- evaluate the implications of AI augmentation/automation for media consumers
- evaluate the implications of AI augmentation/automation for future media producers

Unit 1: Introduction

Defining artificial intelligence in general and in Journalism, Machine learning and Artificial intelligence, Human-Machine Communication, NLP: Natural Language Processing ELIZA: A computer program for the study of natural language communication between man/machine. social listening tools, Newsbots.

Unit 2: Automation in the newsroom

Newsgathering: sourcing of information, story idea generation, identifying trends, investigations, event or issue monitoring, extracting information or content. News production: content creation, editing, packaging for different formats and platforms, text, image and video creation, repurposing content for different audiences. News distribution: personalization, marketing, finding audiences, understanding user behavior, monetization/subscriptions.

Unit 3: AI applications

The Wall Street Journal's dynamic paywall, The Washington Post's Heliograf, The Press Association's RADAR, The Times of London's JAMES, Bloomberg's Cyborg, ByteDance's Toutiao, DeepL, The New York Times's Project Feels, Texty's Leprosy of the Land, Yle's Voitto. Phrazor.ai.

Unit 4: Ethics, Editorial Policy & Economics

Savings or investment, Algorithmic bias, Misinformation and 'filter bubbles', Enhancement of editorial decisions and transparency, balancing artificial and human intelligence, the role of the technology companies, Automating disinformation: Social bots, state of fakery.

Suggested Books:

- Newsmakers: Artificial Intelligence and the Future of Journalism Book by Francesco Marconi
- Tech Giants, Artificial Intelligence, and the Future of Journalism Book by Jason Whittaker
- Artificial Intelligence Journalism: the 4IR and media restructuring Book by Mohamed Abdulzاهر
- Artificial Intelligence and the Media: Reconsidering Rights and Responsibilities Editors: Anette Alén-Savikko, Taina Pihlajarinne
- Robot Journalism: Can Human Journalism Survive? Book by Noam Lemelshtrich Latar

MJMC AC408 Cultural Heritage of South Odisha

Course Description

Kabi Samrat Upendra Bhanja is the master-spirit of Odia Language and Culture during Medieval period. The campus of Berhampur University has been rightly named after Kabi Samrat Upendra Bhanja as 'BHANJA BIHAR'. South Odisha is the adorable storehouse of literary and cultural wealth of ancient and medieval Odisha which has elicited remarkable national acclaim. This course has been introduced with a view to familiarizing all the P.G.

Students of Berhampur University with the excellent craftsmanship exemplified by the literary stalwarts including Kabi Samrat Upendra Bhanja along with the Arts, Culture and Folk Tradition of South Odisha.

Course Outcome

The teaching imparted to the P.G. students of Berhampur University on the various dimensions of the literary and cultural heritage of South Odisha will help them to acquire a valuable understanding of the same. They will be inspired adequately to take the positives learnt from the course and use them in future in their personal literary and cultural pursuits and thereby promote the literature and culture of Odisha on a global scale.

Unit- I: Literary works of Kabi Samrat Upendra Bhanja

Unit-II: Other Litterateurs of South Odisha

Unit-III: Cultural Heritage of South Odisha

Unit-IV: Folk and Tribal Traditions of South Odisha