

Syllabus for MA-JMC

Session: 2020-21 Onwards

Department of Journalism & Mass Communication

University of Lucknow

Lucknow



Department of Journalism & Mass Communication
University of Lucknow
CBCS Template for PG Programme : M.A-J.M.C

Introduction

The M.A.J.M.C is a professional two year post graduate degree programme spread over in four semesters. The programme aims to equip students to work as agents of change from grassroots up to the policy level through class room teaching and field work. It is a recognized qualification for professional positions in government and non-governmental sectors. This degree prepares students with knowledge, skills and aptitude required to work as sensible and responsible professionals in different fields of journalism & mass communication. Besides providing the theoretical and technical knowledge of the subject students are provided with many opportunities to showcase their talent in the form of various exhibitions and assignments related to media organized by the department. Post-graduate degree holders in journalism & mass communication are qualified to hold responsible positions in different national & international media houses, news agencies, advertising agencies, public relations organizations, etc. and also in the academics as journalism & mass communication educators in universities and colleges. The programme is strongly committed to create diverse learning environment in which respect for dignity and worth of all human beings and undertaking of diverse conditions are practiced.

Mission

The mission of the programme is to nurture students in such a manner so as to enable them to think critically and understand the concepts and skills that will equip them for meaningful communication careers that can advance their social and civic life globally and across different cultures.

Vision

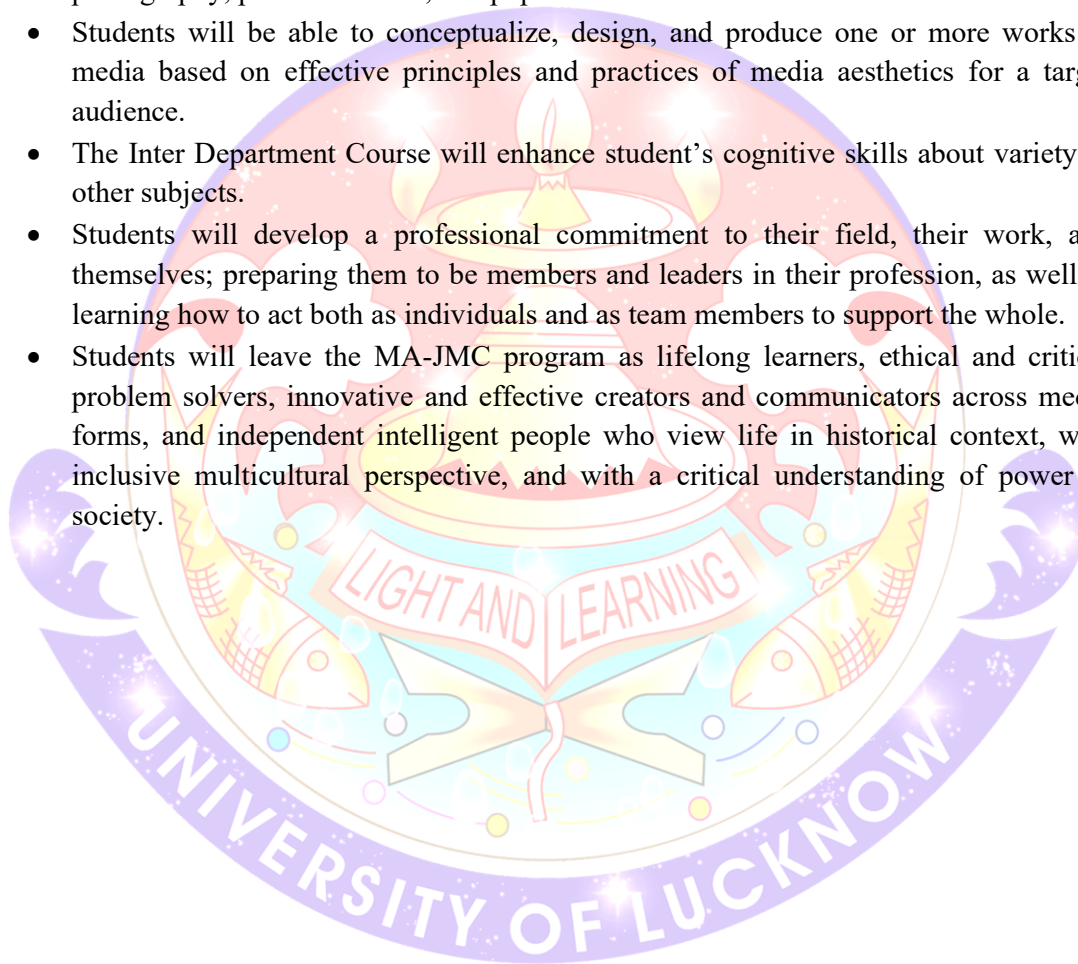
Through this programme our endeavor is to shape the future of the news and the media. This programme prepares students for success in today's exciting and innovative journalism landscape and gives its students the skills and confidence to rise to the top of today's demanding news and media-dependent professions.

Programme Objectives

- Impart education and training in professional journalism & mass-communication in order to create qualified personnel and provide manpower in the development and allied fields through culture-sensitive, elective and evidence-based participatory practice at various levels;
- To help students develop knowledge, skills, attitudes and values appropriate to the practices of Journalism & Mass Communication profession;
- To stimulate and encourage integration of theory and practices of Journalism & Mass Communication profession; and
- To facilitate and provide interdisciplinary collaboration for better understanding of Journalism & Mass Communication issues like fake news, paid news and media advocacy , social problems, issues of social development and needed services.

Programme Outcomes

- The program seeks to foster students' ability to express and communicate ideas, arguments, historical findings, and creative insights.
- Students will be able to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.
- Students will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing in one or more professional media writing applications.
- Students are encouraged to pursue specific interests in digital media, television and film studies, video and audio production, print, radio and television journalism, photography, public relations, and popular culture studies.
- Students will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience.
- The Inter Department Course will enhance student's cognitive skills about variety of other subjects.
- Students will develop a professional commitment to their field, their work, and themselves; preparing them to be members and leaders in their profession, as well as learning how to act both as individuals and as team members to support the whole.
- Students will leave the MA-JMC program as lifelong learners, ethical and critical problem solvers, innovative and effective creators and communicators across media forms, and independent intelligent people who view life in historical context, with inclusive multicultural perspective, and with a critical understanding of power in society.



Department of Journalism & Mass Communication
University of Lucknow.

Syllabus for MA -JMC (M.A. Journalism Mass & Communication) Programme
(Proposed to be implemented form July 2020)

Course No.	Name of the Course	Credits	Remarks
SEMESTER I			
MAJMCC-101	Basic Principles of Communication & Mass-Communication	4	Core Course
MAJMCC-102	History Growth & Development of Media	4	Core Course
MAJMCC-103	Computer Applications & Visual Communication	4	Core Course
MAJMCC-104	Media & Social Issues	4	Core Course
MAJMCC-105	Practical - Viva Voce	4	Core Course
MAJMCVC-106	Translation Studies	4	Value Added Course Credited
Semester Total		24	
SEMESTER II			
MAJMCC-201	Basics of Reporting & Editing	4	Core Course
MAJMCC-202	New Media	4	Core Course
MAJMCC-203	Media Laws & Ethics	4	Core Course
MAJMCC-204	Legislature Journalism	4	Core Course
MAJMCC-205	Photo Journalism	4	Core Course
MAJMCC-206	Practical - Viva Voce	4	Core Course
MAJMC- 201	Science and Environment Journalism	-	Value Added Course (Non-Credited)
Semester Total		24	
SEMESTER III			
MAJMCC- 301	Advertising	4	Core Course
MAJMCC- 302	Practical/Viva Voce	4	Core Course/MOOC
MAJMC-EL- 301	Electronic Media (Radio & Television)	4	Elective
	Traditional and Folk Media		
MAJMC- EL302	Public Relations & Corporate Communication	4	Elective
	Gender and Media Studies		
MAJMC IN-301	Media Internship	4	Media Internship
MAJMC IER-301	Blog Writing	4	Interdepartmental Course
Semester Total		24	
SEMESTER IV			
MAJMCC-401	Development Communication	4	Core
MAJMCC-402	Communication Research	4	Core
MAJMCEL-401	Web Journalism	4	Elective
	Cultural Communication Studies		
MAJMCMT-401	Dissertation	8	Master Thesis
MAJMCIRA-401	Film Appreciation	4	Intradepartmental Course
Semester Total		24	
GRAND TOTAL		96	

*CC: Core Course, VC: Value Added Course Credited, VNC: Value Added Course (Non-Credited), EL: Elective, IN: Media Internship, IER: Interdepartmental Course, IRA: Intradepartmental Course, MT: Master Thesis

MAJMC – I Semester

Course Code	Paper	Paper Title
MAJMCC-101	1	Basic Principles of Communication & Mass-Communication

Course Code: MAJMC 01

Course Name: Basic Principles of Communication & Mass Communication

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

Course Objectives: The Course is designed to:

- Introduce the students to the field of communication.
- Apprise the students of fundamentals of Mass Communication.
- Assist the students in developing theoretical and conceptual understanding of the field.
- Demonstrate skill and knowledge as producers of media.

Learning Outcomes:

After completion of the course the learners will be able:

- To enhance the knowledge of students with regard to the fundamentals of communication and its different forms.
- To know the elements of effective communication and barriers of communication.
- To illustrate the fundamentals of Mass Communication and its various forms.
- To describe the theories of communication that make the students understand about the role of communication in society and media.
- To understand various Communication Models and significance of Models in understanding communication process.
- To identify the target audience and segmentation of audience for the purpose of understanding communication process.

Evaluation Criteria:

1. Continuous Internal Assessment: 30%
2. End Term Examination: 70%

Course Contents

UNIT I

- Defining communication : Elements and process
- Types of communication.
- Need, functions and significance of communication.
- Concept of Mass.
- Defining Mass Communication.
- Marshall McLuhan: Global Village

UNIT II

- Aristotle's Model of Communication

- David K. Berlo's SMCR Model
- Harold D. Lasswell's Model
- Shannon and Weaver's Model
- Charles E. Osgood's Model
- George Gerbner's Model
- Theodore M. Newcomb's Model
- Westley & McLean's Model
- Frank Dance's model
- Wilbur Schramm's Model

UNIT III

- Bullet theory.
- Individual Difference theory.
- Personal Influence theory.
- Cognitive Dissonance Theory
- Sociological Theories: Cultivation Theory, Agenda Setting Theory, The Uses and Gratification Theory, Dependency Theory

UNIT IV

- Normative Theories: Authoritarian Theory, Free Press Theory, Social Responsibility Theory, Communist Media Theory, Development Communication Theory, Democratic-Participant Media Theory
- Hegemony Theory

UNIT V

- Mass communication as an agent of Social change
- Demassification, Demystification, Decentralization and convergence
- Characteristics of Audiences, audience fragmentation,
- Type of audiences: Elite audience, General audience, specialized audience, target audience
- Limitations of Mass Communication

Suggested Readings :-

1. Mass-Communication in India: Keval J. Kumar: Jaico Mumbai
2. Mass-Communication theory-An Introduction: Denis McQuail: Sage Delhi
3. Bharat Men Sanchar aur Jansanchar: J.V. Vilanilam: M.P. Hindi Granth Academy Bhopal
4. Mass-Communication: Concepts and issues: D.V.R Murthy: Olive green: Kochi
5. Mass, Culture, Language and arts in India: Mahadev L.Apte: Popular Prakashan, Mumbai
6. Towards sociology of Mass-Communication: Denis McQuail: Collier –Macmillan
7. News, Information & Communication: Dr. Mukul Srivastava, New Royal Book Company Lucknow.
8. The process and Effects of Mass-Communication: Wilbur Schramm and Donald F. Roberts: University of Illinois press.
9. Introduction to Communication Studies: John Fiske: Methuen London
10. Soochna Sanchar aur Samachar, Dr. Mukul Srivastava, New Royal Book Company, Lucknow.

Course Code	Paper	Paper Title
MAJMCC-102	2	History Growth & Development of Media

Course Code: MAJMC 02

Course Name: History Growth & Development of Media

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

Course Objectives: The Course is designed to:

- Familiarize the students with the evolution of Mass Communication.
- Familiarize the students with the origin and development of Journalism in India.
- Apprise the students of various Factors that led to the growth of Radio in India.
- Acquaint them with the role of regional language press in the growth and development of journalism in India.
- Familiarize the students with the origin of T.V. Cinema and Internet.

Learning Outcomes

After completion of the course the learners will be able to:

- To acquaint the students with the chronological growth and development of mass media.
- To let the students know the development of electronic media i.e. cinema, radio, TV.
- To enhance the basic knowledge about cinema, TV, Radio and their functional role.
- To surge the knowledge and history of Internet.

Evaluation Criteria:

1. Continuous Internal Assessment: 30%
2. End Term Examination: 70%

Course Contents

Unit-I

- Evolution of Journalism: An Overview.
- A Short History of Print Journalism in India.
- Role of English Press in Origin, Growth and Development of Journalism in India.
- Origin, Growth and Development of News Agencies in India.
- Role of Press in Pre Independence and Post independence in India

Unit-II

- Origin, Growth and Development of Radio as a Medium of Mass Communication.
- Origin History, Growth of Radio with special reference to India
- Radio as a tool of development
- Future of Radio: FM, Online Radio, Visual radio, Ham Radio

- Community Radio: Concept & Importance
- Web Radio

Unit-III

- Origin & History of TV in the World
- Origin and History, of T.V. with special reference to India
- History of Television News – Global Perspective U.S.A., France, Germany, U.K. etc.
- History of Television News – Indian Perspective
- Growth and Development of Private News channel in India

Unit-IV

- Origin History & Growth of Internet in India
- Role of Internet as a tool of Communication
- Internet Governance; Internet Engineering Task Force
- Future of web journalism/cyber media
- Digital Divide
- Introduction to Mobile Media
- Changing conceptions in Mobile Media

Unit-V

- Origin History, Growth of Cinema with special reference to India
- Indian New Wave Cinema
- Indian Popular Films: Social History
- Role of Cinema in Social Change: Critical analysis
- Regional Cinema

Suggested Readings:

1. Parakh Jawari Mall :Hindi Filmon ka Samajik Charitra, Anamika Publication, New Delhi
2. Vasudev Aruna: The New Indian Cinema, MacMillan, New Delhi.
3. Dasgupta, Chidanada: Talking about Films, Orient Longman, Mumbai.
4. Rai Satyajeet: Our Films,Their Films, Orient Longman, Mumbai.
5. Kumar J Keval: Mass-Communication In India, Jaico Publication, Mumbai.
6. Press in India: Annual report of the registrar of News paper for India:Publication Division, New Delhi.
7. The History of Press in India; B.N.Anja : Surgeet Publication New Delhi
8. The Romance of Indian Journalism:J.Basu:Kolkatta university Prees Kolkatta
9. Mass Communication in India: J.Vinanilum: Sage Publication New Delhi.
10. Soochna Sanchar aur Samachar, Dr. Mukul Srivastava, New Royal Book Company, Lucknow.
11. Jyotika Viridi-The Cinematic Imagination_ Indian Popular Films as Social History (2003).
12. Bharat Vibhajan Aur Hindi Patrakarita, Radha Krishan Sharma.
13. Parthasarthy, R. (2011). Journalism in India. New Delhi: Sterling Publishers Pvt. Ltd.

Course Code	Paper	Paper Title
MAJMCC-103	3	Computer Applications & Visual Communication

Course Code: MAJMC 03

Course Name: Computer Applications & Visual Communication

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

Course Objectives

- To acquaint the students with computer and its operations/functions.
- To apprise students with basic IT applications in media.
- To enlighten them with the philosophy and the applications of Visual Communication.
- To make them learn Desktop/ laptop publishing software.
- To enable them to develop and design various print materials
- To acquaint the students with basic Audio-Video Software.

Learning Outcomes

After completion of the course the learners will be able to:

- Have an in-depth knowledge of digital computer technology and its hardware and software aspects.
- Have an in-depth knowledge of different principles of design.
- Students may inculcate a sense and interest in use of computers in media related jobs at various stages.
- Students may have a good theoretical and practical knowledge of computer use in print, electronic and web media production.

Evaluation Criteria:

1. Continuous Internal Assessment: 30%
2. End Term Examination: 70%

Course Contents

Unit-I

- Introduction to computers
- Definition classification and type of computers
- Computer hardware and software
- Memories, types of memories, storage devices
- Application of computer in various fields related to media: Print electronic and film etc.
- Introduction to operating systems: MS windows, MS DOS.
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Unit-II

- Visual Communication: Meaning, definition and Philosophy
- Need and importance of visual communication
- Various application areas of visual communication
- Latest Development in the field of Visual Communication
- Future of Visual Communication
- Principles of Design; Elements of Design, Theory of Colors
- Importance of Monochrome, Alignment, Geometric shapes and Forms

Unit-III

- Introduction to multimedia and animation
- Introduction to MS power point, Presentation manager
- Design aspect of audio visual presentation (Power point Presentation)
- Import and assembly of files software related to audio and video: Cool Edit, Windows movie maker etc.
- Introduction to designing and photo editing software: Coral draw & Photoshop
- Introduction to text formatting software: MS word, Adobe Pagemaker, Quark express and InDesign
- Use of DTP in Print Media applications

Unit-IV

- Graphics: Definition & Types
- Persistence of vision application
- Conceiving logo design, Corporate Identity
- Design and Layout (News papers, Posters, Magazines, Books)
- Relevance of fonts and sizes
- Concept of RGB & CMYK
- Different type of formats: JPEG, MPEG, AVI, GIF, MP3, BITMAP, TIFF.

Unit-V

- Computer assisted reporting
- Internet sources for CAR in India
- Using search engines effectively as a journalist
- Deep searching using Google or other meta search engines
- Social Media as a news source
- Verifying Social Media News sources
- Verifying User Generated Content

Suggested Readings:

1. Quark Express for Beginners: BPB Publication
2. Adobe Photoshop: Prentice hall India
3. Adobe Photoshop-Creative Techniques: Vishnu Priya Singh:Asian Publication Delhi
4. Mastering DTP: Simone Mitchett: Macmillan Master Series London.
5. Information Technology-The Breaking Wave:Dennis P. Curtin, Kim Foley,Kunal Sen & Cathleen Morin: Tata Mc Graw –Hill New Delhi
6. Introduction to Information Technology: Chetna Srivastava
7. Computer Itihas Aur karyavidhi, Gopinath Srivastava
8. Computer ka kamal, Sunita Sharma, Bharti Bhasha Prakashan, Delhi
9. Houston, Brant(2003) Computer Assisted Reporting: A Practical Guide, Bedford/St. Martin's Publishers

Course Code	Paper	Paper Title
MAJMCC-104	4	Media & Social Issues

Course Code: MAJMCC-104

Course Name: Media & Social Issues

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

Course Objectives: The Course is designed to:

- Assist the students in understanding the effects of media on the society.
- Acquaint the students with the contemporary issues pertinent to the representations of various sections of the society in the media.
- Explain to the students the manner in which various sections of the society are affected by the media in light of the theories of media effects.

Learning Outcomes:

After completion of the course the learners will be able to:

- Understand the manner in which media shapes the society.
- Appreciate the manner in which media affects different sections of the society.
- Understand their roles as communicators and how their communication decisions affect & shape the environment and country as well.

Evaluation Criteria:

1. Continuous Internal Assessment: 30%
2. End Term Examination: 70%

Course Contents

UNIT I

- Media and Society: Concept of the Media Effects.
- Role of Media in a Society.
- Mass Society and Media Audiences.
- Perspectives on Media Effects: Pro-Social vs. Anti-Social.
- Media Ecology
- Cultural Studies of Stuart Hall

UNIT II

- Perspectives on Stereotyping.
- What is Gender? Gender Inequality and Sexism
- Gender Representations in Media.
- Patriarchy- Social structure and social institutions, Feminism
- Communication, Relation between gender and media

UNIT III

- Media Culture: Concept and Contemporary Issues.
- Perspectives on Phenomenon of Cultural Imperialism.
- Media and Representation of Minorities.
- Media and Cultural Integration vs. Cultural Disintegration.

- Media Content in Multi-Ethnic Societies.

UNIT IV

- Human Rights: Concept and Contemporary Issues.
- United Nations Declaration on Human Rights.
- Representation of Human Rights Issues in different form of Media.
- Role of Media in Propagation of Human Rights.
- Media Representations of Differently Abled Persons.

UNIT V

- Media and National Integration.
- Media and Education.
- Media and Public Health.
- Media and Rural Development.
- Media and Consumerism

Suggested Reading:

1. Kumar, K. J. (2010). Mass Communication in India. Mumbai: Jaico Publication.
2. Giles, D. (2003). Media Psychology. New Jersey: Lawrence Erlbaum Associates, Inc.
3. Morley, D., & Robins, K. (1995). Spaces of Identity: Global Media, Electronic Landscapes and Cultural Boundaries. London: Routledge.
4. Cottle, S. (Ed.). (2000). Ethnic Minorities and the Media: Changing Cultural Boundaries. Philadelphia: Open University Press.
5. Hartley, J. (2002). Communication, Cultural and Media Studies: The Key Concepts London: Routledge.
6. Srivastava, Mukul(2007). Manvadhikar aur Media: Atlantic Publication New Delhi.



Course Code	Paper	Paper Title
MAJMCC-105	5	Practical / Viva Voce

Course Code: MAJMC 05

Course Name: Practical / Viva Voce

Credits Equivalent: 4 Credits (120 hours of teacher led/guided practical activities in the Lab or the field; The learner's progress shall be evaluated by an External Examiner)

Course Objectives: The Course is designed to:

- Assist the students in understanding practical usage of computers in media.
- Gain practice in the usage of different software required for media.
- Familiarize them with the process of page designing.

Learning Outcomes:

After completion of the course the learners will be able to:

- Design Newspaper Pages.
- Work with MS Word & PowerPoint.
- Edit photographs.

Evaluation Criteria:

1. Continuous Internal Assessment: 30%
2. End Term Examination: 70%

Course Content:

Designing Two pages of News Paper in A3 Size.

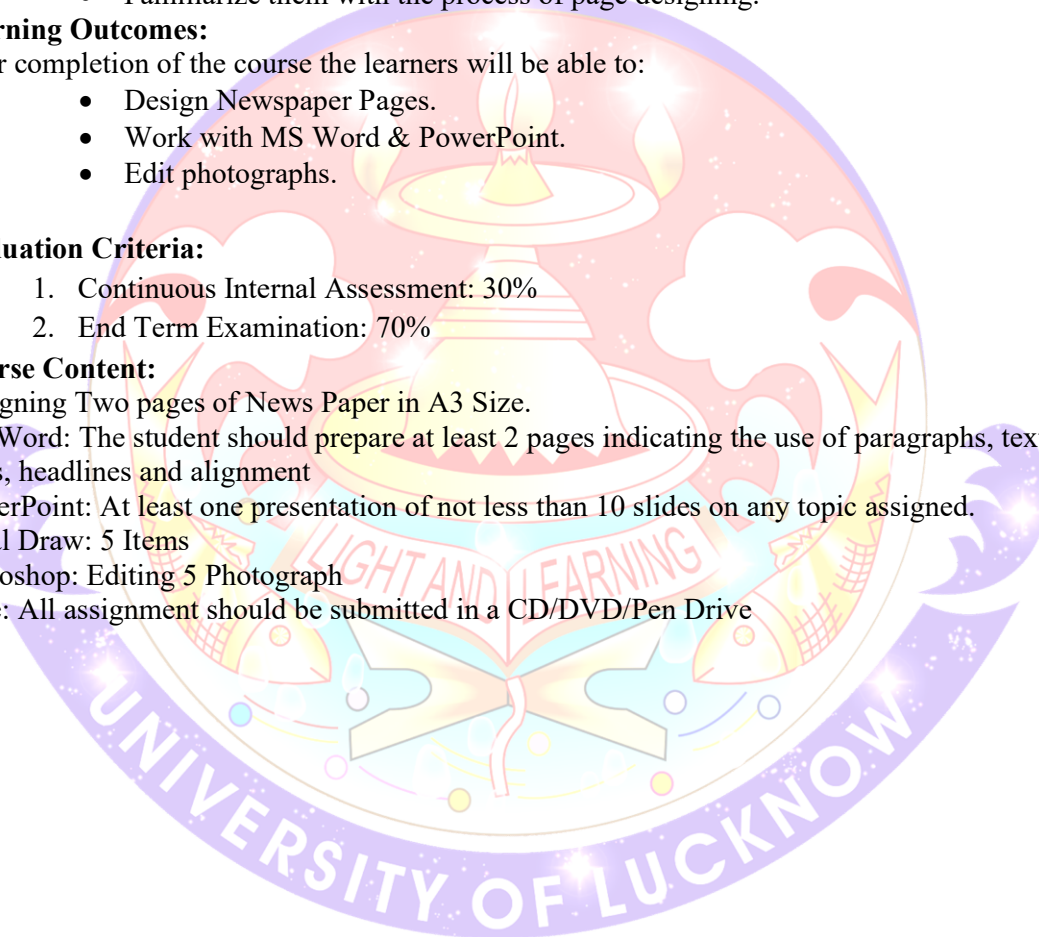
MS Word: The student should prepare at least 2 pages indicating the use of paragraphs, text, fonts, headlines and alignment

PowerPoint: At least one presentation of not less than 10 slides on any topic assigned.

Coral Draw: 5 Items

Photoshop: Editing 5 Photograph

Note: All assignment should be submitted in a CD/DVD/Pen Drive



Course Code	Paper	Paper Title
MAJMCSVC-106	6	Translation Studies

Course Code: MAJMCSVC-106

Course Name: Translation Studies

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

Course Objectives : The Course is designed to:

- Introduce the students to the field of translation.
- Apprise the students of fundamentals of translation.
- Assist the students in developing theoretical and conceptual understanding of the field.

Learning Outcomes:

After completion of the course the learners will be able:

- To enhance the knowledge of students with regard to fundamentals of translation and its different forms.
- To know the elements of effective translation and barriers of translation
- To illustrate the fundamentals of translation and its various forms.
- To describe the ethical issues in translation.
- To understand the process of translation.
- To understand various translation models and significance of models in understanding translation process.
- To identify the scope and area of translation in India

Evaluation Criteria:

1. Continuous Internal Assessment: 30%
2. End Term Examination: 70%

Course Contents

Unit-I

- Concept of translation: History, Need & Scope
- Difference between translation and transliteration
- Principles of translation
- Modes of translation
- Translation theories
- Skills of translation & Qualities of translator
- Sources of translation

Unit-II

- Fields of Translation: Literature, Scripture, Science & Technology, Media, Law, Medicine, Banking and Tourism.
- Semantic Translation Categories : Objects, Events Abstraction and Relation.
- Lexical Ambiguity and words with complex structures: T.G. Grammar & Translation, Referential meaning, Semantic Analysis.
- Translation for Print Media : News stories, Press Release, Article, Feature.

- Translation in the era of digital revolution

Unit-III

- Mass Media and Translation – Back formation, Computer Assisted Translation, Audio Visual Translation, Movie Dubbing, Advertisements.
- Translation & Subtitling
- Translation & Adaptation
- Challenges of Film Adaptation and copyright Issues.
- Challenges in translating T.V shows

Unit-IV

- Translation of Drama, Short Story, Script & Films Writing
- Web Translation: Need, Scope & Challenges
- Translation Advancement & Translation
- Computational Linguistics
- Impact of Machine Translation and Computer aided translation on translation

Unit-V

- Problem of translation
- Phonetic problem, syntactic problem, structural problem,
- Semantic problem
- Efficiency of translator
- Quality in translation
- Translation & Copy right Issues

Suggested References:

1. Mona Baker, Kirsten Malmkjær, Routledge Encyclopedia of Translation Studies, (1998), Routledge Taylor and Francis Group, London and New York
2. Yves Gambier, Luc van Doorslaer, Handbook of Translation Studies, (2011), John Benjamins Publishing, Amsterdam and Philadelphia
3. Susan Bassnett, Translation Studies, (2013), Routledge Taylor and Francis Group, London and New York
4. Carmen Millán, Francesca Bartrina, The Routledge Handbook of Translation Studies, (2013), Routledge Taylor and Francis Group, London and New York
5. Pushpak Bhattacharyya (2015). Machine Translation. CRC Press, Taylor & Francis Group, Boca Raton, FI 33487-2742
6. Hutchins W. J. and Somers H. (1992). An introduction to machine translation. Academic Press: Harcourt Brace Jovanovich Publishers
7. Wilks, Yorick. (2009). Machine translation: Its scope and limits. Sheffield: Springer.
8. अनुवाद विज्ञान : भोलानाथ तिवारी
9. अनुवाद विज्ञान : कैलाश चंद्र भाटिया
10. अनुवाद विज्ञान : (सं०) डॉ० नगेन्द्र
11. अनुवाद सैद्धांतिकी : प्रदीप सक्सेना
12. अनुवाद प्रक्रिया एवं परिदृश्य : शीतारानी पालीवाल, वाणी प्रकाशन
13. हिंदी में व्यावहारिक अनुवाद : डा. आलोक कुमार रस्तोगी, शाहदरा, दिल्ली

MAJMC – II Semester

Course Code	Paper	Paper Title
MAJMCC-201	7	Basics of Reporting & Editing

Course Code: MAJMCC-201**Course Name: Basics of Reporting & Editing**

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

Course Objectives

- To make students acquainted with various forms of print media.
- To train students with existing various technologies widely in use in print journalism.
- To enhance journalistic skills of students.
- To augmenting the knowledge of various news agencies.

Learning Outcomes

After completion of the course the learners will be able to:

- To enlighten the students with various aspects of the print media and its significance.
- To make students capable of understanding various aspects of content preparation for print media.
- To enhance the writing skills of students.
- To enable them to write in different print formats.

Evaluation Criteria:

1. Continuous Internal Assessment: 30%
2. End Term Examination: 70%

Course Content**Unit-I**

- News: Definition & Type
- News Value, Qualities of Good writing
- Elements of News, 5W & 1H Concept of News
- Structure of News Story: Intro, Body (Inverted Pyramid) etc.
- Style of News Writing. (Inverted Pyramid)
- News gathering & Sources of News
- Qualities of Reporter

Unit-II

- Editing: Meaning, Definition & Need
- News agencies: History, Importance
- Major News Agencies: PTI, UNI, Reuter, AP, etc
- Structure of editorial Department, Proof reading symbols

- Style book, Story peg
- Electronic revolution & Editing

Unit-III

- Headline: Meaning, Significance and types
- Interview: Methods Importance and types
- Book review, Film Review
- Feature Writing
- News article, analysis, & Letters to the editor
- Editorial : Definition, Importance and Types

Unit-IV

- Different types of Beat & Importance
- Cultural reporting
- Science & Technology reporting
- Sports & games reporting
- Crime reporting
- Development Reporting

Unit-V

- Travelogue : Definition, Importance and Types of Travelogue
- Structure and style of Travelogue
- Current trends in Travelogue
- Importance of Research in Travelogue
- Lifestyle Reporting

Suggested Readings:

1. News Writing: George.A.Hough, Boston Hough miffin company.
2. News culture:Allen Stuart, Buckingham open university press.
3. Modern Journalism and News writing: Savita Chadda
4. Basic Journalism:Rangaswami Parthasarathi,Macmilan India Ltd.
5. Editing design and book production: Foster Charles,Journy London
6. News Editing Theory and practice : Sourin Banerji:K.P. Bagchi and company New Delhi.
7. Soochna Sanchar aur Samachar, Dr. Mukul Srivastava, New Royal Book Company, Lucknow.
8. News,Information & Communication: Dr.Mukul Srivastava,New Royal Book Company Lucknow
9. Samachar Feature lekhan avum Sampadan, Harimohan, Takshila Prakashan
10. Sampadan kala, K.P. Narayan, Madhya Pradesh
11. Sampadan Kala, Ramesh jain

Course Code	Paper	Paper Title
MAJMCC-202	08	New Media

Course Code:MAJMCC-202

Course Name: New Media

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

Course Objectives

- To impart knowledge about communication process and its various forms on digital platforms.
- To make students understand various theories and models of new media communication.
- To enhance students' ability on online journalism.
- To apprise them on emerging forms of journalism such as Data Journalism.
- To make the learners understand concepts of new media.
- To make them proficient in techniques of writing for online platforms.

Learning Outcomes

After completion of the course the learners will be able to:

- Students will learn various aspects on online journalism/.
- Students will get practical input of online journalism which will help them in getting placed in industry.
- Able to understand the nuances of new media platforms.
- Able to write for web based media platforms.
- Able to make ethical decisions pertinent to new media platforms.

Evaluation Criteria:

1. Continuous Internal Assessment: 30%
2. End Term Examination: 70%

Unit- I

- Introduction to the concept of new media.
- History of New media, Globalization & New media, Online Journalism
- Search engine –Meaning and types; National and International well known sites- News, Entertainment.
- Constituents of new media- Web 2.0-3.0, Blogs, Micro Blogs, Wikis, CMS, RSS feed
Social Media Constituents- Facebook, Twitter, Wordpress, Blogger, LinkedIn, Instagram, YouTube, Docs, Drive, Hangouts, social bookmarking, delicious, slideshare, Skype etc.

Unit- II

- Content writing for web: Why writing for web is different.
- Characteristics of good content, structuring of content on page.
- Qualities of content writer, Reading pattern for web- 3 Design Layouts: Gutenberg Diagram, Z-Pattern, And F-Pattern
- Writing for SEO: tagging-tags and meta tags, hyperlinking-how to use hyperlinking etc.
- Use of various social media platforms for making story viral

Unit- III

- Digital story telling-Concept,
- Elements of storytelling
- Digital story telling as a tool for social change
- News in photos- Selection of images-, captioning, Heading, Subheading, Formatting, Hyperlinking-Text, Slideshow, Audio, Video
- Audio for web-Interview, Audio editing Insertion in between articles, Podcasting, Webcasting
- Video for web- Recording , Slideshow video, caption, transitions, sound-background music, voice over

Unit – IV

- Ethical issues in Online Media
- Cyber Activism: Community Informatics Activism in Cyber space,
- Evolution of media campaigns around world
- New media and political campaigns in Indian Context
- Concept of ICT
- Role of ICT in social development

Unit – V

- What is data journalism?
- Visualising the data: what works and what doesn't
- Introduction to free dataviz tools
- Using search data
- Fake News: Definitions, History, & Ethics
- Information Evaluation Skills & Tools
- Photo & Video Verification
- Source Verification

Suggested Reading :

1. The Online Journalism Handbook: Skills to survive and thrive in the digital age (Longman Practical Journalism Series) by Paul Bradshaw, Liisa Rohumaa
2. Digital story telling in the classroom New Media Pathways to Literacy, Learning and Creativity by Jason B Ohler
3. Online Journalism Ethics : Traditions and Transitions by Cecilia Friend and Jane B. Singer
4. Cyberactivism: Online Activism in Theory and Practice edited by Martha Mccaughey, Michael D. Ayers
5. Samachar Lekhan Aur Web Patrakarita, A.Kulshreshtha, Sri Nataraj Publications.
6. Media hoon mein, Jay Prakash Tripathi, Aman Prakashan, 2014.
7. Mandi mein media, Vineet Kumar, Vani Prakashan.
8. Vigyapan dot com, Rekha Sethi, Vani Prakashan.

Course Code	Paper	Paper Title
MAJMCC-203	9	Media Laws & Ethics

Course Code: MAJMCC-203

Course Name: Media Laws & Ethics

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

Course Objectives

- To provide knowledge of various media laws and ethical aspects of Media profession to the students
- To inculcate ethical values (personal & organizational) required for a journalist.
- To apprise them of different Regulatory Bodies of media in India.
- To make them aware of different committees related to media in India.

Learning Outcomes

After completion of the course the learners will be able to:

- Understand how media policies and regulations enable or constrain effective media environments
- Understand the obligations and rights of media practitioners in the execution of their duties
- Understand changing media landscapes and their possible legal implications
- Able to Make ethical decision during their professional work.

Evaluation Criteria:

1. Continuous Internal Assessment: 30%
2. End Term Examination: 70%

Course Content

Unit-I

- Need and importance of various laws in media
Brief history of Press Law in India
- Basics of Indian constitution and Fundamental Rights, Directive Principles of state policy, Freedom of Speech & expression Article 19(a) & 19(b)
- Concept of free press, Censorship and other legal implications imposed by government on Press

Unit-II

- Press Commission: First and Second
- Press council of India

- Defamation: Libel and Slander
- Sedition and inflammatory writings, IPC and CrPC
- Copy Right Act, 1957, IPR
- Press & Books Registration Act, 1867
- Contempt of Court 1971
- Official Secrets Act 1923

Unit-III

- Committees and related to Media: Joshi Committee, Chanda committee, Verghese committee.
- Broadcasting Laws: Prasar Bharati Act, Cable TV Network Regulation Act,
- Digitization and Conditional Access System (CAS)
- Broadcasting and Advertising codes.
- RTI, Editorial ethics, Press council code on communal writings, Parliament code for journalist

Unit-IV

- Cinematography Act
- Cyber Laws: Information Technology Act and Regulatory Authorities
- Journalism as an organised/unorganised sector, Working Journalists Act.
- Wage board related to Media: Bachawat Palekar and Manisana Award
- Broadcast Regulatory bodies and TRAI, BRAI, IBF
- Media Associations and Organisations: INS, Editors Guild, IFWJ, NUJ (I), IJU, NBA, BEA, etc.
- Trade Union Rights in Media

Unit-V

- Discussion of importance of ethics in the era of TRP fuelled Tabloid Journalism.
- Conflict of Interest
- Paid News
- Trial by Media
- Privacy
- Confidentiality of sources
- Ethics of Investigative Reporting

Suggested Readings:

1. Press law in India: D.D. Basu
2. Press Vidhi: Nand Kishore Tripathi
3. Journalistic Ethics: P.K. Bandhopadhyay
4. Press Law: A.N. Grover
5. Natarajan, J. (2000). History of Indian Press, Publications Division.
6. Iyer, V. (2000), Mass Media Laws and Regulations in India, AMIC Publication.
7. Babel, Dr. Basanti Lal: Patrikarita avum Press Vidhi, Suvidha law House, Bhopal.
8. Mishra, Akhilesh: Patrikarita: Mission se media tak, Rajkamal Prakashan, New Delhi
9. Bhanawat, Sanjeev, Press kanoon aur Patrikarita, Sidhashri Prakashan, Jaipur, 1993

Course Code	Paper	Paper Title
MAJMCC-204	10	Legislature Journalism

Course Code: MAJMCC-204

Course Name: Legislature Journalism

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

Course Objectives: The course is designed to

- Explain the different procedures of a house, which a legislature reporter covering its proceedings must know.
- Describe the difference between general reporting and legislature reporting.
- Discuss the significance of the privileges of parliament, importance of the question hour and zero hour for a reporter and other important functions of parliament.

Learning Outcomes:

After completion of the course the learners will be able to:

- Understand the legislative process of India
- How Law is framed?
- Understand the Political system of the country
- Understand the Parliamentary Proceedings in India

Course Content

Unit-I

- Importance of legislature reporting
- History of parliament, representative parliamentary democracy
- Composition of sovereign parliament– bicameralism, The President
- Lok Sabha
- Rajya Sabha
- Relative roles of the two Houses
- Parliament and the Executive
- Parliament and Judiciary

UNIT-II

- State legislatures –compositions, functions and powers
- The legislative council
- Legislative assembly
- Parliament and the state legislatures
- Sourcing of legislature news
- Language in literature reporting for popular appeal: words, sentences and readability
- Report structure, human interest, avoiding exaggeration and sensationalism
- The importance of rewriting

UNIT-III

- Sittings of the Houses, sessions of parliament

- President's Address.
- Speaker and his powers
- Panels of chairmen
- Chairman of Rajya Sabha
- Rules of procedure and conduct of business
- Adjournment sine-die and dissolution , Effects of dissolution
- Record of proceedings

UNIT-IV

- Parliament and the media
- Question Hour – types of questions
- Papers to be laid on the table of the house
- Half-an-Hour discussions
- Zero hour
- Legislative business
- Motions and discussions – no-confidence motion
- Adjournment motions

UNIT-V

- Calling attention notices
- Special mention
- Discussions, short duration discussions
- Budget in parliament
- Process of passing bills – general bills, money bills, financial bills, constitution amendment bills, private members' bills
- Parliamentary committees, their structure and functions
- Parliamentary privileges
- Breach of Privilege

Suggested readings:

1. Subhash C. Kashyap(2005), Our Parliament- An Introduction to the parliament of India, National Book Trust, India, New Delhi, ISBN 81-237-0147-0.
2. K.M. Srivastava (2011), News Reporting and Editing, Sterling Publishers, New Delhi.
3. A.P. Awasthi (2005), Indian Government and Politics, Lakshmi Narain Agarwal, Educational Publishers, Agra, ISBN 81-85778-58-2.
4. S.L. Sikri, (1997), Indian Government and Politics, Kalyani Publishers, New Delhi.
5. IGNOU, (2008), Specialised Reporting, Communication Division, New Delhi.
6. Hindi and English Newspapers and Journals.

Course Code	Paper	Paper Title
MAJMCC-205	11	Photo Journalism

Course Code: MAJMCC-205

Course Name: Photo Journalism

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

Course Objectives

- To make students acquainted with various aspects of photo journalism.
- To train students with existing various technologies, softwares and equipments widely in use in photo journalism.
- To enhance journalistic skills of students.

Learning Outcomes:

After completion of the course the learners will be able to have knowledge of:

- Development of journalistic photography skills
- Understanding of the use of photographs to communicate in different media
- Understanding of journalistic ethics applied in photojournalism and about the special ethical issues that arise in photojournalism
- Skills like solid visual storytelling and working on multi-media project.
- To develop the discretion of students with reference to significance of visuals i.e. photographs in print media.
- To provide the technical knowledge aspects of photography and related areas in print media.

Evaluation Criteria:

1. Continuous Internal Assessment: 30%
2. End Term Examination: 70%

Course Content

UNIT-I

- What is photography? – Nature and scope of photography
- Evolution of photography and photo journalism
- Photography as an art form
- Language of the visual
- Branches of photography

UNIT - II

- Functioning of a camera
- Types of cameras and lenses
- Flashes
- Camera controls
- Creative usage of camera controls
- Depth of field
- Lighting techniques
- Three-point lighting

UNIT - III

- Composing pictures
- Elements of composition
- Basics of photo editing
- Introduction to photo editing software
- Photo editing for photojournalists

UNIT-IV

- Equipment used by photojournalists
- Skills of photojournalist
- Photo-series and photo-essays
- Photojournalism in the convergence era
- Ethics in photojournalism
- Creative Commons

UNIT- V

- Visual culture
- Stereotyping and news photographs
- Methodologies used in visual research
- Qualitative analysis of visuals
- Mobile Photography for MoJO
- Changing visual culture

Suggested Readings:

1. Sontag, Susan.(1973), *On Photography*, Rosetta Books, LLC
2. Kobre, Kenneth (2010), *Photojournalism: The professionals' Approach*, Sixth Edition. Focal Press
3. Rose, Gillian (2002), *Visual Methodologies*, Sage: London
4. Krause, Jim. *Photo Idea Index*. New York, NY: How, 2009
5. Ang, Tom. *Fundamentals of Photography: The Essential Handbook for Both Digital and Film Cameras*. New York, NY: Knopf, 2008.
6. Horton, Brian.(2001), *Associated Press Guide to Photojournalism*, McGraw-Hill Education.
7. Good, Jennifer & Lowe, Paul (2017), *Understanding Photojournalism*, Bloomsbury Publishing.

Course Code	Paper	Paper Title
MAJMCC-206	12	Practical/Viva-Voce

Course Code: MAJMCC-206

Course Name: Practical / Viva Voce

Credits Equivalent: 4 Credits (120 hours of teacher led/guided practical activities in the Lab or the field; The learner's progress shall be evaluated by an External Examiner)

Course Objectives: The Course is designed to:

- Assist the students in understanding practical aspects of beat based reporting.
- Gain practice in the usage of camera for journalism.
- Familiarize them with the process of website designing & planning.

Learning Outcomes:

After completion of the course the learners will be able to:

- Write news for different beats.
- Take photographs as per the requirements of the news.
- Design & Plan Website content.

Evaluation Criteria:

1. Continuous Internal Assessment: 30%
2. End Term Examination: 70%

All the students have to submit 05 news stories per beat and 05 photographs along with caption per beat. (Beats as mentioned in syllabus)

OR

All the students have to do a Website Designing and Planning in which they have to create a framework of their own content for a website along with Design which include banner, Mast, icons, hyperlink etc. All the students have to make a separate file also.

OR

All the students have to translate five news stories from English to Hindi or Hindi to English.

OR

All the students have to create photo blog and upload minimum ten photographs depicting story itself.

Note: A separate File shall have to be made and maintained by every student which will be evaluated by External examiner during semester examination.

S.No	Paper	Paper Title
MAJMCSVNC-201	13	Science & Environment Journalism

Course Code: MAJMCSVNC-201

Course Name: Science & Environment Journalism

Course Objectives: The course is designed to

- To prepare students for a professional career as science and environmental writers, reporters and editors in the media industry, research institutions and environment related organisations.
- Describe the difference between general reporting and science reporting.
- Develop an understanding of science and environmental issues.

Learning Outcomes:

After completion of this course students shall be able to:

- Decode scientific inventions and discoveries and present them to audiences in news form.
- Able to write science and environmental news stories.
- Differentiate between authentic and fake research publications.

Course Content

Unit-I

- Concept of science journalism & science communication
- Fundamentals of science journalism
- Need of science journalism
- Approaches (Models) of science journalism
- Science journalism in India
- Ethical issues in science reporting

Unit-II

- Sources of science news
- Language of science reporting
- Process of writing: Science news, Science feature, Science articles etc
- Types of science news- Routine reports, science investigative stories
- Recent trends in scientific writings
- Role of media in science journalism

Unit-III

- Science journalism and communication in India (Different media coverage and its evolution)
- Challenges of science journalism
- Barriers in science communication (religion, myths, culture, faith etc)
- Understanding various scientific writings and procedures
- Importance of regional communication in science journalism

UNIT-IV

- Basics of Environment Journalism:
- The idea of environment journalism-role of media in imparting environment awareness
- Environment journalism in India-different streams – eco journalism, nature writing and environmental journalism
- Reporting environment: journalism and advocacy

- Sources of Environment Journalism
- Government organisations-MoEF-C-NGT-CPCB-state pollution control boards-other governmental agencies-NGOs-activists-others
- Laws for environment protection: environment protection act

UNIT-V

- Pollution:
- Air pollution-water pollution-usual sources-reporting quality of environment
- Air (prevention and control of pollution) act, water (prevention and control of pollution) act
- Climate Change and Global warming
- Understanding climate change situation– reporting practices – IPCC – climate change denials – major global agreements –Kyoto Protocol-relevance in India
- Biodiversity conservation
- Importance- issues-deforestation-wildlife conservation-threats-global agreements
- Wildlife protection act, forest conservation act
- Citizen science in biodiversity conservation

Suggested Readings:

1. Gregory. Jane., & , Miller. Steve. (2000). Science In Public: Communication, Culture, And Credibility . Basic Book Publishers.
2. Bowater, Laura., & Yeoman, Key. (2013). Science Communication :. A Practical Guide for Scientists. Blackwell Publisher
3. Bauer. Martin W & Bucchi. Massiniano . (2007). Journalism , Science and Society : Science Communication Between News and Public Relations. Routledge
4. Bennett, David, J., & Jennings, Richard C. (2015). Successful Science Communication. Cambridge University Press
5. Holliman, Richard, & Thomas, Jeff.& Seanlon , Elean , & Smidt, Sam, (2009). Practising Science Communication in the Information Age: Theorizing Professional Practices. Oxford University Press, USA.
6. Bucchi, Massima. (2005). Science in Society: An Introduction to Social Studies of Science. Routledge.
7. Hayes , Richard , & Grossman , Daniel. (2006). A Scientist Guide To Talking With The Media: Practical Advice from the Union of Concerned Scientist. Rutgers University Press
8. J. V. Vilanilam,(1992). Science Communication and Development through Media, Sage Publication, New Delhi.
9. N. K. Uberoi, (2010). Environmental Studies, Excel Books, New Delhi.
10. IGNOU, (2008). Specialised Reporting, Communication Division, New Delhi.
11. P. C Joshi & Namita Joshi (2009). A Text Book of Environmental Science, A. P. H. Pub. New Delhi.
12. Dr B. S. Chauhan, (2008), Environmental Studies, Laxmi Publication, University Science Press, New Delhi.
13. AnubhaKaushik& C. P. Kaushik(2010). Environmental Studies, New Age International.
14. Hindi and English Newspapers and Journals.

MAJMC – III Semester

S.No	Paper	Paper Title
MAJMCC-301	14	Advertising

Course Code: MAJMCC-301**Course Name: Advertising**

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

Course Objectives: The course is designed to

- To provide basic and emerging concepts and principles to the students in relation to better decision making in the areas of Advertising & allied fields.
- To enable the students to integrate various functions with organizational goals and strategies.
- To sensitize students on various gender/ social communication issues in the light of concepts.
- To provide hands-on training on planning and production of brand and social campaigns.
- To provide skills on various relevant software especially in media planning and production of campaigns to the students .

Learning Outcomes :

After completion of the course the learners will be able to:

- Learn how to write content for advertising
- Know various aspects of advertising campaign
- Get hands on training on all the aspects of advertising.

Evaluation Criteria:

1. Continuous Internal Assessment: 30%
2. End Term Examination: 70%

Course Contents:**UNIT-I**

- Advertising: Definitions & Concepts
- Origin, Evolution and Growth of Advertising
- Need, Significance & Functions of Advertising
- Roles of Advertising: Marketing; Economic; Communication; Social
- Classification of Advertising: based on geographical reach – local, national, international; based on media – print, radio, television, online; based on target audiences; product advertising – pioneering, competitive & retentive; retail advertising; direct response advertising; subliminal advertising; surrogate advertising; public service advertising; green advertising
- Advertising Appeals: Logical vs. Emotional; Negative vs. Positive

- AIDA Model; Maslow's Hierarchy of Needs; DAGMAR Model; Elaboration Likelihood Model

UNIT-II

- Evolution of Advertising Agencies
- Functions of Advertising Agencies
- Departments in an Ad Agency and their Roles & Responsibilities
- Account Planning & Management: Client-Agency Relationship; Agency-Media Relationship; Pitching for an Account
- Media Planning: establishing the objectives; decide the target audience; developing the plan; creating the right media-mix; scheduling; reach & frequency; cost efficiency & budgeting;
- Media Buying: selection; negotiation; evaluation

UNIT-III

- The Concept of Brands & Branding
- Image, Identity & Reputation
- Brand Anatomy & Architecture
- Brand Equity & Brand Management
- Brand Segmentation & Brand Positioning
- Role of Advertising in Creation and Management of Brands
- Corporate vs. Product Brands
- Brand Prism Model
- Co-branding & Brand Licensing

UNIT-IV

- Creativity in the context of Advertising
- Emergence of Creative Advertising
- Perspectives on Creativity in Advertising
- Aspects of Creative Strategy
- Planning and Managing Creative Strategy
- Psychographics and Creativity in Advertising

UNIT-V

- A Socio-cultural Critique of Advertising
- Advertising & Representation
- Ethical Issues Pertinent to Advertising
- Self-Regulatory Framework for Advertising in India: AAI, ASCI & its Code of Conduct
- Laws Applicable to Advertising in India
- Significance of Ethical Conduct from the Perspective of the Advertiser

Suggested Reading:

1. Batra, R., Myers, J. J., & Aaker, D. A. (2012). Advertising Management (5th ed.). Noida: Pearson.
2. Belch, G. E., & Belch, M. A. (2012). Advertising & Promotion: An Integrated Marketing Communications Perspective. New York: McGraw-Hill/Irwin.
3. MacRury, I. (2009). Advertising. New York: Routledge.
4. McStay, A. (2013). Creativity & Advertising: Affect, Events and Process. Great Britain: Routledge.
5. Rodgers, S., & Thomson, E. (Eds.). (2012). Advertising Theory. London: Routledge.
6. Wells, W. D., Burnett, J., & Moriarty, S. (2012). Advertising: Principles and Practice. India: Pearson.

7. Smith, R. E., & Yang, X. (2004). Toward a general theory of creativity in advertising: Examining the role of divergence. *Journal of Marketing Theory*, 31-58. doi:10.1177/1470593104044086
8. Smith, R. E., MacKenzie, S. B., Yang, X., Buchholz, L. M., & Darley, W. K. (2007). Modeling the Determinants and Effects of Creativity in Advertising. *Marketing Science*, 819 - 833.
9. Winter, E., Russell, J. T., & Wolter, L. J. (1973). Psychographics and Creativity. *Journal of Advertising*, 32-36+46.
- Aaker, D. (2015). *Aaker on Branding: 20 Principles that Drive Success*. New Delhi: Sage.
10. Farbey, A.D. *How To Produce Successful Advertising: A Guide to Strategy, Planning and Targeting* (Third ed.). (2002). London: Kogan Page Limited.
11. Eighmey, J., & Sar, S. (2007). Harlow Gale and the Origins of the Psychology of Advertising. *Journal of Advertising*, 147-158.
12. Vivian, J. (2012). *The Media of Mass Communication*. New Delhi : Pearson.



MAJMCC-302	15	Practical / Viva Voce
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Course Code: MAJMCC-302

Course Name: Practical / Viva Voce

Credits Equivalent: 4 Credits (120 hours of teacher led/guided practical activities in the Lab or the field; The learner's progress shall be evaluated by an External Examiner)

Course Objectives: The Course is designed to

- Familiarize Students with the process of development and execution of advertising campaigns.
- Familiarize Students with the process of development and execution of public relations / publicity campaigns.

Learning Outcomes: After completion of the course, students shall be able to:

- Create and execute advertising campaigns independently.
- Create and execute public relations / publicity campaigns independently.
- Become industry ready.

Evaluation Criteria:

1. Continuous Internal Assessment: 30%
2. End Term Examination: 70%

Course Contents:

The students shall need to undertake following projects as a part of this course:

1. Preparation of an Advertising Campaign on a topic assigned by the Course Coordinator.
2. Preparation of a Public Relations Campaign on a topic assigned by the Course Coordinator.

The campaigns may include creation of audio-visual advertising material, production of brochures/leaflets/pamphlets, detailed plan of a publicity event and presentations on the manner in which the campaigns will evolve and help the prospective clients in achieving their goals.

This may include group activities or individual activities as per the instructions of the course coordinator.

Course Code	Paper	Paper Title
MAJMCSEL-301	16 A	Electronic Media (Radio & Television)

Course Code: MAJMCSEL-301

Course Name: Electronic Media (Radio & Television)

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

Course Objectives: The Course is designed to

- Make students understand the fundamentals of Television and radio journalism.
- Impart knowledge to the students regarding reporting and editing skills.
- Make students produce TV and radio News Packages.
- Identify different modes of broadcasting.
- Acquaint the students to know the process of gathering news and report for Television.

Learning Outcomes:

Leaves will be able to:

- Understand the nature and language of radio and TV formats and programmes.
- Understand the fundamentals of TV reporting, skills, ethics for TV reporting and can also apply while reporting.
- Identify the right kind of music and sound effects for different formats of radio and TV programmes
- Conduct a good interview for production purpose.
- To understand the role of control room, PCR command and Cues, Live Board and can also be able to produce bulletin.

Evaluation Criteria:

1. Continuous Internal Assessment: 30%
2. End Term Examination: 70%

Course Content:

Unit-I

- Introduction to Radio as a Mass- Medium
- The Functioning of Radio News Room
- Types of News Bulletins
- Compilation of News: Pool copy, Compiling News Bulletins
- Radio Programme production: Basic Equipments

Unit-II

- Concept of MW, SW and FM
- Microphone: Importance, Types,
- Basic Elements of Radio Script: Spoken, immediate, person to person, heard only once sound only, feel, think, entertain, & inform.
- Production elements of Radio programmes: Aural Sense Appeal, narration, dialogue, sound effect, Rapid Getaway, music, silence etc.

- Art of writing different Radio Programme Formats: Talk, Radio Play, Feature, Interview etc.

Unit-III

- Television camera optics: View finder, Lens, Focal length, Focus, f stop, Depth of field
- Television production Crew: Talent, Camera operator, Floor manager, Audio switcher, Video switcher, Director etc
- Television Interview: Types, Methods, Formats, Tips
- Light: Key, back & Fill
- T.V. News: Basic style: PTC, Stand up shot etc.

Unit-IV

- Preparing T.V. visuals: Simplicity, Contrast, Balance, Composition
- Story Board: Concept & Importance
- Difference between ENG & EFP
- Documentary Production: History, Importance
- T.V. shooting technique: Shot classification, Framing, Movement

Unit-V

- Introduction to Video Editing
- Linear & Nonlinear Editing
- Voice Overs: Emphasis; Inflection; Speech Patterns; Pace; Mood; Accent
- Voice Acting: Voice Quality; Message; Audience; Word Values; Character
- Television anchoring: voice broadcast skills – Communication, flow, modulation - facing a camera

Suggested Readings:

1. Frederich Shook, Television Field Production and Reporting.
2. Rudy Bretz, Techniques of TV Production, Focal Press
3. Gerald Millerson, Techniques of Video Production.
4. Effective TV Productions by Gerald Millerson, Focal Press.
5. Gerald Millerson, Video Camera Techniques.
6. David Lusted and Christine Geraghty, The Television Studies Book.
7. Jonathan Bignell, An Introduction to Television Studies, Routledge 2007.
8. Television ki bhasha, Harish Chandra Barnwal, Radha Krishna Prakashan
9. Television Production, Dr. Devbrat Singh, MCRP, Bhopal

Course Code	Paper	Paper Title
MAJMCSEL-301	16 B	Traditional and Folk Media

Course Code: MAJMCSEL-301

Course Name: Traditional and Folk Media

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

Course Objectives: The Course is designed to:

- To empower the knowledge of students in terms of Folk and community Media.
- To help students understand various local folk and traditional forms and its culture.
- To enlighten them to great cultural heritage of India.

Learning Outcomes:

After completion of the course the learners will be able to:

- Students will be aware of various folk practices around them.
- Students will be able to know what community media is.
- They will also know the concept of community participation and various related case studies.

Evaluation Criteria:

1. Continuous Internal Assessment: 30%
2. End Term Examination: 70%

Course Content:

UNIT-I

- Traditional Folk Media – History, meaning, characteristics.
- Different forms of Folk Media
- Puppetry: forms in different states- Orissa, Karnataka, Tamil Nadu, Rajasthan and West Bengal
- Devotional and religious forms

UNIT-II

- Different folk practices in peasantry society
- Various local folk song Sohar, Kaharwa, Chanayni, Nauka Jhakkad, Aalah, Banjara and Njava, Kajli or Kajri, Jarewa and Sadavajra Saranga,
- Folk dances of India

UNIT-III

- Definitions, concept and characteristics of a community; Community as social capital. Communities as stakeholders in development.
- Neighborhood newspapers, wall newspapers, graffiti, bulletin boards
- Folk Media in nation building
- Fairs and Festivals.
- Modern Mass Media and social ethos.

UNIT-IV

- Levels of citizen participation.
- Communication as basic human right
- Community media as an agent of socio cultural change.
- People's participation in Development - nature, type and levels. Role of groups, community institutions and people's participation in programmes and initiatives of social change.
- Participation as empowerment

UNIT-V

- Role of folk media in social change; challenges and threats to folk media
- Strengthening folk media- means and ways, Scope of using TFM in Uttar Pradesh
- Folk Media and Culture
- Case study of select community media initiatives: Sangham Radio, Video Volunteers, Namma Dhvani etc.

Suggested References:

1. Howley, K. (2010). Understanding Community Media. New Delhi: Sage
2. Howley, K. (2005). Community Media People, Places, and Communication Technologies. New York: Cambridge University Press.
3. Pavarala, V. & Malik, K. (2007). Other Voices: The struggle for community radio in India. New Delhi: Sage
4. Halleck, D.D. (2002). Hand Held visions: The impossible possibilities of community media. USA: Fordham University Press.
5. Gordon, J. (2009). A collection of community media debates and dilemmas. Bern: Peter Lang.
6. Atton, Chris (2002) Alternative Media; Sage, London.
7. Gargi, Balwant: Folk Theatre in India, Rupa and Co., Bombay, 1991
8. Malik, Madhu, Traditional Forms of Communication and the Mass Media in India
9. Mukhopadhyay Durgadas, Lesser Known Forms of Performing Arts in India, Sterling, New Delhi, 1978
10. Raganath, H.K., Not a Thing of the Past: Functional and Cultural Status of Traditional Media in India, UNESCO, Paris.

Course Code	Paper	Paper Title
MAJMC-SEL-302	17A	Public Relations & Corporate Communication

Course Code: MAJMC-SEL-302

Course Name: Public Relations & Corporate Communication

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

Course Objectives: The course is designed to

- Understand the concepts and evolution of corporate communication in the context of organizations
- Introduce the application of corporate communication to achieve organizational goals.
- Discuss the role of strategy in corporate communication.
- Give formal instructions and training to students to be future managers of the event Industry.
- Develop an understanding of the theory and practice of creating and delivering various types of events.

Learning Outcomes:

After completion of the course the learners will be able to:

- Enhance knowledge and Skills of Fundamentals of Corporate communication PR and Event Industry.
- Understand Strategic communication and barriers of communication.
- Understand prerequisites of writing for different media platforms.
- Understand technique and theoretical framework of planning for Events of different categories.

Evaluation Criteria:

1. Continuous Internal Assessment: 30%
2. End Term Examination: 70%

Course Contents:

Unit-I

- Public Relations: Introduction, Background, Definitions, concept, scope,
- Public relations process: RACE approach
- Public relations in an organization: PR and Management, The entrepreneurial PR
- House Journals: Importance and types
- Tools and skills of P.R.O

Unit-II

- Difference between PR Publicity, Propaganda and advertising

- Writing for PR: Press release, Press note, Handout, Feature, Articles, Speech writing, special speech, Background materials, citizen charter of the organization, creative writing, report writing, Agenda and Minutes of the meeting, Ghost writing
- PR and Media Relations

UNIT-III

- Corporate communication- definition, concept
- Components of corporate communication, nature and scope,
- Corporate communication mix- Van Riel Corporate communication, Barlmer and Gray's Total corporate communication mix
Forms of corporate communications, vehicles of corporate communication, management perspective in corporate communications

UNIT-IV

- Importance of market research in corporate communication, SWOT analysis.
- Social responsibilities in corporate communication, standards of corporate communication, profession etiquettes & standard of corporate communication.
- PR and corporate advertising.
- International public relations.
- Strategic communication, zero based media planning,

UNIT-V

- PR through Traditional Media
- Corporate Communications in the Digital Era
- Ethics in Corporate Communications.
- Crisis Communications.
- Corporate Social Responsibility.
- IMC and Corporate Communications.

Suggested Readings :

1. Corporate Communication : Principles, Techniques and Strategies - Kogan Page 1997
2. Denzin K Norman, Public Relation Writing.
3. Fernandez Joseph, Corporate Communication a 21st Century Primer.
4. Applegate M Lynda, Corporate Information Strategy & Management.
5. Argenti, Paul A, Corporate Communication.
6. Crane, Andrew, Corporate Social Responsibility.
7. Karki, Rajnish, Competing with the Best.
8. Bhartiya paripeksh mein vyavsayik jansampark, C.K. Sardana, Prabhat Prakashan.
9. Patrakarita avum Jansampark, T.D.S. Alok, Anamika Publishers, New Delhi.
10. Jansampark Prabhandhan, Kumud Sharma, Gyan ganga, Delhi

Course Code	Paper	Paper Title
MAJMC-SEL-302	17B	Gender and Media Studies

Course Code: MAJMC-SEL-302

Course Name: Gender and Media Studies

Credits Equivalent : 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

Course Objectives: The course is designed to:

- Understand gender as a social construct and its application to understand various social phenomena.
- Familiarize learners with the current social problems related to gender and development.
- Augment the basic journalistic skills and techniques of the students in the critical areas of gender inequalities and enable them to communicate effectively through different media for gender empowerment and bringing about gender equality in the society.

Learning Outcomes: After completing this course, leaves will be able to:

- Appreciate gender as a social construct and the intricate manner in which it is interwoven in the socio-cultural fabric of a society.
- The manner in which existence of gender affects communication.
- Report objectively on gender related issues.

Course Content

UNIT-I

- Defining Gender: Gender Inequality and Sexism
- Gender as a Social Construction
- Patriarchy - Social structure and social institutions, Feminism Communication, Relation between gender and media
- Role of Media in a Society. Sourcing and reporting of news.

UNIT-II

- Gender inequalities and its causes in India: education, health conditions
- Violence against women
- Hegemony and Gender
- Economic opportunities, political participation
- Masculinity in politics
- Roles of social movements and media for women rights

UNIT-III

- Universal declaration of human rights
- Constitutional provisions in India for Human rights.
- Legal provisions in India: Anti dowry, SITA, PNDD, and Prevention Sexual Harassment at Workplace (Visaha case), Domestic violence (Prevention) Act etc.

- Women's Rights to property, Uniform Civil Code, Property rights according to religions background Muslim, Christian, etc.
- Special initiatives for women, India's sexual assault laws
- Gender issues in Management – women and social roles--multiple roles –self and social roles interface-- role conflict

UNIT- IV

- Gender equality/ inequality in the news stories, gender stereotypes
- Portrayal of women in the media
- Portrayal of women on television, advertisements
- Print media and women issues
- Representations of Women in Video Games
- Gender-Trolling Online

UNIT- V

- Women in journalism and media profession
- Gender equality/inequality in media organisations
- Media as a tool in the crusade for women's education
- Media and ICT: Catalyst for the empowerment of women
- Women and environment- eco-feminist movements, women and globalization
- Women's labour issues, discriminatory wages, changing working conditions and work place related issues.

Suggested Readings :

1. Pilcher, J. & Whelehan, I. (2004). 50 key Concepts in Gender Studies, Sage Publication, New Delhi.
2. Basu, A. & Jefferey, P. (2004). Appropriating Gender, Routledge, London.
3. Kataria, Pooja, (2007), Women and Media, Regal Publications, New Delhi.
4. Karla Mantilla, "Gendertrolling: Misogyny Adapts to New Media." Feminist Studies 39, no. 2, A Special Issue: Categorizing Sexualities. (2013): 563-570.
5. Parikh Indira J and Kollan Bharti. "Women Managers From Myth To Reality," Iima Working Papers 2004-03-06,
6. Indian Institute Of Management Ahmedabad, Research And Publication Department, 2004. Pawan S. Budhwar , Debi S. Saini And Jyotsna Bhatnagar.
7. "Women In Management In The New Economic Environment: The Case Of India" Asia Pacific Business Review, 11. 2 (2005): 179 – 193.
8. Guendouzi, Jackie. "The Guilt Thing: Balancing Domestic And Professional Roles" Journal Of Marriage And The Family 68:44(2006): 901-909.
9. "The Glass Ceiling: Smashed or Still Holding Strong?" Human Resource Management International Digest, 14.3 (2006.): 19-21. Boserup

Additional Readings:

1. Mathur, K. (2004). Countering Gender Violence, Sage Publication, New Delhi.
2. IGNOU, (2008). Mass Media and Contemporary Social Issues, Communication Division, New Delhi.
3. Hindi and English Newspapers and Journals.

Course Code	Paper	Paper Title
MAJMC-SIN-301	18	Media Internship

Course Code: MAJMC-SIN-301

Course Name: Media Internship

Credits Equivalent: 4 Credits (120 hours of teacher led/guided practical activities in the Lab or the field; The learner's progress shall be evaluated by an External Examiner)

Course Objectives: The Course is designed to:

- Facilitate attainment of professional industry experience by the students.
- Prepare them for the challenges of the professional world.

Learning Outcomes:

After completion of the course the learners shall be:

- Able to make industry connections which may help them in acquiring jobs after completion of the course.
- Able to gain first-hand experience of the media industry.

Evaluation Criteria:

1. Project Report Evaluation: 70%
2. End term Evaluation:30%

For Media internship a student will join an organisation of repute working either in the area of mass communication or the communication department of an organisation of repute, provided that the work undertaken during industry internship is in the following areas: journalism, public relations, advertising, web portal, development communication or visual communication. A student can also have the following work profiles: writing, copy editing, production or designing in television, radio, print publications, internet publications, etc.

A student who joins industry internship may complete 120 working hours with the organisation where (s)he is placed. These 120 hours may be completed by working either part-time or for the whole working days depending upon the convenience of the institution of studies and the organisation offering internship.

Students shall submit a comprehensive Training Report along with a Power Point Presentation incorporating the work done during the training.

The Students shall have to submit a hard copy of the Training Report (in duplicate) along with a soft copy of Power Point Presentation.

Summer Training Reports will be evaluated for its content and presentation by external Examiner. The end term evaluation will be based on attendance as well as confidential feedback report from the training department.

Course Code	Paper	Paper Title
MAJMC-SIER-301	19	Blog Writing

Course Code: MAJMC-SIER-301

Course Name: Blog Writing

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

Course Objectives: The course is designed to:

- To enable students to understand the significance of blogging as a versatile self-publishing practice
- To impart skills needed to set up and manage a hosted blog
- To find a niche for a long-term blog.

Learning Outcomes:

After completion of the course the learners will be able to:

- Design messages for blog.
- Learn the writing skills for blogging.
- Learn practical aspects of blogging & field exposure.
- Experiment with non-written forms of online communication. i.e-images audio and video
- He students will able to use social media to build an audience for a blog.
- In-depth knowledge of legal and ethical issues involved in blogging.

Evaluation Criteria:

1. Continuous Internal Assessment: 30%
2. End Term Examination: 70%

Course Content

UNIT-I

- Blogging: an introduction Web 2.0 and Self-publishing - Hosted and self-hosted blogs - Anatomy of a blog post - Some popular blogs
- Major blogging platforms and their comparison: Wordpress–Blogger–Tumblr etc.
- Comparison of different platforms
- Social significance of blogging: Blogs and Participatory democracy - Citizen journalism - Bloggers Vs Journalists
- Challenges towards blogging

UNIT-II

- Finding a niche: What is niche blogging - What are the popular niches? - Strategies of finding a niche
- Developing a theme: Conceptualising the theme - Picking a name - Identity of the blog – logo and usable design
- Understanding the niche: Fellow bloggers - Blog directories

UNIT-III

- Writing posts for a blog:
Writing for web versus writing for other platforms - Use of headlines, subheads and formatted text - Writing scannable posts
- Finding story ideas:
Search trends - Reader comments - Social media trends - typical blog story formats – How to articles, listicles, etc
- Use of multimedia:
Images – Videos - Interactive tools (timelines, sound cloud etc)
- Other content strategies:
Re-purposing content

UNIT-IV

- Target audience:
Finding the reader of your niche - Creating a Social Media identity (Facebook, Twitter, YouTube, New platforms)
Social Media Optimisation
- Reader Comments:
Managing criticism - Moderation policy - Responding to comments
- SEO techniques:
Search visibility - Ethical SEO practices for bloggers - Key word ratio

UNIT-V

- Monitoring Traffic:
Why to monitor traffic - Metrics and dimensions (Page Views, Bounce Rate, Unique visitors) - Content goals - Web analytics services Google Analytics, Piwik (Matomo) etc.
- Monetising:
Different revenue sources for bloggers- Ad-serving platforms, Affiliate links, Passive revenue sources etc.
- Monetising:
Identifying audience building different tools.

Suggested readings:

1. Houghton, R. (2012). *Blogging for Creatives*, Cincinnati : How Books.
2. Rowse, D., & Garrett, C. (2008). *ProBlogger*. Indianapolis, IN: Wiley.
3. Felder, L. (2012). *Writing for the web: Creating compelling web content using words, pictures, and sound*. Berkeley, Calif: New Riders.
4. Cho, Deangdeelt Joy (Author), Ilasco, Mateo, Meg (Editor), Bonney, Grace (Foreword), *Blog, Inc.: Blogging for Passion, Profit, and to Create Community* (2012).
5. Houghton, Robin (2012). *Blogging for Creatives: How designers, artists, crafters and writers can blog to make contacts, win business and build success*.
6. Nelson, Michael (Author), Ezeanaka, David (Author). (2019). *Blogging for Beginners Create a Blog and Earn Income: Best Marketing and Writing Methods You NEED; to Profit as a Blogger for Making Money, Creating Passive Income and to Gain Success RIGHT NOW*.

MAJMC IV Semester

Course Code	Paper	Paper Title
MAJMCC-401	20	Development Communication

Course Code: MAJMCC-401

Course Name: Development Communication

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

Course Objectives: The course is designed to:

- The concept of Development Communication.
- The process, functions and techniques of developmental journalism with reference to print, electronic and other modern media.
- Evaluate the relevance, potential and use of various media as tools of development.

Learning Outcomes:

After completion of the course the learners will be able to:

- Learn the importance of communication in the field of development.
- Have field exposure to learn practical aspects of development communication.
- Design messages for development communication

Evaluation Criteria:

1. Continuous Internal Assessment: 30%
2. End Term Examination: 70%

Course Content

Unit-I

- Development: Meaning, Concept, Models of development, Theories, Approaches to development, Indicators of development
- Problems and Issues in Development
- Characteristics of developing Societies, Rich and Poor
- Development Dichotomies: Gap between developed and developing Societies
- International organizations for development such as World Bank, UNDP, IMF

Unit-II

- Development Communication: Meaning, Concept, Definition & Philosophy
- India's Demographic Profile:-Population size distribution and density, Biological characteristics of population: age, sex, race, mortality
- Role of Media in Development Communication, Diffusion of Innovation, Change Agent C4D, Planning and strategies in development Communication Social, Cultural and economic barriers
- Democratization and decentralization of communication services: Panchayati Raj System etc.

Unit-III

- Issues in Development Communication: Population control
- Family welfare, Health, Education, Environment
- Problems in development Communication
- Need and Significance of development communication in Indian Context
- Agricultural Communication & Rural Development: The genesis of agricultural extension approach system, Approaches in agricultural communication models of agricultural extension

Unit-IV

- Difference between Development Communication, Mass Communication, and Development Journalism, Alternative Communication
- The development agencies: Government, non-government, co- operative and others
Planning development Messages: Identifying target audience, Topic selection
- Place Time and Purpose
- Developing, structuring presenting and adopting development Messages through Print media, Radio, T.V and other modern technologies

UNIT -V

- Digital divide and digital opportunities: Issues and challenges for ICT policies in development
- International institution, UN and its agencies.
- Transnational media organizations
- UNESCO approach of development communication
- UNESCO's policy interventions
- Use of information and communication technologies for development
- E-governance

Suggested Readings:

1. Communication and Indian Agriculture, R. Ostman (Ed.): New Delhi, Sage
2. Jansanchar kal aaj aur kal: C K Sardana & K S Mehta, Prabhat Prakashan.
3. Communication and Social Development in India: B.Kuppuswamy: Sterling Mumbai
4. Communication and Nation Building: P.C. Joshi: Publication Division New Delhi
5. Communication as Development: Uma Narula, W.B.Pearce: Southern Illinois University Press
6. Education and Communication for Development: O.P.Dhama & O.P Bhatnagar: Oxford New Delhi
7. Media, Communication and Development: S.C.Mishra: Rawat publication Jaipur
8. Problems of Communication in Developing Countries: Krishan Sondhi: Vision Publication New Delhi
9. Mass-Media and Rural Development: Arbind Sinha: Concept publication New Delhi
10. Communication Technology and Development: I.P.Tiwari: Publication Division New Delhi
11. Mass-Media and Village life in India: Paul Hartmann & B.R.Patel: Sage New Delhi

Course Code	Paper	Paper Title
MAJMCC-402	21	Communication Research

Course Code: MAJMCC-402

Course Name: Communication Research

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

Course Objectives: The course is designed to:

- Impart understanding of various research techniques and method.
- Make student understand research process and its nuances.
- Make student undertake media research.
- To construct understanding of ethical issues in communication research.

Learning Outcomes

After completion of the course the learners will be able to:

- Know the basics of research.
- Understand the various tools of data collection.
- Know the how to process, arrange data, and code them and its interpretation.
- Enhanced knowledge in various areas of media research.

Evaluation Criteria:

1. Continuous Internal Assessment: 30%
2. End Term Examination: 70%

Course Content

Unit-I

- Concept of Research: Meaning & Definition
- Role of researcher
- Qualitative vs Quantitative research approaches.
- Types of Research; Eight Step Model for Research
- Applications of Research
- Areas of Media Research: Source analysis, channel analysis, Message analysis, Audience analysis, Feedback analysis

Unit-II

- Communication Research: Definition & Meaning
- Contribution of other social sciences
- Communication research process: essential steps
- Issues in Communication Research
- Ethical Issues in Communication Research

Unit-III

- Research Design- Meaning and Need for Research Design important concepts relating to the research Design.
- Research methods- Meaning, objective methods versus Research methodology.

- Types of Research methods: scientific method; Survey method; Experimental Method, case study method; and statistical method
- Basic concept regarding testing of Hypothesis
- Formulation of hypothesis Sampling: Meaning and types
- Methods of data collection: Survey, Observation, Case studies, Content analysis
- Tools of Research: Interview, Schedule, Questionnaire
- Types of Data: Primary, Secondary and Tertiary
- Data analysis: Mean, Median, Mode
- Graphical presentation: Histogram, bar diagram, Pie charts

Unit-IV

- Scaling Techniques: Need for scaling; Reliability and validity of scales, Scale construction Techniques – Arbitrary Approach, Consensus Scale Approach, Item Analysis Approach, and cumulative scales; and problems of scaling.
- Analysis of Data : Elements/ Types of Analysis Techniques of interpretation, and precautions in interpretation and Generalization; and report writing significance, Steps in writing a report, Format of Research report, Types of report, Precautions for writing Research Reports, Information Technology revolution and Communication Research

UNIT -V

- Opinion Poll
- Ethnography
- Newspapers & Magazine Research
- Electronic Media Research: Ratings & Non Ratings Research
- Advertising Research: Copy Testing, Audience Analysis

Suggested Readings :

1. Social Research and statistics: R.N.Mukherjee:Vivek Prakashan New Delhi
2. Media Research: A.S.A.Berger: Sage Publication: New Delhi
3. An Inquiry to Communication Research: Social Research: C.R. Kothari
4. C.R. Kothari-Research Methodology Methods and Techniques-New Age Publications (Academic) (2009)
5. Ranjit Kumar-Research Methodology: A Step-by-Step Guide for Beginners-SAGE Publications Ltd (2010)
6. Roger D. Wimmer, Joseph R. Dominick-Mass Media Research_ An Introduction - Wadsworth Publishing (2010).
7. Anusandhan Pravidhi Siddhant Aur Prakriya, S.N. Ganeshan, Lok Bharti Prakshan, Allahabad.
8. Sanchar avum Media Shodh,Vinita Gupta, Prabhat Prakashan.

S.No	Paper	Paper Title
MAJMCSEL-401	22A	Web Journalism

Course Code: MAJMCSEL-401

Course Name: Web Journalism

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

Course Objectives: The course is designed to:

- To offer a broad perspective about the emerging forms of journalism based on the Internet and other digital platforms.
- To enable students to develop the skills needed for functioning as a web journalist.
- To equip students to work as a convergent journalist

Learning Outcomes: After completion of the course the learners will be able to:

- Write for web based media platforms.
- Produce news content adaptable for different media platforms.
- Master the techniques for gathering reliable information on the Internet.

Evaluation Criteria:

1. Continuous Internal Assessment: 30%
2. End Term Examination: 70%

UNIT - I

- Introduction to web journalism
- The rise and popularity of web journalism
- Web Journalist Vs. Conventional journalist
- Web Journalism Through Mobile

UNIT - II

- Basic writing skills
- Writing for interactivity
- Use of hyperlinking
- Different story formats
- Repurposing content for Social Media

UNIT - III

- Conventional news narratives Vs Multimedia news narratives
- Basics of multimedia story telling
- Writing for multimedia
- Multimedia production techniques
- Telling audio stories through tools such as Sound Cloud

UNIT - IV

- Participatory journalism on web

- Citizen journalism
- Social Media as a tool for web journalists
- Live reporting for web journalists
- Responsive design and other trends

UNIT- V

- The death of newspaper debate
- Revenue models of online news organizations
- Subscription models and micropayment
- Apps as the news outlets
- Automated journalism

Suggested Readings:

1. Siapera, E. & Veglis, A. (Eds), (2012), The Handbook of Global Online Journalism, Wiley-Blackwell, West Sussex. ISBN: 978-1-4443-3855-3
2. Nieman Report: Truth in the age of social media (2012), Vol. 66 No. 2, summer 2012, Cambridge, Nieman Foundation at Harvard University.
3. Alice Ju, Sun Ho Jeong & Hsiang Iris Chyi (2014) Will Social Media Save Newspapers?, Journalism Practice, 8:1, 1-17, DOI: 10.1080/17512786.2013.794022
4. Seth C. Lewis , Kelly Kaufhold & Dominic L. Lasorsa (2010) Thinking About Citizen Journalism, Journalism Practice, 4:2, 163-179, DOI: 10.1080/14616700903156919
5. K.Kaustubh, Mobile Patrkarita , K.K. Publication New Delhi



S.No	Paper	Paper Title
MAJMCSEL-401	22B	Cultural Communication Studies

Course Code: MAJMCSEL-401

Course Name: Cultural Communication Studies

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

Course Objectives: The Course is designed to:

- Assist the students in understanding the role of social and cultural environments
- Acquaint the students with Inter-cultural communication.
- Enable the students to understand mass culture and its impact.

Learning Outcomes: After completion of the course the learners will be able to:

- Students will understand cultural elements of communication.
- Understand on inter cultural communication them better communicator.
- Apply theories of differences in communication styles across cultures.

Evaluation Criteria:

1. Continuous Internal Assessment: 30%
2. End Term Examination: 70%

Course Contents

UNIT-I

- What is Culture?: Definition, process, culture as a social institution, value systems: Primary – secondary, Eastern and western perspectives.
- Core ideas in Cultural Studies
- Orientalism and Post-Colonialism
- Nationalism and Post Nation
- Cultural Studies in India
- Culture and Ideology

UNIT-II

- Inter-cultural communication – definition – process – philosophical and functional dimensions – cultural symbols in verbal and non-verbal communication.
- Indigenous Culture: The Indigenous people, Indigenous cultures, knowledge and economic development
- Indigenous people in the contemporary world.
- International Communication
- Western and Greek (Christian), Varied eastern concepts (Hindu, Islamic, Buddhist, others)

UNIT-III

- Barriers in intercultural communication – religious, political and economic pressures
- Inter-cultural conflicts and communication

- Impact of new technology on culture
- Intergroup Communication
- Conflict and Intergroup Communication

UNIT-IV

- Globalization effects on culture and communication
- Mass media as a culture manufacturing industry –mass media as a cultural institution
- Mass culture typologies – criticism and justification
- Communicating in a Culturally Diverse Workplace
- International Communication
- Online Cultures and Mediated Communication

UNIT-V

- Character, content and functions: Dance and music as instruments of inter-cultural communication
- UNESCO's efforts in the promotion of intercultural communication – other organizations – code of ethics
- Media, Society and Communication
- Need of Cultural Communication in Nation building.
- Importance of Folk media in India

Suggested References:

1. Sean Mc Bride Many voices one world, UNESCO Publication,1986
2. Nordenstreng, K., & Griffin, M. S. (Eds.). (1999). International media monitoring. Hampton Pr.
3. Weaver, D. H., & Wu, W. (1998). The global journalist: News people around the world. Hampton Pr.
4. McQuail, D. (Ed.). (1972). Sociology of mass communications: Selected readings (Vol. 961). Penguin Books.
5. Melkote, S. R., & Steeves, H. L. (2001). Communication for development in the Third World: Theory and practice for empowerment. Sage.
6. Edgar, P., & Rahim, S. A. (Eds.). (2015). Communication policy in developed countries (Vol. 4). Routledge.
7. Adorno, Theodor & Max Horkheimer. 2001. The Culture Industry. Selected Essays on Mass Culture. NewYork: Routledge
8. Habermas, Jurgen .2009. 'The Public Sphere' in Sue Thornham, Caroline Bassett and Paul Marris (ed) Media Studies: A Reader (3rd Edition): Edinburgh University Press
9. Rajagopal, Arvind .2009. 'The Public Sphere in India. Structure and Transformation' in Arvind Rajagopal (ed) The Indian Public Sphere. Readings in Media History: Oxford University Press.
10. Balagangadhara, S.N.2012. Reconceptualising India Studies. New Delhi: Oxford University Press.

Course Code	Paper	Paper Title
MAJMCSMT-401	23	Dissertation

Course Code: MAJMCSMT-401

Course Name: Dissertation

Credits Equivalent: 8 Credits (240 hours of teacher led/guided practical activities in the Lab or the field; The learner's progress shall be evaluated by an External Examiner)

Course Objectives: The Course is designed to:

- Assist the students in understanding the process of research.
- Gain practice application of research tools and techniques in the fields of communication, mass communication and mass media.

Learning Outcomes:

After completion of the course the learners will be able to:

- Independently carry out research in the field of communication, mass communication & Mass Media.
- Write academic reports.
- Carry out research during their professional assignments.

Evaluation Criteria:

Academic Content (Dissertation report):100 Marks

Presentation skills as well as content communication ability(Viva-Voce): 100 Marks

Dissertation Evaluation: 50%

End Term Viva Voce (by an External Examiner): 50%

Each student will select a Research topic/Problem in consultation with the concerned faculty member of the department.

Communication Research- prepares a research design for a selected research problem.

Prepare questionnaire/schedule and interview format

Data collection on the basis of research tool developed keeping in view the research design using a smaller sample size.

Submission & presentation of report.

All the students have to submit the dissertation file for evaluation along with a CD.

Course Code	Paper	Paper Title
MAJMCSIRA-401	24	Film Appreciation

Course Code: MAJMCSIRA-401

Course Name: Film Appreciation

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

Course Objectives: The course is designed to:

- Prepare students to understand Film as an art form and mass media
- Impart visual literacy to the students so that they are able to appreciate, analyse and interpret visual messages produced in the format of film.
- Help students to understand the social, cultural as well as economic aspects of film as an influential mass medium.

Learning Outcomes: After completion of the course the learners will be able to:

- Learn creation of good messages through films
- Learn theories related with cinema.
- Identify and use key concepts, models and tools in film criticism.

Evaluation Criteria:

1. Continuous Internal Assessment: 30%
2. End Term Examination: 70%

Course Contents

UNIT-I

- Film : Looking for Meaning.
- Movies and Their Roles in Our Lives
- Elements of a Film
- Evaluating Films
- From Theaters to OTT
- The Current Film Landscape

UNIT-II

- Film: Beyond Entertainment
- Censorship and Bollywood
- Social Media & Our Films.
- Impacts of films in our society
- Major turning points and trends in cinema
- Regional Cinema in India

UNIT-III

- Narrative Elements in Film
- Story Time vs. Plot Time
- Conflict and Character
- Literacy Elements in Film
- Themes and Symbolism, Metaphor and Allegory
- Different form of Movie Genres:

- Mysteries and Film Noir, Horror, Fantasy and Science Fiction, Romantic Comedy and Musicals, Documentaries etc.

UNIT-IV

- What Is Mise en Scène?
- Settings, Props and Costumes
- The Actor: Types of Acting, Types of Actors and Casting, The Actor's Role in Shaping a Film
- What is Cinematography?: Mise-en-Scène Relation to Cinematography, Lighting, Color, The Camera, Lens and Their Uses, Framing, Symbolism
- What is Editing?: Rearranging the Story into a Plot, The Basics From Frames to Acts, Classical Editing Style, Rhythm and Pacing
- Sound Technology and Equipment, Three Basic Categories of Film Sound, Sound Production Techniques, Importance of Sound in Films

UNIT-V

- Who is a Director?: The Director as Facilitator
- Auteur Theory
- Alternatives to Traditional Bollywood Style
- What is a Critic : Popular and Analytical Criticism, Levels of Meaning, Explicit and Implicit Content
- Approaches to Analysis and Interpretation, Criticism: Weighing the Balance

Suggested References:

1. Belavad, Vasuki.(2013)Video Production, India: Oxford university Press.
2. Edgar, Robert.(2015)The language of Film. Bloomsbury: London.
3. Hayward, Susan. (2018) Cinema Studies The Key Concepts. London and New York:Routledge.
4. Monaco, James.(1977)How to Read a Film. Oxford University Press.
5. Sikov,ed. (2010) Film studies and production. New York: Columbia university press.
6. Kumar, J. Keval.(2006) Mass Communication in India. Jaico Publication.
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8. Ward, Peter.(2013) Picture Composition for Film and Television. Burlington, MA: Focal Press.
9. Begleiter, Marcie.(2011) From Word to Image: Storyboarding and the Filmmaking Process. Michael Wiese Productions.
10. Glebas, Francis.(2008) Directing the Story. Routledge.