

**PANJAB UNIVERSITY, CHANDIGARH**  
(Estd. under the Panjab University Act VII of 1947- enacted by the Govt. of India)

**FACULTY OF ARTS**

**SYLLABI**

***FOR***

**M.A. (JOURNALISM & MASS COMMUNICATION)  
(SEMESTER SYSTEM)  
SESSION, 2018-19**

**- : 0:-**

**PANJAB UNIVERSITY, CHANDIGARH**

**OUTLINES OF TESTS, SYLLABI AND COURSES OF READING FOR MA (JOURNALISM AND MASS COMMUNICATION) FOR THE SESSION OF 2018 – 19.**

<b>FIRST SEMESTER</b>		
<b>Paper I</b>	<b>Introduction to Communication</b>	<b>(100 Marks)</b> <b>4 credits</b> <b>Theory Exam = 75</b> <b>Internal Assessment = 25</b>
<b>Paper II</b>	<b>Basics of Print Journalism</b>	<b>(100 Marks)</b> <b>4 credits</b> <b>Theory Exam = 75</b> <b>Internal Assessment = 25</b>
<b>Paper III</b>	<b>Growth &amp; Development of Print and Broadcast Media</b>	<b>(100 Marks)</b> <b>4 credits</b> <b>Theory Exam = 75</b> <b>Internal Assessment = 25</b>
<b>Paper IV</b>	<b>Radio &amp; TV Communication-I</b>	<b>(100 Marks)</b> <b>4 credits</b> <b>Theory Exam = 75</b> <b>Internal Assessment = 25</b>
<b>Paper V</b>	<b>Media Ethics &amp; Laws</b>	<b>(100 Marks)</b> <b>4 credits</b> <b>Theory Exam = 75</b> <b>Internal Assessment = 25</b>
<b>Paper VI</b>	<b>Practicals</b>	<b>(100 Marks)</b> <b>4 credits</b>
	Student Reporter	30
	Tele News Board	15
	Broadcast Practicals	30
	Communication Theory Practicals	10
	Computer Applications	15

### **COMPONENTS AND BREAKUP OF MARKS:**

**Paper – I to V** of the semester will be of **100 marks** each. 75 marks will be for theory examinations and 25 marks for continuous internal assessment. The latter will comprise of two mid semester exams and attendance and class room participation.

#### **Paper – VI of the semesters will comprise of Practicals:**

**Student Reporter:** 30 Marks. These will be awarded on a weekly basis by the subject teacher concerned and the mean will be taken at the end of semester.

**Tele News board:** 15 Marks. These marks will be awarded on a daily basis by the subject teacher concerned and the mean will be taken at the end of semester.

**Broadcast Practicals:** 30 marks will be awarded by the teacher concerned at the end of semester.

**Communication Theory Practical:** 10 marks will be awarded by the teacher concerned at the end of semester.

**Computer Applications:** 15 marks will be awarded for projects done using publishing, designing and audio-video editing software.

## FIRST SEMESTER

### PAPER – I: INTRODUCTION TO COMMUNICATION

#### (A) Course Objectives:

The objective is to sensitize the students to the field of communication by exposing them to its different forms; to understand the basic concepts and terminology specific to communication and media; to sensitize them to the practical importance of intrapersonal, interpersonal, group, and mass communication; to inculcate in them the skills required to become effective source-encoders and to impart latest knowledge to enable them to analyze and assess communication in the media and everyday life.

#### (B) Pedagogy of the Course Work:

75% Lectures (including expert lectures)

25% Unit tests, snap tests, assignments, attendance and class room participation.

#### Instructions for papersetters and candidates:

- The maximum marks for the paper will be 100. The question paper will be of 75 marks and internal assessment of 25 marks. Time allowed will be 3 hours.
- There shall be 9 questions in all.

The first question is compulsory comprising 8 short answer type questions spread over the whole syllabus to be answered in about 100-150 words each. The candidates are required to attempt 5 questions. Each question shall be of 3 marks. (5X3 = 15 marks)

Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 15 marks. (4X15 = 60 marks)

#### UNIT – I

Communication: meaning, definition and forms (intra-personal, inter-personal, group & mass); Concepts and characteristics of mass, mass society, mass media & mass communication; Concept of theory vis-a-vis practice.

#### UNIT – II

Basic concerns of communication theory; functions of communication; meaning & communication, dimensions of meaning, Bullet theory and S-R model; Osgood & Schramm's circular model; Schramm's Field of Experience model;

#### UNIT – III

The Lasswell formula & Braddock's extension; Mathematical Model of Communication, concepts & significance of entropy & redundancy; empathy as a fundamental communication ability. Berlo's S-M-C-R model.

#### UNIT – IV

Model of learning as Communication. Perception: definition, role in communication; four rings of defenses; the Schema theory; Groups: definition & types; model of group formation; importance of group norms and group pressure in communication. Propaganda: definition, objectives & devices.

## **ESSENTIAL READING**

1. Wilbur Schramm, (1960), *Mass Communication*, 2<sup>nd</sup> ed. Urbana, University of Illinois Pr.
2. Wilbur Schramm, (1953), *Process & Effects of Mass Communication*, Urbana, University of Illinois Press
3. Lee Richardson, (1969), *Dimensions of Communication*, N.Y. Appleton- Century-Croft
4. Kenneth K. Anderson, 1972, *Introduction of Communication: Theory and Practice*. Menlo Park, Cummings Pub. Co.,
5. Deniel Ketz et al, (1962), *Public Opinion and Propaganda*, N.Y. Holt
6. Anderson, Kenneth, (1972), *Introduction to Communication: Theory and Practice*. Cummings Publishing Co., California,
7. Everett M. Rogers, (1997), *A history of communication study*, The Free press
8. S.K. Goel, (1999), *Communication Tomorrow*, Common, Wealth publishers,
9. Steven G. Jones, (1998), *Cybersociety*, Sage Publication
10. Michael Norton and Purba Dutt, (2003), *Getting started in Communication*, Sage Publications
11. M.H. Syed, (2006), *History of Mass Media*, Anmol Publication Pvt. Ltd.,
12. Keval J. Kumar, Jaico, (1995), *Mass Communications in India*, Publishing House
13. Kevin Williams, (2003), *Understanding Media Theory*. Arnold Publication.
14. Roger Silverston, (1999), *Why study the Media?* Sage Publications
15. Marie Winn, (1985), *The plug-in Drug*, Penguin Books
16. Stanley J. Baran and Dennis K. Davis, (2002), *Mass Communication theory*. Thomson Wadsworth Publication.

### **ADDITIONAL READING:**

1. Ball-Rokeach, Sandra & DeFleur, (1975), *Theories of Mass Communication*, Melvin, Longman, New York
2. Berlo David, Rinehart & Winston, (1960), *The Process of Communication*. Holt, NY
3. Blumler, Jay G & Katz, Elihu (ed.), SAGE, Beverly Hills, 1974, *The uses of Mass Communication*.
4. De Sola Pool, (1972), *Handbook on Communication*, Ithiel (ed), Rand McNally College Publishing Co., Chicago.

## **PAPER – II: BASICS OF PRINT JOURNALISM**

### **(A) Course Objectives:**

The paper is designed to introduce students to both the field and the desk aspects of Print Journalism – reporting, feature writing, editing and design.

Unit II of the course will introduce students to creative non-fiction as a genre of writing that tells factual stories while utilising fiction writing techniques. The importance of this genre in keeping with the changing tastes of contemporary media consumers – the demand for both style and substance - would also be highlighted.

Unit III will sensitize the students to the art and craft of editing and inculcate the qualities required to be a competent and responsible Sub-editor. Unit IV will introduce students to the role of design in the process of communication. Typography, image, space, color, and form will be integrated as the term progresses.

### **(B) Pedagogy of the Course Work:**

75% Lectures (including expert lectures)

25% Unit tests, snap tests, assignments, attendance and class room participation.

### **Instructions for papersetters and candidates:**

- The maximum marks for the paper will be 100. The question paper will be of 75 marks and internal assessment of 25 marks. Time allowed will be 3 hours.
- There shall be 9 questions in all.

The first question is compulsory comprising 8 short answer type questions spread over the whole syllabus to be answered in about 100-150 words each. The candidates are required to attempt 5 questions. Each question shall be of 3 marks. (5X3 = 15 marks)

Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 15 marks. (4X15 = 60 marks)

## **UNIT – I**

- Importance of journalism in a democracy
- Concept of news; Definition of news
- News values
- The news story structure, 5 Ws and 1H
- The inverted pyramid pattern: Need and Usefulness.
- The essentials of news writing
- Importance of lead in a story, types of leads.
- Process of newsgathering, making and maintaining sources of news.

**Practical:** Classroom exercises in news writing

## **UNIT-II**

**Creative Non-fiction terminologies:** Joseph Pulitzer's New Journalism, Literary Journalism, Narrative Journalism, Immersive Journalism and Lifestyle Journalism.

**Purpose of Non-fiction:** Entertain, inform, inspire, persuade; Importance in contemporary media scenario.

**Feature writing as Creative Nonfiction:** News features, commemoratives, reviews, essays and commentaries, lifestyle features, profiles, personal narratives and memoirs, philosophical features; photo features.

**Practical skill component:** case studies on Pulitzer awardees for Feature Writing, Feature Photography, Criticism and General Non-fiction.

## **UNIT-III**

Organization and operations of the Newsroom of a daily newspaper  
Qualities and responsibilities of Sub-editor, chief Sub-editor and News editor  
Editing for precision, accuracy, clarity, brevity, spelling, punctuation and grammatical errors

**Practicals:** Editing exercises

## **UNIT-IV**

Definition and importance of Graphic design in communication and branding.

Elements of Design: verbal, visual and white space.

Text as a visual element: Design, structure and classification of type; Typographic presentation: legibility and appropriateness; text-breakers – typographical devices such as multi-col leads, initial letters (drop caps and rising caps), sub heads/crossheads/sideheads, pulled quotes, bold paragraphs, italics.

Visual elements: Illustrations - thumbnail graphics, dingbats, infographics, photographs and images; rules & borders - column rules, cut offs, dashes & boxes.

**Practicals:** Font selection exercises; element placing exercises

#### Essential Reading

1. Mac Dougall, Curtis D., (7 February 1987), *Interpretative Reporting* (Macmillan New York), 9<sup>th</sup> Edition
2. Hohenberg, John , (January 1983), *The Professional Journalist*, (Holt, Rinehart and Winston, London)
3. Aivar, R. Ramachandra (1979), *Quest for News*, (The Macmillan Company of India, New Delhi)
4. Thomas Sunny, (1997), *Writing for the Media*, Vision Books Ltd. N.D.
5. Yudkin, Marcia , (1998), *Writing Articles About the World Around You*, Writers' Digest Books
6. Jacobi, Peter. B , (1997), *The Magazine Article: How to Think it, Plan it, Write it*, Indiana University Press
7. Evans, Harold, (1974), *Editing & Design* (Five Volumes)(William Heinemann, London),  
Book one: *New Man's English*  
Book Two: *Handling Newspaper Text*  
Book Three: *News Headlines*  
Book Four: *Picture Editing*  
Book Five: *Newspaper Design*
8. Ludwig, Mark D., (2005), *Modern News Editing*, Willy Blackwell, New York
9. De Bono, E. (1990) *Lateral Thinking: A Textbook of Creativity*. London: Penguin Books
10. De Bono, E. (2007) *How to Have Creative Ideas*. Random House
11. Kramer, M. & Call, W. (2007) *Telling True Stories: A Non-fiction Writers Guide*. NY: Plume-Penguin
12. Meera, R. (2009) *Feature Writing*. New Delhi: PHI Learning Pvt. Ltd.
13. Roorbach, B. (1998) *Writing life stories*. Cincinnati, OH: Story Press.
14. Sims, N. (2008) *True Stories: A Century of Literary Journalism*. Northwestern University Press
15. Harrington, Walt. Ed, (1997), *Intimate Journalism: The Art and Craft of Reporting Everyday Life*, Sage Publications, Sage Publications, N.Y.

#### Additional Readings

1. Baskette, Floyd D. & Sissors Jack, (1995), *The Art of Editing*, Macmillan, New York.
2. Hoy, Frank P., (1986), *Photo Journalism: the Visual Approach*. Prentice-Hall, New Jersey.
3. MacNaughton, Harry, (1973), *Proofreading & Copy-editing*, Hastings. House. New York.
4. George, T.J.S., (1980), *News Editing*, Indian Institute of Mass Communication, New Delhi.
5. Worlock, Peter, (1988), *The Desktop Publishing Book*, Heinemann, London.
6. Sutton, Albert A., (1957), *Design and make-up of the Newspaper*, Prentice-Hall, New York.
7. Om Gupta, (2006), *Encyclopaedia of Journalism and Mass Communication*, Gyan Books Pvt. Ltd. ND
8. Prof. Ramesh Chanha, (2004), *Analysis of Media and Communication Trends*, Gyan Books Pvt. Ltd. ND
9. Rajnish, (2007), *Review Reporting and Journalism*, Indiana, New Delhi.
10. Wray, C. S. (1996) *Writing for Magazines: A Beginners Guide*, NTC Publishing Group
11. Harrington, W. (1997) *Intimate Journalism: The Art and Craft of Reporting Everyday Life*. Sage Publications, N.Y.
12. Yudkin, M. (1998) *Writing Articles About the World around You*. Writers' Digest Books.
13. Boynton, R.S. (2005) Introduction to *The New New Journalism: Conversations with America's Best Nonfiction Writers on Their Craft*. Vintage Books.

### PAPER – III: GROWTH & DEVELOPMENT OF PRINT AND BROADCAST MEDIA

#### (A) Course Objectives:

The paper will orient the students towards the study of journalism by giving a historical background and a context to the changes that are visible in the media. They will also be sensitized to the history of the press in post-Independence India.

#### (B) Pedagogy of the Course Work:

75% Lectures (including expert lectures)

25% Unit tests, snap tests, assignments, attendance and class room participation.

### **Instructions for papersetters and candidates:**

- The maximum marks for the paper will be 100. The question paper will be of 75 marks and internal assessment of 25 marks. Time allowed will be 3 hours.
- There shall be 9 questions in all.

The first question is compulsory comprising 8 short answer type questions spread over the whole syllabus to be answered in about 100-150 words each. The candidates are required to attempt 5 questions. Each question shall be of 3 marks. (5X3 = 15 marks)

Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 15 marks. (4X15 = 60 marks)

### **UNIT – I**

Brief introduction of the evolution of early newspapers.

Britain:

- 17<sup>th</sup> century: early restrictions, Aeropagitica
- 18<sup>th</sup> century: Stamp Act, The Times of London
- 19<sup>th</sup> & 20<sup>th</sup> century: Early history of Radio and Television

### **UNIT – II**

USA:

- Colonial newspapers
- American Revolution (1765 –1783) Revolutionary role of press,
- Party Press (1801- 1833): Dark Ages of journalism
- Penny Press (1833-1860); New York Sun, The Tribune.
- Civil War Journalism (1860- 1872): Age of reconstruction and financial adjustment
- New Journalism (1878): Joseph Pulitzer – New York World,
- W.R. Hearst - New York Journal (1890 – 1904)
- Early history of radio and television

**Practical Exercise:** Students are assigned a period in history, for which they research and make classroom presentations.

### **UNIT – III**

Indian History: Introduction

The forerunners (1780 – 1818)	: Hicky and Buckingham
Stage I (1818 – 1868)	: Early restrictions
Stage II (1869 – 1919)	: Rise of nationalist press, Vernacular Press Act and other restrictions
Stage III (1919 - 1947)	: Assertive role of press

### **UNIT – IV**

	<b>Growth of press in the Independent India</b>
Stage I (1947-1975)	: 1 <sup>st</sup> Press Commission : 2 <sup>nd</sup> Press Commission : Press Council of India
Stage II (1975-date)	: Press during Emergency, Changing media scene post- liberalization. Media Organisations PIB, DAVP, PTI



**Practical Exercise:**

Students are divided in groups of three. Each group is assigned a period in history. The group researches and makes a short (5 Minutes) presentation on the given period.

**ESSENTIAL READINGS:**

1. Barns, Margarita, (1940), *Indian Press*, George Allen & Unwin, London.
2. Basu, Durgada, (1982), *The Law of the Press in India*, Prentice-Hall, New Delhi.
3. Cheney, William, (1955), *Freedom of the Press*, Harcourt-Brace, New York.
4. Elliott, Deni (ed.), (1986), *Responsible Journalism*, Sage Beverly Hills.
5. Herd, Harold, (1976), *The March of Journalism*, Greenwood Press, Connecticut.
6. Karkhanis, Sharad, (1981), *Indian Politics & Role of the Press*, Vikas Publishers, New Delhi.
7. Kubre, Sidney, (1970), *Foundations of American Journalism*, Greenwood Press, Conn.
8. Mankekar, D.R., (1973), *The Press versus the Govt. Indian Book Co*, New Delhi
9. Natarajan, J, (1955), *History of Indian Journalism*, Publications Division, I & B Min.
10. Payne, Lee & George Henry, (1940), *History of Journalism in the U.S.*, Greenwood Press, Connecticut.
11. Julie Hidgepeth Williams, James D. Startt, William David, (1994), *The History of American Journalism*, Greenwood Press.
12. KC Sharma, & JN Sharma,(2008), *Journalism in India: History Growth Development*, Oscar Publications.
13. Shakuntala Rao, (2009), *Globalization of Indian Journalism 'Journalism Studies*, Routledge
14. Martin D Corhoy , (2008), *Journalism*, Sage.
15. Andrew Mar, (2005), *My trade: A short history of British Journalism*, Pan Books.
16. Christopher Callahan, (2002), *A Journalists Guide to the Internet: The Net as a Reporting Tool*, Ally & Bacon,

**ADDITIONAL READINGS:**

1. Govt. of India, (1975), *Report of the Commission of Freedom of the Press*, USA University of Chicago Press, Chicago
2. Crawford, Nelson Antrim, (1969), *The Ethics of Journalism*, Greenwood Press, Connecticut
3. Hooper, David, (1984), *Public Scandal*, Odium and contempt Secker & Warburg, London.
4. Lichtenberg, Judith M. (ed), (1990), *Democracy and Mass Media*, Cambridge Univ. Press, Cambridge.
5. Mazumdar, Aurobindo, (1993), *Indian Press and Freedom Struggle*, Orient-Longman, Calcutta.
6. Thomas, Sunny, (1984), *Truth, Images & Distortions*, Heritage Publishers, New Delhi.
7. Shamra KC, (2007), *Journalism in India: A story, Growth, Development*, Indiana, New Delhi.
8. Rajnish, (2007), *Emergence of Investigative Journalism*, Indiana, New Delhi.

**PAPER-IV: RADIO & TV COMMUNICATION - I****(A) Course Objectives:**

Sensitize students to the development of concepts for documentaries and television programs, scripting, directing, camera handling programming editing etc. Trains the students to understand the basic concepts and terminology specific to the media of radio and television; provides in depth grounding in the theory on which the two media operate; provides practical knowledge to conduct research in radio and TV communication.

**(B) Pedagogy of the Course Work:**

75% Lectures (including expert lectures)

25% Unit tests, snap tests, assignments, attendance and class room participation.

**Instructions for papersetters and candidates:**

- The maximum marks for the paper will be 100. The question paper will be of 75 marks and internal assessment of 25 marks. Time allowed will be 3 hours.
- There shall be 9 questions in all.

The first question is compulsory comprising 8 short answer type questions spread over the whole syllabus to be answered in about 100-150 words each. The candidates are required to attempt 5 questions. Each question shall be of 3 marks. (5X3 = 15 marks)

Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 15 marks. (4X15 = 60 marks)

**UNIT – I**

Basic Television system; Distribution methods of TV & Radio Programs  
Terminologies used in Radio & TV  
Brief introduction to the origin and development of Broadcasting in India:  
Basics of world systems of broadcasting;  
International Telecommunication Union  
INTELSAT, COMSAT

**UNIT – II**

Role of Radio & TV in social change, education & entertainment;  
Characteristics of Radio & TV  
Programme composition; programming Radio & TV; composition, acquisition; programme planning strategies and program scheduling

**UNIT – III**

Video production team;  
Role of producer, director; cameraman, floor manager, editor etc.  
Radio Production team.  
Basics of TV script-writing

**UNIT – IV**

Units of Video Production: Frames, Shots, Scenes and Sequences.  
Basic camera shots, language of camera movements, principles of composition;  
Camera perspective; language of vision mixing (transitions)

**ESSENTIAL READINGS:**

1. Govt. of India, (1966), *Radio and Television: Report of the Committee of Broadcasting and Information*.
2. Govt. of India, (1978), *Akash Bharti (Report of The Working Group of Autonomy for Akashvani & Doordarshan)* 2 Volumes. Publications Division, Min. of I & B.
3. Govt. of India, (1985), *An Indian Personality for Television: (Report of The Working Group On Software for Doordarshan)* Min I & B.
4. Govt. of India, (1968), *Radio and Television (Report of The Committee on Broadcasting and Information)*, Publications Division, Min. of I & B.
5. Barnouw, Erik, (1978), *The Sponsor*, Oxford University Press, New York,
6. Machin, David & Niblock, Sarah, (2006), *News production: Theory and Practice*, Routledge, New York,
7. Shrivastava, K.M., (1989), *Radio and TV Journalism*, Sterling Publishers, New Delhi.
8. Cohler, David Keith, (1985), *Broadcast Journalism*, Prentice-Hall, New Jersey.

9. Shukla, A.K, (2008), *Handbook of Journalism and Mass Communication*, Rajat Publications, New Delhi.
10. Fedler, Fred, bender, John R., Davenport, Huanda, Drager, Michael W., (2005), *Reporting for the Media*, Oxford University Press, New York,
11. Kaushik, Sharda, (2000), *Script to Screen: An Introduction to TV Journalism*, Macmillan, New Delhi,

#### **ADDITIONAL READINGS:**

1. Cohen, Akilia A, (1987), *The Television News Interview*, SAGE, New Delhi,
2. Caywood, Clark L., (2004), *The Handbook of Strategic Public Relations and Integrated Communications*, Tata McGraw Hill, New York.
3. Zettl, Herbert, 2003, *The Handbook of Strategic Public Relations and Integrated Communications*. Tata McGraw Hill, New York,
4. Shrivastava, K.M, (2005), *Broadcast Journalism in the 21<sup>st</sup> century New Dawn Press Group*, New Delhi.
5. Fulding, Ken, (1990), *Introduction to Television Production*, Longman, New York.
6. Cohen, Akiba N., (1987), *The Television News Interview*, SAGE, Beverly Hills.

### **PAPER-V: MEDIA ETHICS AND LAWS**

#### **(A) Course Objectives:**

The objective of the course is to familiarize students with the ethical codes and laws pertaining to the media. They would also be made conversant with the role of media in society and the related issues of responsibility and accountability in the use of the freedom of speech and expression.

#### **(B) Pedagogy of the Course Work:**

75% Lectures (including expert lectures)

25% Unit tests, snap tests, assignments, attendance and class room participation.

#### **Instructions for paper-setters and candidates:**

- The maximum marks for the paper will be 100. The question paper will be of 75 marks and internal assessment of 25 marks. Time allowed will be 3 hours.
- There shall be 9 questions in all.

The first question is compulsory comprising 8 short answer type questions spread over the whole syllabus to be answered in about 100-150 words each. The candidates are required to attempt 5 questions. Each question shall be of 3 marks. (5 X 3 = 15 marks)

Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 15 marks. (4 X 15 = 60 marks)

### **UNIT-I**

**Defining work ethic:** Competence, knowledge, aptitude and attitude; Codes of Professional Conduct moderated by the Press Council of India, News Broadcasting Standards Authority and the Broadcasting Content Complaints Council.

### **UNIT-II**

**Why Journalism Matters:** Freedom of speech and expression (Article 19[1] [a] and Article 19[2]); Role, responsibility and accountability of the media.

**Pressure groups:** Politico-legal, proprietorial, financial, societal and the self as factors interfering with professional integrity.

### UNIT-III

**Media Specific Laws (analysis of the bare Act with case studies):** Press Council Act, 1978; Cable TV Networks Regulation Act, 1995; Cinematograph Act, 1952; Information Technology [amendment] Act, 2008 (only relevant portions); Press and Registration of Books Act, 1867; Copyright [amendment] Act, 2012.

### UNIT-IV

**Media Related Laws (analysis of the bare Act with case studies):** Official Secrets Act, 1923; Right to Information Act, 2005; Contempt of Court, 1971; Law of Parliamentary Privileges (Article 105 [3] and 194 [3]); Parliamentary Proceedings (Protection of Publication) Act, 1977 (Article 361-A); Law of Defamation (Section 499-502 of IPC); Law of Obscenity (Section 292-294 of IPC); Indecent Representation of Women (Prohibition) Act, 1986 [amendment bill, 2012].

**Practical skill component:** students will create and enact multi-media simulations, street plays, role play on transgression and adherence to ethical codes by media.

### ESSENTIAL READINGS:

1. Basu, D. D. (1996) *Law of the Press*, Prentice Hall, India. N.D.
2. Bhatia, S. (1997) *Freedom of Press – Politico-Legal Aspects of Press Legislations in India*, Rawat Publications, Jaipur.
3. Indian Broadcasting Foundation (2011) *Self-regulatory Content Guidelines for Non-News and Current Affairs Television Channels*, IBF (Available online: <http://www.ibfindia.com/sites/default/files/Guidelines--Term%20of%20broadcas%20changes.pdf>).
4. McBride, K. & Rosenstiel, T. (2013) *The New Ethics of Journalism: Principles for the 21<sup>st</sup> Century*. Sage.
5. News Broadcasting Association (2008) *Code of Ethics and Broadcasting Standards*, NBA (Available online: [http://www.nbanewdelhi.com/assets/uploads/pdf/code\\_of\\_ethics\\_english.pdf](http://www.nbanewdelhi.com/assets/uploads/pdf/code_of_ethics_english.pdf)).
6. Press Council of India (2010) *Norms of Journalistic Conduct*, PCI (Available online: <http://presscouncil.nic.in/norms2010.pdf>).
7. Sanders, K. (2003) *Ethics and Journalism*, New Delhi: Sage.
8. Venkateswaran, K.S. (1993) *Mass Media Laws and Regulations in India*, Asian Mass Comm. Singapore.

### ADDITIONAL READINGS:

1. Christians, C. & Traber, M. (1997) *Communication Ethics and Universal Values*. Sage Publications, N.D.
2. Donald, D., Macedo, P. & Steinberg, S.R. (2007) *Media Literacy: A Reader*, New York: Peter Lang.
3. German, K.M. & Drushel, B.E. (2011) *The Ethics of Emerging Media: Information, Social Norms and New Media Technology*. Continuum Publishing Corp.
4. Mehta, Vinod. (1999) *Mr. Editor, How Close are you to the PM?* Konark Publishers, N.D.
5. Ninan, Sevanti & Chattarji, Subarno. eds. (2013) *The Hoot Reader: Media Practice in Twenty-first Century India*. New Delhi: Oxford University Press.
6. Potter, W.J. (2012) *Media Literacy*. Thousand Oaks, London, New Delhi, Singapore: Sage Publications.

<b>SECOND SEMESTER</b>		
<b>Paper I</b>	<b>Communication Theory</b>	<b>(100 Marks)</b> <b>4 credits</b> <b>Theory Exam = 75</b> <b>Internal Assessment = 25</b>
<b>Paper II</b>	<b>Print Journalism</b>	<b>(100 Marks)</b> <b>4 credits</b> <b>Theory Exam = 75</b> <b>Internal Assessment = 25</b>
<b>Paper III</b>	<b>Editing and Design for Print Media</b>	<b>(100 Marks)</b> <b>4 credits</b> <b>Theory Exam = 75</b> <b>Internal Assessment = 25</b>
<b>Paper IV</b>	<b>Radio &amp; TV Communication - II</b>	<b>(100 Marks)</b> <b>4 credits</b> <b>Theory Exam = 75</b> <b>Internal Assessment = 25</b>
<b>Paper V</b>	<b>Media Management</b>	<b>(100 Marks)</b> <b>4 credits</b> <b>Theory Exam = 75</b> <b>Internal Assessment = 25</b>
<b>Paper VI</b>	<b>Practicals</b>	<b>(100 Marks)</b> <b>4 credits</b>
	Student Reporter	30
	Tele News Board	15
	Broadcast Practical	30
	Communication Theory Practical	10
	Computer Applications	15

#### **COMPONENTS AND BREAKUP OF MARKS:**

**Paper – I to V** of the semesters will be of **100 marks** each. 75 marks will be for theory examinations and 25 marks for continuous internal assessment. The latter will comprise of two mid semester exams and attendance and class room participation.

#### **Paper – VI of the semesters will comprise of Practicals:**

**Student Reporter:** 30 Marks. These will be awarded on a weekly basis by the subject teacher concerned and the mean will be taken at the end of semester.

**Tele News board:** 15 Marks. These marks will be awarded on a daily basis by the subject teacher concerned and the mean will be taken at the end of semester.

**Broadcast Practicals:** 30 marks will be awarded by the teacher concerned at the end of semester.

**Communication Theory Practical:** 10 marks will be awarded by the teacher concerned at the end of semester.

**Computer Applications:** 15 marks will be awarded for projects done using publishing, designing and audio-video editing software.

## SECOND SEMESTER

### PAPER- I: COMMUNICATION THEORY

#### (A) Course Objectives:

The paper is designed to broaden and deepen the students understanding of the field of communication by introducing them to important theories, models and concepts in communication. They will also be appraised with the use of various theories of communication in carrying out both pure and applied research in this discipline.

#### (B) Pedagogy of the Course Work:

75% Lectures (including expert lectures)

25% Unit tests, snap tests, assignments, attendance and class room participation.

#### Instructions for papersetters and candidates:

- The maximum marks for the paper will be 100. The question paper will be of 75 marks and internal assessment of 25 marks. Time allowed will be 3 hours.
- There shall be 9 questions in all.

The first question is compulsory comprising 8 short answer type questions spread over the whole syllabus to be answered in about 100-150 words each. The candidates are required to attempt 5 questions. Each question shall be of 3 marks. (5X3 = 15 marks)

Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 15 marks. (4X15 = 60 marks)

#### UNIT – I

Attitude: definition, structure & role; major findings of attitude-change (persuasion) research; Krugman's Theory of Low Involvement; Festinger's Cognitive Dissonance Theory. The Two-step flow model: major findings & criticism

#### UNIT – II

Diffusion of Innovations: definition; characteristics of innovation; innovation decision process; concepts of homophily & heterophily; adapter categories & criticism; channels of communication. Agenda Setting Model: basic model; model of differential agenda-setting, criticism.

#### UNIT – III

Uses & Gratifications perspective: basic model; Rosengren's model; criticism. Neuman's Spiral of Silence model; McLuhan's Media Determinism, concepts of Global Village and hot & cool media. Media performance theories: Authoritarian, Free-press, Totalitarian, Social Responsibility.

#### UNIT-IV

Models & theory related to internet: Social Identity Model of Deindividuation Effects; Social Information Processing (SIP) Model; Hyperpersonal Model; Social Presence Theory; Media violence theories: Catharsis, Reinforcement, Cultivation, Observational-Learning. Display-Attention model: the market-driven dimension.

### **ESSENTIAL READINGS:**

1. Everett M. Rogers, (1976), *Communication and Development*. Beverly Hills, Sage Publications
2. E.S. Herman & Noam Chomsky, (1994), *Manufacturing Consent*, Vintage
3. Berelson, Bernard & Janowitz, Morris (ed.), (1966), *Reader in Public Opinion & Communication*. The Free Press, New York
4. Carwright, Dorwin & Zander, Alvin (ed.), (1968), *Group Dynamics Tavistock*, London
5. McQuail, Denis, (1994), *Mass Communication Theory*, SAGE, London
6. McQuail, Denis (ed.), (1976), *Sociology of Mass Communication*. Penguin, London
7. Rogers, Evertt M. (ed), (1982), *Communication & Development*. SAGE, Beverly Hills
8. Sage, (1981 onwards), *Mass Communication Year Books*. SAGE, Beverly Hills
9. Schramm, Wilbur, (1975), *Men, Messages & Media*. Harper & Row, New York.
10. Schramm, Wilbur (ed.), (1963), *Mass Communication*. University of Illinois Press, Illinois
11. Schramm, Wilbur (ed.), (1955), *The Process and Effects of Mass Communication* University of Illinois Press, Urban
12. Schramm, Wilbur, (1957), *Responsibility in Mass Communication*. Harper & Row, New York
13. Wood, Ronald N., (1983), *Mass Media & the Individual*, West Publishing Co., Minnesota
14. Peter Golding and Phil Harris, (1997), *Beyond Cultural Imperialism*. Sage Publication.
15. J.S. Yadava & Pradeep Mathur, (1998), *Issues in Mass Communication*. Kanishka Publishers.
16. Mridula menon & Ved Prakash Gandhi, (1997), *Media & Communications*. Kanishka Publishers. Vol – I
17. Kevin B. Wright and Lynne M. Webb (Dec 1, 2010) *Computer Mediated Communication in Personal Relationships*, Peter Lang Publishing Inc, First Printing Edition.
18. Crispin Thurlow, Lara M (Martin) Lengel and Alice Tomic (February 25, 2004) *Computer Mediated Communication*, Sage Publication Ltd. 1<sup>st</sup> edition.
19. Leonard Shedletsky and Joan E Aitken (October 2, 2003) *Human Communication on the Internet* (1<sup>st</sup> edition), Pearson.
20. Susan B, Barnes (September 21, 2002), *Computer Mediated Communication: Human –to-Human communication Across the Internet* (1<sup>st</sup> edition), Pearsen.
21. Stanley J. Baran, Dennis K. Davis, (2002), *Mass Communication Theory*. Thomson Wadsworth Publication

### **ADDITIONAL READINGS:**

1. Berman, Ronald, (1987), *How Television sees its Audience*. SAGE Beverly Hills.
2. Chomsky, Noam, (1988), *The Manufacturing of Consent*. Pantheon Books, New York.
3. Druckman, Daniel et. Al., (1982), *Non-verbal Communication*. SAGE Beverly Hills.
4. Gerbner, George et al., (ed.), (1983), *The International Encyclopaedia of Communication*. 4 Vols. Oxford University Press, New York.
5. Olson, David R., (1994), *The World on Paper*. Cambridge University Press, Cambridge
6. Poster, Mark, (1991), *The Mode of Information: Post-structuralism & Social Context*. Polity Press, Cambridge
7. Sperber, Dan & Wilson Dierdre, (1986), *Relevance* Basil Blackwell, Oxford.
8. Thompson, John B., (1990), *Ideology & Mass Culture*. Polity Press Cambridge.
9. Blalock, Hubert M., (1982), *Conceptualization & Measurement in the social sciences*. SAGE, Beverly Hills.

## **PAPER – II: PRINT JOURNALISM**

### **(A) Course Objectives:**

After successful completion of the course, the students will be conversant with various aspects of news writing styles. They would also be able to execute multiple features by slanting to different markets, to use market research and other techniques required to sell their features. Students' training in creative non-fiction would continue with techniques for generating story ideas through lateral thinking, employing storycraft and understanding audience engagement. They would also be made conversant with the requirements necessary for building a successful publishing career.

### **(B) Pedagogy of the Course Work:**

75% Lectures (including expert lectures)

25% Unit tests, snap tests, assignments, attendance and class room participation.



**Instructions for papersetters and candidates:**

- The maximum marks for the paper will be 100. The question paper will be of 75 marks and internal assessment of 25 marks. Time allowed will be 3 hours.
- There shall be 9 questions in all.

The first question is compulsory comprising 8 short answer type questions spread over the whole syllabus to be answered in about 100-150 words each. The candidates are required to attempt 5 questions. Each question shall be of 3 marks. (5X3 = 15 marks)

Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 15 marks. (4X15 = 60 marks)

**UNIT – I**

- Interviews: Importance, types, techniques
- Covering press conferences
- The beat system : Different beat areas
  - Accidents and crime
  - Government, speeches, meetings, elections and politics
  - Education
  - Sports
  - Courts

**Practical:** Interview exercise, Mock press conference, Mapping beat areas

**UNIT – II**

- Changing concept of news :5Ws and 1 H in the present context
- Concepts of public sphere and public interest
- Changing style of news writing

**Practical:** News writing assignments in the class

**UNIT-III**

Concept and importance of Lateral Thinking as opposed to Vertical Thinking.

**Creative strategies for idea generation:** Generating alternatives, challenging assumptions, the reversal method, analogy technique, choice of entry point and attention area, snowballing, random stimulation.

**Structuring the feature:** Theme statement, scratch outline, inverted pyramid approach, nut graph, five-box approach and narratives (linear, circular and frame narratives).

**Writing effective non-fiction:** Researching the idea; maintaining the narrative arc (story-starters, page turners, cliffhangers, and endings); ensuring readability through incorporation of action, conciseness, sensory detailing, literary devices, characterization, dialogue, human interest, humour, transition and focus; writing the gutter (how to not tell a story).

**Practical skill component:** Lateral Thinking and idea stimulation exercises;

## UNIT-IV

**Building a publishing career in a multimedia, convergent environment:** Developing a professional writer's mindset – Understanding the method and importance of revising; doing market research; identifying and developing slant(s); understanding audience engagement - reading 'difference' (dominant, oppositional and negotiated reading positions); pitching the idea; maintaining a publication log; developing multi-skill sets; Scope for freelancers in print, electronic and promotional media, world wide web, wire services and syndicates.

**Practical skill component:** students will use creative non-fiction storytelling techniques to document community milestones in multimedia format on the lines of the Out of Eden Walk Project and as pop-up magazines

### **ESSENTIAL READINGS:**

1. Copple, Neale, (1964), *Depth Reporting: An approach to Journalism*, Prentice-hall, New Jersey
2. Harris, Geoffrey & Spark, David, (1966), *Practical Newspaper Reporting*. William-Heinemann, London
3. Mencher, Melvin, , (1989), *Basic News Writing: W.M.C.* Brown Publishers, New York
4. Metz, William, (1990), *News Writing: From Lead to 30*. 3<sup>rd</sup> Edition, Prentice-Hall Inc., New Jersey
5. Metzler, Ken, (1986), *News Gathering*. Prentice-Hall Inc., New Jersey
6. Mac Dougall, Curtis D., (1987), *Interpretative Reporting* (Macmillan New York) 9<sup>th</sup> Edition,
7. Hohenmerg, John, (1983), *The Professional Journalist*, 3<sup>rd</sup> Edition (Holt, Rinehart and Winston, London)
8. Aivar, R. Ramachandra, , (1979), *Quest for News* (The Macmillan Company of India, New Delhi)
9. Krantz, Marshall , (1996), *Ideas and Research*, Writers' Digest Books
10. Bruce D. Itule, Douglas A Anderson,, (2006), *News Writing and Reporting for Today's Media*, Mc Graw Hill
11. Melvin Mencher,, (2007), *News Reporting & Writing*, McGraw Hill
12. Tim Harrower, (2006), *Inside Reporting, A Practical guide to the Craft of Journalism*, McGraw Hill.
13. Bean, E. (1999) *Writing for Publication*, Deadline Communications.
14. Blundell, W. (1998) *The Art and Craft of Feature Writing*, Plume Inc.
15. Chiarella, T. (1998) *Writing Dialogue*. Cincinnati, OH: Story Press.
16. Doubtfire, D. (2003) *Teach yourself Creative Writing*. London: Oxon
17. Hart, J. (2011) *Storycraft: The Complete Guide to Writing Narrative Non-fiction*. Chicago: The University of Chicago Press
18. Miller, B & Paola, S. (2012) *Tell it Slant: Creating, Refining and Publishing Creative Non-fiction*. McGraw-Hill
19. Perl, S. & Schwartz. M. (2006) *Writing True: The Art and Craft of Creative Non-fiction*. Boston: Wadsworth Publishing.
20. Pollack, E. (2010) *Creative Nonfiction: A Guide to Form, Content, and Style, with Readings*. Boston: Wadsworth Publishing
21. Rabiner, S. & Fortunato.F (2003) *Thinking like Your Editor: How to Write Great Serious Nonfiction—and Get It Published*. New York: Norton.
22. Stephen G. B. (2002) *Writing Narrative Journalism: Inside the Writers Mind*. Iowa State University Press
23. De Bono, E. (1990) *Lateral Thinking: A Textbook of Creativity*. London: Penguin Books
24. De Bono, E. (2007) *How to Have Creative Ideas*. Random House.
25. Miller, B & Paola, S. (2012) *Tell it Slant: Creating, Refining and Publishing Creative Non-fiction*. McGraw-Hill

### **ADDITIONAL READINGS:**

1. Aamidor, A. (1999) *Real Feature Writing*. New Jersey: Lawrence Erlbaum Assoc.
2. Elbow P. (1998) *Writing with Power*. Oxford University Press. N.Y.
3. Fandel, J. (2011) *Picture Yourself Writing Nonfiction: Using Photos to Inspire Writing*. Mankato, MN: Capstone Press.
4. Gerard, P. (2001) *Writing Creative Non-fiction*. Ohio: Story Press.
5. Greene, B. (1988) *Handbook of Magazine Article Writing*. Cincinnati, OH: Writer's Digest.
6. Johnson, C. (2005) *21<sup>st</sup> Century: Feature Writing*. New York: Allyn and Bacon.
7. Kane, T.S. (1988) *The New Oxford Guide to Writing*. New York: Oxford University Press
8. Look, M. J. (1995) *Leads and Conclusions*. Writers' Digest Books.
9. Wray, C. (2005) *Writing for Magazines*, (2<sup>nd</sup> ed.). Boston: McGraw Hill.

10. Zinsser, W.K. (1998) *On Writing Well: The Classic Guide to Writing Nonfiction*. New York: Harper Reference.
11. Anaa McKane, (2006), *News Writing*, Sage.
12. Rajan, Nalin (Eds), (2007), *21<sup>st</sup> Century Reporting in India*, Indiana, New Delhi.
13. K.Tim Walkmeyer,( 2009), *Online News Writing*, Wiley Blackwell,
14. Bak Baker, (1981), *News thinking: The Secret of Great News gathering*, Writers Digist Books
15. Rachel Bard, (2005), *News Writing Guide*, Universe.
16. George A Hongh, (1995), *News Writing*, Houghton Mifflin, 5<sup>th</sup> Edition.
17. Metzler Ken, (1987), *News Writing Exercises*, 2<sup>nd</sup> Edition, Prentice Hall New Jersey,.
18. Gerald C. Store, (1992), *News Writing*, Harper Collins.

### **PAPER – III: EDITING AND DESIGN FOR PRINT MEDIA**

#### **(A) Course Objectives:**

The paper will equip the students with skills to edit different kinds of copy; sensitize them to frame the right headlines and cutlines; train them in the selection and editing of pictures.

The design component of this course will train students in visual literacy. Through understanding the language of design, they would learn the art and science of handling verbal and visual elements in keeping with design principles and the nature of publication. They would also be imparted practical training in page design software.

#### **(B) Pedagogy of the Course Work:**

75% Lectures (including expert lectures)

25% Unit tests, snap tests, assignments, attendance and class room participation.

#### **Instructions for papersetters and candidates:**

- The maximum marks for the paper will be 100. The question paper will be of 75 marks and internal assessment of 25 marks. Time allowed will be 3 hours.
- There shall be 9 questions in all.

The first question is compulsory comprising 8 short answer type questions spread over the whole syllabus to be answered in about 100-150 words each. The candidates are required to attempt 5 questions. Each question shall be of 3 marks. (5X3 = 15 marks)

Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 15 marks. (4X15 = 60 marks)

#### **UNIT-I**

Sources of news copy; editing different types of copy; rewriting mofussil copy

Headlines: significance and functions, typographical patterns of writing headlines, Do's and Don'ts of headline writing, headline schedule

Copy marking and editing symbols

#### **UNIT-II**

Significance of pictures: briefing the cameraman, selection, editing and cropping of pictures, writing cutlines.

Journalistic Style and the Stylebook

Using computer programs for online editing of text and pictures

### UNIT-III

**Design Vocabulary:** Point, line, plane (shape, size), scale, perspective, value, texture & pattern, colour (hue, value, intensity, colour schemes), space (positive, negative), type (width, weight, posture).

**Design Principles:** foundational principles of balance and contrast; attendant principles of dominance, motion (hierarchy, rhythm, pattern and direction), harmony; overarching principles of Gestaltian unity (simplicity, similarity, continuity, closure, proximity, figure & ground).

### UNIT-IV

**The page as visual structure:** Formstorming; importance of a grid system and types of grids; placement, alignment, grouping, framing and layering of design components; science of eye movement; type as para-language; space as connector and divisor; colour psychology.

**Layout and make-up:** types of layout (symmetrical, asymmetrical and dissymmetrical, static and dynamic, regular and irregular); types of page makeup (vertical, horizontal, diagonal and quadrant, frame, brace, circus/jazzy); Front page layout – Poster and Signal & text front page.

**Practical Skill Component:** using computer programs for publication design; undertaking design projects – newspaper page mock ups, magazine covers and layouts; analysis of award-winning designs; alignment exercises.

### ESSENTIAL READINGS:

1. Evans, Harold, (1974), *Editing and Design* (Five Volumes) (William Heinemann, London)  
Book One: *Newman's English*  
Book Two: *Handling Newspaper Text*  
Book Three: *News Headlines*  
Book Four: *Picture Editing*  
Book Five: *Newspaper Design*
2. George, T.J.S. , (1980), *News Editing* ( Indian Institute of Mass Communication, New Delhi)
3. Baskette, Floyd D. & Sissors, Jack, (1995), *The Art of Editing*. Macmillan, New York
4. Hoy, Frank P., (1986), *Photo Journalism: the Visual Approach*. Prentice-hall, New Jersey
5. Taylor, Ron & Teel, Leonard Ray, (1985), *Into the Newsroom*. Prentice Hall, New Jersey.
6. Warlock, Peter, (1988), *The Desk Top publishing Book*. Heineman, London
7. Adobe Systems Inc (2012) *Adobe Photoshop CS6. Classroom in a Book*.
8. Binder, Kate, (1998), *Teach yourself Quark XPress*. Tech Media, New Delhi.
9. Bringhurst, R. (1997) *The Elements of Typographic Style*, Hartley and Marks.
10. Leslie, Jeremy, (2000), *Issues – New Magazine Design*, Ginko Press.
11. Lupton, E. (2004) *Thinking with Type*. New York: Princeton Architectural Press.
12. Millman, D. (2008) *The Essential Principles of Graphic Design*. How design Books.
13. Samara, T. (2002) *Making and Breaking the Grid*. Rockport Publishers Inc.
14. Shufflebotham, R. (2011) *InDesign in Easy Steps*. Tata McGraw-Hill
15. Willen, B & Strals, N. (2009) *Lettering & Type*. New York: Princeton Architectural Press
16. Lupton, E. & Phillips, J.C. (2015) *Graphic Design: The New Basics*. New York: Princeton Architectural Press.
17. White, A.W. (2011) *The Elements of Graphic Design*. New York: Allworth Press.

### ADDITIONAL READINGS:

1. Fyfe, Gordon & Law, (1988), *Visual Power*. Routledge, London
2. Worlock, Peter, (1988), *The desktop Publishing Book*. Heinemann, London
3. Sutton, Albert A., (1957), *Design and Make-up of the Newspaper* (Prentice-Hall, New York),
4. Krishnamoorti, R., (1986), *Copy Preparation & Proof Reading*. Northern Book Center, ND
5. Elam, Kimberley, (2005), *Grid Systems*. New York: Princeton Architectural Press,
6. Fink, A. (1998) *Faces on the Edge: Type Design in the Digital Age*, Peachpitt Press.
7. Fishal, C. (2000) *Redesigning Identity: Graphic Design Strategies for Success*, Rockport Publishers.

8. Hoy, F. (1986) *Photo Journalism: The Visual approach*. Prentice- Hall, New Jersey.
9. Krause, J. (2000) *Ideas Index: Graphic Effects and Typographic Treatment*, North Light Books, N.Y.
10. Meggs, P. B. (1998) *A History of Graphic Design*. John Wiley and Sons.
11. Wilde, J. & Wilde, R. (2000) *Visual Literacy – A Conceptual Approach to Graphic Problem Solving*, Watson Guptill Publishers, N.Y.

## **PAPER-IV: RADIO AND TV COMMUNICATION - II**

### **(A) Course Objectives:**

Sensitize students to the development of concepts for documentaries and television programs, scripting, directing, camera handling programming editing etc. Trains the students to understand the basic concepts and terminology specific to the media of radio and television; provides in depth grounding in the theory on which the two media operate; provides practical knowledge to conduct research in radio and TV communication.

### **(B) Pedagogy of the Course Work:**

75% Lectures (including expert lectures)

25% Unit tests, snap tests, assignments, attendance and class room participation.

### **Instructions for papersetters and candidates:**

- The maximum marks for the paper will be 100. The question paper will be of 75 marks and internal assessment of 25 marks. Time allowed will be 3 hours.
- There shall be 9 questions in all.

The first question is compulsory comprising 8 short answer type questions spread over the whole syllabus to be answered in about 100-150 words each. The candidates are required to attempt 5 questions. Each question shall be of 3 marks. (5X3 = 15 marks)

Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 15 marks. (4X15 = 60 marks)

### **UNIT – I**

Audience Research; TRP; CPM  
 Organization of news services division in All India Radio & Doordarshan;  
 Basic principles of writing news for Radio & TV  
 News packages: Code of Ethics in Broadcasting.

### **UNIT – II**

Do's & don'ts for conducting interviews & discussions for TV/Radio.  
 Pre-production, production and post-production considerations.  
 Above and below the line functions.

### **UNIT – III**

Basics of editing, switching, components of video editing systems, using the editing system  
 Offline and on line editing and basics of non-linear editing.

### **UNIT – IV**

Basics of sound perspective types of microphones and their pick-up patterns;  
 Basics of lighting for video production, importance and function and properties of light.

**ESSENTIAL READINGS:**

- 1 Chatterji, P.C. , (1991), *Broadcasting in India*. SAGE, New Delhi
- 2 Luthra, H.P., 1984, *Indian Broadcasting*. Publications Division, Min. of I & B.
- 3 Rao, B.S.S., (1992), *Television for Rural Development*. Concept Publishers, New Delhi,
- 4 Shivastava, K.M., (1989), *Radio and TV Journalism*, Sterling Publications Pvt. Ltd., New Delhi,
- 5 Maloney, Martin J. & Rubenstein, Paul Max, (1980), *Writing for the Media*. Prentice Hall, New Jersey
- 6 Machin, David & Niblock, Sarah, ( 2006), *News production: Theory and Practice*, Routledge, New York
- 7 Shrivastava, K.M., (1989), *Radio and TV Journalism*, Sterling Publishers, New Delhi,.
- 8 Cohler, David Keith, (1985), *Broadcast Journalism*. Prentice-Hall, New Jersey.
- 9 Shukla, A.K, (2008), *Handbook of Journalism and Mass Communication*. Rajat Publications, New Delhi,
- 10 Fedler, Fred, bender, John R., Davenport, huanda, Drager, Michael W., (2005), *Reporting for the media*. Oxford University Press, New York.
- 11 Kaushik, Sharda, (2000), *Script to Screen: An Introduction to TV Journalism*, Macmillan, New Delhi,
- 12 Cohen, Akilia A, (1987), *The Television News Interview*. SAGE, New Delhi,
- 13 Shrivastava, K.M., (2005), *Broadcast Journalism in the 21<sup>st</sup> century* new Dawn Press Group, New Delhi,
- 14 Fulding, Ken, (1990), *Introduction to Television Production*, Longman, New York,

**ADDITIONAL READINGS:**

- 1 Ken Fielding , *Introduction to Television Production* (Arizona State University) Longman New York & London
- 2 Lynee S. Gross WCB, *Tele Communication- An Introduction to Electronic Media*. Wm. C. Brown Publisher
- 3 Zettl, Herbert, 2003, *The Handbook of Strategic Public Relations and Integrated Communications*. Tata McGraw Hill, New York,
- 4 Shrivastava, K.M, (2005), *Broadcast Journalism in the 21st century* New Dawn Press Group, New Delhi.
- 5 Fulding, Ken, (1990), *Introduction to Television Production*, Longman, New York.
- 6 Cohen, Akiba N., (1987), *The Television News Interview*, SAGE, Beverly Hills.

**Paper V: Media Management****(A) Course Objectives:**

Sensitize students to the development of concepts for documentaries and television programs, scripting, directing, camera handling programming editing etc. Trains the students to understand the basic concepts and terminology specific to the media of radio and television; provides in depth grounding in the theory on which the two media operate; provides practical knowledge to conduct research in radio and TV communication.

**(B) Pedagogy of the Course Work:**

75% Lectures (including expert lectures)

25% Unit tests, snap tests, assignments, attendance and class room participation.

**Instructions for papersetters and candidates:**

- The maximum marks for the paper will be 100. The question paper will be of 75 marks and internal assessment of 25 marks. Time allowed will be 3 hours.
- There shall be 9 questions in all.

The first question is compulsory comprising 8 short answer type questions spread over the whole syllabus to be answered in about 100-150 words each. The candidates are required to attempt 5 questions. Each question shall be of 3 marks. (5X3 = 15 marks)

Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 15 marks. (4X15 = 60 marks)

### Unit I

- An overview of Mass media: Emergence of global media, Media as an industry
- Introduction to Indian Media and Entertainment Sector (IEM) comprising Filmed Entertainment, Television, Music, Radio, Print, Online media.
- Management of Media organizations: Management as a process. Approaches to Management such as Classical school, Human Relations School and Modern approach.

### Unit II

- Media market scenario: Ownership and its types, advantages and disadvantages; Cross Media ownership; Vertical and horizontal integration; Monopolies and Oligopolies
- Economics of print and electronic media in the global market place; consolidation and convergence; Forces affecting markets viz. economic, technological, regulatory, global, social; Strategic alliances in media market for newsgathering, content creation, dissemination.
- Foreign equity in Indian Media; Economic, social and cultural effects of globalisation of media.

### Unit III

- Newspaper Business Management: Definition and Classification of newspapers, Newspaper as an industrial product
- Significant aspects of newspaper industry in India and its constraints including problems of small and medium newspapers in India
- Organisational structure of newspapers, magazines and news agencies. Qualifications & duties of professionals.

### Unit IV

- Electronic Media Management: Structure of radio and television organizations, new media and Online Publications
- Global media players and their holdings; India's major media houses and their holdings

**Practical:** Preparation of charts related to major media houses for display

### **ESSENTIAL READINGS:**

1. Kohli Vanita, (2003), *The Indian Media Business*, Sage.
2. Ganaratne Shelton ,(2000) *Handbook of the media*, Sage
3. Kothari Gulab (1995) *Newspaper Management in India*, DK Publishers, New Delhi
4. Frank Thayer( 1954) *Newspaper Business management*, Prentice hall Inc, New York
5. Trilok N Sindhvani (1975), *Newspaper Economics and management*, Ankur publishing House, New Delhi.
6. John Mcmanus ( 1994), *Market-Driven Journalism: Let the Citizen Beware*, Iowa State Press
7. Edward S. Herman and Robert W. McChesney(1997), *The Global media: New missionaries of corporate capitalism* , Madhyam Books, New Delhi
8. Edward S. Herman and Robert W. McChesney(2002) *Manufacturing Consent: The political economy of mass media*, Random House,
9. Bagdikian Ben H,( 2004), *The New Media Monopoly*,.Beacon Press
10. Redmond James and Trager Robert, (2004),*Balancing on the Wire: The Art of Managing Media Organizations*, 2nd ed., Atomic Dog
11. McChesney Robert W. (2004)*The Problem of the Media*, Monthly Review Press
12. Taparia Jay( 2004)*Understanding Financial Statements: A Journalist's Guide*, Marion St. Press

13. Downie Jr Leonard, Kaiser Robert G, (2003),*The News About the News: American Journalism in Peril*, Vintage
14. Albarran Alan B( 2002),*Management of Electronic Media*,. (2nd ed)., Wadsworth,
15. Picard Robert G. (2002),*The Economics and Financing of Media Companies*, Fordham University Press
16. Roberts Gene (2002),*Breach of Faith: A Crisis of Coverage in the Age of Corporate Newspapering*, ed. (University of Arkansas Press
17. Borjesson Kristine( 2002),*Into the Buzzsaw: Leading Journalists Expose the Myth of a Free Press*, ed. by Prometheus Books
18. McCord, Richard( 2001),*The Chain Gang: One Newspaper versus the Gannett Empire*, 2nd ed., University of Missouri Press
19. Croteau David and Hoynes, William( 2001)*The Business of Media* ,Pine Forge Press
20. Cranberg Gilbert, Bezanson Randy , (2001),*Taking Stock: Journalism and the Publicly Traded Newspaper*, and John Soloski Iowa State Press
21. Roberts Gene (2001),*Leaving Readers Behind: The Age of Corporate Newspapering*, ed. by (University of Arkansas Press
22. Compaine Benjamin M (2001),*Who Owns the Media?., et. al.*, (3rd ed., Knowledge Industry
23. Kovach Bill and Rosenstiel Tom, ( 2001),*The Elements of Journalism*, (Crown Publishers
24. Serrin William , ( 2000), *The Business of Journalism*, edited by The New Press
25. Graham Katharine, ( 1998), *Personal History*, Knopf Publishing
26. Squires James D, ( 1994), *Read All About It! The Corporate Takeover of America's Newspapers*, New York Times Books, 1994.

#### **ADDITIONAL READINGS:**

1. McManus John (1994),*Market-Driven Journalism: Let the Citizen Beware*, Iowa State Press.
2. Underwood Doug(1993),*When MBA's Rule the Newsroom: How the Marketers and Managers are Reshaping Today's Media*, Columbia University Press.
3. Neuharth Al(1989),*Confessions of an S.O.B.*, Doubleday.
4. Mackay Harvey(1988),*Swim With the Sharks without Being Eaten Alive*, Wm. Morrow & Co.
5. Adarsh Kumar Varma ( 2003), *12 ½, Management Mantras of Journalism*, Kanishka Publishers, New Delhi.
6. Kundra, S ( 2005), *Media management*, Saujanya books Pvt Ltd, New Delhi.
7. Shamsi N Afeque, ( 2006), *Media Organisation And Management*, Anmol Publications Pvt Ltd, New Delhi
8. Singh Nachhattar (1997), *Organisation And Management Systems*, Anmol Publications Pvt Ltd, New Delhi
9. Stephen Lacy, George Sylvie, Robert H. Wicks, Jan LeBlanc Wicks, Ardyth Broadrick Sohn, ( 2003), *Media management: A Casebook Approach, Lea's Communication Series* , Lawrence Erlbaum Associates,



<b>THIRD SEMESTER</b>		
<b>Paper I</b>	<b>Advertising</b>	<b>(100 Marks)</b> <b>4 credits</b> <b>Theory Exam = 75</b> <b>Internal Assessment = 25</b>
<b>Paper II</b>	<b>Public Relations</b>	<b>(100 Marks)</b> <b>4 credits</b> <b>Theory Exam = 75</b> <b>Internal Assessment = 25</b>
<b>Paper III</b>	<b>Media and Communication Research Methodology</b>	<b>(100 Marks)</b> <b>4 credits</b> <b>Theory Exam = 75</b> <b>Internal Assessment = 25</b>
<b>Paper IV</b>	<b>Interpretative &amp; Investigative Journalism</b>	<b>(100 Marks)</b> <b>4 credits</b> <b>Theory Exam = 75</b> <b>Internal Assessment = 25</b>
<b>Paper V</b>	<b>Development Communication</b>	<b>(100 Marks)</b> <b>4 credits</b> <b>Theory Exam = 75</b> <b>Internal Assessment = 25</b>
<b>Paper VI</b>		<b>100 Marks</b> <b>4 credits</b>
	<b>Major Project Report</b>	<b>40 Marks</b>
	<b>Minor Project Reports/Position Papers</b> 1 project/position paper in each of the 5 papers	<b>5x10 = 50 marks</b>
	<b>Computer Applications</b>	<b>10 Marks</b>

### **COMPONENTS AND BREAKUP OF MARKS:**

**Paper – I to V** will be of **100 marks** each. 75 marks will be for theory examinations and 25 marks for continuous internal assessment. The latter will comprise of two mid semester exams and attendance and class room participation.

**Paper – VI will comprise of:**

- (a) **Major Project Report on any subject taught during the course. Content, Organisation and Language = 25 marks; Presentation and Defence = 15 marks.** Evaluation will be by all the faculty members and the mean shall be taken.
- (b) **5 Minor Project Reports/Position Papers on all five papers taught in the semester will be undertaken for 10 marks each.** Content, Organisation & Language (5 marks) + Presentation and Defence (5 marks). Evaluation will be by the faculty member/s concerned.
- (c) **Computer Applications:** 10 marks awarded for projects using print and web design software.

## THIRD SEMESTER

### PAPER I: ADVERTISING

#### (A) Course Objectives:

The purpose of the course is to train students in the unique field of advertising which is marketing in Mass Communication in the Semester the students shall be introduced to unique form of communication. They will be provided in depth understanding of various Advertising Media and Advertising Copywriting. In addition, the course will provide understanding of Advertising design and appeals. The course shall also provide knowledge regarding Advertising Campaign, Agency, testing and Advertising Ethics with a view to make the students professional and responsible advertising practitioners.

#### (B) Pedagogy of the Course Work:

75% Lectures (including expert lectures)

25% Unit tests, snap tests, assignments, attendance and class room participation.

#### Instructions for papersetters and candidates:

- The maximum marks for the paper will be 100. The question paper will be of 75 marks and internal assessment of 25 marks. Time allowed will be 3 hours.
- There shall be 9 questions in all.  
The first question is compulsory comprising 8 short answer type questions spread over the whole syllabus to be answered in about 100-150 words each. The candidates are required to attempt 5 questions. Each question shall be of 3 marks. (5 X 3 = 15 marks)  
Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 15 marks. (4 X 15 = 60 marks)

#### UNIT-I

Definitions; advertising vis-à-vis communication; unique features of advertising communication; place of advertising in marketing; advertising as a tool of promotion; advertising vis-a-vis publicity, public relations & sales promotion; functions of advertising.

Importance of trademarks & brand names in advertising; features, functions & uses of brand names; importance of packaging in advertising: functions & uses of packaging; classification of advertising: media-based, objectives-based, area-based, selective & primary demand, carrier & non-carrier, spiral of advertising. Concepts of brand image and positioning

#### UNIT-II

Advertising media: advertising media characteristics, characteristics of individual media, application to advertising media namely, Newspapers, Magazines, Radio, Television, Outdoor, Transit, Point-of-Purchase, Direct mail & Internet.

#### UNIT-III

Advertising copy writing: Definition; objectives; concept & types of copy format; concept of copy elements; AIDA formula & task assigned to each copy element; homework concept; USP; headlines and types of headlines; weak and strong headlines; copy structure; guidelines for writing effective copy.

#### UNIT-IV

Advertising design & layout: difference between the two; basic vocabulary and universal principles of design, concepts of elements & structure in design; stages of layout: miniature; rough; revised rough; and comprehensive; importance of each layout stage. Advertising appeals: definition; discussion on need, wants & desires, urges and drives; basic & acquired appeals; Maslow's Hierarchy of drives; positive & negative appeals; kinds of appeals.

## ESSENTIAL READINGS:

1. David Ogilvy, (1988), *Ogilvy of advertising*. London Pan Books, London, Sidgwick & Jackson
2. David Ogilvy, *The Unpublished David Ogilvy*
3. David Ogilvy, (1969), *Confessions of an Advertising Man*. London, Longman
4. Subroto Sengupta, *Cases in Advertising and Communication Marketing*
5. Subroto Sengupta, (1990), *Positioning* (New Delhi, Tata-Mcgraw Hill
6. Waston S. Dunn & Arnold Darbe, (1982), *Advertising: Its Role in Modern Marketing*, Chicago, Dryden Pr. 5<sup>th</sup> ed.
7. J.N. Hobsen, (1968), *Select on Advertising Media*. 5<sup>th</sup> ed., London, Business Books
8. Jack Haskins, (1963), *Advertising Research & Testing*, International Correspondence School
9. Dorothy Cohen, (1972), *Advertising*. NY, Wiley
10. Bailinger, Raymond, (1956), *Layout*. Reinhold Publishing Corporation, New York, 1956
11. Caples, John, (1997), *Testes Advertising Methods*, Harper & Bros., New York
12. Darbe, Arnold & Dunn, Waston S., (1964), *Advertising: its Role in Modern Marketing*. McGraw Hill, New York
13. Durban, Arnold, *Advertising*
14. Engel, Jack, (1980), *Advertising*. McGraw Hill, New York
15. Frey, Albert Westley, (1970), *Advertising*. Ronald Press Co., New York
16. Harrison, Tony (ed), (1989), *A handbook of Advertising Techniques*. Kogan page, London
17. Hattwick Melvin S., (1982), *How to use Psychology for better Advertising*. Prentice Hall, New Jersey
18. Jefkins, Frank, (1977), *Copywriting & its presentation*. International Textbook Co., London
19. Kanuk, Leslie Lazer & Schiffman; Leon, (1982), *Consume behaviour*. Prentice Hall, New Jersey
20. Kleinman, Philip, (1977), *Advertising Inside Out*. W.H. Allen, London
21. Kirkpatrick, C.A., (1959), *Mass Communication in Marketing*. Houghton-Mifflin, Boston
22. Nicoll David Shelley, (1978), *Advertising* MacDonald & Evans, Plymouth
23. Norris, James S., (1984), *Advertising*. Prentice Hall, New Jersey
24. Warner, Daniel S. & Wright, John S., (1974), *Advertising*. West Publishing Co.
25. Ajanta Chakravarty, (2003), *Advertising*, Rupa Co.
26. White Roderick, (2000), *Advertising*. McGraw Hall book company international Ltd.
27. Gupta OM, (2005), *Advertising in India*, Kalpaz publications
28. Haig Matt, (2003), *Brand failures*, Kogan Page Ltd.
29. Parameswaran MG, (2001), *Brand building advertising*, Tata McGraw Hall Publisher
30. Kapoor Jagdeep, (2002), *Brand Naamkaran for Desi Khari English Marie segments*, BPI (India) Pvt. Ltd.
31. Tiwari Sayay, (2003), *The (un) Common Sense of Advertising*, Response Books
32. Ghosal Subhas, (2002), *The making of Advertising*, Mac Millian India Ltd.
33. Valladares Juae A., (2000), *The Craft of Copywriting*. Response Books
34. Brierley Sean, (2002), *The Advertising Handbook*, Routedges
35. John Philip Jones, (2002), *The ultimate secrets of Advertising*. Sage Publication Inc.

## ADDITIONAL READINGS:

1. Bajpai, Shailaja & Unikrishnan, Namita, (1996), *The Impact of Television Advertising on children*. SAGE, ND
2. Berelson, Bernard & Janowitz, Morris (Ed.), (1996), *Reader in Public Opinion & Communication*. The Free Press, New York
3. Berman, Ronald, (1981), *Advertising & Social Change*. SAGE, Newbury Park
4. Burke, Kenneth, (1946), *A grammar of motives*. Prentice-hall Englewood Cliffs
5. Burke, Kenneth, (1950), *A Rhetoric of motive*. Prentice-hall Englewood Cliffs
6. Cannon, Tom, (1973), *Advertising Research: Intertext-Books*, London
7. Cannon, Tom, (1973), *Advertising: The Economic Implications*. Intertext-Books, London
8. Ewen, Stuart, (1976), *Captains of Consciousness*. McGraw Hill, New York
9. Katz, Daniel et al (ed.), (1962), *Public Opinion & Propaganda*. The Dryden Press, New York
10. Maslow, Abraham, (1954), *Motivation & Personality*. Harper & Bros., New York
11. McLuhan H. Marshall, (1951), *The Mechanical Bridge*. Routledge & Kegan Paul, London
12. Oliver, Robert T., (1962), *Culture & Communication*. Charles C. Thomas, Springfield
13. Packard, Vance, (1961), *The Hidden Persuaders*. Longmans, London
14. Porter, Lyman & Roberts, Karlene (ed.), (1977), *Communication in Advertising*. Penguin, Middlesex
15. Sargant, William, (1957), *Battle for the Mind*. Heinemann, London
16. Tolley, B. Stuart, (1977), *Advertising & marketing Research*. Nelson- Hall, Chicago
17. Wademan, Victor, (1977), *Risk-Free Advertising*. John Wiley & Sons, New York

## **PAPER- II: PUBLIC RELATIONS**

### **(A) Course Objectives:**

The module on Public Relations will sensitize the students to public relation as unique field of mass communication, provide guidelines and concepts, impart skills for producing PR materials, train the students to device PR campaign, train the students to conduct research enhance the PR communication strategies, give them knowledge to understand and produce socially relevant and public service related institutional advertising.

### **(B) Pedagogy of the Course Work:**

75% Lectures (including expert lectures)

25% Unit tests, snap tests, assignments, attendance and class room participation

### **Instructions for papersetters and candidates:**

- The maximum marks for the paper will be 100. The question paper will be of 75 marks and internal assessment of 25 marks. Time allowed will be 3 hours.
- There shall be 9 questions in all.  
The first question is compulsory comprising 8 short answer type questions spread over the whole syllabus to be answered in about 100-150 words each. The candidates are required to attempt 5 questions. Each question shall be of 3 marks. (5 X 3 = 15 marks)  
Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 15 marks. (4 X 15 = 60 marks)

### **Unit – I**

Concept of organization, Different types of organization;  
Various departments of Organization: internal and external Public  
Organisational and communications; Line and Staff function.  
Role of PR in Marketing Mix; Differentiate between Public Relations, Advertising and Publicity

### **Unit II**

Definition and principles of PR; activities, role and function of PR.  
Persuasion and public opinion: Definition of Persuasion ; Human Communication; A working definition, opinion Leadership; sources of motivation, Governors of opinion change, Generators of opinion change, Some laws of public opinion, principles of persuasion.

### **Unit III**

- Public relations process;
- Fact – finding & feedback – the first step: the four step process, the listening phase of PR, the objective look, counselling & programming support, uncovering trouble spots, improving outbound communication, useful intelligence from research, information centre, research tools: formal & informal methods;

### **Unit IV**

- Planning & programming – the second step: the purpose of planning, a procedure of planning, strategic thinking, planning for disaster, need for fact centre; case studies
- Communication & action – the third step: 7 Cs of communication: credibility, context, content, clarity, continuity & consistency, channel, capability of audience;
- Evaluation – fourth step: evaluation tools: readership studies, radio & TV audience research;

## ESSENTIAL READINGS:

1. Scott M. Cutlip & A.H. Genter, (1964), *Effective Public Relations*. 3<sup>rd</sup> ed. ,Englishwood Cliffs, Prentice-hall
2. Fraser P. Seital, (1984), *The Practice of Public Relations*. 2<sup>nd</sup> ed., Columbus Bell & Howell Co.
3. S.K. Roy, (1974), *Corporate Image of India*. New Delhi, Sh. Ram Center
4. Krishnachander Lehiri, *Publicity: Art and Literature with special reference to India*.
5. John Lee, (1968), *Diplomatic. Persuaders*, N.Y. Wiley.
6. Rajendra, *Lok Sampark* (Haryana Hindi Granth Academy, Chandigarh)
7. Dilgir, H.S., *Lok Sampark-Sanchar Atay Sandhan* (Kala Darpan Prakashan Chandigarh)
8. Mehta, D.S., *Handbook of Public Relations in India*, (Allied Publishers, New Delhi.)
9. Black, Marwin & Harlow, Rex, (1985), *Practical Public Relations*. Harper & Bros.; New York
10. Black, Sam, (1978), *Practical Public Relations Pitman*, London.
11. Black, Sam, (1972), *Role of Public Relations in Management*. Pitman, London.
12. Bowman, Pat & Ellis, Nigel (ed.), (1985), *Handbook of Public Relations*. George Harrap & Co., Ltd, London.
13. CanField, Bertrand & Moore, H. Frazier, (1985), *Public Relations*. Richard D. Irwin, Illionis.
14. Center, Allen H. & Cutlip, Scott M., (1978), *Effective Public Relations*, Prentice Hall, New Jersey.
15. Cunard, Peter & Capper Allen (ed), (1987), *Public Relations Casebook*, Logan Paul, London
16. Haywood, Roger, (1987), *All about PR*. McGraw Hill, Singapore.
17. Jethwarey, Jaishri N. et. Al., (1994), *Public Relations*. Sterling Publishers, New Delhi.
18. Lasly, Philip (ed.), (1979), *Public Relations Handbook*. Prentice Hall, New Jersey.
19. Pavlik, John V., (1987), *Public Relations*, SAGE Beverly Hills.
20. Sahai, Baldeo, (1985), *Public Relations. Standing conference of Public Enterprises*, New Delhi.
21. Simon Raymond, (1977), *Public Relations*. Grid Inc., Ohio.
22. Pavlik, John V., (1987), *Public Relations, What Research Tells us*. Sage, New Delhi.
23. Scitel, Fraier P., (1984), *The practice of Public Relations*, Merill, Ohio.
24. Prabhakar, Naval & Basu, Narendra, (2007), *Public Relations: Principles & Functions*. Common Wealth, New Delhi.
25. Prabhakar, Naval & Basu, Narendra, (2007), *Public Relations: Nature & Scope*. Common Wealth, ND
26. Ridgway, Judith, (2005), *Handling the Media & Public Relations*. Infintiy Books, New Delhi
27. Oxley, Harold, (1987), *The principles of Public Relations*, Kogan page, London
28. Levy, Stuart M., (2006), *Public Relations and integrated communications*, Lotus Press, New Delhi
29. Balan, K.R., (1990), *Lectures on applied Public Relations*. Educational Publishers, New Delhi.
30. Dubey V.K., (1997), *Public Relations management*. Common Wealth, New Delhi.
31. Newsom D, Turk, JV and Kurckeberg D., (2000), *This is PR: The Realities of Public Relations*, Wadsworth, Singapore
32. Caywood, Clark L., (2004), *The Handbook strategic Public Relations and integrated communications*. Tata McGraw hill, New York
33. Zettl, Herbert, (2003), *Television Production handbook*. Wadsworth, CA.

## ADDITIONAL READINGS:

1. Agarwala-Rogers, Rekha & Rogers, Everett M., (1976), *Communication in Organisations*. The Free Press, Toronto
2. Berelson, Bernard & Janowitz, Morris (Ed.), (1966), *Reader in Public Opinion & Communication*. The Free Press, New York
3. Brembeck Winston & Howell, William, (1976), *Persuasion*, Prentice Hall, New Jersey
4. Broom, Glen & Dozier, David, (1990), *Using Research in Public Relations*. Prentice Hall, New Jersey.
5. Burke, Kenneth, (1946), *A grammar of motives*. Prentice-hall Englewood Cliffs
6. Burke, Kenneth, (1950), *A Rhetoric of motive*. Prentice-hall Englewood Cliffs
7. Cantrill Hadley, (1947), *Causing Public Opinion*. Princeton University Press, Princeton
8. Dance, Frank E.X. & Larson, Carl E., (1972), *Speech*. Holt, Rinehart & Winston, New York

## **PAPER III: MEDIA AND COMMUNICATION RESEARCH METHODOLOGY**

### **(A) Course Objectives:**

This course serves dual objectives: one, of training young minds for scientific inquiry, and two, of acquainting them with the various methods used for conducting scientific research in media and communication studies. The students would be given a basic training in the use of Excel and SPSS for the purpose of data presentation and analysis. After completion of the course, students will be equipped to conduct projects and dissertation studies.

### **(B) Pedagogy of the Course Work:**

75% Lectures (including expert lectures)

25% Unit tests, snap tests, assignments, attendance and class room participation

### **Instructions for papersetters and candidates:**

- The maximum marks for the paper will be 100. The question paper will be of 75 marks and internal assessment of 25 marks. Time allowed will be 3 hours.
- There shall be 9 questions in all.  
The first question is compulsory comprising 8 short answer type questions spread over the whole syllabus to be answered in about 100-150 words each. The candidates are required to attempt 5 questions. Each question shall be of 3 marks. (5 X 3 = 15 marks)  
Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 15 marks. (4 X 15 = 60 marks)

### **UNIT I**

**Overview:** Definition, nature and importance of Communication research; Research application in media studies.

**Research Approaches:** Basic and Applied research; Quantitative and Qualitative research; Longitudinal and Cross-sectional research; Exploratory, Descriptive and Analytical research.

### **UNIT II**

**Selection and Formulation of the research problem:** Importance of intellectual curiosity and Review of literature; Formulating terms of inquiry – research questions, objectives and types of hypotheses; Concepts, constructs and types of variables; Operational definitions.

**Choosing an appropriate Research Method:** Need for and features of a good methodological framework; Census and sample surveys, Content analysis, Case studies, Historical studies, Panel studies, laboratory and field experiments.

### **UNIT III**

**Determining Sampling and Data collection strategies:** Types of data – primary and secondary; Definition and importance of sampling; Types of probability and non-probability sampling methods; Types of Data collection tools - Observation, Questionnaire, Scales, Interview Schedule, Focus Group Discussions.

### **UNIT IV**

**Data Presentation and Analysis:** Levels of Measurement; Reliability and Validity; Hypothesis testing – assumptions and limitations; Graphic and tabular representation of data using Word Excel/SPSS; Using SPSS for elementary descriptive and inferential statistical analysis.

**Report writing:** Process and types; Bibliography and Citation Style; Checking for plagiarism.

**Practical skill component:** students will use these research methods to carry out their minor and major projects as well as their dissertations.

### **ESSENTIAL READINGS:**

1. Berger, A.A. (2000) *Media and Communication Research Methods*, Sage Publications, N.D.
2. Hansen, A. & Machin, D. (2013) *Media and Communication Research Methods*. Palgrave Macmillan
3. Keyton, J. (2001) *Communication Research: Asking Questions, Finding Answers*. Mountain View, CA: Mayfield
4. Merrigan, G. & Huston, C.L. (2014) *Communication Research Methods*. Oxford University Press
5. Neuman, L.W. (2007) *Social Research Methods*, Pearson Education. N.D.
6. Wimmer, R.D & Dominick, J.R. (1987) *Mass Media Research: An Introduction*. London: Thomson/Wadsworth Publishers.
7. Yadava, K.N.S & Yadava, Surender S., (1995) *Statistical Analysis for Social Scientists*, Manak Publishers, N.D.

### **ADDITIONAL READINGS:**

1. Brennen, B.S. (2013) *Qualitative Research Methods for Media Studies*. Oxon and New York: Routledge.
2. Journals: *Journalism & Mass Communication Quarterly*, *Media Asia* and online journals available on the campus network
3. Kumar, R. (2008) *Research Methodology*. Pearson Education. N.D.
4. Lindlof, T. R. (1994) *Qualitative Communication Research Methods*. Sage Publications, N.D

## **PAPER IV: INTERPRETATIVE AND INVESTIGATIVE JOURNALISM**

### **(A) Course Objectives:**

The course in Print media has been designed to develop news concepts and critical thinking skills to recognize the changes taking place in news gathering, process and dissemination. Interpretation is the need of the hour and Investigative reporting has historically played an important pivotal role in policing public and private corruption, abuses of governmental authority and other threats to the maintenance of a democratic society.

At the end of this course the student will have the ability to:

- Comprehend the nuances of specialized news writing within the context of objectivity, accuracy and fairness
- Generate story ideas for investigative and in-depth stories.
- Perform primary field research and library, documents and database research while focusing on ethical questions associated with investigative journalism
- Identify and use documents and databases and present data in a compelling way in stories.
- Plan for photos and graphics to illustrate in-depth stories.
- Work in collaboration with other journalists, as part of a team reporting effort.
- Use multimedia skills to enhance investigative work

### **(B) Pedagogy of the Course Work:**

75% Lectures (including expert lectures)

25% Unit tests, snap tests, assignments, attendance and class room participation

### **Instructions for papersetters and candidates:**

- The maximum marks for the paper will be 100. The question paper will be of 75 marks and internal assessment of 25 marks. Time allowed will be 3 hours.
- There shall be 9 questions in all.  
The first question is compulsory comprising 8 short answer type questions spread over the whole syllabus to be answered in about 100-150 words each. The candidates are required to attempt 5 questions. Each question shall be of 3 marks. (5 X 3 = 15 marks)

Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 15 marks. (4 X 15 = 60 marks)



## UNIT I

- **Interpretative Writing:**Backgrounding, Observation, Orientation, Analysis, Opinion, Humanising.
- **Investigative Reporting:** Origin, growth and relevance of investigative journalism
- **Advanced journalism:** Preparing the communication package
- **Precision Journalism:** Use of social science research methods for journalism
- **Data Journalism:** Using Big Data for journalistic writing

## UNIT II

- **Specialised writing**
  - Business journalism:
  - Environment
  - Crisis situations
  - Parliament
  - Science
  - International

## UNIT III

- Planning, developing and pitching an interpretative/investigative story.
- Primary, Secondary, Digital, Human sources
- Problems and obstacles faced by investigative journalists.
- Rules of Investigative Reporting
- Sting operations: Use and abuse

## UNIT IV

- Computer Aided Reporting: History of CAR
- Use of computers for news gathering, processing and dissemination
- Document State of Mind and the Paper trails.
- Case Studies in Interpretative and Investigative Reporting.

**Practical:** Class discussion, debate, Story Workshop, Practice in data journalism, Curate an online publication

### ESSENTIAL READINGS:

1. Bird, L George and Merwin FE,( 1951) The press and society, Prentice Hall
2. Danilov, Victor J ( 1955), Public Affairs Reporting, MacMillan, New york.
3. English, Earl and Hatch, Glarence L ( 1957), Scholastic Journalism, Iowa State University Press
4. Kreighbaum Hiller,( 1958), Facts in perspectives: The editorial page and the news interpretation, Prentice Hall
5. Cople Neal ( 1964), Depth Reporting, Prentice Hall, New Jersey
6. Kobre Sidney( 1969), Backgrounding the news, Greenwood Press, New york
7. Kobre Sidney (1969), The press and contemporary affairs, Greenwood Press, New york.
8. MacDougall D Curtis( 1987),Interpretative Reporting, Prentice Hall
9. Mencher Melvin( 1989), Basic News writing, WMC Brown& Co. New york
10. Fox Walter ( 2001), Writing the news: guide for print journalist, Wile Blackwell
11. Gibbs J Cheryl, Warhover Tom(2002) , Getting the whole story: reporting and writing the news, The Guilford Press
12. Shapiro Bruce, Hammil Pete,( 2003), Shaking foundations: 200 years of investigative journalism in America, Nation Books
13. Fedler Fred (2004) , Reporting for the media, Oxford University Press
14. Pilger John ( 2005), Tell me no lies:Investigative journalism that changed the world, Basic Books

15. Riche Carole ( 2006) Writing and reporting news: A coaching method, Wadsworth publishing
16. Gaines C William ( 2007), Investigative journalism: Proven strategies for reporting the story, CQ Press
17. Stovall G James( 2008), Writing for mass media, Allyn & Bacon
18. Alexander Alison, Jarice Hansen ( 2008), Mass Media and Society: Taking Sides - Clashing Views in Mass Media and Society, McGraw-Hill/Dushkin
19. Potter W. James ( 2008), Media Literacy , Sage
20. Berry Stephen J( 2008) , Watchdog journalism: Art of investigative reporting, Oxford Press

**ADDITIONAL READINGS:**

1. Malcolm Janet (1990) , The journalist and the murderer, Vintage publishers
2. Woodward Bob, Bernstein Carl, (1994), All the presidents men, Simon & Schuster
3. Roger Fiddler, ( 1997), Mediamorphosis, Sage
4. Jones, Steven G, ( 1998), Cybersociet 2.0, Sage
5. Jan Van Dijk, ( 1999), The network society, Sage
6. Woodward Bob ( 2000), Shadow: 5 presidents and the legacy of Watergate, Simon & Schuster; Touchstone
7. Campbell W. Joseph,( 2001), Yellow journalism: puncturing the myths, defining the legacies, Greenwood publishing
8. Woodward Bob, Bernstein Carl, ( 2005), The final days, Simon & Schuster
9. Houston, Brant, and Len Bruzzese, Steve Weinberg.( 2002).*The Investigative Reporter's Handbook – A Guide to Documents, Databases and Techniques*. Boston: Bedford/St. Martin's,
10. Ward William B, ( 1952), Reporting agriculture, Comstock publishing association, New york Delbert Macgurie( 1956), Technical and industrial journalism, The Stackpole Co. Pennsylvania.
11. Williams Paul N ( 1978), Reporting agriculture, Prentice Hall, New Jersey
12. Wolsele R E , ( 1978), The changing magazine, Hastings House, New york
13. Malone Robert, Rubenstein Paul Max, ( 1980), Writing for the media, Prentice hall, New Jersey
14. DeFluer Margaret H, ( 1997), Computer Assisted Investigative reporting: Development and methodology, Lawrence Erlbaum.

**PAPER V: DEVELOPMENT COMMUNICATION**

**(A) Course Objectives:**

The purpose of the course is to project the concept of development viz media and other civic agencies. Emphasis would be placed on the need and importance of development support communication in a developing society through contemporary and traditional media inclusive of folk media.

**(B) Pedagogy of the Course Work:**

75% Lectures (including expert lectures)

25% Unit tests, snap tests, assignments, attendance and class room participation

**Instructions for papersetters and candidates:**

- The maximum marks for the paper will be 100. The question paper will be of 75 marks and internal assessment of 25 marks. Time allowed will be 3 hours.
- There shall be 9 questions in all.  
The first question is compulsory comprising 8 short answer type questions spread over the whole syllabus to be answered in about 100-150 words each. The candidates are required to attempt 5 questions. Each question shall be of 3 marks. (5 X 3 = 15 marks)

Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 15 marks. (4 X 15 = 60 marks)

## UNIT I

Definition of development, development communication and development support communication

Indicators of development

'Passing of a traditional Society' as interpreted by Daniel Lerner; Communication and National Development: approach of Wilbur Schramm; and 'Diffusion of Innovation', approach of EM Rogers.

Participatory models of development.

Characteristics of developing societies, gap between developed and developing societies.

## UNIT II

Developmental and rural extension agencies; governmental, semi-government, non governmental organizations

Panchayati Raj-planning at national, state, regional, district, block and village levels.

Case Studies of social, cultural and economic barriers to development

## UNIT III

Development Support Communication for health and family welfare, environment and agricultural reforms, marginalized sectors and issues.

Using Mass Media for development: Framing, writing/scripting, producing development messages for urban, semi urban and rural audiences.

Case studies on development communication programmes.

## UNIT IV

Using Interpersonal Communication and Folk Media for development: Using Interpersonal Communication and Folk Media for development: music, dance, pantomime, versification, epic ballad recitation, religion and festival peasantry, puppetry et al.

Case Studies on development communication programmes using traditional media.

## ESSENTIAL READINGS:

1. Wilbur Schramm, (1964), *Mass media and National Development* Stanford, Stanford Univ. Press
2. Schramm and Lerner, (1967), *Communication and change in the developing countries*. Honolulu, East West Center Press
3. Daniel Lerner, (1958), *The Passing of Traditional society* Glencoe, Free Press
4. Eliiegel et al, *Agricultural Innovation of Indian Villages*
5. B.S. Thakur & Binod C. Agarwal, (1989), *Media Utilization for Development of Women and Children*, Concept Publishers, Delhi
6. S.R. Mehta (ed.), (1992), *Communication in Social Development*. Rawat Publications. Jaipur
7. Srinivas Melkote and H. Laslie Steovs, *Communication for Development in the Third World*, 2nd Edition, Sage, ND.
8. Madhusudan, K. (2006), *Traditional Media and Development Communication*, Kanishka Publishers, ND.

## ADDITIONAL READINGS:

1. E.M. Rogers, (3<sup>rd</sup> Ed: 1983); (4<sup>th</sup> Ed: 1995), *Diffusion of Innovations*, New York: Free Press
2. Wilbur Schramm, Donal F. Roberts (Ed.), (1997), *The process and effects of Mass Communication*; University Illinois Press, USA
3. P.C. Joshi, (2002), *Communication & National Development*, Anamika Publishers & Distributors (P) Ltd
4. K. Sadanandan Nair, Shirley A. White, (1993), *Perspectives on Development Communication*. SAGE Publication
5. Hunt, Dian, (1989), *Economic Theories of Development : An Analysis of the Competing Paradigms*, Harvesters Whitsheaf, New York.
6. Srampickal, Jacob, (1994), *Voice to the Voiceless - The Power of People Theatre in India*, Manohar Publishers and Distributors, New Delhi.
7. Parmar, Shyam. (1975), *Traditional Folk Media in India*, Geka Books, New Delhi, 1975.

<b>FOURTH SEMESTER</b>		
<b>Compulsory Papers</b>		
<b>Paper I</b>	<b>Advertising</b>	<b>(50 Marks)</b> <b>2 credits</b> <b>Theory Exam = 40</b> <b>Internal Assessment = 10</b>
<b>Paper II</b>	<b>Public Relations</b>	<b>(50 Marks)</b> <b>2 credits</b> <b>Theory Exam = 40</b> <b>Internal Assessment = 10</b>
<b>Paper III</b>	<b>Convergence Journalism</b>	<b>(50 Marks)</b> <b>2 credits</b> <b>Theory Exam = 40</b> <b>Internal Assessment = 10</b>
<b>Paper IV</b>	<b>Computer Mediated Communication</b>	<b>(50 Marks)</b> <b>2 credits</b> <b>Theory Exam = 40</b> <b>Internal Assessment = 10</b>
<b>Paper V</b>	<b>Inter-cultural Communication</b>	<b>(50 Marks)</b> <b>2 credits</b> <b>Theory Exam = 40</b> <b>Internal Assessment = 10</b>
<b>Specialization/Optional Papers (any four options have to be taken)</b>		
<b>Paper VI</b>	<b>Advertising Copy Writing: Theories of Hopkins &amp; Ogilvy</b> or a two-credit paper from *allied disciplines.	<b>(50 Marks)</b> <b>2 credits</b> <b>Theory Exam = 40</b> <b>Internal Assessment = 10</b>
<b>Paper VII</b>	<b>Corporate Communication</b> or a two-credit paper from *allied disciplines.	<b>(50 Marks)</b> <b>2 credits</b> <b>Theory Exam = 40</b> <b>Internal Assessment = 10</b>
<b>Paper VIII</b>	<b>Mobile and Social Media Journalism</b> or a two-credit paper from *allied disciplines.	<b>(50 Marks)</b> <b>2 credits</b> <b>Theory Exam = 40</b> <b>Internal Assessment = 10</b>
<b>Paper IX</b>	<b>Media Literacy</b> or a two-credit paper from *allied disciplines.	<b>(50 Marks)</b> <b>2 credits</b> <b>Theory Exam = 40</b> <b>Internal Assessment = 10</b>
<b>Paper X</b>	<b>Communication Skills</b> or a two-credit paper from *allied disciplines.	<b>(50 Marks)</b> <b>2 credits</b> <b>Theory Exam = 40</b> <b>Internal Assessment = 10</b>
<b>Paper XI</b>	<b>Dissertation</b>	<b>(100 Marks)</b> <b>4 credits</b>
	Dissertation: Continuous evaluation Summative evaluation Viva voce	25 50 25
<b>Internship</b>		<b>50 Marks</b> <b>2 credits</b>

### **COMPONENTS AND BREAKUP OF MARKS:**

**Paper – I to V are compulsory and will be of 50 marks each.** 40 marks will be for theory examinations and 10 marks for continuous internal assessment. The latter will comprise of one mid semester exam and attendance and class room participation in each paper.

**Papers – VI to Paper - X are optional papers** of 50 marks each inclusive of 10 marks for internal assessment. The latter will comprise of one mid semester exam and attendance and class room participation in each paper.

All the options in these specialized courses will be offered subject to availability of faculty. \* **Allied disciplines:** Sociology, Psychology, Economics, Laws, English, Fine Arts.

### **Paper – XI will comprise of Dissertation:**

Dissertation: Continuous evaluation (25 marks will be awarded by the guide); Summative evaluation (50 marks will be awarded jointly by the external examiner and the guide); Viva voce (25 marks will be awarded by the external examiner).

Internship: The students will undergo a mandatory two-month internship (February and March) with a newspaper, magazine, news agency, TV channel/production house, radio channel, NGO, advertising agency or PR agency. After completion of internship, each student shall submit a 1000 word report of the work done during the internship period along with a filled assessment card signed and stamped by the organization interned at.

## FOURTH SEMESTER

### PAPER – I: ADVERTISING

#### (A) Course Objectives:

In this semester the first unit will provide understanding of Advertising appeals, advertising campaign. The second unit shall provide knowledge regarding Advertising testing and Advertising Ethics with a view to make the students professional and responsible advertising practitioners.

#### (B) Pedagogy of the Course Work:

40% Lectures (including expert lectures)

10% Unit tests, snap tests, assignments, attendance and class room participation.

#### Instructions for papersetters and candidates:

- The maximum marks for the paper will be 50. The question paper will be of 40 marks and internal assessment of 10 marks. Time allowed will be 2 hours.
- There shall be 5 questions in all.

The first question is compulsory comprising 7 short answer type questions spread over the whole syllabus to be answered in about 75-100 words each. The candidates are required to attempt 5 questions. Each question shall be of 2 marks. (5X2 = 10 marks)

Rest of the paper shall contain two units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 15 marks. (2X15 = 30 marks)

#### UNIT-I

Advertising campaign: definitions & the campaign principle; concepts of inter-relatedness & inter-connectedness; client brief, stages, types, basic principles. Objectives of production-promotion and institution-promotion; campaign theme.

#### UNIT-II

Advertising testing: importance & objectives; objectives as related to functions of an ad a campaign and step-models; need for & uses of pre-testing & post-testing; important testing methods.

Ethics of advertising significance & role; code of advertising ethics & its application to contemporary advertising.

**Courses of reading same as that of the third semester, Paper - I**

## **PAPER II: PUBLIC RELATIONS**

### **(A) Course Objectives:**

The module on PR will sensitized the students to public relations as a unique field of mass communication provide knowledge regarding media relation and application of various PR tools.

### **(B) Pedagogy of the Course Work:**

40% Lectures (including expert lectures)

10% Unit tests, snap tests, assignments, attendance and class room participation.

### **Instructions for papersetters and candidates:**

- The maximum marks for the paper will be 50. The question paper will be of 40 marks and internal assessment of 10 marks. Time allowed will be 2 hours.
- There shall be 5 questions in all.

The first question is compulsory comprising 7 short answer type questions spread over the whole syllabus to be answered in about 75-100 words each. The candidates are required to attempt 5 questions. Each question shall be of 2 marks. (5X2 = 10 marks)

Rest of the paper shall contain two units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 15 marks. (2X15 = 30 marks)

### **UNIT I**

- Media Tools: the Printed word, House publications, Brochures, Pamphlets, Manuals, Books, Letters and Bulletins, Newsletters, Inserts and enclosures, The bulletins Board.
- The Spoken Word: Meetings, Open houses, The Speakers' Bureau, Telephone Newline and public address, the grapewine.
- The images motion pictures, TV, Cable TV, Close-circuit TV, Display and Exhibition, Staged Events.
- New tools: computers, internet, websites, blogs, mobloges, podcasting, tele-conferencing, web conferencing, social media etc.

### **UNIT II**

- Rules for good media relations; executive and media some specific guidelines; news releases, media conference, interviews, do's and dont's conducting interviews; do's and dont's or writing news releases; style and structure of news release; mechanics or news releases.
- Media Alerts and fact sheets, pitch letters, internet news release; Radio News Release (R&R), Video News Release (VNR)

**Courses of reading same as that of the third semester, Paper-II**

## **PAPER III: CONVERGENCE JOURNALISM**

### **Course Objectives:**

This course assumes that the students already have basic skills as a journalist: They can gather information, organize it efficiently and write an acceptable story.

The objectives of this course are to prepare the students to be able to:

1. Tell interesting stories and convey factual information more effectively over the Internet.
2. Write in a style appropriate for converged media in blogs, in online-only stories and in multi-media news or public relations packages
3. Search efficiently for credible information, documents and statistics on the Internet
4. Think critically about issues involving media convergence
5. Work with a team that plans, designs and creates a news site on the Web and
6. Work in a newsroom setting, complete with a commitment to accuracy, fairness, diversity, creativity and meeting deadlines.
7. They will learn to think beyond the constraints of the printed page or the broadcast signal.

#### **(A) Pedagogy**

40% Lectures (including expert lectures)

10% Unit tests, snap tests, assignments, attendance and class room participation.

#### **Instructions for papersetters and candidates:**

- The maximum marks for the paper will be 50. The question paper will be of 40 marks and internal assessment of 10 marks. Time allowed will be 2 hours.
- There shall be 5 questions in all.

The first question is compulsory comprising 7 short answer type questions spread over the whole syllabus to be answered in about 75-100 words each. The candidates are required to attempt 5 questions. Each question shall be of 2 marks. (5X2 = 10 marks)

Rest of the paper shall contain two units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 15 marks. (2X15 = 30 marks)

### **UNIT I**

- Models of convergence- Convergence Continuum (Cross promotion, cloning, co-opetition, content sharing, convergence) Lawson Borders model
- Business model of converged news environment: Case Study of the Tampa Model
- Digital storytelling: Telling the story with multiple images, Importance of brevity and providing appropriate links

### **UNIT II**

- Search Engine Optimization, open source interactive tools to create polls, charts, timelines and maps that integrate data to tell stories online
- Online news sites, Wiki Journalism, Blogging, Crowd sourced stories and Citizen Journalism

#### **Practical:**

1. Run a Class Blog. Group wise updates are mandatory.
2. Generate three stories on the same subject using different content formats. This can be data/map based, photo feature, full-length narratives, video or audio. Publicise them on social platforms.
3. Prepare a story/visualisation using crowd-sourced information, which may already be publicly available.



## ESSENTIAL READINGS:

1. Allen Stuart, (2006), *Online news*, McGraw Hill.
2. Allen Stuart, Einar Peter, (2009), *Citizen Journalism: Global Perspectives*, Lang publishing.
3. Arnold George T (2008), *Media writers handbook*, McGraw Hill.
4. Baczkowski Pablo J (2004), *Digitising the news: Innovation in online newspapers*, MIT press.
5. Bradshaw Paul, (2011) *The Online Journalism Handbook: Skills to survive and thrive in the digital age*, Longman Practical Journalism Series
6. Callahan Christopher, Leslie Jean Thorton, (2007), *A journalists guide to internet*, Longman.
7. King Luc (2008), *Internet and the mass media*, Sage publication.
8. Pappacharissi Zizi, (2009), *Journalism and citizenship: New agendas in communication* Routledge
9. Quinn Stephen, Filak Vincent, (2005), *Convergent journalism an introduction: Writing and producing across media*, Focal Press
10. Quinn Stephen, Lambie Stephen, (2007), *Online Newsgathering: Researching and reporting for journalism*, Focal press.
11. Ran Micheal, James W Tankard, (2004), *Writing for print and digital media with online learning centre and power web*, McGraw Hill.
12. Rodenberry Jack, Burton St John, (2009), *Public Journalism: The promise and reality of citizen engaged press*, Routledge.
13. Rosales Ray, (2006), *The elements of online journalism*, iUniverse.inc
14. Wilkinson Jeffrey S, August E Grant, Douglas Fisher (2008), *Principles of convergent journalism*, Oxford.
15. Brian Winston, (2000), *Media Technology and Society: A History From the Telegraphy to the Internet*, Routledge.
16. [Vinod Kumar Joshi](#) (1 Jan 2011), *Online Journalism* Hardcover
17. Tamara Witschge, C. W. Anderson, David Domingo (2016), [Handbook of Digital Journalism](#)
18. Bob Franklin, Scott Eldridge II (2016) Routledge, [The Routledge Companion to Digital Journalism Studies](#)
19. [Shawn McIntosh](#) –(2016), [Converging Media: A New Introduction to Mass Communication](#), Oxford University Press, Incorporated, 2016 - Digital media

## EBOOKS/ KINDLE EDITIONS

1. Fusco Michael, *An Analysis of the Competing Business Models in Online Journalism*, Amazon Asia-Pacific Holdings Private Limited (India)
2. Steve Hill and Paul Lashmar, (2014) *Online Journalism: The Essential Guide*, Sage Publications Ltd
3. [Reimold Daniel](#), (2013) *Journalism of Ideas: Brainstorming, Developing, and Selling Stories in the Digital Age*, Routledge
4. Gitner Seth, (2015) *Multimedia Storytelling for Digital Communicators in a Multiplatform World*, Routledge
5. Brock George, (2013), *Out of Print: Newspapers, Journalism and the Business of News in the Digital Age*, Kogan Page
6. Stephens Mitchell, (2014) *Beyond News: The Future of Journalism (Columbia Journalism Review Books)*, Columbia University Press
7. Mark E. Briggs (8 September 2015) [Journalism Next: A Practical Guide to Digital Reporting and Publishing](#), Available on Kindle

## ADDITIONAL READINGS:

1. Craig, Richard, (2004) *Online Journalism: Reporting, Writing, and Editing for New Media*, Wadsworth Publishing Co. Inc.
2. Domingo David and Paterson Chris, (2011) *Making Online News: Volume 2: Newsroom Ethnographies in the Second Decade of Internet Journalism (Digital Formations)*, Peter Lang Publishing Inc; 1st New edition
3. Foust, James C (2005). *Principles and Practices of News for the Web*. Scottsdale, AZ: Holcomb Hathaway, Publishers.
4. Janert Philipp K, (2010) *Data Analysis with Open Source Tools*, Shroff/O'Reilly; First edition, ISBN 9350231778
5. Kilian Crawford (2008), *Writing for the Web* ISBN 1-55180-207-4.

6. Ward Mike, Journalism Online ISBN: 0-24051-610-9.
7. Wolk Roland De, (2000) Introduction to Online Journalism: Publishing News and Information, Pearson
8. Lucy Kung, Anna-Martina Kröll, Begina Ripken, and Marcel Walker, "Impact of the Digital Revolution on the Media and Communication Industries," Javnost: The Public 6, no. 3 (1999): 29.
9. John V. Pavlik, Journalism and New Media (New York: Columbia University Press, 2001), 54-57.
10. Pamela J. Shoemaker, Gatekeeping, Communication Concepts 3(Newbury Park: Sage, 1991): 32.
11. Brandenburger, Adam, and Barry Nalebuff. Co-opetition. New York: Currency Doubleday, 1996: Currency Doubleday, 1997.
12. Jenkins H, 2006, Convergence Culture: Where old and new media collide, New York: New York University Press
13. Kolodzy, J, 2006, Convergence Journalism: Writint and reporting across the news media, Lanham, MD: Rowman&Littlefeld Publishers Inc.
14. Eugenia Siapera, Andreas Veglis( Eds) , The Handbook of Global Online Journalism, Wiley Publishers, 2012

### **PAPER III: COMPUTER MEDIATED COMMUNICATION**

#### **(A) Course Objectives:**

This paper examines the digital media technologies that are at the center of much of our information, communication and entertainment needs today. The course will provide students a theoretically-grounded, critical understanding of the usage of CMC in various application areas and by diverse audiences.

#### **(B) Pedagogy of the Course Work:**

40% Lectures (including expert lectures)

10% Unit tests, snap tests, assignments, attendance and class room participation.

#### **Instructions for papersetters and candidates:**

- The maximum marks for the paper will be 50. The question paper will be of 40 marks and internal assessment of 10 marks. Time allowed will be 2 hours.
- There shall be 5 questions in all.

The first question is compulsory comprising 7 short answer type questions spread over the whole syllabus to be answered in about 75-100 words each. The candidates are required to attempt 5 questions. Each question shall be of 2 marks. (5X2 = 10 marks)

Rest of the paper shall contain two units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 15 marks. (2X15 = 30 marks)

### **UNIT I**

**Components of Computer-mediated Communication (CMC):** Web 1.0, Web 2.0, Web 3.0 (web portals, search engines, email, message boards, listservs, RSS feeds, blogs, microblogs, podcasts, wikispaces, widgets, social networks, livecasting, filesharing, mashups, folksonomies, virtual community, cloud computing etc.)

**The Network Society and Spreadable Media:** Generation C – creation, curation, connection and community; the 7 'laws' of the Web; Digital Visitors, Digital Residents and Cyborgs.

**Theoretical Approaches to CMC:** Actor-Network theory, Social Presence Model, Media Richness Theory, SIDE model, Social Information Processing Model, Impression Management Model, Warranting Construct and ICT Succession Framework.

## UNIT II

**ICT Applications:** ICT and society (governance, education, commerce, agriculture, health); ICT and marginalized audiences (LGBTQ community, Differently-abled and Senior Citizens); ICT and self (presentation of the self[ves], filter bubbles and echo chambers; online virality and social contagion; crowd sourcing and crowd funding; slacktivism, activism and vigilantism.

**ICT Issues:** homogenization, hybridization, mobilization, pluralism, fragmentation, polarity and addiction; the Internet Paradox.

**Practical skill component:** Students will take up any Web 2.0 component as an e-project and practically demonstrate its efficacy in an event and/or issue environment. They will also use digital mapping tools to analyse online contagion.

### ESSENTIAL READINGS:

1. Castells, M. (2000) *The Rise of the Network Society*. Wiley-Blackwell.
2. Gane, N. & Beer, D. (2008) *New Media: The Key Concepts*. Oxford and New York: Berg.
3. Green, L. (2010) *The Internet: An introduction to New Media*. Oxford and New York: Berg.
4. Jenkins, H., Ford, S & Green, J. (2013) *Spreadable Media: Creating Value and Meaning in a Networked Culture*. New York: New York University Press.
5. Monge, P.R. & Contractor, N.S. (2003) *Theories of Communication Networks*. New York: Oxford University Press.
6. Siapera, E. (2012) *Understanding New Media*. Sage Publication.
7. VanDijk, J. (2012) *The Network Society*. (3<sup>rd</sup> edition). London: Sage.
8. Wright, K. B., & Webb, L. M. (Eds.). (2011). *Computer mediated communication in personal relationships*. New York: Peter Lang.

### ADDITIONAL READINGS:

1. Brown, J.S. & Duguid, P. (2000) *The Social Life of Information*. Boston, MA: Harvard Business School Press.
2. Cairncross, F. (2001) *The Death of Distance, How the Communications Revolution is Changing our Lives*. Boston MA: Harvard Business School Press.
3. Creeber, G. & Martin, R. (2009) *Digital Cultures*. New York: Open University Press.
4. Debord, G. (1996) *The Society of the Spectacle*. London: Verso.
5. Hindman, M. (2008) *The Myth of Digital Democracy*. Princeton, NJ: Princeton University Press.
6. Huberman, B. (2001) *The Laws of the Web, Patterns in the Ecology of Information*. Cambridge MA, London: The MIT Press.
7. Morozov, E. (2011) *The Net Delusion, The Dark Side of Internet Freedom*. New York: Public Affairs.
8. Turkle, S. (2015) *Reclaiming Conversation: The Power of Talk in a Digital Age*. Penguin Press.

## **PAPER V: INTER-CULTURAL COMMUNICATION**

### **(A) Course Objectives:**

This course aims at helping the students: (1) realize a theoretical and practical understanding of how cultural similarities and differences are rooted in communication events and practices; (2) comprehend theories and concepts of inter-cultural communication; (3) understand the role of communication in culture; (4) recognize cultural variables; (5) familiarize with the communication norms, rituals, and taboos of other cultures; (6) learn about barriers to intercultural communication, adjustment to other cultures, and culture shock, understand communication activities as they would be done in other cultures; (7) learn how differences in intercultural communication manifest themselves in different professional settings; (8) increase sensitivity to their own cultural background and its impact on how they communicate, increase knowledge of ethical issues in communicating inter-culturally, and increase sensitivity to communicating with people from different cultures.

**(B) Pedagogy of the Course Work:**

40% Lectures (including expert lectures)

10% Unit tests, snap tests, assignments, attendance and class room participation.

**Instructions for papersetters and candidates:**

- The maximum marks for the paper will be 50. The question paper will be of 40 marks and internal assessment of 10 marks. Time allowed will be 2 hours.
- There shall be 5 questions in all.

The first question is compulsory comprising 7 short answer type questions spread over the whole syllabus to be answered in about 75-100 words each. The candidates are required to attempt 5 questions. Each question shall be of 2 marks. (5X2 = 10 marks)

Rest of the paper shall contain two units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 15 marks. (2X15 = 30 marks)

**UNIT I**

**Culture:** Meaning, Definition, Nature, Scope; Types of Culture: Macro and Micro

**Intercultural communication:** Meaning, Definition, Nature, Scope, Historical Background, Components, Context & Power;

**Cultural patterning and variability:** Non-verbal Communication (silence, listening, perceptions, norms & time), Verbal Communication (with special emphasis on communication between genders)

**Theories:** Cultural Convergence Theory, Communication Accommodation Theory, Identity Negotiation Theory, Intra culture vs. Inter culture Networks Theory, Communication Acculturation Theory, Consciousness Theory

**UNIT II**

**Relevance of Intra-personal Communication:** Concept of self;

**Inter cultural Interactions:** Transitions, Conflicts, Language, Protocol and Behaviour, and Popular Culture;

**Cultural Shock and Mass Culture:** Concept, Significance and Relevance;

**Hofstede's Cultural Dimensions:** Power Distance Index (PDI), Individualism (IDV), Masculinity (MAS), Uncertainty Avoidance Index (UAI), and Long-term Orientation;

**ESSENTIAL READINGS:**

1. Asante, Newmark, Blake. (1989) *Handbook of Intercultural Communication*. Published by SAGE Publications.
2. Gudykunst, Mody. (2001) *Handbook of International and Intercultural Communication*, Second Edition. Published by SAGE Publications.
3. Golding and Harris. (1997) *Beyond Cultural Imperialism*. Published by SAGE Publications.

**ADDITIONAL READINGS:**

1. Adrian Holliday, Martin Hyde, John Kullman. (2004) *Intercultural Communication: An Advanced Resource Book*. Published by Routledge.
2. Fred L. Casmir - editor. (1997) *Ethics in Intercultural and International Communication*. Published by Lawrence Erlbaum Associates.
3. Stella Ting-Toomey. (1999) *Communicating across Cultures*. Published by Guilford Press.

## **SPECIALIZATION/OPTIONAL PAPERS (any four have to be taken)**

### **PAPER – VI: ADVERTISING COPY WRITING: THEORIES OF HOPKINS & OGILVY**

#### **(A) Course Objectives:**

This specialized higher level course seeks to acquaint the students with the time tested copy writing guidelines for print media of the two legendary practitioners of advertising communication: Claude Hopkins and David Ogilvy. Advertising copy writing Theories of Hopkins and Ogilvy.

#### **(B) Pedagogy of the Course Work:**

40% Lectures (including expert lectures)

10% Unit tests, snap tests, assignments, attendance and class room participation.

#### **Instructions for papersetters and candidates:**

- The maximum marks for the paper will be 50. The question paper will be of 40 marks and internal assessment of 10 marks. Time allowed will be 2 hours.
- There shall be 5 questions in all.

The first question is compulsory comprising 7 short answer type questions spread over the whole syllabus to be answered in about 75-100 words each. The candidates are required to attempt 5 questions. Each question shall be of 2 marks. (5X2 = 10 marks)

Rest of the paper shall contain two units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 15 marks. (2X15 = 30 marks)

### **UNIT-I**

Claude Hopkins: Brief Introduction; Hopkins copy writing principles and guidelines: characteristics of the copy writer; copy writer as communication skill; language content and presentation of advertising copy; copy formats and appeals to use; copy for me too products; importance of product name and product quality; advertising as salesmanship; copy writing as 'telling the full story' and 'sharing information'; significance of data and research; need for habit creation.

### **UNIT-II**

David Ogilvy: Brief Introduction; Ogilvy's copy writing principles: concepts of homework; big idea; pursuit of knowledge; brand positioning useful copy formats; guidelines for writing effective headlines and body copy; copy writing for magazines and direct mail; importance of brand names; research for copy writing; guidelines for producing effective advertising and for developing originality.

Comparative assessment of copy writing principles of Hopkins and Ogilvy.

#### **ESSENTIAL READINGS:**

1. Hopkins Claude, (1990), *My life in Advertising*, Chicago: NTC Publications
2. Hopkins Claude(1990);, : *Scientific Advertising*, Chicago: NTC Publications
3. Ogilvy, David (1965), *Confessions of Advertising Man*, London: Longmans
4. Ogilvy, David (1995), *Ogilvy on Advertising*, London: Drion
5. Ogilvy, David (1997), *An Autobiography*.
6. Higgins, Denis (1968), *The art of writing Advertising: conversations with the masters of the craft*, New York: NTC Books.
7. Valladares, June A (2000), *The craft of copy writing*, New Delhi: Response Books
8. G hosal, fubhash (2002), *The making of advertising* , New Delhi: Macmillion India Ltd.
9. Tiwari, Sanjay (2003), *The common sense of Advertising*, New Delhi: Response Books.

10. Gabay, Janathan J. (1996), *The craft of copy writing*, New Delhi: Response Books.

**ADDITIONAL READINGS:**

1. Baran, J. Stanley and Dennis K. Davis (2002), *Mass Communication theory Singapoe*, Thomson Wadsworth.
2. Wilamhuret, John and Adrian Mackay (2002), *The fundamentals of Advertising*, Oxford Butterworth-Heinemann.
3. Briefly, lean. (2002), *The Advertising Handbook*, New York: Routledge.
4. Aater, David A., Rajeev Batra and John G Myers (1995), *Advertising Management*, New Delhi: Prentice Hall of India.
5. Higgins, Denis (1978), *The Art of Writing Advertising*, New York: NTC Publishing Group.

## **PAPER VII: CORPORATE COMMUNICATION**

**(A) Course Objectives:**

The module of corporate communication will sensitized the students to corporate communication as unique field of mass communication. The course shall provide knowledge regarding corporate communication, corporate image building, corporate culture, corporate style and its importance in the field of corporate world.

**(B) Pedagogy of the Course Work:**

40% Lectures (including expert lectures)

10% Unit tests, snap tests, assignments, attendance and class room participation.

**Instructions for papersetters and candidates:**

- The maximum marks for the paper will be 50. The question paper will be of 40 marks and internal assessment of 10 marks. Time allowed will be 2 hours.
- There shall be 5 questions in all.

The first question is compulsory comprising 7 short answer type questions spread over the whole syllabus to be answered in about 75-100 words each. The candidates are required to attempt 5 questions. Each question shall be of 2 marks. (5X2 = 10 marks)

Rest of the paper shall contain two units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 15 marks. (2X15 = 30 marks)

### **UNIT – I**

**Organization Communication** :Meaning and definition; need or purpose of Communication; importance of Communication; Types of Communication; formal and informal Communication; downward Communication; upward Communication; horizontal Communication; diagonal Communication; written and oral Communication; gestural or non-verbal Communication; essential characteristics of effective Communication system.

**Corporate identity**: definition; concept of corporate identity; role in image building; need of Corporate identity; how Corporate identity viewed; Corporate visual identity; case studies.

**Corporate culture**: introduction meaning & definition; characteristics; functions of cultures; how organization cultures start; how is culture learned by employees; changing corporate culture.

### **UNIT – II**

**Integrated marketing Communication**: PR in marketing mix; components of IMC case studies.

**Investor relations:** definition; role and responsibility of PR in Investor relations; Environment of Investor relations; case studies.

**Corporate social responsibility:** corporate philanthropy, strategic philanthropy role and functions of PR in corporate philanthropy case studies.

#### **ESSENTIAL READINGS:**

1. Roy M. Barko, Andrew D Volvin, Darlyn R. Volvin, (2007), *Handbook of public communication: Principals and practice*, Jaico publishing house.
2. Sengupta, (2005), *Management of public relations and communication*, Vikas Publishing House.
3. Sandra M. Oliver, (2004), *Handbook of corporate communication and PR*, Pub: Routledge
4. Philip Lesly, (2002), *Public relation and communication*.
5. Parvati Mohlanobis, (2005), *Public relations and Corporate Communications*.
6. **David Meerman Scott** October 5, 2015, *The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly*
7. Rob Weinhold and Kevin Cowherd (May 1, 2016), *The Art of Crisis Leadership: Save Time, Money, Customers and Ultimately, Your Career Hardcover*
8. Ryan Holiday (July 2, 2013), *Trust Me, I'm Lying: Confessions of a Media Manipulator Paperback*
9. Jeff Gramm (February 23, 2016) *Dear Chairman: Boardroom Battles and the Rise of Shareholder Activism Hardcover*

#### **ADDITIONAL READINGS:**

1. Paul Argenti, Janis forman, *The Power of Corporate Communication, : Crafting the voice and image of your business*.
2. CBM Ban Rien, Chris Blackburn, Cees B.M Van Riel, *Principal of corporative communication*.
3. Joep Cornelissen, *Corporate communication: A guide, theory and practice, 2<sup>nd</sup> Addition*
4. Paul A Argenti, , *Corporate Communication., 2<sup>nd</sup> Addition*
5. Dennis L. Wilcox, Glen T Cameron (2012) *Public Relations strategies and Tactics, , Pearson Publication, Indian Edition Published by Dorling Kindersley Media Pvt. Ltd.*
6. Joep Cornelissen (2007) FIFTH EDITION *A Guide to Theory and Practice*, Rotterdam School of Management, Erasmus University, Netherlands
7. Charles J. Fombrun, (2007) *Essentials of Corporate Communication: Implementing Practices for Effective Reputation Management*

### **PAPER VIII: MOBILE AND SOCIAL MEDIA JOURNALISM**

#### **(A) Course Objectives:**

The class integrates journalism skills and concepts from previous writing and reporting classes and adapts them to mobile and social media. Students work in a newsroom environment to utilize mobile devices and social media platforms to identify compelling story ideas, effectively break news and report on important news events and issues while applying theories and concepts of online social networking to journalism. Students develop their own professional social media portfolios and build online communities. The students will be able to add to one's repertoire of journalism work in ways that will create more marketability in the fields of journalism and a variety of other communication fields.

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

- Apply networking theories and concepts to practical social media projects in journalism
- Utilize mobile technologies as learning and reporting tools
- Analyze and research social media needs and uses of news audiences
- Build online communities around social media platforms
- Produce multimedia news content for social media
- Develop and implement personal and professional social media strategies
- Produce a journalistic social media portfolio

**(B) Pedagogy of the Course Work:**

40% Lectures (including expert lectures)

10% Unit tests, snap tests, assignments, attendance and class room participation.

**Instructions for papersetters and candidates:**

- The maximum marks for the paper will be 50. The question paper will be of 40 marks and internal assessment of 10 marks. Time allowed will be 2 hours.
- There shall be 5 questions in all.

The first question is compulsory comprising 7 short answer type questions spread over the whole syllabus to be answered in about 75-100 words each. The candidates are required to attempt 5 questions. Each question shall be of 2 marks. (5X2 = 10 marks)

Rest of the paper shall contain two units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 15 marks. (2X15 = 30 marks)

**UNIT I**

- Journalism and Social media responsibilities. Emerging forms of news engagement: Mobile-first newsroom Social media tools and platforms for journalism
- Differences and similarities when using mobile and emerging platforms
- App-based news, Using social media during live events and breaking news
- Social collaboration and curation: Mapping, interactive timelines, infographics and storify
- Active audiences: Building a digital audience for news

**UNIT II**

- Creating mobile-friendly video stories, distributing via multiple platforms
- Interviewing for multimedia and web videos Interviewing techniques will be specifically for selected social media platforms, Using video with text and graphics .
- Podcasting: Video and Audio podcasting – techniques and best practices; story-telling

**Practical:**

1. Each student will create a social media portfolio using LinkedIn. From your portfolio, you will link to your microblog, your 60 seconds 'Day in my Life' photo essay and other work samples.
2. Students will produce a live- streamed selfie standup at a news event for social media using their mobile device
3. Themed series on Instagram, orSnapchat story series, or a weekly video podcasts

**ESSENTIAL READINGS:**

1. Briggs, Mark. (2010). *Journalism Next: A Practical Guide to Digital Reporting and Publishing*. (ISBN: 978-1-60426-560-6)
2. Kessler, L., & McDonald, D. (2011). *When words collide*. Belmont, Calif.: Thomson-Wadsworth.
3. Mobile First; Author: Luke Wroblewski; ISBN: 978-1-937557-02-7; Copyright 2011
4. Video Journalism: Multimedia Storytelling; Author: Kobre ISBN: 9780240814650; Copyright Year: 2012; Publisher: Focal Press
5. Pamela J. Shoemaker, "Media Gatekeeping," in *An Integrated Approach to Communication Theory and Research*, ed. Michael B. Salwen and Don W. Stacks (Mahwah, N.J.: Erlbaum, 1996): 90.
6. Stovall James G, (2003) *Web Journalism: Practice and Promise of a New Medium*, Pearson
7. Tuchman, Gaye. *Making News: A Study in the Construction of Social Reality*. New York: Free Press, 1978



8. Rosenberg Scott, (2009), *Everything: Why blogging began, What it's becoming and why is it important*, Crown.
9. Pavlik JV, 2001, *Journalism and the New media*, New York, Columbia University Press
10. Ahmad Majeed, *Age of Mobile Data: The Wireless Journey to All Data 4g Networks (Smartphone Chronicle)*, CreateSpace Independent Publishing Platform, 2014
11. Burum Ivo and Quinn Stephen, *MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad Paperback – Import*, Focal Press, 2015
12. Montgomery Robb, *A Field Guide for Mobile Journalism, Volume 1: Producing photographic stories with smartphones and tablets*, Visual Editors, 2015

#### **ADDITIONAL READINGS:**

1. Quinn Stephen, *MoJo - Mobile Journalism in the Asian region*, [http://www.kas.de/wf/doc/kas\\_29755-1522-1-30.pdf?120229052823Konrad-Adenauer-Stiftung Singapore](http://www.kas.de/wf/doc/kas_29755-1522-1-30.pdf?120229052823Konrad-Adenauer-Stiftung%20Singapore), 2012
2. Megan Knight, *Clare Cook Social Media for Journalists: Principles and Practice*, Sage, 2013
3. Głowiczki P., *Journalism and Memorialization in the Age of Social Media*, Springer, 2015
4. Adornato Anthony, *Mobile and Social Media Journalism*, CQ Press, 2017
5. Ed Madison Ben DeJarnette *Reimagining Journalism: How Social Media, Comedians, and (Even) Reporters Are Transforming the News Media ABC-CLIO, LLC*, 2017
6. Głowiczki P *Journalism in the Age of Social Media: The Case of the In Memorial : Virginia Tech: Facebook Group, University of Minnesota*, 2012
7. Mahadeo Mahato, Manoj Dixit, *Social Media and Journalism*, Enkay Publishing House, 2014
8. Christine Greenhow, Julia Sonnevend, Colin Agur, *Education and Social Media: Toward a Digital Future*, MIT Press, 2016

#### **PAPER IX: MEDIA LITERACY**

##### **(A) Course Objectives:**

In this course, students will learn how to engage positively and productively with the media by deconstructing its content and presentation. They would also gain an understanding of the intentions that dictate the framing of the message and the consequences of its consumption, particularly in relation to self, society and democracy. Throughout the course, students will be invited to critically analyse contemporary issues of representation, identity, institutional power, social forces and technology in the strategic use of communication.

##### **(B) Pedagogy of the Course Work:**

40% Lectures (including expert lectures)

10% Unit tests, snap tests, assignments, attendance and class room participation.

##### **Instructions for papersetters and candidates:**

- The maximum marks for the paper will be 50. The question paper will be of 40 marks and internal assessment of 10 marks. Time allowed will be 2 hours.
- There shall be 5 questions in all.

The first question is compulsory comprising 7 short answer type questions spread over the whole syllabus to be answered in about 75-100 words each. The candidates are required to attempt 5 questions. Each question shall be of 2 marks. (5X2 = 10 marks)

Rest of the paper shall contain two units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 15 marks. (2X15 = 30 marks)

## UNIT I

Defining media literacy and its importance for the individual, the consumer and the citizen.

**Dissecting Media Practice:** Media Cartography, Media Prism, Media Advocacy, Post-truth and Alternative facts; Information overload.

**Understanding the Psychology of Communication:** Identity and Meaning Formation; Attention, memory, motivation, persuasion and perception as determinants of media adoption, media processing and media effects.

## UNIT II

**Understanding the Sociology of Communication:** Media and social capital; The Tipping Point in social movements; Community, network, public and collective as concepts; Social Spaces as Content Platforms – the Plaza, the Wall, the Sidewalk, the Bench.

**Understanding the Politics of Communication:** Mediated public lives; Agenda-setting - priming, framing and indexing of the message; Rhetoric, Semantic, Structuralistic-Semiotic and Discourse Analysis of verbal and visual syntax in popular media.

**Practical skill component:** Exercises in deconstructing newspaper and magazine articles, speeches, photographs, advertisements, TV shows and films.

## ESSENTIAL READINGS:

1. Donaldo, D., Macedo, P. & Steinberg, S.R. (2007) *Media Literacy: A Reader*, New York: Peter Lang.
2. Giles, D. C. (2010) *Psychology of the Media*. London: Palgrave Macmillan.
3. Gupta, N. (2006) *Cultural Studies*. World View Publishers.
4. Craig, Geoffrey. (2004) *The Media, Politics and Public Life*. Australia: Allen & Unwin.
5. Harris, R.J. (2004) *A cognitive psychology of mass communication*. 4<sup>th</sup> ed. Mahwah, NJ: Lawrence Erlbaum.
6. Maarek, P.J. & Wolfsfeld, G. eds. (2003) *Political Communication in a New Era: A Cross-National Perspective*. New York: Routledge.
7. O'Shaugnessy, Michael and Stadler, Jane (2012). *Media & Society*. 5<sup>th</sup> ed. London. Oxford Press.
8. Potter, W.J. (2012). *Media Literacy*. Thousand Oaks, London, New Delhi, Singapore: Sage Publications.
9. Siverstone, R. (1999) *Why Study the Media*. Sage Publications, N.D.
10. Smith, J. (1995) *Understanding the Media: A Sociology of Mass Communication*. Hampton Press.

## ADDITIONAL READINGS:

1. Abel, E.L. & Buckley, B.E. (1977) *The Handwriting on the Wall: Toward a Sociology and Psychology of Graffiti*. Westport, Connecticut: Greenwood Press.
2. Fiddler, R. (1997) *Mediamorphosis*, Sage. N.D.
3. Hardt, H. (2001) *Social theories of the press: Constituents of communication research, 1840s to 1920s*. 2d ed. Lanham, MD: Rowman and Littlefield.
4. Hook, D., Franks, B. & Bauer, M.W. eds. (2011) *The Social Psychology of Communication*. London, Palgrave.
5. Sparks, G. B. (2006) *Media Effects Research*. (3<sup>rd</sup> Edn.) Boston: Wadsworth.
6. Stevenson, N. (2002) *Understanding media cultures: Social theory and mass communication*. Thousand Oaks, CA: SAGE.
7. Turkle, S. (2011) *Alone together: Why we expect more from technology and less from each other*. New York: Basic Books.

## **PAPER X: Communication Skills**

### **(A) Course Objectives:**

To sensitize students to the importance of professional communication skills and familiarize them with various communication skills.

### **(B) Pedagogy of the Course Work:**

40% Lectures (including expert lectures)

10% Unit tests, snap tests, assignments, attendance and class room participation.

### **Instructions for paper-setters and candidates:**

- The maximum marks for the paper will be 50. The question paper will be of 40 marks and internal assessment of 10 marks. Time allowed will be 2 hours.
- There shall be 5 questions in all.

The first question is compulsory comprising 7 short answer type questions spread over the whole syllabus to be answered in about 75-100 words each. The candidates are required to attempt 5 questions. Each question shall be of 2 marks. (5X2 = 10 marks)

Rest of the paper shall contain two units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 15 marks. (2X15 = 30 marks)

## **UNIT-I**

**Nature of Professional Communication:** Four kinds of professional communication skills; differences between General and Professional communication; A-B-C of Professional Communication.

**Writing Skills, etc.: Writing research reports/dissertations etc.:** Structure of reports; Writing strategies and their do's & don'ts.

Writing effective words, sentences and paragraphs

**Summarizing:** Summarizing techniques & their features: selection, rejection and substitution; Paraphrasing; do's and don'ts of paraphrasing

**E-mail messages:** Advantages, characteristics of successful e-mail messages, formatting, e-mail writing strategies.

## **UNIT-II**

**Oral presentation: Presentation of research work/ dissertation findings etc.:** Planning and organizing, its salient points, engaging the audience, compensating for physical and spatial distractions, getting over the key points; managing technical equipment required, highlighting/using personal/own strengths, rehearsing; checklist for making an oral presentation.

**Delivery technique:** Voice clarity, confidence, projecting enthusiasm, sincerity & conviction, pronunciation & articulation, appearance appropriate to the situation, identifying & coping with distracting mannerisms

**PowerPoint presentation:** Creating/making slides, adding transitions, custom animations; achieving sync between presentation and projection of slides.

### **ESSENTIAL READINGS:**

1. Souther, James W; White, Myron L, (1997), *Technical report writing*, John Wiley & Sons Inc., New York
2. Patil, V.K; Subbaiah R; Prasad V.Vani; (1996), *Scientific report writing: theses, research papers, assignments etc*, Popular Publications, Hyderabad
3. Oliver, Paul, (2008), *Writing your thesis*, Sage Publication, New Delhi
4. Rizvi, M Ashraf. (2005), *Effective Technical Communication*, Tata McGraw- Hill Publishing Company Ltd., New Delhi.
5. Pauley, Steven E; Riordan, Daniel G: (1999), *Technical Report Writing Today*. Houghton Mifflin Harcourt, Boston

### **ADDITIONAL READINGS:**

1. M.K. Rampal & S.L. Gupta, (2004) *Project Report Writing; Organising and Writing Project Report in an Appropriate Style*, Galgotia Publishing Company, New Delhi
2. Roy, Jennifer Rozines (2011), *Sharpen your Report Writing Skills*, Enslow Publisher
3. Bogg Daisy (2012), *Report Writing*, Open University Press.