

MASTER OF ARTS (JOURNALISM AND MASS COMMUNICATION)

SEMESTER I

Course Title: Mass Communication Theory & Practice

Course Objectives:

The students will be introduced the concept of development which will enable them to:

- To understand the historical development of mass communication theories
- To understand the relevance of the normative theories of the press
- To understand the models of communication
- To understand the theories of communication based on audience flow
- To recognize the importance of mass communication theories based on development and international communication

Pre-requisites: NIL

Course Contents/Syllabus:

	Weightage (%)
Module I Introduction and Development of Theories	25%
<ul style="list-style-type: none">• Concept of theories and models of communication• Origin of mass communication theories• Paradigm shift in mass communication impacting development of theories and models• Relation of mass media and society• Scope and purpose of mass communication theories and models	
Module II Normative Theories of the Press	20%
<ul style="list-style-type: none">• Authoritarian Theory• Free Press Theory• Social Responsibility Theory	

<ul style="list-style-type: none"> • Development Media Theory • Alternative Media Theory 	
Module III: Models of Communication	15%
<ul style="list-style-type: none"> • Aristotle model • SMCR model • Shannon and Weaver model • Harold Lasswell model • Wilbur Schramm model • Gatekeeping model 	
Module IV: Theories of Communication based on Audience Flow	25%
<ul style="list-style-type: none"> • Magic Bullet Theory; Uses and Gratification Theory; Two Step Flow Theory; Persuasion Theory; Limited Effects Theory; Agenda setting Theory; Cognitive Dissonance Theory; Cultivation Theory; Dependency Theory; Critical Cultural Theory; Reinforcement Theory; Social Cognitive Theory; Spiral of Silence • Case studies on some of these theories and their relevance in contemporary practices. 	
Module V: Theories of Communication Based on Development and International Communication	15%
<ul style="list-style-type: none"> • Diffusion of Innovation; Social Marketing; Participatory model • Dependency Theory; Globalization; Propaganda Theory • Case studies on these theories and their relevance in contemporary practices. 	

Student Learning Outcomes:

- To understand the historical development of mass communication theories
- To understand the relevance of the normative theories of the press
- To understand the models of communication
- To understand the theories of communication based on audience flow
- To recognize the importance of mass communication theories based on development and international communication

Text Reading:

1. Baran, S. J., & Davis, D. K. (2012). *Mass communication theory: Foundations, ferment, and future* (6th ed.). Boston, MA: Wadsworth, Cengage Learning.
2. Bryant, J., & Oliver, M. B. (Eds.) (2008). *Media effects: Advances in theory and research* (3rd ed.). New York: Routledge.
3. Kumar, K. (2010). *Mass Communication in India* (4th ed.). Mumbai: Jaico Publishing House.
4. McQuail, D. (2010). *Mass communication theory: An introduction*. (6th ed.). Thousand Oaks: Sage

5. Sharma, A., & Kashyap, A. (2017). *Understanding Mass Communication*
6. Shoemaker, P. J. & Vos, T. P. (2008). Media gatekeeping. In M. B. Salwen & D.W. Stacks (Eds.). *An integrated approach to communication theory and research* (2nd ed.) (pp. 75-89). New York: Routledge.

Additional Reference Materials:

- Normative theories: <https://www.communicationtheory.org/normative-theory-four-theories-of-the-press/>
- List of theories: Communication Theory: <https://www.communicationtheory.org/list-of-theories/>

Course Title: Writing & Analysis for Print

Course Objectives:

- Student will learn history and development of print media in India
- Students will be provided exposure to newspaper organizations and their set up.
- Students will develop understanding of news and newsgathering processes.
- Students will be introduced the concept of fake news and disinformation.
- Students will be able Focus on contemporary debates in media.
- Students will analyze different styles of news reporting in various newspapers and magazines
- Students will learn editing skills and enable them to produce a newspaper

Pre-requisites: Nil

Course Contents/Syllabus:

	Weightage (%)
Module I: Evolution of Indian Press	15%
Evolution of Indian press: James Augustus Hicky - James Silk Buckingham Raja Ram Mohan Roy - Freedom movement and the press Role of Press in India post-independence period Press commissions Professional media organizations Role of Vernacular Press Doyens of Indian journalism	

Module II: News and News Gathering	15%
<p>News: Meaning, Definition, Nature News Value Basic elements of News</p> <p>Hard and Soft News</p> <p>Organizing the news structure: 5 Ws & I H, Inverted Pyramid Types of Lead</p> <p>Writing a basic news story: Lead, Body, Ending</p> <p>General assignment reporting/Beat Reporting</p> <p>Sources of Information</p> <p>Interviewing: Process & Skills</p> <p>The news process: from the event to the reader (360 degrees news)</p> <p>Language and principles of writing: Basic differences between the print, electronic and online journalism</p> <p>Exercises in news report writing (refer to 101reporters.com)</p>	
Module III: Newspaper Organization and Setup	10%
<p>Basic journalism terminology</p> <p>The Newspaper organization</p> <p>Various departments and their role</p> <p>The editorial/newsroom set-up</p> <p>Role of copy editors; editors; proof readers</p>	
Module IV: Trends and Contemporary Debates	20%
<p>Media and Democracy: Responsibility to Society; Press and Democracy</p> <p>Contemporary issues relating to ownership and control in journalism</p> <p>Ethical concerns and the role of Press Councils</p> <p>Factors affecting news treatment, paid news, agenda setting, pressures in the newsroom, trial by media, gatekeepers.</p> <p>News industry transformation: digital technology, social platforms and the spread of misinformation and disinformation</p> <p>Combatting disinformation and misinformation through Media and Information Literacy (MIL) and fact-checking</p> <p>Objectivity and politics of news. Neutrality and bias in news.</p> <p>Impact of Technology on newspapers and Magazines.</p> <p>Citizen Journalism</p>	
Module V: Basics of Editing	20%
<p>Editing and rewriting news and features</p> <p>Principles of Editing – Rewriting different copies – Computer Editing – Style Sheet.</p> <p>Headlines – techniques, styles, purposes, kinds of headlines. Page make- up, Computer layout, Principles of photo editing. Definition—Journalistic writing Vs Creative Writing.</p> <p>Newspaper Design and Layout – Front and Inside Pages- Computer Page Makeup; Principle & Techniques of Page Makeup. Picture Editing and Caption Writing</p>	

Exercises on Copy editing	
Module VI: Producing a Newspaper	20%
Understanding Newspaper production Introduction to software like InDesign and QuarkXPress to orient them to art of designing the newspapers.	
Field Work: Students have to visit a newspaper office and prepare a report based on their observations.	

Student Learning Outcomes:

Students will be able to:

- Describe the history of press both pre and post independent India.
- Describe newspaper organization and set-up
- Identify news values and organize a news story according to the news structure
- Identify fake news and acknowledge ways to combat disinformation
- Demonstrate interviewing and newsgathering skills
- Discuss contemporary issues related to media
- Display editing skills and relate to newspaper production

Text Reading:

- Baskette, Sissors & Brooks (1992). The Art of Editing (5th Edition). Macmillan Publishing Co. New York.
- Gormly Eric. (2005) Writing and Producing News. New Delhi: Surjeeth publications
- M. L. Stein, Susan F. Paterno & R. Christopher Burnett. (2006) News Writer's Handbook. Blackwell
- J. V. Vilanilam. Mass Communication in India. Sage publications : New Delhi, 2005
- Kamath M. V. Professional Journalism, Vikas publication House
- Klaus Bruhn Jensen. A handbook of Media and Communication Research. Routledge, 2003
- Mencher, Melvin. (1977). News Reporting & Writing. Wm. C. Brown Co.
- Neal, James A & Brown, Suzane S (2003) News Writing & Reporting. New Delhi, Surjeeth Publications,

Course Title: Visualization & Media Design

Course Objectives:

This course is designed to provide an overall understanding of design communication in the context of advertising, PR and event and media design. The syllabus is comprised into few modules for a systematic placement of content and establishes the hierarchy of information. Modules are designed to give students a broad knowledge of design thinking, aesthetic of design, history of art, basics of drawing and composition, storytelling technique through design elements and the required

software knowledge. Students will study ideation, development and production of visual messages. Identify and utilize design theory, and criticism from a variety of perspectives with the use of design objects.

Pre-requisites: Basic knowledge of computers

Course Contents/Syllabus:

	Weightage (%)
Module I Introduction to Design Thinking	10%
<ul style="list-style-type: none"> • Design thinking. • Identify the problem • Project planning: understanding the need of client • Brainstorming with thumbnail sketches • Developing creative briefs • Tools and techniques for developing creative briefs • Identify the challenges of creative briefs. • Value propositions and pricing 	
Module II Basics of Media Design	20%
<ul style="list-style-type: none"> • About print layout. • Layout in use: scale, indexing, dividing the page, structure/ unstructured and juxtaposition • Grid: symmetrical, asymmetrical and baseline grid. • Understanding grid through different media: magazine, brochures, newspaper, website and packaging. • Elements on a page: columns and gutter, image, alignment, hierarchy, arrangement, entry point and pace • Principles of design • Elements of design • Color: basic color theory, aspects of color, color models and color psychology • Typography: define typography, font vs. typefaces, the anatomy of typography, terminology of typography, rules of typography, pairing typeface, challenges and solution. <p>A brief history of printing technology with special focus on modern printing technologies.</p>	
Module III Design for storytelling	10%
<ul style="list-style-type: none"> • Define Story • Meaning and impact of story in communication • Element of the narrative • Storytelling through design elements <p>Tools for visual story telling: symbolism, color, icon, typography, composition and style.</p>	

Module IV Design software: Basics of Illustrator	
<ul style="list-style-type: none"> • Navigating documents • Creating own Illustrator workplace • Working with artboards • Using layer • Drawing shapes • Transforming objects • Adding fills & strokes • Working with color and type • Drawing in Illustrator • Adding content to the library • Printing and exporting artwork • Use of effects <p>Value chain of design production: From scratch to end results.</p>	<p>20%</p>
Module V Design software: Basics of Photoshop	
<ul style="list-style-type: none"> • Introduction of basic interface • Opening files from Bridge and Lightroom • Working with multiple documents • Customizing the Photoshop interface • Understanding the file format • Understanding color modes, bit-depth, and color-space • Cropping & transforming image • Working with layers and layer mask • Masking selection • Blend Modes • Working with adjustment layer • Apply filter <p>Exporting for multiple media</p>	<p>30%</p>
Module VI Design software: Basics of InDesign	

<ul style="list-style-type: none"> • Creating a new document • Adding text frame • Importing graphics • Inserting, deleting and moving pages • Understanding the concept of master page • Threading text frame • Object Linking & Embedding (OLE) • Formatting text • Creating and applying text and object style • Creating Table • Building interactive PDF • Printing and exporting InDesign document • Basics of Infographics: Making the data more readable • Basics of cartography: Making the maps. 	<p>10%</p>
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Student Learning Outcomes:

- Identify the core concept of design communication
- Develop the knowledge of Indian as well as Western art
- Understand the basic principles of typography and photography
- Develop an understanding of various design elements and principles
- Develop an understanding of visual narrative
- Understand graphic designing for digital platforms
- Learn the skills in using design software's like Adobe Illustrator, Photoshop and InDesign.

Text Reading & References:

1. Art and Print Production, Sarkar N.N. Publisher: OUP India, ISBN: 9780195692242, 0195692241
2. Newspaper Layout & Design: A Team Approach, Daryl R. Moen, Iowa State Press, ISBN 978-0813807294
3. Lockwood, T. (2010). *Design thinking: Integrating innovation, customer experience, and brand value*. Simon and Schuster.
4. Kirk, A. (2012). *Data Visualization: a successful design process*. Packt Publishing Ltd.
5. Gyncild, B. (2013). *Adobe Photoshop CC Classroom in a Book*. Pearson Education.
6. Huddleston, R. (2010). *Flash Catalyst CS5 Bible* (Vol. 693). John Wiley & Sons.

Course Title: Photography Concepts & Practice

Course Objectives:

- Introduce the basics of visual communication
- Introduce to the art and commercial practice of photography.
- Explain the elements of proper framing
- Develop visual literacy
- Enable students to use photography for journalistic purposes
- Train the students on basics of image-editing.
- Expose the students to various camera controls
- To explain the use and types of lighting in photography
- Explain the importance of peer-review (critique) in photography.

Pre-requisites: NIL

Course Contents/Syllabus:

	Weightage (%)
Module I Introduction to Visuals	10%
Descriptors/Topics <ul style="list-style-type: none">• Similarities between human eye and camera. Visual Perception. The social definition of photography.• The power of visual images-- Stereotypes with Images.- Context, Content & Stereotypes.• Photography as an Art• Photography as Science• Light and color• Qualities of light, Characteristics of light.• Demonstration and understanding of color theory with respect to photographic image.• Contrast Painting and Photography.	
Module II Visual Perception	
Descriptors/Topics <ul style="list-style-type: none">• Basics of Camera• Types of Camera• The art of seeing• Digital SLR vs. SLR -different parts of SLR camera- Film & Digital technology• Basic photographic techniques- Pin hole cameras- Types of cameras• Aperture and Depth of Field• Shutter and motion	

<ul style="list-style-type: none"> • Film Speed (ISO) and Noise • Types of Lenses and their uses • Focal length, Focal plane & Focus • Lenses and its relation to subjects • Exposure techniques • Exposure Triangle • Different types of light – Natural & Artificial • Different Lighting techniques – Exploring day light • Flash - Studio flashes - Basic Studio lighting techniques – Three point lighting. • Observation of light & Shadow 	30%
Module III Principles of Visual Communication	20%
Descriptors/Topics <ul style="list-style-type: none"> • Rules of Composition – Portraits, Optical Center and Geometric Center • Rule of Thirds • Composing different subjects • Perspective –Texture – Pattern- Color- Shape- Contrast-Types of Photography- Landscape –Portrait- Still Documentary. 	
Module IV Getting the Right Gear	20%
Descriptors/Topics <ul style="list-style-type: none"> • Choosing a Camera based on need analysis • Manual Exposure Controls • Manual Focusing Mechanisms • Control Accessibility • Traditional vs. Electronic Viewfinder • Tripod Mount • Lighting Solutions • Built-in Flash • Reflectors 	

<ul style="list-style-type: none"> • Auxiliary Flash Units • Setting Up the Digital Darkroom • Knowing the right lenses. 	
Module V Exploring Creative Controls	10%
Descriptors/Topics <ul style="list-style-type: none"> • Image Resolution: Creative Impact & Recommended Setting • Compression • Image File Format • ISO: Creative Impact & Recommended Setting • Flash Modes • Focus Modes • White Balance • Correction and Color Filters, Digital Zoom 	
Module VI Printing and Sharing Photos	
Descriptors/Topics <ul style="list-style-type: none"> • Photo Quality • Picking a Printer Type: Inkjet, Dye-Sub, or Laser? • Sorting Through Printer Specs • Inkjet Printing for the Long Haul: Archival Solutions • Preparing Your Picture for Printing • Balancing Output Resolution, Print Size • Adjusting Output Resolution by Resampling • Choosing Printer Properties and Other Printing Tips • Solving Color-Matching Problems • Importance of creating a back-up of prints. 	10%

Student Learning Outcomes:

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

- Define the basics of photography
- Identify the concepts of science and art within photography

- Understand the nuances of grayscale image
- Relate the history of the medium
- Design storytelling through this visual medium.
- Develop projects with commercial application.

Text Reading & References

1. Zakia, R. D., & Page, D. (2012). *Photographic composition: A visual guide*. Routledge.
2. Langford, M. (2013). *Basic photography*. Routledge.
3. Peterson, B. (2016). *Understanding exposure: how to shoot great photographs with any camera*. AmPhoto books.
4. 1. Langford Michael, Basic Photography, Plume; 5 edition (August 26, 2003)
5. 2. Peterson , Bryan Understanding Exposure, Amphoto Books; 3rd Revised edition edition (10 August 2010)
6. *David Taylor, Digital Photography Complete Course: Learn Everything You Need to Know in 20 Weeks,*(Aug 18, 2015)
7. . *Scott Kelby ,The Landscape Photography Book: The step-by-step techniques you need to capture breathtaking landscape photos like the pros,*(Jun 7, 2019)

Course Title: Professional Communication

Course Objectives:

This course aims to equip students with effective oral and written communication. Students will learn the difference between oral and written communication, and speaking in multicultural context, conducting and participating in meetings, the correct format of business documents.

Course contents/Syllabus:

Module I: Verbal and Non-verbal communication

Oral Communication: forms, advantages and disadvantages. Written Communication: forms, advantages and disadvantages. Principles and Significance of Non-verbal communication. KOPPACT: Kinesics, Oculistics, Proxemics, Paralinguistics, Artifacts, Chronemics, Tactilics

Module II: Social Communication Essentials

Small Talk. Building rapport. Informal Communication: Grapevine-water cooler- Communication

Module III: Cross cultural Communication

Public speaking in multi-cultural context. Culture and context. Ethnocentrism, Stereotyping, cultural relativism.

Module IV: Meetings

Meetings: Meaning and importance. Purpose of meeting. Steps in conducting meeting. Written documents related to meeting: Notice, agenda, minutes.

Module V: Report writing

Types of reports. Significance of Report. Report planning. Process of Report writing. Visual Aids in Report

Module VI: Employment communication

Cover letter. Resume. Participating in a group discussion. Preparation for Interview. Appearing in Interview

Text and References:

- Krizan, Merrier, Logan and Williams. Effective Business Communication, New Delhi: Cengage, 2011
- Keyton. Joann. Communication and Organizational Culture. Sage Communications

Semester II

Course Title: Marketing Management

Course Objectives:

The course focuses on formulating and implementing marketing management strategies and policies, a task undertaken in most companies at the strategic business unit level. The marketing management process is important at all levels of the organization. The course will thus provide the students with a systematic framework for understanding marketing management and its 4P's strategy. Accordingly, the course emphasizes the following:

- Primary and changing perspectives on marketing management in the New Economy.
- The impact of interactive media on marketing management.
- Applied marketing management and strategy, domestic and global.
- An international focus in developing marketing management and its strategies

Module I: Marketing for the 21st Century	20 %
Marketing for the Millennials The New Marketing Realities, Difference between Marketing and Selling The Holistic Marketing Concepts, Relationship marketing, Societal marketing, Integrated Marketing, Ethical Marketing Delivering and Communicating Value to the Customers Marketing Mix Marketing Plan	
Module II: Analyzing Consumers & Selecting Markets	20 %
The factors influencing consumer behavior The buying decision making process Business Market Vs Consumer Market Market Segmentations- Basis for Segmenting Consumer and business markets. Evaluating the Market Segments Targeting the Market Segments Developing a Positioning Strategy	
Module III: Managing Product	15 %

Products and Services Defined Classification of products New Product development Process, Adoption process Product mix decisions Product Line Analysis, Length, width and depth of a line and Brand Management Product life cycle, stages in lifecycle and factors affecting each stage Managing product life cycles	
Module IV: Identifying Pricing Methods, Marketing channels and Value Networks	15 %
Understanding Pricing in Changing Environment Setting the price, adapting the price Initiating and responding the price changes Identifying Pricing Strategies and responding to Competitors The Role of Marketing Channels Channels design Decisions Vertical horizontal and multi-channel marketing systems	
Module V: Integrated Marketing Communication	15 %
Integrated Marketing Communication Marketing Communication Process Promotion mix, Advertising, Personal Selling, Direct Marketing and Social Media Formulating Marketing Plan and Presentation	
Module VI: Latest Development, Trends, and Practices	15%
E-Commerce and M-Commerce Marketing Practices Triple Bottom Line	

Student Learning Outcomes:

The student would be able to develop an understanding of the market characteristics and the nature of competition in such markets.

The student who completes the course will be able to develop skill in organizing for effective marketing and in implementing the market planning process.

The student of the course will be able to develop an insight and knowledge base of the various underlying concepts driving marketing strategies.

The programme will equip the student to apply concepts, theories, models, and tools in developing 4P's of marketing.

By the end of the course student will be able to critically assess current and future metrics, research technologies, and research data output related to the subject

Text Reading:

Kotler, Keller, Koshy, Jha, (2008), Marketing Management– A South Asian Perspective, Pearson India Pvt.

References:

Kurtz, (2008) Principles of Marketing, Cengage Learning, India

S. Neelamegham, (2009), Marketing In India, Vikas publishing house

Biplo Bose, (2008), Marketing Management, Himalaya Publishing House
Paul Baines, Chris Fill, Kelly Page, (2009), Marketing, Oxford University Press

Additional Reading:

Winner (2009), Marketing Management, Pearson India Pvt.
William L. Pride and O.C. Ferrell, (1993) Marketing Concepts and Strategies, Boston, Houghton Mifflin
Czinkota and Kotabe, (2007) Marketing Management, Cengage Learning, India
Evans, (2008), Marketing Management, Cengage Learning, India
Rajan Saxena, (2010), Marketing Management, Tata McGraw Hill

Any Other Study Material:

Journal of Consumer Research
Journal of Marketing
Journal of Marketing Research

Course Title: Development Communication Theory & Practice

Course Objectives:

The students will be introduced the concept of development which will enable them to:

- Enhance their understanding of the concept of development and cater to the paradigm shift in development
- Familiarize them to various dimensions of development and communication for social change and empowerment.
- Magnify the knowledge base of theories around development, and its relation to culture, individual and community behavior change, in addition to societal transformation.
- Understand the contemporary approaches to C4D concepts and techniques.

Course Contents/Syllabus:

	Weightage (%)
Module I: Concept of Development	30%
<ul style="list-style-type: none">• Concept and definitions of development; Characteristics of developing countries• Shift from dominant to participatory paradigm of development• Theories of development Rostow's Linear-stages-of-growth model, Structural-change theory, Dependency	

<p>Theory, World system theory, Center periphery theory</p> <ul style="list-style-type: none"> Alternative approaches to Development: Social, Cultural, and Political Perspectives in Development. Need-based approach; Sustainable Development; Human Development Approach; Rights Based Approach and Participatory Approach to Development, Development as Freedom; Empowerment Approach; Millennium Development Goals. Sustainable Development Goals 	
Module II: Development Communication	25%
<p>Development Communication- concept and characteristics</p> <p>Principles of development communication</p> <p>Differences between Communication for Development and Development Communication; Role of all forms of media in Development.</p> <p>Innovations and trends in Development Communication: Positive Deviance; Entertainment-Education; Corporate Social Responsibility</p> <p>Role of NGOs in Empowering individuals and societies</p> <p>Concept and approaches of Behavior Change Communication; Information, Education, and Communication for Development</p> <p>Role and importance of development journalism-national and international perspectives</p>	
Module III: Issues in Development Communication	20%
<p>Mass media and its focus on key developmental issues such as health, poverty, education, gender discrimination, climate change.</p> <p>Rural setting and development issues: Health, Population, Poverty, Women and Child Development, Sanitation, Agriculture, Water</p> <p>Urban setting and development issues: Health, Urban housing, Water and Sanitation, Employment, Environmental Concerns (Examples and case studies).</p> <p>Advocacy and social mobilization for awareness for social change</p>	
Module IV: Development Campaigns and Approaches for Social Change	25%
<p>Importance of social change campaigns</p> <p>Various Channels for campaign designing and dissemination – radio, television, newspapers, new media, traditional and folk media, indoor and outdoor media; treatment of message in various cultures; role of culture and important of attitudes, beliefs, and practices in communication.</p> <p>Key social change and development campaigns by various ministries and/or NGOs: Analysis and Critique</p> <p>Community Radio and Development communication</p>	

Student Learning Outcomes:

The course will help students in the following areas

- Students will be able to understand the need for development and the various approaches and paradigm shifts in development through various theories, models, and case studies

- Students will be able to the role of development oriented communication including formats such as entertainment education
- Students will be able to critically analyze the issue and challenges in development communication, both nationally and internationally.
- Students will be able to understand the importance of social change campaigns and how they work.

Text Reading:

- Amartya Sen. (2000). *Development as Freedom*. Anchor Books: NY.
- Arvind Singhal and Everett M. Rogers (2001). *The Entertainment-Education Strategy in Campaigns*. In R.E. Rice and C. Atkins (eds.) Public Communication Campaigns. 3rd Edition. Thousand Oaks, CA: Sage Publications.
- Everett Rogers. (1976). *Communication and Development: Critical Perspective*. Sage: New Delhi.
- Georgens, M & Kusek J. Z (2010). *Making Monitoring and Evaluation Systems Work: A Capacity Development Tool Kit*: World Bank Publication.
- Paolo Mefalopulos. (2008). *Development Communication Sourcebook- Broadening the Boundaries of Communication*. The World Bank Publication.
- Servaes, J., Jacobson, T. & White, S.A. (Eds.). (2006). *Participatory Communication for Social Change*. Thousand Oaks: Sage.
- Srinivas Melkote and Leslie Steeves. (2015). *Communication for Development: Theory and Practice for Empowerment and Social Justice (3ed)*. Sage: New Delhi
- Uma Joshi. (2013). *Understanding Development Communication*. Dominant Publishers and Distributors: New Delhi.
- Uma Narula. (2007). *Development Communication – Theory and Practice*. Har Anand Publications.

Additional Reading:

- Amartya Sen interview on *Development as Freedom*. (1999). <https://www.youtube.com/watch?v=-6A7k6peWRM>
- *Health Communication Capacity Collaborative Channel*. https://www.youtube.com/channel/UC27gmJJLtaPncR7P_nGcVbA
- Mellon Scholar Public Lecture on *Positive Deviance Approach* by Dr. Arvind Singhal (2018). <https://www.youtube.com/watch?v=tW06aAPF9wA>
- *Sustainable Development Goals*. United Nations Development Programme. <https://www.undp.org/content/undp/en/home/sustainable-development-goals.html>.
- Tedx Mid Atlantic. Monique Sternin discusses *Positive Deviance*. (2013). <https://www.youtube.com/watch?v=nqVrjym1z0g>

- *What is CSR?* Report by United Nations Industrial Development Organization. <https://www.unido.org/our-focus/advancing-economic-competitiveness/competitive-trade-capacities-and-corporate-responsibility/corporate-social-responsibility-market-integration/what-csr>

Course Title: Media Ethics Laws and Governance

Course Objectives:

- To introduce students to ethical issues and legal restraints placed upon media
- To discuss the conflicting traditions of a free but regulated mass media
- To discuss various media laws
- To understand the context and framework of media regulation in India
- To discuss the regulations of advertising

Course Contents/Syllabus:

	Weightage (%)
Module I Media Ethics	20%
<ul style="list-style-type: none"> • Ethical framework: Concept of Deontology & Consequentialist • Truth and transparency in Journalism • Press as the fourth Estate • Code of conduct for Journalists (Press Council, Editor Guilds) • Confidentiality of Sources • Editorial content & integrity • Trends in commercialization: paid news, advertorials, private treaties • Case studies (National and International) 	
Module II Free Speech	10%
<ul style="list-style-type: none"> • Constitutional Provisions of freedom of speech and expression • Restrictions on freedom of speech and expression • Press Freedom • Law on Sedition, Morality, Obscenity and Censorship 	
Module III Media Laws	20%
<ul style="list-style-type: none"> • Introduction to the legal system in India 	

<ul style="list-style-type: none"> • Defamation • Contempt of court • Official Secrets Act • Right to Privacy (Investigative journalism and right to privacy) • Copyright, Trademark and Fair Use • Right to Information (Accessing government documents) • Cinematograph Act • Indecent Representation of Women Act • Law on cyber security (IT Act, 2000) 	
Module IV Media Regulation	30%
<ul style="list-style-type: none"> • Framework of regulation in India (print, broadcast, Films, Internet) • Regulatory bodies for print, broadcast, Films (PCI, NBA, BCCC, Censor Board) • Cable Television Regulation Act, 1995 • Content Regulation on Television • The role of stakeholders in content regulation • Self Regulation 	
Module V Regulating Advertising	20%
<ul style="list-style-type: none"> • Constitution and Role of ASCI • Guidelines for regulation of a) - Automotives & Safety b) Educational Institutions c) Food & Beverages d) Disclaimers in an Advertisement • Laws governing Advertisements • Products and Services banned from Advertising <ul style="list-style-type: none"> a) Tobacco- Tobacco Prohibition Act, 2003 b) Alcohol - Cable Television Network Rules, 1994 c) Human 	

<p>Organs - The Transplantation of Human Organs Act, 1994 d) Magical Remedies - The Drugs and Magical Remedies (Objectionable Advertisements) Act, 1954 e) Services for-Natal Determination of Sex - The Prenatal Diagnostic Techniques (Regulation and Prevention of Misuse) Act, 1994 f) Physicians - Indian Medical Council (Professional Conduct, Etiquette and Ethics) Regulations, 2002 g) Legal Services - Advocates Act 1961 h) Prize, Chits & Money Circulation Schemes - Prize Chits and Money Circulation Schemes (Banning) Act, 1978 i) Firearms, Weapons & Ammunitions - Arms Act, 1959</p> <p>Competition Act (2002, 2007) and impact on Advertisement</p>	
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Student Learning Outcomes:

- Students will be able to relate to ethical issues faced by the media
- Students will be able to discuss framework of free speech in India
- Students will be able to discuss the various media laws and their implications on conduct of media
- Students will be able to analyze the framework of media regulation in India.
- Students will be able to discuss the framework of regulation for Advertising

Text & References:

- Divan, M.G. (2013). Facets of Media Law A mini encyclopaedia covering multiple dimensions of media law. New Delhi: Eastern Book Company.
- Christians, G.C. et al.(2011). Media Ethics.
- Thakurta, P. G (2012); Truth Fairness Objectivity: Oxford University Press
- Kumar Keval J, Mass Communication in India
- Christians, G.C. et al.(2011). Media Ethics

Any other Study Material:

- -SPJ: Anonymous Sources (<http://www.spj.org/ethics-papers-anonymity.asp>)
- -SPJ: When Sources Won't Talk (<http://www.spj.org/ecs19.asp>)

- -Poynter: 5 Tips for Journalists Who Want to do a Better Job of Cultivating Sources
(<http://www.poynter.org/how-tos/writing/176219/5-tips-for-journalists-who-want-to-do-a-better-job-of-cultivating-sources/>)
- -RCFP: The Landmark Food Lion Case (<http://www.rcfp.org/browse-media-lawresources/news-media-law/news-media-and-law-spring-2012/landmark-food-lion-case>)
- -Poynter: ABC and Food Lion: The Ethics Questions
(<http://www.poynter.org/uncategorized/2125/abc-and-food-lion-the-ethics-questions/>)
- -SPJ: Who's the Predator? (<http://www.spj.org/ecs8.asp>)
- Poynter: Where the Journal News Went Wrong in Publishing Names, Addresses of Gun Owners (<http://www.poynter.org/news/mediawire/199218/where-the-journal-news-wentwrong-in-publishing-names-addresses-of-gun-owners/>)
- -SPJ: Naming Victims of Sex Crimes (<http://www.spj.org/ecs11.asp>)
- -Recommendations for Reporting on Suicide
(<http://reportingonsuicide.org/Recommendations2012.pdf>)
- --Poynter: How a Minneapolis Journalist Turned a Difficult Situation into a Human Triumph (<http://www.poynter.org/uncategorized/2137/how-a-minneapolis-journalistturned-a-difficult-situation-into-a-human-triumph/>)
- -RCFP: Liability for Intrusive or Harassing Newsgathering Activities
(<https://www.rcfp.org/browse-media-law-resources/digital-journalists-legalguide/liability-intrusive-or-harassing-newsgath>)
- Columbia Journalism Review: Native Ads Aren't As Clear As Outlets Think
(http://www.cjr.org/behind_the_news/ftc_workshop_on_sponsored_cont.php)
- -American Society of Magazine Editors: Editorial Guidelines (distinguishing between advertising and editorial) (<http://www.magazine.org/asme/editorial-guidelines>)
- --SPJ Ethics Committee Blog: Yet Again, ABC Has Disclosure Problems
(<http://blogs.spjnetwork.org/ethics/2010/06/22/yet-again-abc-has-disclosure-problems/>)
- -SPJ: Cooperating with the Government (<http://www.spj.org/ecs1.asp>)
- -Michigan Needs a New Voice: Challenging Censorship in the Wolverine State
(http://www.huffingtonpost.com/neel-swamy/michigan-needs-a-newvoic_b_7852278.html)
- -USA Today: Charlie Hebdo' Satirical Journalism Drew Fans, Critics
(<http://www.usatoday.com/story/money/business/2015/01/07/charlie-hebdoprofile/21386729/>)
- -The New York Times: Terrorists Strike Charlie Hebdo Newspaper in Paris, Leaving 12 Dead (<http://www.nytimes.com/2015/01/08/world/europe/charlie-hebdo-parisshooting.html>)
- -American Press Institute: The Best Ways for Publishers to Build Credibility Through Transparency (<https://www.americanpressinstitute.org/publications/reports/strategystudies/transparency-credibility/>)
- -The New York Times: Do Times Journalists Pay Attention to Readers' Comments?
(<http://publiceditor.blogs.nytimes.com/2014/03/10/do-times-journalists-payattention-to-readers-comments/>)
- -SPJ Ethics Committee Blog: Do you Trust Rolling Stone?
(<http://blogs.spjnetwork.org/ethics/2015/04/06/do-you-trust-rolling-stone/>)
- -Mike Sisak's Tumblr Post on Brian Williams (NBC news anchor)

- (<http://thesak.tumblr.com/post/110195051742/lyin-williams>)
- -SPJ Ethics Committee Blog: What We Should Ask About Williams' Mistake
(<http://blogs.spjnetwork.org/ethics/2015/02/06/what-we-should-be-asking-aboutwilliams-mistake/>)
- -The Rolling Stones: A Rape on Campus: A Brutal Assault and Struggle for Justice at UVA (article will be emailed) -Columbia Journalism Review: Rolling Stones Investigation: 'A Failure that was Avoidable' (http://www.cjr.org/investigation/rolling_stone_investigation.php)
- Readings: Janet Cooke, "Jimmy's World", Washington Post, 1980; Richard Prince, "Janet Cooke's Hoax Still Resonates After 30 Years," .
- -Media Shift: Why Journalism Professors Should Teach Accuracy Checklists
(<http://mediashift.org/2015/02/journalism-professors-should-teach-accuracy-checklists/>)
- -USA Today: Dangers of Speed vs. Accuracy
(<http://usatoday30.usatoday.com/news/opinion/forum/story/2012-04-24/journalismsocial-media-giffords-paterno-nikki-haley/54513448/1>)
- -Poynter: How Journalists Can Do a Better Job of Correcting Errors on Social Media
(<http://www.poynter.org/news/mediawire/181508/how-journalists-can-do-a-better-jobof-correcting-errors-on-social-media/>)
- -New Republic: Hello, My Name is Stephen Glass, and I'm Sorry
(<http://www.newrepublic.com/article/120145/stephen-glass-new-republic-scandalstill-haunts-his-law-career>)
- - Optional, but recommended: watch "The Shattered Glass," a 2003 film based on the rise and fall of Stephen Glass' journalism career.
- Dan Barry, et al, "Times Reporter Who Resigned Leaves Long Trail of Deception," New York Times, May 2003.

References:

- <http://thehoot.org/web/home/section.php?sectionId=7§ionLevel=1§ionname=Media%20Law%20and%20Policy&mod=1&page=1&valid=true>
 - <http://indiatogether.org/c/media>
 - <http://www.poynter.org/>
 - <http://meejalaw.com/>
 - <https://indialawyers.wordpress.com/category/media-ethics/>
- <https://ethics.journalism.wisc.edu/2013/03/19/covering-rape-the-changing-nature-of-society-and-indian-journalism/>

Course Title: Investigative Journalism

Course Objectives:

- To make students recognize basic journalistic terminology
- To make students identify the sources of information
- To make students understand the basics of investigative journalism
- To make students understand the different types and kinds of investigations that can be done
- To make students understand some landmark case studies related to press investigations

Prerequisites:

- Interest in the field of journalism
- Basic idea about current affairs
- Inquisitive Mind
- Interest in Details
- Determination for accessing information

Course Contents / Syllabus:	Weightage (%)
Module I – News Sources & credibility	20%
Descriptors/Topics <ul style="list-style-type: none">• Basic Journalism Terminology• Sources of Information• Learning the nuances of newswriting	
Module II – Basics of Investigative Journalism	10%
Descriptors/Topics <ul style="list-style-type: none">• Origin and Development of Investigative Journalism• Invention and Development of Investigative Tools• Basic Skills Required for Investigative Journalism	
Module III– Kinds of investigation	20%
Descriptors/Topics <ul style="list-style-type: none">• Scams and Scandals• Investigations during election campaigns, communal riots, defence and corporate deals, militancy and extremism, and anti-national activities• Role and knowledge of certain law enforcement agencies like CBI, EOW, CB-CID, RAW, NIA etc.	

Module IV– Techniques of Investigative Journalism	30%
Descriptors/Topics <ul style="list-style-type: none"> Knowledge about how investigations are conducted: From an idea to a hypothesis, budgeting your investigation, building a team, identifying and developing a network of sources, conducting documentary research, live interviews, site visits or observations, testing adequacy of evidence gathered, pitching a story and finally submission of final draft with all facts and attributions in place. Specialised techniques of investigation: Impersonation, ambush, embedding as a mole, gonzo immersive journalism as techniques for conducting investigation, use of hidden cameras to conduct sting operations. Types of tools used in investigation: Human trail, electronic and online trail, conducting on-field research, researching databases and accessing corporate and government records. . 	
Module V– Selected Case Studies	20%
Descriptors/Topics <ul style="list-style-type: none"> Panama Papers Washington Post reportage of 9/11 published as “Top Secret America” Washington Post and The Guardian’s reportage on NSA surveillance The Hindu’s Bofors expose Tehelka’s expose of the Match Fixing Scandal and Operation West End Open Magazine’s and Outlook’s investigation surrounding the Nira Radia tapes The Guardian’s expose of the Facebook–Cambridge Analytica data scandal WikiLeaks and the role of Julian Assange Sting operations conducted by Cobrapost 	

Student Learning Outcomes:

- Students will be able to recall the historical aspects of different forms of journalism and also identify the need of gathering information from variety of sources.
- Students will be able to identify and apply the tricks and tools of investigation.
- Students will be able to identify and use different methods of investigation
- Students will be able to apply the knowledge gained to conduct investigations and bring out the truth for the audiences
- Students will be able distinguish between investigative storytelling techniques for different media

Text & References:

List of suggested readings:

Investigative Reporter's Handbook: A Guide to Documents, Databases, and Techniques - Vth Edition

Author: Brant Houston

Publisher: Investigative Reporters and Editors, Inc. (IRE)

ISBN-13: 978-0312589974

ISBN-10: 0312589972

Investigative Journalism - Content and Practices

Author: Hugo De Burgh

Paperback: 336 pages

Publisher: Routledge; 1 edition (May 24, 2000)

Language: English

ISBN-10: 0415190541

ISBN-13: 978-0415190541

Investigative Journalism - Proven strategies to report the story

Author: William Gaines

Paperback: 291 pages

Publisher: CQ Press; 1 edition (June 12, 2007)

Language: English

ISBN-10: 0872894142

ISBN-13: 978-0872894143

Watchdog Journalism - The Art of Investigative Reporting

Author: Stephen J. Berry

Paperback: 304 pages

Publisher: Oxford University Press; 1 edition (August 12, 2008)

Language: English

ISBN-10: 0195374029

ISBN-13: 978-0195374025

The Inside Stories of Modern Political Scandals: How Investigative Reporters Have Changed the Course of American History

Author: Woody Klein

Paperback: 237 pages

Publisher: Praeger (September 7, 2010)

Language: English

ISBN-10: 1440836337

ISBN-13: 978-1440836336

Investigative Reporting from Premise to Publication

Author: Marcy Burstinier

Paperback: 400 pages

Publisher: Routledge; 1 edition (July 3, 2009)
Language: English
ISBN-10: 1890871915
ISBN-13: 978-1890871918

Undercover Reporting: The Truth About Deception
Author: Brooke Kroeger
Series: Medill Visions of the American Press
Paperback: 518 pages
Publisher: Northwestern University Press; 1 edition (August 31, 2012)
Language: English
ISBN-10: 0810126192
ISBN-13: 978-0810126190
Investigative Reporting: Advanced Methods and Techniques
Author: John Ullman
Paperback: 210 pages
Publisher: St Martins Press (January 1, 1995)
Language: English
ISBN-10: 0312062702
ISBN-13: 978-0312062705

Course Title: COGNITIVE ANALYTICS & SOCIAL SKILLS FOR PROFESSIONAL DEVELOPMENT

Credit Units: 3

Course Level: PG

Course Code:

Course Objectives:

- To understand the Cognitive Analytics and Social Cognition
- To apply emotional intelligence in decision making
- To develop leadership skills for effective management
- To practice resilience during uncertainty

Pre-requisites: BS - Nil

Course Contents/Syllabus:

	Weightage (%)
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Module I: Cognitive Analytics and Social Cognition	
Descriptors/Topics <ul style="list-style-type: none"> • Understanding the self-preliminaries • Models of Understanding Self- T-E-A Model, Johari Window, PE Scale • Meaning and Importance of Self Esteem, Self-Efficacy, Self-Respect • Behavioural Communication- Assertive Skills <ul style="list-style-type: none"> • Technology adoption, Social Media Etiquettes • Creativity (ICEDIP Model), Visualization • Problem sensitivity • Problem Solving (Six Thinking Hats) • Cognitive Flexibility, Cognitive Errors • Introduction to Social Cognition • Attribution Processes (Perceptual Errors) • Social Inference, Stereotyping, Prejudice • Accepting Criticism 	20%
Module II: Attitudes & Emotional Intelligence	
Descriptors/Topics <ul style="list-style-type: none"> • Understanding Attitudes • Characteristics of Attitude (valence, multiplicity, relation to needs, centrality, pervasiveness, invisible, acquired) • Components of Attitudes (Affective, Cognitive, Behavioural) • What are Emotions, Healthy and Unhealthy expression of emotions, Relevance of EI at workplace • Emotional Intelligence and Competence • Components of Interpersonal & Intrapersonal Intelligence • Relevance of EI at workplace 	15%
Module III: Leadership and Managing Excellence	
Descriptors/Topics <ul style="list-style-type: none"> • Team Design Features • Life Cycle of a Teams • Types and Development of Team Building, Issues in Team Performance • Types of leaders, Leadership styles in organizations • Situational Leadership • Strategic Leadership and Change Management- Mentoring, Building Trust, Building a Culture of Inclusion • Sociometry (Sociometry Criteria, Applications of Sociometry, Construction of sociogram) <ul style="list-style-type: none"> • Personal Branding • Time Management, Work Life Integration • Relationship Management (Personal & Professional) 	15%
Module IV: Conflict Resolution and Negotiation	

Descriptors/Topics <ul style="list-style-type: none"> • Meaning, nature, sources, stages & types of conflicts • Factors affecting conflict, Impact of Conflict • Ethical Dilemmas in Conflict • Conflict Resolution Strategies, Comparison of conflict management styles • Matching conflict management approach with group conditions • Third Party Intervention- Mediation, mediation process, function of the mediator, preconditions for mediation • Inter cultural communication and conflict resolution • Negotiation -Types, purpose, stages • Four pillars of negotiation • Strategies, Persuasion • Behaviour and conduct during negotiation, closing the negotiation 	<p style="text-align: center;">20%</p>
Module V: Values & Ethics	<p style="text-align: center;">15%</p>
Descriptors/Topics <ul style="list-style-type: none"> ▪ Meaning & its type ▪ Difference between values and Ethics ▪ Relationship between Values and Ethics ▪ Significance of moral values ▪ Practical Applications of Values & Ethics ▪ Significance of moral values ▪ Moral Icons ▪ Its role in personality development ▪ Character building-“New Self awareness” ▪ Personal values-Empathy, honesty, courage, commitment ▪ Core Values -Respect, Responsibility, Integrity, Care, & Harmony 	
Module VI: Resilience and Agility in Uncertainty	<p style="text-align: center;">15%</p>
Descriptors/Topics <ul style="list-style-type: none"> • Overview of Resilience • Locus of control • Paradox of choice • Overcoming negative thinking- Abc technique (Adversity, believes and consequences) • Personality & cognitive variables that promote resilience • Role of family and social networks • Models, Symptoms and consequences of stress • Strategies for stress management • Agility in VUCA environment • Resilience and agility for higher performance 	

Course Learning Outcomes:

Students will be able to:

- Demonstrate cognitive and social skills in problem solving
- Apply emotional intelligence in decision making
- Translate leadership skills in practice for effective management
- Implement resilience during adversity

Pedagogy for Course Delivery: Lectures, PPT Presentation, Activities, Psychometric testing, Group Discussion, Role Plays, Situational Analysis, Project etc.

List of Professional Skill Development Activities (PSDA):

1. Network with corporate employee / carry out industry research survey to identify and understand the translation of social and cognitive skills in daily work practices. (Pick 6 behavioural skills related to subject and identify real life work situation where they are implemented) – PPT
2. Develop a learning journal of the skills acquired by navigating through the course content which will play a vital role in achieving personal and professional excellence.
3. The students will be given a case study/real life scenario for analysis and developing solutions. They will be evaluated on critical thinking and problem-solving skills.

Semester III

Course Title: Media Research & Application

Course Objectives:

- To introduce the students to the various applications of media research
- To discuss media research concepts for print, electronic, advertising and PR industries
- To help students understand the various measurement scales used in research
- To introduce students to writing a research paper/article and present the same.

Course Contents/Syllabus:

	Weightage (%)
Module I An Overview of Communication and Media Research	35%
<ul style="list-style-type: none">• What is research? Concepts and steps in research process• Communication research: Concept, Scope and Areas of Analysis –• Research designs: Exploratory, Descriptive and Experimental• Approaches to research: Qualitative, Quantitative and Mixed; Inductive and Deductive; Historical, Ethnographic, Psychological and Sociological.• Theoretical Framework: Application of theories and Models of Communication and other disciplines (e.g.: sociology, psychology, philosophy, history, political science, humanities, linguistics) in research.• Quantitative Research Methods for Media Studies: Census, Survey, Content Analysis.• Qualitative Research Methods for Media Studies: Case – study, Content Analysis, Focus Group Discussion, Observation, Interview, Discourse analysis, Ethnography, Longitudinal study.	
Module II Measurement in Media Research	30%
<ul style="list-style-type: none">• Basics of statistics• Hypothesis• Normal distribution curve• Measurement Scales: Nominal, Ordinal, Interval & Ratio Scale• Sources of Error in Measurement, Important scaling techniques: Rating Scales, Arbitrary Scales, Differential Scales (Turnstone-type-scales), Summated (Likert Scale), Cumulative scales, Social distance scales: Likert & Bogardus scale, Socio economic status scale: Trivedi & Pareek scale, Attitude and Social Status Scale & Factor Scales.• Types of Reliability and Validity test used for construction of scales.• Test of significance: t – test, F test, Chi – square test.• Coding of Qualitative data.	

<ul style="list-style-type: none"> • Introduction to SPSS. • CAQDS(Computer Assisted Qualitative Data Analysis Software): Atlas.ti, Nvivo 	
Module III Research Writing and Publication	35%
<ul style="list-style-type: none"> • Proposal, Abstract, Synopsis • Writing research article/proposal • Types of Communication Research reports: Monologue, Research Articles/Paper, Project Report, Dissertation, Thesis, Books, and sharing the findings in newspapers. • Significance of Reference and Bibliography in Research: In-text citation, Proper Attribution, Managing the Reference and Bibliography following standard styles (e.g. APA, MLA), and Online Citation Tools (Mendeley, Citation Machine, Zotero, EndNote) • Comparing styles of referencing – MLA, APA, Chicago 	

Student Learning Outcomes: Students will be able to

- **The students will be able to learn and apply Public Relations Research, its types, methods and process for conducting a Research Project.**
- **The students will be able to learn and apply the methods for evaluating data collected.**
- **The students will be able to learn and apply the concept, importance and relevance of Events Research.**
- **The students will be able to learn and apply various tools for research used in the era of Digitalization**

Text Reading:

- Jonjua Mehak (2018). Insights Into Research Methodologies. Chandigarh: Mohindra Publications.
- Wimmer R. D & Dominick J.R, (2005). Mass Media Research: An Introduction, second reprint. Singapore: Wadsworth.
- Kishore D, (2013). Handbook of Communication Research. Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal.
- C.R. Kothari, (2008). Research Methodology: Methods and Techniques, second revised edition. New Delhi: New Age International.
- Arthur Berger (2011).Media and communication research methods. New Delhi: Sage.
- Klaus Bruhn Jensen (2002). A handbook of media and communication research: Qualitative and quantitative methodologies. London: Routledge.
- Pauline V. Young, (2001). Scientific Social Surveys and Research: An introduction to the background, content, methods, principles and analysis of social sciences, fourth edition, fourteenth printing. New Delhi: Prentice – Hall of India.
- Strauss, A., & Corbin, J. (2014). Basics of qualitative research: Techniques and procedures for developing grounded theory. New Delhi: Sage.

Course Title: New Media and Digital Technology

The course aims to produce both knowledge and skills to students. The objectives of the course are to:

- Students will gain a basic understanding of the internet
- Students will recognize the need for media convergence and its different types
- Students will understand the basics of New Media
- Students will understand the basics of web journalism
- Students will analyze how social media is used for news
- Students will get a basic insight into digital marketing
- Students will identify and recognize emerging trends in social media
- Students will get an understanding about the various types of cyber laws and cyber crimes

Syllabus

Module 1: Internet and New Media

Internet and its functions, How internet works and basic terminologies of the digital world – megabytes, gigabytes and terabytes, URL, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging, file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, web-based readers and stand-alone readers, From Web 1.0 to Web 4.0, Exploring the business side of Web 4.0, Transition from traditional journalism to multiplatform journalism, Journalism of open doors, Theorizing New Media by Lev Manovich

Module 2: Media Convergence

Media convergence and its types, Contribution of Henry Jenkins, Advantages and disadvantages of media convergence, The hybridization of media, Role of media convergence in digital marketing

Module 3: Being a New Media Journalist

Being a new media journalist – learning to leverage technology and internet for data, news, research, crowd sourcing, and managing conversations, Need for content over quality, Mobile and Backpack Journalism, Tools of new media – using a smartphone to record, edit and disseminate audio and video clips, cloud computing

Module 4: Using Social Media for News

Social media sites and their relevance, Tags and folksonomy and their use in social media, Curating content for news apps, Understanding how independent digital journalists operate (Quint, Scroll, Wire, The Print etc.), Policymakers and their use of social media (role of Twitter and Facebook in governance), Fake news: Differentiation and combating, Web analytics and leveraging it for maximizing audiences

Module 5: Digital Marketing and Cyber Crimes

- What is digital marketing and what is its relevance?, Organic and inorganic search, Understanding search engine optimization and search engine marketing, Content marketing and influencer marketing and how it works over the internet and social media, Social media marketing, Designing a social media marketing plan, Understanding data, big data, data analytics and data 34ecognize34ion across the media spectrum, Leveraging use of internet of things and blockchain technology for digital media, Artificial intelligence and how traditional roles are being altered using AI in newsrooms, Gaming trends, Viral content and user generated content, From Web 4.0 to Web 5.0, Cyber-crimes: Types and cases, Cyber Laws (IT Act, 2000, IT (Amendment) Act , 2008 and Draft Personal Data Protection Bill, 2018), Role of cyber-crime cells

Student Learning Outcomes:

Having taken this course, the students will be able to:

- Students will 34ecognize the need and importance of the internet for a journalist in the 21st century.
- Students will identify the need for convergence of media and technology.
- Students will 34ecognize the concepts of web-based journalism and mobile journalism
- Students will 34ecognize the concepts of social media in this emerging media landscape
- Student will be able to explain new media, its origin and evolution and impact on readers, business and society
- Students will employ the learnings from this course in their daily routine whether they work as journalists or other communication professionals
- Students will understand cyber-crimes and the regulatory mechanism surrounding them

Text & References:

- **Briggs Mark. Journalism 2.0: How to Survive and Thrive**
- **Wardrip Noah -Fruin & Montfort Nick. The New Media Reader**
- **Lister Martin, Dovey Jon, Giddings Seth, Grant Iain, Kell Kieran. New Media: A Critical Introduction**
- **Dewdney Andrew & Ride Peter. The New Media Handbook**

Course Title: Advertising and Promotions

Course Objectives:

- To state and report the contemporary advertising techniques and practices.
- To identify various types of advertising.
- To locate the role of advertising in marketing and the promotional mix.
- To develop an understanding of procedures, requirements, and strategies of campaign planning.
- To familiarize the students with the social, economic and ethical issues concerning advertising in society.

Course Contents/Syllabus:

	Weightage (%)
Module I Understanding Advertising	20%
Descriptors/Topics <ul style="list-style-type: none">• Concept and nature of advertising• Evolution and history of advertising• Role, Objectives, Functions and Significance of advertising• Advertising process and participants• Basic theories and Applications :AIDA, DAGMAR, Lavidge & Steiners Hierarchy-of-effects model, Stimulus response theory• Overview and scope of advertising industry in India and other countries• Careers in Advertising industry• Challenges for Advertising professionals	
Module II Classification of advertising	15%
<ul style="list-style-type: none">• Purpose of advertising• Advertising Media (ATL,BTL, TTL) and changing nuances• Classification on the basis of: Audience, Media, Advertiser and Area• Special purpose advertising: Green advertising, Advocacy advertising, Comparative advertising, Generic advertising, Public Service advertising, Corporate Image Advertising, Institutional advertising, Covert Advertising, Surrogate Advertising.• Advertising in rural India• Celebrity endorsements and creation of brand assets.• Digital advertising and Hybrid Advertising (Online merging with Offline)	
Module III – Ad Agency Structure	15%

<ul style="list-style-type: none"> • Evolution of Ad Agencies- Various Stages and Current Status • Various Functional Departments and Scope of their Work (Account Planning, Account Servicing, Creative-Copy & Art, Media, Production, Billing, HR etc.) • Ad Agency: Functions, Structure, Departments, Remuneration, Pitching, Client Agency Relationship • Revenue and Commission Systems • Agency Operation: The organizations in Advertising, the Role of Advertising Agency, Types of Advertising Agencies • Client related Issues and the Process: Stages in the Client-Agency Relationship, Factors Affecting Client-Agency Relationship, The Pitching Mechanism-Simulation 	
Module IV Planning Advertising Campaigns	30%
<ul style="list-style-type: none"> • Fundamentals of ad campaign • Defining strategy, its role and relevance • Strategic approaches • The Planning Cycle: Varying Strategies in Promoting Products/Brand and Social Products • Positioning Objectives: Current and Desired Perception • Budget Setting: Factors Determining Budget, Steps involved, Budget Plan and Execution. • Message Strategy: What to Say (Selection of Attributes, Benefits, Motives and Appeals -Laddering), How to Say (Selection of Verbal and Visual Elements, Execution Style, Source of Delivery, Arrangement of Arguments) • Creative execution elements: appeals, formats, tone and structure • Creating Print ads: elements, design and layout • Producing Radio Commercial: scriptwriting and formats • Making a Television Commercial: Process • Creative aspects in outdoor media • Creative aspects of digital media • Setting Media Objectives: Determining Media Objectives, Budget Constraints, Creative Constraints, Reach and Frequency, Choosing the Right Media/Media Options and Evaluation Techniques, Evaluating and Selecting Media Vehicles • Developing Media Strategy: Consideration in Strategy Planning, the Competitive Strategy • Screening of Award Winning Campaigns (Both Contemporary and Classics) • Campaign Reviews and evaluation 	
Module V Advertising and Society	20%
<ul style="list-style-type: none"> • Ethical Issues in Advertising • Social Criticism of Advertising • Laws affecting Advertising industry • Role of Advertising Statutory Bodies. In case of India: Role of AAA and ASCI and the Study of Various Codes of 	

Conduct.

- Advertising and Social Responsibility
- Advertising and Indian culture
- Pester power
- Advertising ethics and Minorities- racial, religious, gender, ethnic, caste-based, sexualities
- Role of INS and DAVP

Student

Learning Outcomes:

- Identify and define advertising concepts
- Analyze the Indian and global advertising scenario
- Categorize different types of advertisements.
- Define and describe types of ad agencies and their importance in advertising industry
- Appraise and interpret the legal, ethical and social aspect of advertising.
- Plan and design advertising campaigns
- Review ad campaigns.

Text Reading:

- Ogilvy, D. (2013). Ogilvy on advertising. Vintage.
- Jaishri Jethwaney and Shruti Jain, Advertising Management, Second edition, Oxford University Press, New Delhi, 2013
- Kruti Shah and Alan D'Souza, Advertising & Promotions an IMC perspective' Tata Mc Graw Hill, New Delhi, 2012
- Kenneth Clow. Donald Baack, Integrated Advertisements, Promotion and Marketing communication", Prentice Hall of India, New Delhi, 2003.
- Dorothy, Cohen. Advertising Theory (1989) Scott, Foresman
- Vilanilam, J. V., & Varghese, A. K. (2004). Advertising basics!: a resource guide for beginners. SAGE.
- Kazmi, S. H. H., & Batra, S. K. (2008). *Advertising & sales promotion*. New Delhi: Excel Books.
- Shah, K., & D'Souza, A. (2009). *Advertising and promotions: An IMC perspective*. New Delhi: Tata McGraw-Hill.
- Belch, G. E., Belch, M. A., & Dietzel, J. (2012). *Advertising and promotion: An integrated marketing communications perspective*. New York: McGraw-Hill.
- Shimp, T. A. (2002). *Advertising, promotion: & supplemental aspects of integrated marketing communications*. Princeton, N.J: Recording for the Blind & Dyslexic.
- Schultz, D. E., & Barnes, B. E. (1995). *Strategic advertising campaigns*. Lincolnwood: NTC Business Books.
- O'Guinn, T. C., Allen, C. T., & Semenik, R. J. (2000). *Advertising*. Cincinnati: South-Western College Pub.
- Aitchison, J., & French, N. A. J. (2004). *Cutting edge advertising: How to create the world's best print for brands in the 21st century*. Singapore: Pearson Prentice Hall.

References:

- Shitole G.Y & Bageshree P.B.B. (2011). Social Advertising and Youth. Adhyayan Publications and Distributions

- Elliott Richard. (2009) Strategic Advertising Management. NTC Business Book, USA.
- Ghosal, Subhash (2002) Making of Advertising. McMillan.
- Manukonda R.. (2013) Advertising Promotions and News Media. DPS Publishing House India.
- Tiwari Sanjay. (2003) Uncommon Sense of Advertising: Getting the Facts Right Response.
- Monley Lee, Johnson Carla (2007) Principles of Advertising: A Global Perspective. Viva Books, New Delhi.
- Berman, M. (2014). *The copywriter's toolkit: The complete guide to strategic advertising copy*. Malden (MA: Wiley-Blackwell.
- Jewler, A. J., & Drewniany, B. L. (2014). *Creative strategy in advertising*. Wadsworth
- Tague, N. R. (2012). *Ad critique: How to deconstruct ads in order to build better advertising*. Thousand Oaks, Calif: SAGE.

Any other Study Material:

Magazines:

- Advertising Age
- Brand Reporter
- Brand Equity (Economic Times)
- Campaign
- International Journal of Advertising
- Pitch
- 4 P's of Marketing

Websites:

- YouTube
- **Medianama.com** (<http://www.medianama.com/>)
- **Campaign India** (<http://www.campaignindia.in/>)
- www.asci.co.in

Course Title: Public Relations & Events

Course Objectives:

- to describe the concept of Public Relations and Events
- to describe the PR practices and media relations
- to discuss and review PR campaigns
- to classify various tools and techniques of event management

- to identify the contemporary trends in PR and events

Course Contents/Syllabus:

	Weightage (%)
Module I Introduction to Public Relations & PR Agencies	20%
<ul style="list-style-type: none"> • PR: Definitions, Meaning, Objectives and scope • PR and its publics • Functions of Public Relation – Employee Relations, Media Relations, Community Relations, Government Relations, Investor Relations and financial PR, Corporate PR • Distinction between PR, Propaganda, Advertising, publicity, Marketing • PR interface with other Managerial disciplines • PR Agency- Tools and Techniques • PR agency: Concept, Structure and Functions • Account Planners and Liasoning 	
Module II Introduction to Event Management and Event Agencies	20%
<ul style="list-style-type: none"> • Concept of event and event management • Different Kinds of Events • 5 Cs of Event Designing • Event as PR and Marketing tool • Relationship of Event with Advertising and PR • Organizational Structure of an Event Management company • Event Management Personnel: Role and Responsibility • Business Operations and Accounting 	
Module III PR Planning &Event Organizing	20%
<ul style="list-style-type: none"> • Preparing Event Brief • Organizing Event :Mock Press Conference • Plan: objectives, date & suitable day, venue, time, invite, hospitality, refreshments (food allergies), equipment, internet facility, Internet coupons, gifts/giveaways, collaterals, infrastructure, checklist, guests, budget, Licensing & permissions 	

<ul style="list-style-type: none"> • Press release, Audio release, Video release, social media news release • Write Minutes of the Meeting, and Notice • Designing a Press Kit: Press Release, backgrounder, fact-sheet, audio-visual material, stationery, gift e. • Scheduling: Opening Speech, presentation, • Post-Conference PR: compilation of media coverage. 	
Module IV Public Relations Campaigns	20%
<ul style="list-style-type: none"> • RACE Model – Four step process • PR Campaigns- Accounts, Briefs, Pitch • Role and importance of PR Campaigns • Planning and objectives – Target publics, Message design, Media selection, Action plan, implementation, evaluation and impact • Case studies of a public relations campaign (national and international) 	
Module V Evaluation, Assessment & Trends in Event and PR	20%
<ul style="list-style-type: none"> • Evaluation and Impact Assessment: Concept, Techniques and Application • Monitoring and Controlling the Event • Crisis in Events • Careers in Event Management • Events and sponsorships • Lobbying • New trends used by PR professionals – influencers, digital PR (campaign case study), digital measurement tools • Emerging Trends in Event Management 	

Student Learning Outcomes:

- **Categorise** PR and event functions and its role in various sectors
- **Illustrate** the structure of PR and event agencies
- **Demonstrate** the learning of PR campaigns and cases
- **Design and develop** event plans and campaigns
- **Assess** knowledge acquired in the industry relevant aspects

Text Reading:

- Balan, K. R., & Rayudu, C. S. (1994). Public Relations in Action. New Delhi: Castle Book.
- Cutlip, S. M., Center, A. H., & Broom, G. M. (1985). Effective Public Relations. Englewood Cliffs, New Jersey's: Prentice-Hall.
- Cottle, S. (2003). News, Public Relations and Power. London: Sage Publication.
- Black, S., & Sharpe, M. L. (1983). Practical Public Relations. Englewood Cliffs, New Jersey's: Prentice Hall.
- Kishore, D., & Singh, G. S. (2011). Event management: A Booming Industry and an Eventful Career. New Delhi:Har-Anand Publications.
- Goyal, S. K. (2010). Event management. New Delhi: Adhyayan & Distributors.

References:

- Sachdeva, I. S. (2009). Public Relations: Principles and Practices. New Delhi: Oxford University Press.
- Tripathy, M. (2011). Public Relations: Bridging Technologies and Monitoring Public and the Media. Delhi: Authors Press.
- Fundamentals of Communication PR and Leadership by Georgios P. Piperopoulos, bookboon.com

Additional Reading:

- Kotler, P. (2003). Marketing Management. Upper Saddle River, New Jersey's: Prentice Hall.
- Sharma, D. (2005). Event Planning and Management. New Delhi: Deep & Deep Publications Pvt.

Any other Study Material:

- prcai.org/
- <https://www.exchange4media.com>
- <https://www.holmesreport.com/events-awards>

Course Title: Data Journalism

Course Objectives:

- Students will get an understanding of data and its types
- Students will be able to relate to and understanding certain basic datasets released by the government
- Students will identify, relate and understand the different kinds of economic and financial data
- Students will identify, relate and understand the different kinds of social datasets available
- Students will learn how to analyse datasets and write data driven stories

Course Contents/Syllabus:

	Weightage (%)
Module I: Understanding Data	20%
<ul style="list-style-type: none">• What is data• Types of data• Understanding the difference between data and big data• Different kinds of data that journalists deal with on an everyday basis• Understanding why is data necessary for journalists• Need for data driven journalism	
Module II: Basic understanding about the datasets released by the Government	20%
<ul style="list-style-type: none">• What kind of datasets does the government collect and why is it necessary for the government to collect these datasets• What are the different kinds of data released by government – a basic overview• What are the different offices which release government data• Importance of Census• Importance of Development Data: Learning to use Open Government Data platform data.gov.in• Accessing data through Right to Information Act, 2005	
Module III: Dealing with economic and financial data	20%
<ul style="list-style-type: none">• Why is data pertaining to the economy important?• Understanding different kinds of economic datasets released by the Government of India, RBI, NITI Aayog and	

<p>other bodies – GDP, CPI inflation, WPI inflation, Fiscal Data, Current Account Deficit, Foreign Direct Investment, Trade data including trade deficit and export-import data, Balance of Payments data, Manufacturing PMI, Services PMI, Index of Industrial Production, and foreign exchange data, data on revenue collection, expenditure data and labour and workforce data</p> <ul style="list-style-type: none"> • Understanding the Union Budget as a dataset • Understanding how and why does data from the Indian Meteorological Department matter • Understanding corporate data stored and managed by Registrar of Companies • Learning how to analyse quarterly and annual results of listed companies • Learning how to use websites of BSE Sensex and NSE Nifty for data mining on companies • Data released by oil marketing companies • Data released by Society of Indian Automobile Manufacturers (SIAM) • Data released by telecommunication companies/ TRAI 	
Module IV Dealing with Social Indicators	20%
<ul style="list-style-type: none"> • Understanding different social datasets released by the government and other agencies • Annual Health Survey • Rural Health Statistics • Sex Ratio, Child Sex Ratio, Decadal Growth Rate, Literacy Rate, Dropout Rate, Employment/Unemployment Data, Under 5 Mortality Rate, Infant Mortality Rate, Maternal Mortality Rate, Human Development Index • Data related to the Integrated Child Development Scheme (ICDS) • Electricity data, Sanitation data, Housing data, Road and Highways data, Environment data 	
Module V Data Analysis and Story writing	20%
<ul style="list-style-type: none"> • Learning how to analyse data • Learning how to use data analysis to write a story • Learning techniques of data visualisations through various free-to-use softwares 	

Student Learning Outcomes:

- Students will be able to identify the need for journalists to engage with data on a regular basis.
- Students will be able to recognize the different datasets released by the government

- Students will be identify and discuss the importance of various economic indicators released by the government and other agencies
- Students will be identify and discuss the importance of various social indicators released by the government and other agencies
- To make students aware of the different aspects of data analysis, data visualization and how to use data to weave a story

Text Reading:

- **The Data Journalism Handbook: How Journalists Can Use Data to Improve the News 1st Edition**
Jonathan Gray, Liliana Bounegru, and Lucy Chambers
Paperback: 242 pages
Publisher: O'Reilly Media; 1 edition (August 4, 2012)
Language: English
ISBN-10: 1449330061
ISBN-13: 978-1449330064
- **The Data Journalist: Getting the Story 1st Edition**
Fred Vallance-Jones and David McKie
Paperback: 320 pages
Publisher: Oxford University Press; 1 edition (March 1, 2017)
Language: English
ISBN-10: 019902006X
ISBN-13: 978-0199020065
- **Data Journalism: Past, Present and Future**
John Mair, Richard Lance Keeble and Megan Lucero
Paperback: 264 pages
Publisher: Abramis
Language: English
ISBN-10: 1845497147
ISBN-13: 978-1845497149
- **Facts are Sacred**
Simon Rogers
Hardcover
Publisher: Faber and Faber; Main edition (April 4, 2013)
Language: English
ISBN-10: 0571301614
ISBN-13: 978-0571301614

- **Interactive Journalism: Hackers, Data, and Code**
Nikki Usher
Paperback: 272 pages
Publisher: University of Illinois Press (October 13, 2016)
Language: English
ISBN-10: 0252081986
ISBN-13: 978-0252081989
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Semester IV

Course Title: Media, CSR & Sustainable Development

Course Objectives:

- To describe the evolution of CSR and understand the political, social, and economic drivers behind CSR.
- To recognize the international and legal framework of CSR and the role of business in sustainable development, mainly from the disciplines of political economy and political science.
- To review stakeholder mapping for CSR and understanding role of corporate foundations
- To identify current trends and opportunities in CSR
- To explain various CSR campaigns and provide insights into CSR from the perspective of business, of government and of civil society

Course Contents/Syllabus:

	Weightage (%)
Module I Introduction to CSR	20%

<ul style="list-style-type: none"> • Meaning & Definition of CSR, • History & evolution of CSR. Concept of Charity • Chronological evolution of CSR in India; models of CSR in India, Carroll's model; drivers of CSR; major codes on CSR; Initiatives in India. • Corporate philanthropy, Corporate Citizenship, CSR-an overlapping concept. Concept of sustainability & Stakeholder Management. CSR through triple bottom line and Sustainable Business; • relation between CSR and Corporate governance; environmental aspect of CSR; 	
Module II International framework and legalization of CSR	10%
<ul style="list-style-type: none"> • International framework for corporate social Responsibility, • Millennium Development goals, • Sustainable development goals, • Relationship between CSR and MDGs. • United Nations (UN) Global Compact 2011. UN guiding principles on business and human rights. OECD CSR policy tool, ILO tri-partite declaration of principles on multinational enterprises and social policy. • CSR-Legislation In India & the world. Section 135 of Companies Act 2013. • Scope for CSR Activities, Appointment of Independent Directors on the Board, and Computation of Net Profit's Implementing Process in India. 	
Module III Stakeholder Mapping for CSR	30%
<ul style="list-style-type: none"> • Identifying key stakeholders of CSR & their roles. • Role of Public Sector in Corporate, government programs that encourage voluntary responsible action of corporations. Role of Nonprofit & Local Self Governance in implementing CSR; • Global Compact Self Assessment Tool, National Voluntary Guidelines by Govt. of India. • Understanding roles and responsibilities of corporate foundations. 	
Module IV Opportunities in CSR	20%
<ul style="list-style-type: none"> • Review current trends and opportunities in CSR. • CSR as a Strategic Business tool for Sustainable development. • Review of successful corporate initiatives & challenges of CSR. • Case Studies of Major CSR Initiatives 	
Module V CSR Campaign	20%
<ul style="list-style-type: none"> • Components of CSR campaign • Role, importance and necessity of CSR Campaigns • Planning and objectives • Target publics • Action plans implementation and evaluation 	

Student Learning Outcomes:

- To develop a clear understanding of corporate social responsibility
- To formulate International framework for corporate social Responsibility
- To evaluate the key CSR drivers internationally
- To assess successful corporate initiatives and challenges of CSR
- To appraise CSR campaigns – action plans, implementation and evaluation

Text Reading:

- Porter M., Kramer M., 2006. Strategy and Society – The link between Competitive advantage and Corporate Social Responsibility
- McGuire JB, Sundgren A, Schneeweis T. Corporate Social Responsibility and Firm Financial Performance, Academy of Management Journal. 1988;
- Narwal, Mahabir. CSR initiatives of Indian banking industry, Social Responsibility Journal. 2007
- Reinhardt, F., and Stavins, R., (2010), “Corporate Social Responsibility, Business Strategy and the Environment,” Oxford Review of Economic Policy

References:

- <http://businessethics.qwriting.qc.cuny.edu/files/2012/01/Freeman.pdf> – Mintzberg H. 2009.
- Rebuilding companies as communities – Harvard Business Review – Mintzberg H. 2015.

Additional Reading:

- Why Corporate Social Responsibility Isn't a Piece of Cake – Harvard Business Review.

Any other Study Material:

- https://sharedvalue.org/sites/default/files/resource-files/Strategy_and_Society.pdf – Freeman E., 2010.
- The Stakeholder theory and the Modern Corporation

Course Title: Digital Marketing

Course Objectives: The course The aim of the Digital Marketing Course is to provide students with the knowledge about business advantages of the digital marketing and its importance for marketing success; to develop a digital marketing plan; to make SWOT analysis; to define a target group; to get introduced to various digital channels, their advantages and ways of integration; how to integrate different digital media and create marketing content; how to optimize a Web site and SEO optimization; how to create Google AdWords campaigns; social media planning; to get basic knowledge of Google Analytics for measuring effects of digital marketing and getting insight of future trends that will affect the future development of the digital marketing. The application of the gained knowledge, skills and competences will help future managers in forming digital marketing plan in order to manage a digital marketing performance efficiently

Student Learning Outcomes:

- The student would be able to develop an understanding of the digital market characteristics and the nature of competition in such markets.
- The student who completes the course will be able to develop skill in organizing for effective digital marketing and in implementing the market planning process.
- The student of the course will be able to develop an insight and knowledge base of the various underlying concepts driving marketing strategies.
- The programme will equip the student to apply concepts, theories, models, and tools in developing 9P's of digital marketing.
- The student will have clear understanding about the working of digital marketing and how companies are cashing upon the virtual world.
- The student shall be aware about the global presence and issues involved in digital marketing viz a viz strategies used by organization in the digital scenario
- By the end of the course student will be able to critically assess current and future metrics, research technologies, and research data output related to the subject

Module I : Digital Marketing Fundamentals

What is digital marketing?

How is it different from traditional marketing, ROI between Digital and traditional marketing

New trends and current scenario, Digital marketing a boon or a Bane?

How can digital marketing be a tool of success for companies?

Study and Analysis of recent infographics released by companies about digital marketing?

How did digital marketing help the small companies and top Organisations.

Categorization of digital marketing for the business, Swot analysis of business, present website and media or promotion plan, Inbound vs Outbound Marketing

Module II :Website Planning and Structure

Understanding a website, What is a website, Levels of websites Diff b/w Blog, Portal and Website

Diff b/w websites: static or dynamic, Domains, Buying a Domain Website Language & Technology

Core Objective of Website and Flow,

One Page Website, Strategic Design of Home Page Strategic Design of Products & Services Page
Strategic Design of Pricing Page, Portfolio, Gallery and Contact Us Page Call to Action (Real Engagement Happens)
Designing Other Pages, SEO Overview
Google Analytics Tracking Code, Website Auditing, Designing Word press Website Design a New Website and Promote it using techniques taught.

Module III: Search Engine Marketing

Introduction to Search Engine Marketing Tools used for Search engine Marketing
PPC /Google Adwords Tool, Display advertising techniques, Report generation Search Engine Optimization (SEO)
On page optimization techniques, Off page Optimization techniques Reports, Email Marketing

Module IV: Social Media Optimization

Introduction to social Media Marketing
Advanced Facebook Marketing, Word Press blog creation Twitter marketing, LinkedIn Marketing
Google plus marketing
Social Media Analytical Tools
Design a Social Media Campaign to promote Indian Tourism

Module V: Web Analytics

Web Analytics and Integrating with Website Measurement Metrics
Google Webmaster Tool Setting up Tool for SEO Adding and Managing Assets
Integrating WebMaster Tool, Site Map and Site Links
Search Traffic and Links, Google Indexing Managing Crawl Errors
Managing Security Issues Jobs in Marketing Analytics
Analyse your website using web analytics and suggest strategies to improve the views.

Text & References:

- Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited.
- The Beginner's Guide to Digital Marketing (2015). Digital Marketer. Pulizzi,J.(2014) Epic Content Marketing, McGraw Hill Education.
- Chaffey, Chadwick, Johnston, Mayer, Internet Marketing, 3rd edition, 2009, Pearson Publication

- Strass, El-Ansary, Frost , e-Marketing, 5th edition, Pearson Publication
- Carter-Brooks-Catalano-Smith, Digital Marketing for Dummies, Wiley Publication
- Godfrey Parkin, Digital Marketing: Strategies for Online Success, 2009, New Holland
- Urban, Digital Marketing Strategy: Text and Cases, 1/e, 2004 Prentice Hall

Course Title: Political Communication

Course Objectives:

- Students will recognize the different political systems around the world
- Students will get a basic understanding about political communication
- Students will analyse the relationship between media and politics
- Students will recognize and understand the key concepts of political communication
- Through the use of case studies students will get an understanding of how political leaders/parties use communication to connect with their audiences

Pre-requisites: Students should have an interest in learning how political parties communicate with various stakeholders and to what effect.

Course Contents/Syllabus:

	Weightage (%)
Module I Introduction to political systems	20%
<ul style="list-style-type: none"> • Understanding different political systems across the world (Parliamentary structure, Federal structure, Monarchy, Dictatorship) • Understanding multiparty and two-party systems • Major political parties around the globe (US: Democratic and Republic parties; UK: Conservative and Labour parties; China: Communist Party of China; Russia: United Russia and Communist Party of the Russian Federation; India: NDA and UPA; Canada: Liberal and Conservative Parties; Australia: Liberal and Labour Parties; major political parties from Germany and France) • Understanding coalition politics • Understanding issues related to caste based politics, voter preferences and other political issues 	
Module II Introduction to political communication	20%
<ul style="list-style-type: none"> • Understanding the need for political communication • Definition(s) of political communication • History of political communication • Understanding political communication through certain conventional models and theories of communication: 	

<p>Aristotle's Rhetoric, Lazarsfeld's Model of Communication, Berlo's SMCR Model, Harold Laswell's Model of Communication, George Gerbner's Model of Communication, Westley and McLean's Model of Communication, Elaboration-Likelihood Model (ELM Model) of influence, Noelle-Neumann's Spiral of Silence Model, Jay Blumler and Denis McQuail's work and the Uses and Gratification Theory, Narcosis and Catharsis, Aggressive Cues and Cultivation Theory</p>	
<p>Module III Politics and Media</p>	<p>20%</p>
<ul style="list-style-type: none"> • Understanding the relationship between media and politics • Politico-media complex and its implications on a free press • Waning sway of traditional media over politics • Understanding the Leveson Inquiry and the London School of Economics' Leveson Love Triangle – an insight into the 2007 News of the World scandal • New media and how it is altering the political discourse • Political advertising and how it is creating an impact on the minds of the voters 	
<p>Module IV Key concepts in political communication</p>	<p>20%</p>
<ul style="list-style-type: none"> • Darren Lilleker and key concepts in political communication • James Cheseboro's five critical approaches to contemporary political communications : Machiavellian – i.e. power relationships Iconic – symbols are important Ritualistic – Redundant and superficial nature of political acts – manipulation of symbols. Confirmation – political aspects looked at as people we endorse Dramatistic – politics is symbolically constructed as propounded by Kenneth Burke • Edward Herman and Noam Chomsky - understanding propaganda through the theory of manufactured consent • Jesper Stromback and the four phases of mediatization • Jurgen Habermas and the need for political communication in media society • Elections and how political parties use media for effective communication 	
<p>Module V Case studies in political communication</p>	<p>20%</p>
<ul style="list-style-type: none"> • Case study on the Bharatiya Janata Party -led National Democratic Alliance and its effective use of social as well as traditional media since pre-2014 days • Effective use of Twitter as a platform for the campaigns of American President Donald J. Trump and Hillary R. Clinton • Barack Obama's 2008 and 2012 campaign and the effective use of the Digital Media • UK's Conservative Party's failed Brexit campaign • Justin Trudeau and the changing face of Canadian politics • How Scott Morrison won the unwinnable Australian elections • Angela Merkel and the art of staying in power • The curious case of the Communist Party of China and Xi Jinping • How Vladimir Putin has been able to tighten a stranglehold over Russian politics 	

- | | |
|---|--|
| <ul style="list-style-type: none"> • Indira Gandhi's return to power in 1980 • Emmanuel Macron and La République En Marche! – How traditional parties in France lost power to a novice • Case study on John Fitzgerald Kennedy's 1960 campaign | |
|---|--|

Student Learning Outcomes:

- Students will be able to identify major political systems and major political parties around the world
- Students will be able to outline the need for political communication, its origin, theories and concepts in governments
- Students will be able to distinguish the relationship between politics and media
- Students will be able to identify and discuss key concepts in political communication
- Through relevant case studies, students will be able to relate to how leaders and political parties across the globe use communication tools to interact with stakeholders

Text Reading:

- **An Introduction to Political Communication**
 Brian McNair
 Paperback: 256 pages
 Publisher: Routledge; 5 edition (8 March 2011)
 Language: English
 ISBN-10: 0415596440
 ISBN-13: 978-0415596442
- **The Dynamics of Political Communication: Media and Politics in a Digital Age**
 Richard M. Perloff
 Hardcover: 512 pages
 Publisher: Routledge; 2 edition (19 October 2017)
 Language: English
 ISBN-10: 1138651648
 ISBN-13: 978-1138651647
- **Handbook of Political Communication Research (Routledge Communication Series)**
 Lynda Lee Kaid
 Paperback: 560 pages
 Publisher: Routledge; 1 edition (28 May 2004)
 Language: English
 ISBN-10: 0805837752
 ISBN-13: 978-0805837759

- Political Communication: Politics, Press, and Public in America (Routledge Communication Series) 1st Edition**
 Series: Routledge Communication Series
 Paperback: 504 pages
 Publisher: Routledge; 1 edition (December 3, 1997)
 Language: English
 ISBN-10: 0805817956
 ISBN-13: 978-0805817959
- Political Campaign Communication: Inside and Out (2nd Edition) 2nd Edition**
 Larry Powell and Joseph Cowart
 Paperback: 320 pages
 Publisher: Pearson; 2 edition (March 2, 2012)
 Language: English
 ISBN-10: 0205006094
 ISBN-13: 978-0205006090
- Political Communication and Democracy**
 G. Rawnsley
 Copyright: 2005
 Publisher: Palgrave Macmillan UK
 Copyright Holder: Palgrave Macmillan, a division of Macmillan Publishers Limited
 eBook ISBN: 978-0-230-55489-4
 DOI: 10.1057/9780230554894
 Hardcover ISBN: 978-1-4039-4254-8
 Softcover ISBN: 978-1-349-52146-3
 Edition Number: 1
- The Structural Transformation of the Public Sphere: An Inquiry into a Category of Bourgeois Society (Studies in Contemporary German Social Thought)**
 Jurgen Habermas
 Paperback: 301 pages
 Publisher: The MIT Press; Sixth Printing edition (August 28, 1991)
 Language: English
 ISBN-10: 0262581086
 ISBN-13: 978-0262581080
- Key Concepts in Political Communication (SAGE Key Concepts series) 1st Edition**
 Darren G. Lilleker
 Print Length: 217 pages
 Publisher: SAGE Publications Ltd; 1 edition (25 January 2006)

Sold by: Amazon Asia-Pacific Holdings Private Limited

Language: English

ASIN: B00LHY4FU

- **Manufacturing Consent: The Political Economy of the Mass Media**
Edward S. Herman and Noam Chomsky

Paperback: 480 pages

Publisher: Pantheon; New edition edition (15 January 2002)

Language: English

ISBN-10: 0375714499

ISBN-13: 978-0375714498

- **Making Sense of Media and Politics**

Gadi Wolfsfeld

Paperback: 160 pages

Publisher: Routledge; 1 edition (February 12, 2011)

Language: English

ISBN-10: 041588523X

ISBN-13: 978-0415885232

Additional Reading: NA

Any other Study Material: NA

Course Title: Gender, Human Rights and Media

Course Objectives:

- Students will understand gender and sexuality
- Students will understand and analyze the role played by different feminist movements
- Students will recognize the different feminist theories
- Students will gain an overview and understand the importance of human rights
- Students will understand gender and human rights through the prism of the media

Course Contents/Syllabus:

	Weightage (%)
Module I: Introduction to Gender Studies	25%

<ul style="list-style-type: none"> • Overview On Gender and Sexuality • Construction of Gender: Biological Construct of Sex, Sociological Construct of Gender, Simone De Beauvoir, Judith Butler • Gendered Bodies and Sexualities: Understanding Femininity, Masculinity and Non-conforming Gender Identities Gender and Social Structure: Ideology, Patriarchy, Power, Economy 	
Module II: Feminist Movements	20%
<ul style="list-style-type: none"> • Feminist Movement: First Phase in Europe and US, Ideas of Enlightenment and the quest for women's rights; Industrial revolution; Suffrage Movement; • Genesis of Feminist movement in India: Socio-economic cultural conditions of women in 19th century India; social reforms concerning women's liberation and women's participation in social reform movements; independence movement • Feminist Movement in Post-colonial India: Constitutional rights of women property rights of minority women; women's participation in civil organizations and public sphere activities; globalization and religious fundamentalism • Question of double marginality: Dalit and LGBTQI • Feminist movement century and after: Second and third phase of feminism; feminist movement in Latin America, Africa and Asia; women's participation in peace and other civil rights movements 	
Module III: Feminist Theories	15%
<ul style="list-style-type: none"> • Liberal Feminism: • Marxist and Socialist Feminism • Radical Feminism • Feminist Thought In India: Raja Rammohan Roy, Savitribai Phule Sharmila Rege, Uma Chakravarti, Amartya Sen, Nivedita Menon, Urvashi Butalia, Ruth Manorama, Ammu Joseph, Kalpana Sharma, Ishmat Chughtai and others 	
Module IV: Overview on Human Rights	15%
<ul style="list-style-type: none"> • United Nations And Human Rights And Duties: Universal Declaration of Human Rights 1948, International Convention of Civil & Political Rights 1966, UN agencies, International Convention on Economics, Social and Cultural Rights • Human Rights And Duties In India: Constitutional Framework : Fundamental Rights, Directive Principal of State Policy, Fundamental Duties, Protection & enforcement of human rights and duties, Police and Human Rights, Judiciary and Human Rights, National and State Human Rights Commission & other grievance redressal mechanism, Section 377, • Human Rights Of Special Category And Marginal Groups: Women & LGBTQ (Dalits, Tribes, Disabled, Old, Displaced), UN Commission on the Status of Women, Legislations national and international, Freedom from Sexual Discrimination and Harassment • Conceptualising Justice 	
Module V: Media Representation: Gender and Human Rights	25%
<ul style="list-style-type: none"> • Cross Media Representation: Under representation & Misrepresentation of Women, Men and LBGTQI, Normalizing Violence Against Women & LGBTQI, Nirbhaya Case, Shahbano Case, Tripal Talak, Bohra Community Female Genital Mutilation • Media Pathologizing of the Human Body and Human Rights (Laws), Sexualization by Media (Case Study of Advertisement, Cartoons, Film Songs, Literature etc.) • Human Rights and Media: For example, UNESCO (International Federation of Journalists- Gender-sensitive Indicators for 	

Media), Dalit Narratives	
<ul style="list-style-type: none"> • Contemporary Trends in Media In India: Gender And Human Rights, Freedom of Expression and LGBTQ, Media and Navtej Singh Johra vs Union of India Section 377(Ministry of Law and Justice), Modern Feminist; Dalit and LGBTQI Writers In India, Feminist Media In India (Newspapers, Blogs, Online Portals, Films, Film makers), Circumventing the abortion ban and media reportage, MeToo Movement, MenToo Movement, Media work space, gender and human rights (equality of pay, position, access and marginality), role of women in UN organizations, Media and Justice . 	

Student Learning Outcomes:

- Students will be able to understand the different concepts of gender, representation of women, girls and other non-conforming gender identities in media, existing media stereotypes, gender fissures in media and possible practical applications of a gender-sensitive approach
- Students will be able to recognise and understand the role played by different feminist movements
- Students will be able to identify the need for different feminist theories
- Students will be able to understand the historical and contemporary perspective of human rights
- Students will be able to evaluate the correlation between gender and human rights in the context of media, with focus on cross media representation

Text Reading:

- Beauvoir, Simone de (2011) The Second Sex
- Butler, Judith (2006) Gender Trouble
- Bales, Kevin. (2012). Disposable people: New slavery in the global economy
- Donnelly, Jack. (2013). Universal human rights in theory and practice
- Sen, Amartya. (1999). Development as freedom
- Carter C and Steiner L (eds) (2004) Critical Readings: Media and Gender
- Dyer, R. (2002) The Matter of Images: Essays on Representation.
- Gill, R. (2007) Gender and the Media
- Hall, S. (1997) Representation: Cultural Representations and Signifying Practices.
- Zoonen, L, (1994) Feminist Media Studies.
- Waters ,M (ed) (2011) Women on Screen

- Syllabus for Financial Journalism, Basics of Video Editing and Professional Ethics will be available soon