

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



**FACULTY OF ARTS**

**SYLLABI**

*FOR*

**M.A. (JOURNALISM & MASS COMMUNICATION)  
(SEMESTER SYSTEM)  
SESSION 2023-24**

- : 0:-

**PANJAB UNIVERSITY, CHANDIGARH**

**OUTLINES OF TESTS, SYLLABI AND COURSES OF READING FOR  
MA (JOURNALISM AND MASS COMMUNICATION)  
FOR THE SESSION OF 2023-24**

<b>FIRST SEMESTER</b>		
<b>Paper I</b>	<b>Introduction to Communication</b>	<b>(100 Marks)</b> <b>4 credits</b> <b>Theory Exam = 75</b> <b>Internal Assessment = 25</b>
<b>Paper II</b>	<b>Basics of Print Journalism</b>	<b>(100 Marks)</b> <b>4 credits</b> <b>Theory Exam = 75</b> <b>Internal Assessment = 25</b>
<b>Paper III</b>	<b>History of Press</b>	<b>(100 Marks)</b> <b>4 credits</b> <b>Theory Exam = 75</b> <b>Internal Assessment = 25</b>
<b>Paper IV</b>	<b>Radio &amp; TV Communication-I</b>	<b>(100 Marks)</b> <b>4 credits</b> <b>Theory Exam = 75</b> <b>Internal Assessment = 25</b>
<b>Paper V</b>	<b>Media Ethics &amp; Laws</b>	<b>(100 Marks)</b> <b>4 credits</b> <b>Theory Exam = 75</b> <b>Internal Assessment = 25</b>
<b>Paper VI</b>	<b>Practical</b>	<b>(100 Marks)</b> <b>4 credits</b>
	Lab Journal	30
	Wall Newspaper	10
	Radio & TV Practical	15 +15
	Communication Theory Practical	10
	Press History Practical	10
	Computer Applications	10

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

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

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

**Lab Journal (Student Reporter):** 30 Marks. A Lab Journal based on the theoretical components of Paper II and Paper V. The marks will be awarded on a weekly basis by the subject teacher(s) concerned and the mean will be taken at the end of the semester

**Wall Newspaper (Campus Flash):** 10 Marks. A daily Wall Newspaper based on the theoretical components of Paper II and Paper V. The marks will be awarded on a daily basis by the subject teachers concerned and the mean will be taken at the end of semester.

**Radio Practical:** 15 Marks. Community Radio activity based on the theoretical components of Paper IV. Marks will be awarded by the teacher concerned on weekly basis and the mean will be taken at the end of the semester.

**Television Practical:** 15 Marks. Field Activity/Studio Activity based on the theoretical components of Paper IV. Marks will be awarded by the teacher concerned on weekly basis and the mean will be taken at the end of the semester.

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

**Press History Practical:** 10 marks will be awarded by the teacher(s) concerned at the end of semester.

**Computer Applications:** 10 marks will be awarded for projects done using publishing and design software.

## **FIRST SEMESTER**

### **PAPER – I: INTRODUCTION TO COMMUNICATION**

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

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

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

75% Lectures (including expert lectures)

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

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

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

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

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

#### **UNIT – I**

- Communication: Definition, Elements, Process and Scope of Communication.
- Forms of Communication: Verbal and Non-Verbal; Mediated & Non-Mediated Communication.
- Indian Philosophy of Communication: Sadharanikaran, Sahridayata, Natya Shastra.
- Levels of Communication: Intrapersonal, Interpersonal, Group, Mass Communication.

#### **UNIT – II**

- Functions of Communication
- Bullet theory and S-R model
- Berlo's SMCR Model
- Mathematical Model of Communication, concepts & significance of entropy & redundancy as a fundamental communication ability

#### **UNIT – III**

- Osgood & Schramm's circular mode
- Schramm's Field of Experience model
- The Lasswell formula & Braddock's extension
- Maslow's Hierarchy of Needs

#### **UNIT – IV**

- Meaning & communication, dimensions of meaning
- Perception: definition, role in communication; four rings of defenses
- The Schema theory
- Groups: definition & types; model of group formation; importance of group norms and group pressure in communication.

## **ESSENTIAL READING**

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

## **ADDITIONAL READING**

1. Ball-Rokeach, Sandra & DeFleur, (1975), Theories of Mass Communication, Melvin, Longman, New York
2. Berlo David, Rinehart & Winston, (1960), The Process of Communication. Holt, NY
3. Blumler, Jay G & Katz, Elihu (ed.), SAGE, Beverly Hills, 1974, The uses of Mass Communication.
4. De Sola Pool, (1972), Handbook on Communication, Ithiel (ed), Rand McNally College Publishing Co., Chicago.
5. आर्मंडमैतलार्त, मिशलेमैतलार्त, (n.d.). संचारकेसिद्धांत, ग्रंथशिल्पी.
6. जवरीमल्लपारख, (2010). जनसंचारमाध्यमऔरसांस्कृतिकविमर्श, ग्रंथशिल्पी.
7. प्रो. सुभाषधूलिया, (2001). सूचनाक्रांतिकीराजनीतिविविचारधारा, ग्रंथशिल्पी.

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

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

The paper is designed to introduce students to both the field and the desk aspects of Print Journalism – reporting, feature writing, editing and design. Unit II of the course will introduce students to creative non-fiction as a genre of writing that tells factual stories while utilising fiction writing techniques. The importance of this genre in keeping with the changing tastes of contemporary media consumers – the demand for both style and substance - would also be highlighted. Unit III will sensitize the students to the art and craft of editing and inculcate the qualities required to be a competent and responsible Sub-editor. Unit IV will introduce students to the role of design in the process of communication. Typography, image, space, color, and form will be integrated as the term progresses.

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

75% Lectures (including expert lectures)

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

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

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

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

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

#### **UNIT – I**

- Importance and function of journalism in a democracy, Concepts of public sphere, public interest and News
- Definition of news , Understanding News values
- The news story structure, inverted pyramid pattern, 5 Ws and 1H
- The essentials of news writing, Importance of lead in a story, types of leads.

Practical Skill Component : Writing copies from Press Releases, Practicing News Writing

#### **UNIT-II:**

- Creative Non-fiction terminologies: Joseph Pulitzer's New Journalism, Literary Journalism, Narrative Journalism, Immersive Journalism and Lifestyle Journalism.
- Purpose of Non-fiction: Entertain, inform, inspire, persuade
- Forms of Creative Nonfiction: News features, commemoratives, reviews, essays and commentaries, lifestyle features, profiles, personal narratives and memoirs, philosophical features; photo features.
- Importance in contemporary media scenario.

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

#### **UNIT-III:**

- Organization and operations of the Newsroom of a daily newspaper
- Qualities and responsibilities of Sub-editor, Chief Sub-Editor
- Qualities and responsibilities of the News Editor
- Specifics of Editing : Precision, Accuracy, Clarity, Brevity, Spelling, Punctuation and Grammatical errors

Practical Skill Component: Editing exercises

#### **UNIT-IV:**

- Definition and importance of Graphic design in communication and branding.
- Elements of Design: verbal, visual and white space.
- Text as a visual element: Design, structure and classification of type; Importance of legibility and appropriateness; text-breakers
- Visual elements: Illustrations - thumbnail graphics, dingbats, infographics, photographs and images; rules & borders - column rules, cut offs, dashes & boxes.

Practical Skill Component: Font selection exercises; element placing exercises

#### **Essential Reading**

1. Hohenberg, John , (January 1983), The Professional Journalist, (Holt, Rinehart and Winston, London)
2. Aivar, R. Ramachandra (1979), Quest for News, (The Macmillan Company of India, New Delhi)
3. Thomas Sunny, (1997), Writing for the Media, Vision Books Ltd. N.D.
4. Jacobi, Peter. B , (1997), The Magazine Article: How to Think it, Plan it, Write it, Indiana University Press
5. Evans, Harold, (1974), Editing & Design (Five Volumes)(William Heinemann, London),  
Book one: New Man's English  
Book Two: Handling Newspaper Text  
Book Three: News Headlines  
Book Four: Picture Editing  
Book Five: Newspaper Design
6. Ludwig, Mark D., (2005), Modern News Editing, Willy Blackwell, New York
7. De Bono, E. (1990) Lateral Thinking: A Textbook of Creativity. London: Penguin Books
8. De Bono, E. (2007) How to Have Creative Ideas. Random House

9. Kramer, M. & Call, W. (2007) Telling True Stories: A Non-fiction Writers Guide. NY: Plume-Penguin
10. Meera, R. (2009) Feature Writing. New Delhi: PHI Learning Pvt. Ltd.
11. Roorbach, B. (1998) Writing life stories. Cincinnati, OH: Story Press.
12. Sims, N. (2008) True Stories: A Century of Literary Journalism. Northwestern University Press

### **Additional Readings**

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

### **PAPER – III: History of Press**

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

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

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

75% Lectures (including expert lectures)

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

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

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

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

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

### **UNIT – I**

Brief introduction of the evolution of early newspapers.

Britain:

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

### **UNIT – II**

USA:

- Colonial newspapers
- American Revolution (1765 –1783) Revolutionary role of press,

- Party Press (1801- 1833): Dark Ages of journalism, Penny Press (1833-1860); New York Sun, The Tribune.
- Civil War Journalism (1860- 1872): Age of reconstruction and financial adjustment, New Journalism (1878): Joseph Pulitzer – New York World,
- W.R. Hearst - New York Journal (1890 – 1904)

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

### UNIT – III

Indian History: Introduction

The forerunners (1780 – 1818)

: Hicky and Buckingham

Stage I (1818 – 1868)

: Early restrictions

Stage II (1869 – 1919)

: Rise of nationalist press, Vernacular Press Act and other restrictions

Stage III (1919 - 1947)

: Assertive role of press

### UNIT – IV

Stage I (1947-1975)

Growth of press in the Independent India; The Press Enquiry Committee, 1947

The Press Commissions I&II

Stage II (1975-date)

: Press during Emergency, Changing media scene post- liberalization.

**Practical Exercise:**

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

### **ESSENTIAL READING**

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

### **ADDITIONAL READING**

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



## **PAPER-IV: RADIO & TV COMMUNICATION - I**

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

To train the students to understand the basic concepts and terminology specific to the media of radio and television; provides in depth grounding in the theory on which the two media operate;

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

75% Lectures (including expert lectures)

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

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

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

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

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

### **UNIT – I**

- Origin and Evolution of Radio
- Growth and development of radio in India
- Terminologies used in Radio
- Different Types of Radio: Amateur and HAM to FM and Digital, AM (Medium & short wave), FM Radio, Community Radio

### **UNIT – II**

- Characteristics of Radio as a medium
- Different functions of radio: information, education, entertainment, debate and discussion, culture promotion, socialization, integration, motivation
- Public service broadcasting (All India Radio) : structure, functions & importance
- Internet Radio: structure, functions & importance

### **UNIT – III**

- Origin and Evolution of Television
- Growth and development of Television in India
- Terminologies used in Television
- Basic TV Systems

### **UNIT – IV**

- Characteristics of Television as a medium
- Different functions of Television : information, education, entertainment, debate and discussion, culture promotion, socialization, integration, motivation
- Public service broadcasting (Doorsarshan): structure, functions & importance
- DTH & OTT Platforms

#### ESSENTIAL READING

- 1 Machin, David & Niblock, Sarah, (2006), *News production: Theory and Practice*, Routledge, New York,
- 2 Shrivastava, K.M., (1989), *Radio and TV Journalism*, Sterling Publishers, New Delhi.
- 3 Cohler, David Keith, (1985), *Broadcast Journalism*, Prentice-Hall, New Jersey.
- 4 Fedler, Fred, bender, John R., Davenport, Huanda, Drager, Michael W., (2005), *Reporting for the Media*, Oxford University Press, New York,
- 5 Kaushik, Sharda, (2000), *Script to Screen: An Introduction to TV Journalism*, Macmillan, New Delhi,

#### ADDITIONAL READING

- 1 Cohen, Akilia A, (1987), *The Television News Interview*, SAGE, New Delhi,
- 2 Shrivastava, K.M, (2005), *Broadcast Journalism in the 21<sup>st</sup> century New Dawn Press Group*, New Delhi.
- 3 Fulding, Ken, (1990), *Introduction to Television Production*, Longman, New York.
- 4 Cohen, Akiba N., (1987), *The Television News Interview*, SAGE, Beverly Hills.

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

##### (A) Course Objectives:

The objective of the course is to familiarize students with the ethical codes that moderate professional behaviour. They would also be made conversant with various laws (inclusive of major amendments) that have both direct and indirect impact on mainstream media and content.

##### (B) Learning outcome:

After the successful completion of the course, students will:

1. Understand the importance of self-regulation and the necessity of using ethical codes as a guiding force.
2. Have a working knowledge of legal boundaries within which to conduct their professional duties.

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

75% Lectures (including expert lectures)

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

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

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

##### Course Content:

###### Unit-I

- Definition, concept and importance of professional ethics from the perspective of freedom of speech and expression (Article 19[1] [a] and Article 19[2]).
- Work ethic as per Codes of Professional Conduct moderated by the:
- Press Council of India.
- News Broadcasting and Digital Standards Authority and Indian Broadcasting Foundation.

## Unit-II

Media specific laws (inclusive of major amendments):

- Press Council Act, 1978; Cable TV Networks Regulation Act, 1995.
- Cinematograph Act, 1952.
- Information Technology Act, 2000.
- Press and Registration of Books Act, 1867.

## Unit-III

Media related laws (inclusive of major amendments):

- Official Secrets Act, 1923.
- Right to Information Act, 2005.
- Contempt of Court, 1971.
- Law of Parliamentary Privileges (Article 105 [3] and 194 [3]); Parliamentary Proceedings (Protection of Publication) Act, 1977 (Article 361-A).

## Unit-IV

Media related laws (inclusive of major amendments):

- Copyright Act, 1957.
- Law of Defamation (Section 499-502 of IPC).
- Law of Obscenity (Section 292-294 of IPC).
- Indecent Representation of Women (Prohibition) Act, 1986.

**Practical skill component:** field work to inculcate the value and need for ethical journalism; ideation and execution of multi-media presentations, street plays, role play etc. on transgression and adherence to ethical codes and laws by media professionals.

## ESSENTIAL READINGS

1. Basu, D. D. (2010) *Law of the Press*, Lexis Nexis, 5<sup>th</sup> Edition, N.D.
2. India Code: Digital Repository of all Central and State Acts (Available online: <https://www.indiacode.nic.in/>)
3. Indian Broadcasting Foundation (2011) *Self-regulatory Content Guidelines for Non-News and Current Affairs Television Channels*, IBF (Available online: <http://www.ibfindia.com/sites/default/files/Guidelines--Term%20of%20broadcas%20changes.pdf>).
4. McBride, K. & Rosenstiel, T. (2013) *The New Ethics of Journalism: Principles for the 21<sup>st</sup> Century*. Sage.
5. Neelamalar, M. (2009) *Media Law and Ethics*, Prentice Hall India.
6. News Broadcasting Association (2008) *Code of Ethics and Broadcasting Standards*, NBA (Available online: [http://www.nbanewdelhi.com/assets/uploads/pdf/code\\_of\\_ethics\\_english.pdf](http://www.nbanewdelhi.com/assets/uploads/pdf/code_of_ethics_english.pdf)).
7. Press Council of India (2022) *Norms of Journalistic Conduct*, PCI (Available online: <https://www.presscouncil.nic.in/ViewPdfContent.aspx?Page=DocumentsOfPCI&Title=Norms%20of%20Journalists%20Conduct,%202022>).
8. Thakurta, Paranjy Guha. (2011) *Media Ethics: Truth, Fairness and Objectivity*, Oxford University Press.

## ADDITIONAL READINGS

1. German, K.M. & Drushel, B.E (2011) *The Ethics of Emerging Media: Information, Social Norms and New Media Technology*. Continuum Publishing Corp.
2. Ninan, Sevanti & Chattarji, Subarno. eds. (2013) *The Hoot Reader: Media Practice in Twenty-first Century India*. New Delhi: Oxford University Press.
3. Potter, W.J. (2019) *Media Literacy*. Sage Publications.

SECOND SEMESTER		
Paper I	Communication Theory	(100 Marks) 4 credits Theory Exam = 75 Internal Assessment = 25
Paper II	Print Journalism	(100 Marks) 4 credits Theory Exam = 75 Internal Assessment = 25
Paper III	Editing and Design for Print Media	(100 Marks) 4 credits Theory Exam = 75 Internal Assessment = 25
Paper IV	Radio & TV Communication - II	(100 Marks) 4 credits Theory Exam = 75 Internal Assessment = 25
Paper V	Media Management	(100 Marks) 4 credits Theory Exam = 75 Internal Assessment = 25
Paper VI	Practical	(100 Marks) 4 credits
	Lab Journal	30
	Wall Newspaper	10
	Radio & TV Practical	15 +15
	Communication Theory Practical	10
	Media Management Practical	10
	Computer Applications	10

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

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

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

**Lab Journal (Student Reporter):** 30 Marks. A Lab Journal based on the theoretical components of Paper II and Paper V. The marks will be awarded on a weekly basis by the subject teacher(s) concerned and the mean will be taken at the end of the semester

**Wall Newspaper (Campus Flash):** 10 Marks. A daily Wall Newspaper based on the theoretical components of Paper II and Paper V. The marks will be awarded on a daily basis by the subject teacher concerned and the mean will be taken at the end of semester.

**Radio Practical:** 15 Marks. Community Radio activity based on the theoretical components of Paper IV. Marks will be awarded by the teacher concerned on weekly basis and the mean will be taken at the end of the semester.

**Television Practical:** 15 Marks. Field Activity/Studio Activity based on the theoretical components of Paper IV. Marks will be awarded by the teacher concerned on weekly basis and the mean will be taken at the end of the semester.

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

**Media Management Practical:** 10 marks will be awarded by the teacher(s) concerned at the end of semester.

**Computer Applications:** 10 marks will be awarded for projects done using audio-video editing software.

## SECOND SEMESTER

### PAPER- I: COMMUNICATION THEORY

#### (A) Course Objectives:

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

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

75% Lectures (including expert lectures)

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

#### Instructions for paper setters and candidates:

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

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

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

#### UNIT – I

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

#### UNIT – II

- Attitude: definition, structure & role; major findings of attitude-change (persuasion) research.
- Krugman's Theory of Low Involvement.
- Festinger's Cognitive Dissonance Theory.
- Agenda Setting Model: basic model; model of differential agenda-setting, criticism.

#### UNIT – III

- The Two-step flow model: major findings & criticism
- Diffusion of Innovations: definition; characteristics of innovation; innovation decision process
- Concepts of homophily & heterophily
- Adaptor categories & criticism; channels of communication.

#### UNIT-IV

- Models & theory related to internet: Social Identity Model of Deindividuation Effects;
- Social Information Processing (SIP) Model; Hyperpersonal Model; Social Presence Theory;

- Media violence theories: Catharsis, Reinforcement, Cultivation, Observational-Learning.
- Display-Attention model: the market-driven dimension.

#### ESSENTIAL READING

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

#### ADDITIONAL READING

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

#### PAPER – II: PRINT JOURNALISM

##### (A) Course Objectives:

The course traverses the entire gamut from ideation to publication of creative non-fiction pieces. Students would be trained in generating ideas both from their external and internal environment. They would also be taught the art and science of visual storytelling while catering to different audience demographics and media platforms.

##### (B) Learning outcome:

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

1. Practice lateral thinking for idea generation
2. Employ story craft fine-tuned to different audience requirements.
3. Engage in fully remunerative writing careers.

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

75% Lectures (including expert lectures)

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

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

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

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

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

### **UNIT – I**

- Newsgathering Techniques
  - Developing a journalist's toolbox
  - Building databases of ideas and information
  - Process of newsgathering
  - Making and maintaining sources of news.
  - Primary, Secondary, Digital, Human sources
- The Beat System
  - Accidents and Fire
  - Government
  - Speeches, meetings, elections and politics
  - Sports
  - Crime and Courts
- Interviews: Importance, types, techniques
- Information subsidies and working with public relations professionals, covering press conferences

### **UNIT – II**

- Changing concept of news: 5Ws and 1 H in the present context
- Possibilities and challenges for journalism in the new and emerging media landscapes
- Immersive worlds, experiential news, concerns in immersive projects, future of virtual and augmented reality
- Practical: Interview exercise, Mock press conference, Mapping beat areas, storytelling in immersive projects

### **Unit-III**

- Concept and importance of Lateral Thinking as opposed to Vertical Thinking.
- Creative strategies for idea generation: Generating alternatives, challenging assumptions, the reversal method, analogy technique, choice of entry point and attention area, snowballing, random stimulation.
- Structuring the feature: Theme statement, scratch outline, inverted pyramid approach, nut graph, five-box approach and narratives (linear, circular and frame narratives).
- Writing effective non-fiction: Researching the idea; effective story-starters and endings; ensuring readability through incorporation of action, conciseness, sensory detailing, literary devices, characterization, dialogue, human interest, humour, transition and focus; writing the gutter (how to not tell a story).



#### **Unit-IV**

- Importance of developing a professional writer's mindset:
  - Understanding the method and importance of revising.
  - Conducting market research; identifying and developing slant(s); developing multi-skill sets; pitching the idea; maintaining a publication log.
  - Understanding audience engagement - reading 'difference' (dominant, oppositional and negotiated reading positions).
- Scope for freelancers in a multi-media convergent environment.

**Practical skill component:** Idea stimulation exercises; Pop-up digital magazine of CNF pieces.

#### **Essential Reading**

1. Bruce D. Itule, Douglas A Anderson,, (2006), *News Writing and Reporting for Today's Media*, Mc GrawHill
2. Hohenmerg, John, (1983), *The Professional Journalist*, 3<sup>rd</sup> Edition (Holt, Rinehart and Winston, London)
3. Melvin Mencher,, (2007), *News Reporting & Writing*, McGraw Hill
4. Mencher, Melvin, , (1989), *Basic News Writing: W.M.C. Brown Publishers*, New York
5. Metz, William, (1990), *News Writing: From Lead to 30*. 3<sup>rd</sup> Edition, Prentice-Hall Inc., New Jersey
6. Metzler, Ken, (1986), *News Gathering*. Prentice-Hall Inc., New Jersey
7. De Bono, E. (1990) *Lateral Thinking: A Textbook of Creativity*. London: Penguin Books
8. De Bono, E. (2007) *How to Have Creative Ideas*. Random House.
9. Hart, J. (2011) *Storycraft: The Complete Guide to Writing Narrative Non-fiction*. Chicago: The University of Chicago Press
10. Miller, B & Paola, S. (2012) *Tell it Slant: Creating, Refining and Publishing Creative Non-fiction*. McGraw-Hill
11. Perl, S. & Schwartz. M. (2006) *Writing True: The Art and Craft of Creative Non-fiction*. Boston: Wadsworth Publishing.
12. Stephen G. B. (2002) *Writing Narrative Journalism: Inside the Writers Mind*. Iowa State University Press.

#### **Additional Reading**

1. Anaa McKane, (2006), *News Writing*, Sage.
2. Rajan, Nalin (Eds), (2007), *21<sup>st</sup> Century Reporting in India*, Indiana, New Delhi.
3. Bak Baker, (1981), *News thinking: The Secret of Great News gathering*, Writers Digist Books
4. Rachel Bard, (2005), *News Writing Guide*, Universe.
5. George A Hongh, (1995), *News Writing*, Houghton Mifflin, 5<sup>th</sup> Edition.
6. Metzler Ken, (1987), *News Writing Exercises*, 2<sup>nd</sup> Edition, Prentice Hall New Jersey,.
7. Gerald C. Store, (1992), *News Writing*, Harper Collins.
8. Elbow P. (1998) *Writing with Power*. Oxford University Press. N.Y.
9. Fandel, J. (2011) *Picture Yourself Writing Nonfiction: Using Photos to Inspire Writing*. Mankato,MN: Capstone Press.
10. Gerard, P. (2001) *Writing Creative Non-fiction*. Ohio: Story Press.
11. Johnson, C. (2005) *21<sup>st</sup> Century: Feature Writing*. New York: Allyn and Bacon.
12. Wray, C. (2005) *Writing for Magazines*, (2<sup>nd</sup> ed.). Boston: McGraw Hill.
13. Zinsser, W.K. (1998) *On Writing Well: The Classic Guide to Writing Nonfiction*. New York: Harper Reference.

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

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

The course will train students in design as visual communication. Through understanding the language of design, they would learn the art and science of handling verbal and visual elements in keeping with design principles and publication policy.

##### **(B) Learning outcome:**

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

1. Harness design functionalities for content packaging and brand positioning.
2. Practically implement design theory through newspaper/magazine templates.

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

75% Lectures (including expert lectures)

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

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

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

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

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

#### UNIT-I:

- Sources of news copy; editing different types of copy; rewriting mofussil copy
- Headlines: significance and functions, typographical patterns of writing headlines,
- Do's and Don'ts of headlinewriting, headline schedule
- Copy marking and editing symbols

#### UNIT-II:

- Significance of pictures: briefing the cameraman, selection, editing and cropping of pictures, writing
- Cutlines. Journalistic Style and the Stylebook
- Using computer programs for online editing of text and pictures

#### Unit-III:

- Design Vocabulary: Point, line, plane (shape, size), scale, perspective, value, texture & pattern, colour (hue, value, intensity, colour schemes), space (positive, negative), type (width, weight, posture).
- Importance of Form-storming.
- Importance of a grid system and types of grids; placement, alignment, grouping, framing and layering of design components.
- Science of eye movement; type as para-language; space as connector and divisor; colour psychology.

#### Unit-IV

- Design Principles: foundational principles of balance and contrast; attendant principles of dominance, motion (hierarchy, rhythm, pattern and direction), harmony; overarching principles of Gestaltian unity (simplicity, similarity, continuity, closure, proximity, figure & ground).
- Types of Layout:symmetrical, asymmetrical and dissymmetrical, static and dynamic, regular and irregular.
- Types of page makeup: vertical, horizontal, diagonal and quadrant, frame, brace, circus/jazzy.
- Front page layout – Poster and Signal & text front page.

**Practical Skill Component:** Students will design a pop-up digital magazine as an end-semester group project using publication design softwares.

#### Essential Reading

1. Evans, Harold, (1974), *Editing and Design* (Five Volumes) (William Heinemann, London)Book One:  
*Newman's English*  
Book Two: *Handling Newspaper Text*

Book Three: *News Headlines*  
Book Four: *Picture Editing Book*  
Five: *Newspaper Design*

2. George, T.J.S. , (1980), *News Editing* ( Indian Institute of Mass Communication, New Delhi)
3. Baskette, Floyd D. & Sissors, Jack, (1995), *The Art of Editing*. Macmillan, New York
4. Adobe Systems Inc (2012) *Adobe Photoshop CS6. Classroom in a Book*.
5. Binder, Kate, (1998), *Teach yourself Quark XPress*. Tech Media, New Delhi.
6. Bringhurst, R. (1997) *The Elements of Typographic Style*, Hartley and Marks.
7. Leslie, Jeremy. (2000), *Issues – New Magazine Design*, Ginko Press.
8. Lupton, E. (2004) *Thinking with Type*. New York: Princeton Architectural Press.
9. Lupton, E. & Phillips, J.C. (2015) *Graphic Design: The New Basics*. New York: Princeton Architectural Press.
10. Millman, D. (2008) *The Essential Principles of Graphic Design*. How design Books.
11. Samara, T. (2002) *Making and Breaking the Grid*. Rockport Publishers Inc.
12. Shufflebotham, R. (2011) *InDesign in Easy Steps*. Tata McGraw-Hill
13. White, A.W. (2011) *The Elements of Graphic Design*. New York: Allworth Press.
14. Willen, B & Strals, N. (2009) *Lettering & Type*. New York: Princeton Architectural Press.

#### **Additional Reading**

1. Elam, K. (2005) *Grid Systems*. New York: Princeton Architectural Press.
2. Fink, A. (1998) *Faces on the Edge: Type Design in the Digital Age*, Peachpitt Press.
3. Fishal, C. (2000) *Redesigning Identity: Graphic Design Strategies for Success*, Rockport Publishers.
4. Hoy, F. (1986) *Photo Journalism: The Visual approach*. Prentice- Hall, New Jersey.
5. Krause, J. (2000) *Ideas Index: Graphic Effects and Typographic Treatment*, North Light Books, N.Y.
6. Meggs, P. B. (1998) *A History of Graphic Design*. John Wiley and Sons.
7. Wilde, J. & Wilde, R. (2000) *Visual Literacy – A Conceptual Approach to Graphic Problem Solving*, Watson Guptill Publishers, N.Y.

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

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

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

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

75% Lectures (including expert lectures)

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

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

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

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

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

## **UNIT – I**

- Writing for the ear: five principles, Editorial vision: ideation and conceptualization
- Introduction to radio script
- Concept and importance of radio programs: interviews and talks, features, documentary and drama
- Radio jingles, coverage of live events, vox pop, phone-ins

## **UNIT – II**

- Introduction to radio production team
- Qualities role and responsibilities of announcer, news caster and program host
- Qualities role and responsibilities of producer, script writer, artist and director
- Qualities role and responsibilities of sound recordist, console operator and sound editor

## **UNIT – III**

- Writing for the ear and eye: Principles
- Introduction to types of tv script and programming: interviews and talks, features, documentary and drama
- Units of video production frames, shots scenes and sequences
- Basic camera shots and camera movements

## **UNIT – IV**

- Introduction to tv production team
- Above and below the line functions
- Basics of editing, switching, components of video editing systems, using the editing system
- Offline and on line editing and basics of non-linear editing.

## **ESSENTIAL READING**

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

## **ADDITIONAL READING**

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

## **Paper V: Media Management**

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

This paper is designed to provide students with detailed insight into the structures, management, processes, and economics of media industry in India. This course will provide a firm foundation for understanding how the media industries operate in the globalized scenario. Upon completion of this course students should be able to demonstrate an enriched understanding of the organizational structures and functioning of media industries. They will be adept at creating their own jobs through entrepreneurial media ventures. They will also be able to understand the impact of Convergence, Blockchains and new technologies on the media landscape. This course is industry oriented and has good employment opportunities in the management side of media organisations.

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

75% Lectures (including expert lectures)

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

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

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

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

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

### **Unit I**

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

### **Unit II**

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

### **Unit III**

- Definition and Classification of newspapers
- Newspaper as a product, Constraints of newspaper industry in India
- Structure of various departments of a newspaper, news agencies, magazines
- Structure and working of Online Publications, OTT platforms

#### **Unit IV**

- Collaborations, integrating distribution and production
- Entrepreneurship, different stages of a startup
- Developing a business plan and strategy, Leading a team
- Application of Blockchains in Media industry

Practical: Reading of the FICCI Report and Class presentations of the same.

#### **ESSENTIAL READING**

1. Alan B Albarran (2002) *Media Economics: Understanding markets, industries and concepts*. Wiley-Blackwell
2. Alison Alexander (2004) *Media Economics: Theory and Practice*, Lawrence Erlbaum
3. Colin Hoskins, Stuart McFadyen, & Adam Finn (2012) *Media economics: applying economics to new and traditional media*. Sage Publications
4. B.K Chaturvedi, ( 2009) *Media management*, Global Vision Publishing House
5. Louisa S. Ha, Richard J. Ganahl ( 2006) , *Webcasting Worldwide: Business Models of an Emerging Global Medium*, Routledge
6. Mishra, Saroj Kumar (2019) *Media Management*, Gyan Geeta Prakashan
7. Redmond James and Trager Robert, (2004), *Balancing on the Wire: The Art of Managing Media Organizations*, 2nd ed., Atomic Dog
8. Roberts Gene (2001), *Leaving Readers Behind: The Age of Corporate Newspapering*, ed. by (University of Arkansas Press
9. Roberts Gene (2002), *Breach of Faith: A Crisis of Coverage in the Age of Corporate Newspapering*, ed. (University of Arkansas Press
10. Serrin William , ( 2000), *The Business of Journalism*, edited by The New Press

#### **ADDITIONAL READING**

1. Adarsh Kumar Varma ( 2003), *12 ½, Management Mantras of Journalism*, Kanishka Publishers, New Delhi
2. Alan Albarran, Bozena Mierzejewska, Jaemin Jung, ( 2018) *Handbook of Media Management and Economics*, Routledge
3. Kundra, S ( 2005), *Media management*, Saujanya books Pvt Ltd, New Delhi
4. Shamsi N Afeque, ( 2006), *Media Organisation And Management*, Anmol Publications Pvt Ltd, New Delhi
5. Ulrike Rohn, Tom Evens ( 2020) , *Media Management Matters: Challenges and Opportunities for Bridging Theory and Practice*, Routledge

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

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

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

**Paper – VI** will comprise of:

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



### THIRD SEMESTER

#### PAPER I: ADVERTISING-I

##### (A) Course Objectives:

The purpose of the course is to train students in the unique field of advertising. They will be provided in depth understanding of various Advertising Media and Advertising Copywriting. In addition, the course will provide understanding of Advertising design and appeals.

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

75% Lectures (including expert lectures)

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

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

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

#### Unit – I: Introduction to Advertising

- Advertising vis-à-vis communication; Advertising: definitions and unique features; Functions of Advertising
- Advertising in the marketing process; advertising vis-à-vis publicity, public relations, sales promotion
- Trade marks & brand names in advertising; Brand Image, Brand Personality and Brand Equity, Concept of USP, ESP; Packaging and Advertising
- Application of Maslow's Hierarchy of Needs in advertising, Concept of Advertising Appeals, Rational and Emotional Appeals

#### UNIT-II: Advertising media

- Classification of advertising: media-based, objectives based, area-based, selective & primary demand, carrier & non-carrier, spiral of advertising
- Advertising media characteristics : Selectivity, Cost, Reach, Editorial Environment, Production Quality, Shelf Life, Flexibility, Trade Acceptability
- Characteristics of individual media, application to advertising media characteristics.
- Media Planning

#### Unit – III: Advertising Copy Writing

- Definition, Concept and Objectives of Ad copy;
- Types of copy format, Concept of copy elements; task assigned to each copy element; Types of Advertising Headlines
- Guidelines for writing effective copy.
- Copy Writing for Radio ,Copy writing for Television :Concept of Story Board and Script

#### Unit – IV: Advertising Layout, Design and Production

- Advertising layout: stages of layout and their functions.
- Elements of Design; Basic design vocabulary.
- Applications of Design Principles in advertising.
- Brief Introduction to Production of Advertisements.

## ESSENTIAL READING

- 1 Ajanta Chakravarty, (2003), *Advertising*, Rupa Co.
- 2 White Roderick, (2000), *Advertising*, McGraw Hall book company international Ltd.
- 3 Gupta OM, (2005), *Advertising in India*, Kalpaz publications
- 4 Haig Matt, (2003), *Brand failures*, Kogan Page Ltd.
- 5 Parameswaran MG, (2001), *Brand building advertising*, Tata McGraw Hall Publisher
- 6 Kapoor Jagdeep, (2002), *Brand Naamkaran for Desi Khari English Marie segments*, BPI (India) Pvt. Ltd.
- 7 Tiwari Sayay, (2003), *The (un) Common Sense of Advertising*, Response Books
- 8 Ghosal Subhas, (2002), *The making of Advertising*, Mac Millian India Ltd.
- 9 Valladares Juae A., (2000), *The Craft of Copywriting*. Response Books
- 10 Brierley Sean, (2002), *The Advertising Handbook*, Routledges
- 11 John Philip Jones, (2002), *The ultimate secrets of Advertising*. Sage Publication Inc.

## ADDITIONAL READING

- 1 David Ogilvy, (1988), *Ogilvy of advertising*. London Pan Books, London, Sidgwick & Jackson
- 2 David Ogilvy, *The Unpublished David Ogilvy*
- 3 David Ogilvy, (1969), *Confessions of an Advertising Man*. London, Longman
- 4 Subroto Sengupta, *Cases in Advertising and Communication Marketing*
- 5 Subroto Sengupta, (1990), *Positioning* (New Delhi, Tata-Mcgraw Hill
- 6 Waston S. Dunn & Arnold Darbe, (1982), *Advertising: Its Role in Modern Marketing*, Chicago, Dryden Pr. 5<sup>th</sup> ed.
- 7 J.N. Hobsen, (1968), *Select on Advertising Media*. 5<sup>th</sup> ed., London, Business Books
- 8 Jack Haskins, (1963), *Advertising Research & Testing*, International Correspondence School
- 9 Dorothy Cohen, (1972), *Advertising*. NY, Wiley
- 10 Bailingier, Raymond, (1956), *Layout. Reinhold Publishing Corporation*, New York, 1956
- 11 Caples, John, (1997), *Testes Advertising Methods*, Harper & Bros., New York
- 12 Darbe, Arnold & Dunn, Waston S., (1964), *Advertising: its Role in Modern Marketing*. McGraw Hill, New York
- 13 Durban, Arnold, *Advertising*
- 14 Engel, Jack, (1980), *Advertising*. McGraw Hill, New York
- 15 Frey, Albert Westley, (1970), *Advertising*. Ronald Press Co., New York
- 16 Harrison, Tony (ed), (1989), *A handbook of Advertising Techniques*. Kogan page, London
- 17 Hattwick Melvin S., (1982), *How to use Psychology for better Advertising*. Prentice Hall, New Jersey
- 18 Jeffkins, Frank, (1977), *Copywriting & its presentation*. International Textbook Co., London
- 19 Kanuk, Leslie Lazer & Schiffman; Leon, (1982), *Consume behaviour*. Prentice Hall, New Jersey
- 20 Kleinman, Philip, (1977), *Advertising Inside Out*. W.H. Allen, London
- 21 Kirkpatrick, C.A., (1959), *Mass Communication in Marketing*. Houghton-Mifflin, Boston
- 22 Nicoll David Shelley, (1978), *Advertising* MacDonald & Evans, Plymouth
- 23 Norris, James S., (1984), *Advertising*. Prentice Hall, New Jersey
- 24 Warner, Daniel S. & Wright, John S., (1974), *Advertising*. West Publishing Co.

## PAPER- II: PUBLIC RELATIONS-I

### (A) Course Objectives:

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

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

- 75% Lectures (including expert lectures)
- 25% Unit tests, snap tests, assignments, attendance and class room participation

### Instructions for papersetters and candidates:

- The maximum marks for the paper will be 100. The question paper will be of 75 marks and internal assessment of 25 marks. Time allowed will be 3 hours.

- There shall be 9 questions in all.

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

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

#### Unit – I: Introduction to Public Relations

- PR: Origin and evolution, Overview of the PR industry in India
- PR :Definition, role and function; PR viz Lobbying, Propaganda, Publicity, Advertising and Marketing
- Concept of Organizational Communication and Publics in Public Relations.
- Concept of Persuasion, Public Opinion and Opinion Leadership.

#### Unit – II: PR Process

- Step I: Research- Importance of Research, Research Methods
- Step II: Planning- The Value of Planning, Approaches to Planning, Elements of a Program Plan.
- Step III: Communication & action – Goals of PR Communication; 7 Cs of PR communication
- Step IV: Evaluation –The purpose of Evaluation, Objectives and pre-requisites for Evaluation, Evaluation methods and tools.

#### Unit – III: PR and Mass Media

- Role and Importance of Media in the Practice of Public Relations
- PR Practitioner as the middle man, Rules of good media relations
- Writing for the Media : News, Features, Photographs
- PR tools for Mass Media: The Media Kit, Writing Press Releases, Backgrounders, Rejoinders

#### Unit – IV: PR Tools

- The Printed word: house publications, newsletters, brochures, pamphlets, booklets, bulletin boards, posters.
- The Spoken word: meetings, Special type of Speaking opportunities
- Speech- writing , Staging a Speech
- Folk Media Tools : Concept, Definition, types and application to PR

Practical Skill Component : Writing Press Releases, Analysing PR Campaigns on the basis of PR Process.

#### ESSENTIAL READING

- 1 Mehta, D.S., *Handbook of Public Relations in India*, (Allied Publishers, New Delhi.)
- 2 Bowman, Pat & Ellis, Nigel (ed.), (1985), *Handbook of Public Relations*. George Harrap & Co., Ltd, London.
- 3 Prabhakar, Naval & Basu, Narendra, (2007), *Public Relations: Principles & Functions*. CommonWealth, New Delhi.
- 4 Prabhakar, Naval & Basu, Narendra, (2007), *Public Relations: Nature & Scope*. Common Wealth, ND
- 5 Ridgway, Judith, (2005), *Handling the Media & Public Relations*. Infintiy Books, New Delhi
- 6 Levy, Stuart M., (2006), *Public Relations and integrated communications*, Lotus Press, New Delhi
- 7 Newsom D, Turk, JV and Kurckeborg D., (2000), *This is PR: The Realities of Public Relations*, Wadsworth, Singapore
- 8 Caywood, Clark L., (2004), *The Handbook strategic Public Relations and integrated communications*. Tata McGraw hill, New York
- 9 Zettl, Herbert, (2003), *Television Production handbook*. Wadsworth, CA.

#### ADDITIONAL READING

- 1 Scott M. Cutlip & A.H. Genter, (1964), *Effective Public Relations*. 3<sup>rd</sup> ed., Englishwood Cliffs, Prentice-hall
- 2 Fraser P. Seital, (1984), *The Practice of Public Relations*. 2<sup>nd</sup> ed., Columbus Bell & Howell Co.
- 3 Black, Marwin & Harlow, Rex, (1985), *Practical Public Relations*. Harper & Bros.; New York
- 4 Black, Sam, (1978), *Practical Public Relations Pitman*, London.

- 5 Oxley, Harold, (1987), *The principles of Public Relations*, Kogan page, London
- 6 Agarwala-Rogers, Rekha & Rogers, Everett M., (1976), *Communication in Organisations*. The FreePress, Toronto
- 7 Berelson, Bernard & Janowitz, Morris (Ed.), (1966), *Reader in Public Opinion & Communication*.The Free Press, New York

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

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

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

#### **(B) Learning outcomes:**

After successful completion of the course, students will be equipped to:

1. Incorporate research elements in general class projects.
2. Scientifically carry out their dissertation studies.

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

75% Lectures (including expert lectures)

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

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

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

#### **Unit I:**

- Definition, nature and importance of research; Research application in media and communication studies.
- Research Approaches: Basic & applied, quantitative & qualitative, longitudinal & cross-sectional, exploratory, descriptive, analytical & experimental research.
- Research Methods: Census and sample surveys, Content analysis, Case studies, Historical studies, Laboratory and field experiments.

#### **Unit II:**

- Importance of intellectual curiosity and Review of literature in the selection and formulation of the research problem.
- Formulating terms of inquiry – research questions, objectives and types of hypotheses; Concepts, constructs and types of variables; Operational definitions.

#### **Unit III:**

- Definition and importance of sampling; Types of probability and non-probability sampling methods.
- Types of data – primary and secondary; Levels of Measurement; Reliability and Validity;
- Types of Data collection tools - Observation, Questionnaire, Scales, Interview, Focus Group Discussions.

#### **Unit IV:**

- Data presentation through tables/diagrams/graphs using Word Excel/SPSS
- Data analysis using SPSS for elementary descriptive and inferential statistics; overview of CAQDAS.
- Method and process of writing different types of research reports; bibliography and citation style; plagiarism checks.

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

#### ESSENTIAL READINGS

1. Aldrich, J.O. (2018). *Using IBM SPSS Statistics: An Interactive Hands-on Approach*. Sage Publications.
2. Berger, A.A. (2019) *Media and Communication Research Methods*. N.D: Sage Publications.
3. Jenson, B. (2002). *A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies*. Routledge.
4. Kothari, C.R. & Garg, G. (2019). *Research Methodology: Methods and Techniques*. New Age International Publishers.
5. Merrigan, G. & Huston, C.L. (2019) *Communication Research Methods*. Oxford University Press.
6. Mishra, A.K. (2019). *A Handbook on SPSS for Research Work*. Himalaya Publishing House.
7. Reinard, John C. (2006) *Communication Research Statistics*, Sage Publications.
8. User Manual for NVivo: <https://help-nv11.qsrinternational.com/>
9. Wimmer, R.D. & Dominick, J.R. (2013) *Mass Media Research: An Introduction*. London: Thomson/ Wadsworth Publishers.

#### ADDITIONAL READINGS

1. Brennen, B.S. (2013). *Qualitative Research Methods for Media Studies*. Routledge.
2. Hansen, A. & Machin, D. (2013). *Media and Communication Research Methods*. Palgrave Macmillan.
3. Journals: *Journalism & Mass Communication Quarterly*, *Media Asia* and online journals available in the PU Digital Library.

#### PAPER IV: INTERPRETATIVE AND INVESTIGATIVE JOURNALISM

##### (A) Course Objectives:

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

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

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

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

75% Lectures (including expert lectures)

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

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

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

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

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

### Unit I

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

### Unit II

- Specialised writing
  - Business
  - Environment
  - Crisis situations
  - Parliament
  - Science & Technology
  - International

### Unit III

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

### Unit IV

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

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

### Essential readings

1. Bird, L George and Merwin FE,( 1951) The press and society, Prentice Hall
2. Danilov, Victor J ( 1955), Public Affairs Reporting, MacMillan, New York.
3. English, Earl and Hatch, Glarence L ( 1957), Scholastic Journalism, Iowa State University Press
4. Kreighbaum Hiller,( 1958), Facts in perspectives: The editorial page and the news interpretation, PrenticeHall
5. Copple Neal ( 1964), Depth Reporting, Prentice Hall, New Jersey
6. Kobre Sidney( 1969), Backgrounding the news, Greenwood Press, New York
7. Kobre Sidney (1969), The press and contemporary affairs, Greenwood Press, New York.
8. MacDougall D Curtis( 1987), Interpretative Reporting, Prentice Hall
9. Mencher Melvin( 1989), Basic News writing, WMC Brown& Co. New york
10. Fox Walter ( 2001), Writing the news: guide for print journalist, Wile Blackwell
11. Gibbs J Cheryl, Warhover Tom(2002) , Getting the whole story: reporting and writing the news, TheGuilford Press
12. Shapiro Bruce, Hammil Pete,( 2003), Shaking foundations: 200 years of investigative journalism inAmerica, Nation Books
13. Fedler Fred (2004) , Reporting for the media, Oxford University Press
14. Pilger John ( 2005), Tell me no lies:Investigative journalism that changed the world, Basic Books
15. Riche Carole ( 2006) Writing and reporting news: A coaching method, Wadsworth publishing
16. Gaines C William ( 2007), Investigative journalism: Proven strategies for reporting the story, CQ Press
17. Stovall G James( 2008), Writing for mass media, Allyn & Bacon

18. Alexander Alison, Jarice Hansen ( 2008), Mass Media and Society: Taking Sides - Clashing Views in Mass Media and Society, McGraw-Hill/Dushkin
19. Potter W. James ( 2008), Media Literacy , Sage
20. Berry Stephen J ( 2008) , Watchdog journalism: Art of investigative reporting, Oxford Press

**Additional Reading:**

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

**PAPER V: DEVELOPMENT COMMUNICATION**

**(A) Course Objectives:**

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

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

- 75% Lectures (including expert lectures)
- 25% Unit tests, snap tests, assignments, attendance and class room participation

**Instructions for paper setters and candidates:**

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

**Unit I**

Definition of development, development communication and development support communication

Indicators of development

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

Participatory models of development.

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

## Unit II

Developmental and rural extension agencies; governmental, semi-government, non governmental organizations  
Panchayati Raj-planning at national, state, regional, district, block and village levels.  
Case Studies of social, cultural and economic barriers to development

## Unit III

Development Support Communication for health and family welfare, environment and agricultural reforms, marginalized sectors and issues.  
Using Mass Media for development: Framing, writing/scripting, producing development messages for urban, semiurban and rural audiences.  
Case studies on development communication programmes.

## Unit IV

Using Interpersonal Communication and Folk Media for development: Using Interpersonal Communication and Folk Media for development: music, dance, pantomime, versification, epic ballad recitation, religion and festivalpeasantry, puppetry et al.  
Case Studies on development communication programmes using traditional media.

### ESSENTIAL READING

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

### ADDITIONAL READING

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



FOURTH SEMESTER		
<b>Compulsory Papers</b>		
Paper I	Advertising-II	(50 Marks) 2 credits Theory Exam = 40 Internal Assessment = 10
Paper II	Public Relations-II	(50 Marks) 2 credits Theory Exam = 40 Internal Assessment = 10
Paper III	Convergence Journalism	(50 Marks) 2 credits Theory Exam = 40 Internal Assessment = 10
Paper IV	Computer Mediated Communication	(50 Marks) 2 credits Theory Exam = 40 Internal Assessment = 10
Paper V	Inter-cultural Communication	(50 Marks) 2 credits Theory Exam = 40 Internal Assessment = 10
<b>Specialization/Optional Papers (any four options have to be taken from Paper-VI to Paper-X)</b>		
Paper VI	Film Studies or a two-credit paper from *allied disciplines.	(50 Marks) 2 credits Theory Exam = 40 Internal Assessment = 10
Paper VII	Corporate Communication or a two-credit paper from *allied disciplines.	(50 Marks) 2 credits Theory Exam = 40 Internal Assessment = 10
Paper VIII	Citizen Media, Personal and Public Spaces or a two-credit paper from *allied disciplines.	(50 Marks) 2 credits Theory Exam = 40 Internal Assessment = 10
Paper IX	Communication Skills or a two-credit paper from *allied disciplines.	(50 Marks) 2 credits Theory Exam = 40 Internal Assessment = 10
Paper X	Fundamentals of Digital Advertising or a two-credit paper from *allied disciplines	(50 Marks) 2 credits Theory Exam = 40 Internal Assessment = 10
Paper XI	Dissertation	(100 Marks) 4 credits
Internship		50 Marks 2 credits

#### COMPONENTS AND BREAKUP OF MARKS:

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

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

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

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

Dissertation scores will be allocated as follows:-

Continuation Evaluation by Supervisor	For written report of dissertation by Supervisor	For written report of dissertation by External Examiner	On the basis of Viva by external Examiner
25 Marks	25 Marks	25 Marks	25 Marks

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

**Media visit:** Media Visit is compulsory. A report of 200 words on learning outcomes of Media Visit will be appended with the internship report, marked by all faculty.

## FOURTH SEMESTER

### PAPER – I: ADVERTISING-II

#### (A) Course Objectives:

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

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

40% Lectures (including expert lectures)

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

#### Instructions for paper setters and candidates:

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

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

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

#### UNIT-I:

- Definition, Concept, Objectives of Advertising Campaign
- Functions of Advertising Campaign
- Types of Advertising Campaign
- Stages of advertising campaign planning

#### UNIT-II:

- Definition, Objectives and Functions of an Advertising Agency
- Key Departments of an Ad Agency namely Accounts Dept, Research Dept, Creative Dept, Media Dept, Production Dept.
- Types of Ad Agencies: Classification on the basis of Structure ( Group and Department Type) and Purpose ( Full service agencies and Specialized ad agencies)
- Ethics in advertising ASCI code of advertising ethics

#### ESSENTIAL READINGS

1. Belch, George E, Belch, Michael A. Advertising and Promotion : An Integrated Marketing Communications Perspective. Mc- Graw Hill. Boston. 2001
2. Larry Kelley, Donald W. Jugenheimer. Advertising Account Planning: Planning and Managing an IMC Campaign. Routledge. 2015
3. Larry Kelley, Kim Sheehan, Advertising Media Planning : A Brand Management Approach. Routledge 2015

4. Quera, Leon. Advertising Campaigns: Formulation and Tactics. Columbus, Grid.
5. Wiseman, Mark. Anatomy of advertising: an analytical approach to campaign planning and advertisement making. New York, Harper.

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

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

### **(B) Course Objectives:**

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

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

40% Lectures (including expert lectures)

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

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

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

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

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

### **UNIT I : Introduction to Digital PR**

- Introduction to Internet Mediated Public Relations
- Glossary of Terms Related to Online PR
- Principles of Online PR
- Employee Relations and Media Relations in Digital Age

### **UNIT II : Essentials of Digital PR**

- Tools of Online PR : Email, Websites, Blogs, Video Conferencing
- Social Media and Public Relations
- Digital Tools for Evaluation of PR Campaigns
- Online Reputation Management

### **ESSENTIAL READINGS**

1. Caywood, Clarke L. Handbook of strategic Public Relations and Integrated Communications. Tata Mc Graw Hill. 2004
2. Duhe, Sandra C. New Media and Public Relations. New York. Peter Lang. 2007
3. Heath, Robert L. Sage Handbook of Public Relations. New Delhi, Sage. 2010
4. Shih, Clara. Facebook Era : Tapping online social networks to market, sell and innovate. New Delhi, Pearson Education, 2012.
5. Brown, Rob. Public Relations and the Social Web : How to Use Social Media and Web 2.0 in Communications. Kogan Page Publishers, 2009.
6. Keith. A. Quesenberry. Social Media Strategy : Marketing, Advertising and Public Relations in Consumer Revolution. Rowman & Littlefield. 2018.
7. Page, Janis Teruggi. Parnell, J. Lawrence. Introduction to Strategic Public Relations : Digital, Global and Socially Responsible Communication. SAGE Publications. 2017

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

### PAPER III: CONVERGENCE JOURNALISM

#### ( A ) Course Objectives:

This course assumes that the students already have basic skills as a journalist. They can gather information, organize it efficiently and write an acceptable story. The Course will enable the students to search efficiently for credible information, documents and statistics, tell interesting stories and convey factual information more effectively over the Internet. The course will prepare the students to utilize mobile technologies as learning and reporting tools.

#### (B) Learning Outcomes:

At the end of the course the students will be able to

1. Write in a style appropriate for converged media in blogs, in online-only stories and in multi-media news or public relations packages
2. Apply networking theories and concepts to practical social media projects in journalism
3. Analyze and research social media needs and uses of news audiences
4. Build online communities around social media platforms
5. Produce multimedia news content for social media

#### (A) Pedagogy

40% Lectures (including expert lectures)

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

#### Instructions for paper setters and candidates:

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

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

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

#### UNIT I

- Defining convergence, Models of convergence
- Convergence Continuum and Case Study of Tampa Tribune
- Introduction to Search Engine Optimisation, Schools of thought in SEO, Best practices in SEO
- Participatory multimedia journalism, Crowd sourced stories and Citizen Journalism

#### UNIT II

- Mobile-first newsroom and the emerging forms of news engagement
- Journalism as conversation: Blogs , Micro blogs, Podcasts
- Creating mobile-friendly video stories
- Automated Journalism

#### ESSENTIAL READING

1. Stuart, Allen, Einar Peter, (2009), *Citizen Journalism: Global Perspectives*, Lang publishing.
2. George, Arnold T (2008), *Media writers handbook*, McGraw Hill.
3. Franklin, Bob & Scott Eldridge II (2016) Routledge, [The Routledge Companion to Digital Journalism Studies](#)
4. Bradshaw Paul, (2011) *The Online Journalism Handbook: Skills to survive and thrive in the digital age*, Longman Practical Journalism Series

5. Brian Carroll (2014) *Writing and Editing for Digital Media*. Routledge
6. Jennifer George-Palilonis (2012) *The Multimedia Journalist: Storytelling for Today's Media Landscape*. Oxford University Press
7. King Luc (2008), *Internet and the mass media*, Sage publication.
8. Pappacharissi, Zizi (2009), *Journalism and citizenship: New agendas in communication* Routledge
9. Richard Koci Hernandez and Jeremy Rue (2015) *The Principles of Multimedia Journalism*. Routledge
10. Rodenberry Jack, Burton St John, (2009), *Public Journalism: The promise and reality of citizen engaged press*, Rutledge.
11. Usher, N. (2016). *Interactive journalism: Hackers, data, and code*. University of Illinois Press
12. Vincent F. Filak (2019) *Convergent Journalism: An Introduction*. Rutledge
13. Zimmermann, P. R., & De Michiel, H. (2017). *Open Space New Media Documentary: A Toolkit for Theory and Practice*. Routledge.

#### **EBOOKS/ KINDLE EDITIONS**

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

#### **ADDITIONAL READING:**

1. Aston, J., Gaudenzi, S., & Rose, M. (Eds.). (2017). *i-Docs: the evolving practices of interactive documentary*. Columbia University Press.
2. Halpern Wenger, Debora & Potter, Deborah (2013). *Online files for Advancing the story: Journalism in a multimedia world*. Washington, D.C.: CQ Press. URL: <http://www.advancingthestory.com/about/>
3. Journalist's Resource: *Online resources on different beats*: <http://journalistsresource.org/> Nieman Journalism Lab: Online resources for advanced journalists. URL: <http://www.niemanlab.org/>

#### **PAPER IV: COMPUTER MEDIATED COMMUNICATION**

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

The course will familiarize the students with the digital media terminologies, technologies and applications that mark the network society that we inhabit today. It will draw attention to the communication patterns in a networked world while providing a critical understanding of the paradoxical nature of the internet.

##### **(B) Learning outcome:**

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

1. Understand the positives and negatives of engaging in CMC.
2. Self-monitor their personal and public CMC activities.
3. Be conversant with ICT application areas and their pros/cons.

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

40% Lectures (including expert lectures)

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

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

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

The first question is compulsory comprising 7 short answer type questions spread over the whole syllabus to be answered in about 75-100 words each. The candidates are required to attempt 5 questions. Each question shall be of 2 marks. (5 X 2 = 10 marks). Rest of the paper shall contain two units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 15 marks. (2 X 15 = 30 marks)

#### Course content:

##### Unit I

- Characteristics of a networked society: creation, curation, connection and community.
- CMC Terminologies: filter bubbles and echo chambers; online virality and social contagion; crowd sourcing and crowd funding; dumb pipes, smart pipes and walled gardens; digital visitors, residents and cyborgs.
- The 7 'laws' of the Web (of network articulation, of network externality, of network extension, of small worlds, of limits to attention, power law in networks and of trend amplification).

##### Unit II

- ICT applications in the governance, education, commerce, agriculture and health sector.
- ICT applications for senior citizens, differently-abled, LGBTQ<sup>+</sup> community and other marginalized population sectors.
- ICT Issues: heterogenization, homogenization, pluralism, fragmentation and polarity; activism, slacktivism and vigilantism; mobilization, stagnation, socialization and isolation; info-drought and infoglut; addiction; generative AI.

**Practical skill component:** Students will present a practical demonstration (powerpoint presentation/short film) on any course component.

#### ESSENTIAL READINGS

1. Castells, M. (2000) *The Rise of the Network Society*. Wiley-Blackwell.
2. Gane, N. & Beer, D. (2008) *New Media: The Key Concepts*. Oxford and New York: Berg.
3. Green, L. (2010) *The Internet: An introduction to New Media*. Oxford and New York: Berg.
4. Jenkins, H., Ford, S & Green, J. (2013) *Spreadable Media: Creating Value and Meaning in a Networked Culture*. New York: New York University Press.
5. Siaper, E. (2012) *Understanding New Media*. Sage Publication.

#### ADDITIONAL READINGS

1. Creeber, G. & Martin, R. (2009) *Digital Cultures*. New York: Open University Press.
2. Huberman, B. (2001) *The Laws of the Web, Patterns in the Ecology of Information*. Cambridge MA, London: The MIT Press.
3. Morozov, E. (2011) *The Net Delusion, The Dark Side of Internet Freedom*. New York: Public Affairs.
4. Pariser, Eli. (2011) *The Filter Bubble: How the new Personalised Web is changing what we read and how we think*. Penguin Books.
5. Turkle, S. (2015) *Reclaiming Conversation: The Power of Talk in a Digital Age*. Penguin Press.
6. Van Dijk, J. (2012) *The Network Society*. (3<sup>rd</sup> edition). London: Sage.

## PAPER V: INTER-CULTURAL COMMUNICATION

### (A) Course Objectives:

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

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

40% Lectures (including expert lectures)

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

### Instructions for papersetters and candidates:

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

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

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

## UNIT I

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

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

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

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

## UNIT II

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

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

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

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

### Essential Readings:

1. Asante, Newmark, Blake. (1989) *Handbook of Intercultural Communication*. Published by SAGE Publications.
2. Gudykunst, Mody. (2001) *Handbook of International and Intercultural Communication*, Second Edition. Published by



SAGE Publications.

3. Golding and Harris. (1997) *Beyond Cultural Imperialism*. Published by SAGE Publications.

**Additional Readings:**

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

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

**PAPER – VI: FILM STUDIES**

- (A) Objective:** This course will prepare students to participate in a world increasingly shaped by moving pictures. It offers a foundation for understanding cinema and its relation to culture, history, technology and aesthetics.
- (B) Learning outcomes:** At the end of the course, the students will be able to understand the medium, know about its origin and growth and be able to analyze, deconstruct and research moving images.
- (C) Pedagogy of the Course Work:**

40% Lectures (including expert lectures)

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

**Instructions for paper setters and candidates:**

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

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

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

**Unit I**

- Film appreciation and deconstruction
- Cinema movements I: Soviet Montage cinema, German Expressionistic cinema, Italian Neo-Realistic cinema, French New Wave cinema
- Cinema Movements II: Japanese New Wave cinema, British New Wave cinema, Indian New Wave cinema
- Cinema in Digital Era

**Unit II**

- Evolution of Indian cinema - 'commercial' and 'non-commercial' genres
- Melodrama, Reference Films: *Mother India* (1957), *Anand* (1971), *Sholay* (1975), *Parinda* (1989)
- Auteurs : Satyajit Ray, (Reference films: *Apu Trilogy*), Ritwik Ghatak (Reference films: *Partition Trilogy*) Shyam Benegal (Reference films: *Ankur*, *Junoon*, *Mammo*)
- New Wave (Reference films: *Bhuvan Shome* (1969), *Garam Hawa* (1974), *Ardh Satya* (1983), *Jaane Bhi Do Yaaron* (1983))

**Practical:** Critical analysis of films and presentations on deconstruction of reference films

**Essential Readings**

1. Ascher, Steven & Edward Pincus (2012) *Filmmaker's Handbook*. Penguin USA
2. Bakshi, Rakesh (2015) *Directors' Diaries: The Road to their first film*. HarperCollins

3. Bordwell, David & Thomson, Kristin (2012) *Film Art: An Introduction*. McGraw-Hill Education
4. Dasgupta, C (1991) *The Painted Face*. Roli Books
5. Giannetti, Louis (2013) *Understanding Movies*. Pearson
6. Mukhopadhyay, Dipankar (2009) *Mrinal Sen: Sixty Years in Search of Cinema*. HarperCollins
7. Monaco, James (2009) *How to read a film*. Oxford University Press
8. Prasad, Madhab M. (1998) *Ideology of the Hindi Film: a Historical Construction*. OUP India
9. Ray, Satyajit (2001) *Our Films Their Films*. Orient BlackSwann
10. Saran, Renu (2012) *History of Indian Cinema*. Diamond Books
11. Shoma A. Chatterjee (2003) *Mrinal Sen, The Survivor*. Rupa
12. Vinay Lal and AshisNandy (2007) *Fingerprinting Popular Culture: The Mythic and the Iconic In Indian Cinema*. Oxford University Press
13. Vasudevan, R (2001) *Making Meaning in Indian Cinema*. Oxford
14. Wood, John H. (2000) *Essential Mystery: The Major Filmmakers of India Cinema*. Orient BlackSwan

#### Additional Readings

1. Dasgupta, Chidananda (1980) *The Cinema of Satyajit Ray*. Vikas Publishing House Pvt Ltd
2. Ganguly, Suranjan (2006) *Satyajit Ray: In Search of the Modern*. Indialog Publications Pvt Ltd
3. R Dwyer and C Pinney(2002)*Pleasure and the Nation: History, Politics and Consumption of Public Culture in India*. OUP India
4. Satyajit Ray (2001) *Our Films& Their Films*. Orient BlackSwan
5. Thoraval, Yves (2000), *The Cinemas of India*. Macmillan Publishers India

#### PAPER VII: CORPORATE COMMUNICATION

##### (A) Course Objectives:

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

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

40% Lectures (including expert lectures)

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

#### Instructions for papersetters and candidates:

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

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

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

#### Unit – I: Introduction to Corporate Communications

- Definition, concept and functions of Corporate Communication
- Introduction to Concepts of Corporate Organization, Corporate Structure, Corporate Culture, Corporate Identity and Image
- Creation and Maintenance of Corporate Image, Aligning Identity, Image and Reputation

- Introduction to Communication Strategy and Strategic Planning

## Unit II: Special Areas in Corporate Communication

- Media Relations, Employee Communication
- Issues Management, Crisis Communication
- Community Relations
- Corporate Social Responsibility

### ESSENTIAL READING

1. Parvati Mohlanobis, (2005), Public relations and Corporate Communications.
2. Sandra M. Oliver, (2004), *Handbook of corporate communication and PR*, Pub: Routledge
3. Philip Lesly, (2002), *Public relation and communication*.
4. Parvati Mohlanobis, (2005), Public relations and Corporate Communications.
5. Jeff Gramm (February 23, 2016) *Dear Chairman: Boardroom Battles and the Rise of Shareholder Activism Hardcover*

### ADDITIONAL READING

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

## PAPER VIII: CITIZEN MEDIA, PERSONAL AND PUBLIC SPACES

### (A) Course Objectives:

The course reverses the time clock to focus on old-fashioned, face to face human communication that is the bedrock of a nation's social capital. It places emphasis on the importance of organic, long-term engagement with both personal and public spaces.

### (B) Learning outcome:

After the successful completion of the course students will be able to:

1. Better appreciate the staying power of organic connections as opposed to those that are technology-driven.
2. Be better equipped to effectively engage in connected, real-time communication.

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

40% Lectures (including expert lectures)

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

### Instructions for paper-setters and candidates:

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

The first question is compulsory comprising 7 short answer type questions spread over the whole syllabus to be answered in about

75-100 words each. The candidates are required to attempt 5 questions. Each question shall be of 2 marks. (5 X 2 = 10 marks)  
Rest of the paper shall contain two units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 15 marks. (2 X 15 = 30 marks)

**Course content:**

**Unit I**

- Social Capital: individual, community, network, public and collective.
- Identity and meaning formation through attention, memory, motivation, persuasion and perception.
- Social movements and tipping points.

**Unit II**

- Public spaces as content platforms – sidewalk conversations, street art and graffiti, plaza protests and performances (candlelight vigils, street theatre), music of the movement (protest anthems and chants), poster and banner art.
- The bench as an abiding communication metaphor.
- The body as canvas – apparel, badges, tattoos, body paint and body modification.

**Practical skill component:** Story-mapping the streets – students will make short films on any of the course components.

**ESSENTIAL READINGS**

1. Abrams, B. (2023). *The Rise of the Masses: Spontaneous Mobilization and Contentious Politics*. Chicago: University of Chicago Press.
2. Bandura, A. (2023). *Social Cognitive Theory: An Agentic Perspective on Human Nature*. Wiley.
3. Blaagaard, B.B. & Baker, M. (2016). *Citizen Media and Public Spaces: Diverse Expressions of Citizenship and Dissent*. Routledge.
4. Cialdini, R.B. (2021). *Influence, New and Expanded: The Psychology of Persuasion*. Harper Business.
5. Ghosh, B. (Ed.) (2020). *Social Movements: Concepts, Experiences and Concerns*. Sage Publications.
6. Mitrasinovic, M. & Mehta, V. (2021). *Public Space Reader*. Routledge.
7. O'Connor, C. & Weatherall, J.O. (2000) *The Misinformation Age – How false beliefs spread*. Yale University Press.
8. Potter, W.J. (2019). *Media Literacy*. Sage Publications.

**ADDITIONAL READINGS**

1. Hook, D., Franks, B. & Bauer, M.W. (Eds.) (2011) *The Social Psychology of Communication*. London, Palgrave.
2. Jasper, J.M. (2014). *Protest: A Cultural Introduction to Social Movements*. Cambridge: Polity Press.
3. Sykes, V. (2020). *Influence Human Behaviour: Techniques and Attributes to Understand the Psychology behind Persuasion and Manipulation*. Christopher Miler.

**PAPER IX: Communication Skills**

**(A) Course Objectives:**

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

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

40% Lectures (including expert lectures)

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

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

- The maximum marks for the paper will be 50. The question paper will be of 40 marks and internal assessment of 10 marks. Time allowed will be 2 hours.

- There shall be 5 questions in all.

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

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

### **Unit-I**

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

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

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

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

### **Unit-II**

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

**Delivery technique:** Voice clarity, confidence, projecting enthusiasm, sincerity & conviction, pronunciation & articulation, appearance appropriate to the situation, identifying & coping with distracting mannerisms **PowerPoint presentation:** Creating/making slides, adding transitions, custom animations; achieving sync between presentation and projection of slides.

### **ESSENTIAL READING**

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

### **ADDITIONAL READINGS**

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

### **Paper X: FUNDAMENTALS OF DIGITAL ADVERTISING**

**(A) Objective:** The paper introduces the concept of Digital Advertising. It discusses how the emergence of new media has brought about a change in the theory and concept of Advertising. The paper introduces the students to the various types and formats of advertising on new media. It also introduces the students to essentials of advertising on the new Media.

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

40% Lectures (including expert lectures)

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

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

- The maximum marks for the paper will be 50. The question paper will be of 40 marks and internal assessment of 10 marks.

Time allowed will be 2 hours.

- There shall be 5 questions in all.

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

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

### **Unit I: Introduction to Digital Advertising**

- Introduction to Online Advertising
- Glossary of New Media Advertising
- Principles of New Media Advertising
- New Media Advertising Types and Platforms

### **Unit II: Essentials of Digital Advertising**

- Concept of Targeting in Online Advertising
- Native Advertising
- Social Media Advertising
- Measurement and Evaluation of Online Advertising

#### **Essential Readings:**

1. Armstrong, Steven, 2001, *Advertising on Internet*. London, Kogan Page.
2. Spurgeon, Christina. 2008, *Advertising and New Media*. London, Routledge.
3. Caywood, Clarke L. 2004, *Handbook of strategic Public Relations and Integrated Communications*. TataMc Graw Hill.
4. Duhe, Sandra C. 2007, *New Media and Public Relations*. New York. Peter Lang.
5. Gay, Ricahrd. Alan, Charlesworth. Esen, Rita. 2007, *Online Marketing: A customer Led approach*. Oxford,O.U.P.
6. Heath, Robert L. Sage 2010, *Handbook of Public Relations*. New Delhi, Sage.
7. John, Foster. 2012, *Writing Skills for Public Relations: Style and technique for mainstream and socialmedia*. Koganpage.
8. **Lee, Kevin. Catherine, Seda. *Search Engine Advertising*. Delhi, Pearson**
9. Shih, Clara. *Facebook Era: Tapping online social networks to market, sell and innovate*. New Delhi,Pearson Education, 2012.
10. Singh, P.P. *Web advertising and online marketing: technologies and strategies for emarketing*. New Delhi,Deep and Deep. 2004

#### **Additional Readings:**

1. Andrew, John McStay. 2016, *Digital Advertising*. Macmilan International Higher Education.
2. Brown, Rob. 2009, *Public Relations and the Social Web: How to Use Social Media and Web 2.0 inCommunications*. Kogan Page Publishers, 2009.
3. *Consumer Revolution*. Rowman & Littlefield.
4. Keith. A. Quesenberry. 2018, *Social Media Strategy: Marketing, Advertising and Public Relations in*
5. Page, Janis Teruggi. Parnell, J. Lawrence. 2017, *Introduction to Strategic Public Relations: Digital, Globaland Socially Responsible Communication*. SAGE Publications.
6. Rodgers, Shelly. Thorson, Esther. *Digital Advertising: Theory and Research*. Routledge.

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