Himachal Pradesh University, Shimla – 171005
(NAAC Accredited 'A' Grade University)
Department of Journalism and Mass Communication

Proceedings of the meeting of (P.G.) Board of Studies in Journalism and Mass Communication
held on 5th December 2018 at 11.00 a.m.
in the Department of Journalism and Mass Communication, HP University

The following were present:

Dr. Shashi Kant	Professor, Department of Journalism and Mass Communication, H.P. University – Chairman
Prof. Sushma Gandhi	Director Research, Amity School of Communication, Amity University, Manesar (Gurugram), Haryana – External Expert
Mr. Ajai Srivastav	Associate Professor (Journalism and Mass Communication), ICDEOL, H.P. University – Member
Dr. Vikas Dogra	Associate Professor, Department of Journalism and Mass Communication, H.P. University – Member

The following items were discussed and decisions taken:

Item 1: To change of nomenclature of the existing Master of Mass Communication (MMC) to Master of Arts in Journalism and Mass Communication, in short MA (Journalism and Mass Communication) or MA (JMC).
Decision: The members observed that the as per UGC requirements it is mandatory to adhere to the nomenclature recommended by the UGC. It was therefore unanimously agreed to change the nomenclature of the degree programme from Master of Mass Communication (MMC) to Master of Arts in Journalism and Mass Communication with immediate effect. In its short form it will be known as MA (Journalism and Mass Communication) or MA (JMC).

Items 2: To revise the fee structure for non-subsidised seats of MA (J&MC).
Decision: The members observed that the existing fee structure for non-subsidised seats (@Rs.12,500 per semester, plus regular University fee) was implemented in the year 2008 at the time of implementation of the Master of Mass Communication (MMC) programme. In the interest of the students in general the Department needs to generate more resources to evolve as per modern requirements and for effective implementation of its teaching and training programmes. It was therefore unanimously proposed to revise the fee for non-subsidised seats to Rs. 20000 (Rupees twenty thousand only) in addition to the regular university fee w.e.f. academic session 2019-20.

Item 3: To revise the norms, structure and programme contents of Master of Arts in Journalism and Mass Communication.
Decision: The members of the BoS after intense deliberations finalized the norms, structure and programme contents of Master of Arts in Journalism and Mass Communication as per Annexure A. These shall be applicable to the students admitted to the programme from the academic session 2019-20.

Item 4: To discontinue PG Diploma in Mass Communication (PGDMC)
Decision: The Chairman of the BoS presented to the members the records of the Department which describe the abysmal interest of the students in the one-year PG Diploma in Mass Communication since the introduction of the two-year PG degree programme. The members noted the extremely-low enrolment rates render the course unviable, both, academically and financially. Also, ICDEOL has already discontinued programme some years ago. Therefore, in the interest of the University, the BoS members unanimously proposed to discontinue the PG Diploma in Mass Communication (PGDMC) from the academic session 2019-20.

The meeting ended with a vote of thanks to the Chair.

sd-   sd-
(Vikas Dogra)   (Ajai Srivastav)

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(Sushma Gandhi)   (Shashi Kant)

Himachal Pradesh University, Shimla – 5
Department of Journalism and Mass Communication

Norms, Structure and Programme Contents
Master of Art in Journalism and Mass Communication
MA (JMC)
(w.e.f. Academic Session 2019-20)

Approved by the Post-Graduate Board of Studies
in Journalism and Mass Communication on 5th December 2018

sd-
(Vikas Dogra)

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(Ajai Srivastav)

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(Sushma Gandhi)

sd-
(Shashi Kant)

Contents

Course Contents

Norms and Structure for Master of Arts in Journalism and Mass Communication
MA (Journalism and Mass Communication)/ MA (JMC)
w.e.f. Academic session 2019-20

Programme Information

Duration: Two years (Full-time)

Total credits: 100   Total marks: 2500   Pass marks: 1250

Total seats: 30 (15 subsidized + 15 non-subsidized)

Supernumerary seats: As per Himachal Pradesh University norms.

Reservation: As per Himachal Pradesh University norms. The reserved seats shall be worked out on the basis of the existing 120-point roster.

Fee structure:
- For subsidized seats: Fees and charges as per Himachal Pradesh University Rules
- For non-subsidized seats: Rs.20000 per semester along with other charges/fees of Himachal Pradesh University

Eligibility Criteria

Age Limit: As per Himachal Pradesh University norms.

Educational Qualifications: Graduation (or equivalent) degree in any discipline from a recognized University established by law with at least 50% marks (45% marks) in case of SC/ST candidates).

Admission: The admission shall strictly be on the basis of merit achieved in the entrance process. The entrance process will be of 100 marks and will be held in two stages: Written Test (80 marks); and Personal Interview (20 marks). The marks of both the stages will be added for the final merit. The minimum qualifying marks in the written test are 35.

Degree Requirements

Requirements to complete the degree:
i.   A candidate must secure at least 50% of the aggregate marks to be eligible for the grant of the degree of Master of Arts in Journalism and Mass Communication.
ii.   In each individual course, a candidate must secure a minimum of 40% marks each in internal assessment, practical exam, and semester-end theory exam. The aggregate of these marks should at least 50% of the total marks allotted to the course for a candidate to pass that course.
iii. Attendance: 75% of total lectures delivered in all courses/papers

Internal Assessment (IA): Internal Assessment shall be based on the performance in the class (CCA) along with attendance. CCA shall be done by the course teacher based on one or some of the following: class tests, quiz, assignments, classroom participation, seminars, presentations, discussions, group exercises, etc. The marks for attendance shall be awarded to regular students as follows:

Classroom Attendance Incentive: Those having greater than 75% attendance (25% will be added to percent attendance of students representing the University in co-curricular activities) will be awarded IA marks as follows: ≥ 75% but < 80% – 1 mark; ≥ 80% but < 85% – 2 marks; ≥85% but <90% – 3 marks; ≥ 90% but < 95% – 4 marks; and ≥95% – 5 marks.

Note: The criteria for the internal assessment for the candidates pursuing their degree through distance-education mode shall be evolved by the ICDEOL, Himachal Pradesh University.

Details of Written Test for admission to Master of Art in Journalism and Mass Communication (w.e.f. Academic Session 2019-20)

The written test will be of 90 minutes. There will be no negative marking. The written test shall have two parts, A and B, as follows:

      Part A – General Aptitude Test – 60 marks

      Part B – Subjective-type Test– 20 marks

General Aptitude Test (60 Multiple Choice Questions of one mark each)

1. Quantitative Ability – 10 marks
2. Current Affairs – 10 marks
3. General Knowledge – 10 marks
4. English Language Ability – 15 marks

      One Comprehension para graph (to evaluate analytical and logical ability) – 5

      Vocabulary – Synonyms (2); Antonyms (2)

      Grammar – Sentence improvement (2); Word substitution (2); Spotting the errors (2)

5. Hindi Language Ability – 15

      One Comprehension para graph (to evaluate analytical and logical ability) – 5

      Vocabulary – Synonyms (2); Antonyms (2)

      Grammar – Sentence improvement (2); Word substitution (2); Spotting the errors (2)

Subjective-type Test (Two long-answer questions of 10 marks each)

1. English paragraph – 10 marks

      One paragraph in English in 200 words on one out of the two given current affairs topics. The candidate should strictly adhere to the word limit.

2. Hindi paragraph – 10 marks

      One paragraph in Hindi in 200 words on one out of the two given current affairs topics. The candidate should strictly adhere to the word limit.

List of Courses (Master of Arts in Journalism and Mass Communication)
w.e.f. Academic Session 2019-20

LE	SUB	SEM	NO.	TH/PR/TP	Title of the course	L	T	P	TOT	IA	PR	TH	TOT
	Course Code				Title of the course	Credits				Marks Distribution			
						L	T	P	TOT	IA	PR	TH	TOT
Semester – I													
M	JMC	1	01	TH	Communication Theory	3	1	0	4	20	0	80	100
M	JMC	1	02	TP	Modern Journalism	4	1	1	6	30	20	100	150
M	JMC	1	03	TP	Introduction to Multimedia Production	4	1	1	6	30	20	100	150
M	JMC	1	04	TP	Convergence Media	4	1	1	6	30	20	100	150
M	JMC	1	05	TH	Introduction to Media and Cultural Studies	3	1	0	4	20	0	80	100
M	JMC	1	06	PR	Practical – 1	0	0	4	4	0	100	0	100
Semester – II													
M	JMC	2	01	TP	Advertising and Online Promotion	4	1	1	6	30	20	100	150
M	JMC	3	02	TP	Public Relations and Public Opinion in Digital Age	4	1	1	6	30	20	100	150
M	JMC	2	02	TP	Broadcast Journalism and Production	4	1	1	6	30	20	100	150
M	JMC	2	04	TH	Cross-Media Laws, Ethics and Development	3	1	0	4	20	0	80	100
M	JMC	2	05	TH	Development Communication	3	1	0	4	20	0	80	100
M	JMC	2	06	PR	Practical – 2	0	0	4	4	0	100	0	100
Semester – III													
M	JMC	3	01	TP	Communication Research	4	1	1	6	30	20	100	150
M	JMC	2	03	TP	Visual Communication and Design	4	1	1	6	30	20	100	150
M	JMC	3	03	TP	Mobile and Social Media Journalism	4	1	1	6	30	20	100	150
M	JMC	3	04	TH	New and Old Media Management and Research	3	1	0	4	20	0	80	100
M	JMC	3	05	TH	Extension and Community Media	3	0	1	4	20	0	80	100
M	JMC	3	06	PR	Practical -3	0	0	6	6	0	100	0	150
Semester – IV													
Group 1*													
M	JMC	4	01	PR	On-the-job Training	0	0	4	4	20	80	0	100
M	JMC	4	02	PR	Major Project	0	0	4	4	20	80	0	100

Group 2*												
M	JMC	4	03	TH	Dissertation	0	1	3	4	20	0	80	100
M	JMC	4	04	TH	Term Paper	0	0	2	2	0	0	50	50
M	JMC	4	05	PR	Minor Project	0	0	2	2	0	50	0	50
Group 3*												
M	JMC	4	06	TH	Constitution, Human Rights and Journalism	4	0	0	4	20	0	80	100
M	JMC	4	07	TH	Media and Society	4	0	0	4	20	0	80	100

*Important Note: In the Semester IV, the regular students can opt for either one of the three groups. All the courses in the chosen group must be completed. No courses in groups other than the chosen group may be chosen by a candidate. Students pursuing the programme through distance education mode may opt only for Group 3 courses.

List of abbreviations

IA	Internal Assessment
JMC	Journalism and Mass Communication
L	Lecture
LE	Level
M	Master of Arts
PR	Practical only
SEM	Semester
SUB	Subject
T	Tutorial
TH	Theory only
TP	Theory + Practical
TOT	Total

Course Code	MJMC101TH			
Course Title	Communication Theory			
Course Credits	Lecture	Tutorial	Practice	Total
	3	1	0	4
Contact hours	45	15	0	60
Examination Scheme	Internal Assessment		Practical Examination	Theory Examination	Total Marks
	Attendance	CCA			
	5	15	0	80	100
Course objective	This course aims to steer a student towards understanding the role and importance of communication in society. The course also builds a theoretical background for understanding how communication works. This course lays the theoretical base for applied communication courses.			

Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	20	40%	0	0	80	40%	100	50%

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have four sub-sections covering the four respective units of the syllabus. One out of two questions from each sub-section is to be answered for 15 marks each.	4 x 15 = 60 marks
Total Marks (A+B)		80 marks

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	BASIC CONCEPTS Communication: Meaning, Forms, Functions; 'Mass' concept: Mass society, mass audience, mass communication and its process Media and society theory: the mass society, Marxism and political economy, functionalism (including power and inequality, social integration and identity, social change and development, space and time) Mass communication theory: Dominant vs. alternative paradigm for theory and research	12	4	0
II	DIRECT EFFECTS Lasswell's Propaganda, Walter Lippmann's Public Opinion, Herman and Chomsky's Propaganda Theory; Bullet theory and S-R model; Berlo's SMCR model; Schramm's Field of Experience model; Osgood & Schramm's circular model; Lasswell formula; Shannon and Weaver's Mathematical Model.	10	3	0

III	LIMITED EFFECTS Lazarsfeld's Two-step flow theory and personal Influence; Attitude Change: Attitude: definition, structure & role; major findings of Hovland's attitude-change (persuasion) research; Selective Exposure, Selective Attention, Selective Perception; Klapper's Reinforcement (Phenomenistic) Theory; Krugman's Theory of Low Involvement; Festinger's Cognitive Dissonance Theory; Catharsis and media.	11	4	0
IV	FUNCTIONALISM AND ACTIVE AUDIENCE Television Violence Theories; Social Cognition from Mass Media; Transmissional versus Ritual Perspectives Active-Audience Theories: Media Functions vs. Media Uses, Uses-and-Gratifications Approach, Uses-and-Gratifications Research and Effects; Development of Reception Studies: Hall's Encoding/Decoding Communication Decoding and Sensemaking; Agenda-Setting; Neuman's Spiral of Silence	12	4	0

Essential Reading:

- Andal, N. (2005). Communication Theories and Models. Bangalore: Himalaya Publishing House.
- Baran, S. J., and Davis, D. K. (2012). Mass Communication Theory: Foundations, Ferment, and Future (6th Ed). Wadsworth, Cengage Learning
- Fiske. J. (2011). Introduction to Communication Studies: Studies in Culture and Communication (3rd Ed). Oxon: Routledge.
- McQuail, D. (2010). McQuail's Mass Communication Theory (6th Ed). London, Thousand Oaks, New Delhi, Singapore: Sage Publications.
- Rosengren, E. K. (2000). Communication: An Introduction. London: Sage Publications.

Additional Reading:

- Aggarwal, V. B. and Gupta, V. S. (2002). Handbook of Journalism & Mass Communication. New Delhi: Concept Publication Company.
- Kumar, K. J. (2007). Mass Communication in India (4th Ed). Mumbai: Jaico Publishing House.
- Narula, U. (2006). Handbook of Communication: Models, Perspectives and Strategies. New Delhi: Atlantic Publications.
- West, R., and Turner, L. H. (2010). Introducing Communication Theory: Analysis and Application (4th Ed). McGraw Hill

<h1 style="text-align:center">Modern Journalism</h1>

Course Code	MJMC102TP			
Course Title	Modern Journalism			
Course Credits	Lecture	Tutorial	Practice	Total
	4	1	1	6
Contact hours	60	15	30	105
Examination Scheme	Internal Assessment		Practical Examination	Theory Examination	Total Marks
	Attendance	CCA			
	5	25	20	100	150
Course objective	This course builds the basic foundation of a budding journalist, helping her understand basics arts of journalism: reporting and editing in the changing media landscape. Through a journey into various facets of and approaches to news, it prepares the learner to be a responsible journalist and for an entry level positions in any news organisation.				

Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	40%	20	40%	100	40%	150	50%

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have five sub-sections covering the five respective units of the syllabus. One out of two questions from each sub-section is to be answered (100-150 words) for 4 marks each.	5 x 4 = 20 marks
Part C	This section shall have five sub-sections covering the four respective units of the syllabus. One out of two questions from each sub-section is to be answered for 12 marks each.	5 x 12 = 60 marks
Total Marks (A+B+C)		100 marks

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	JOURNALISM IN THE AGE OF ICT Journalism: Concept, Roles and responsibilities in democracy; Freedom of speech and expression (Article 19[1] [a] and Article 19[2]) Concepts of Public Sphere and Public Interest Journalism as creative non-fiction: Joseph Pulitzer's New Journalism, Literary Journalism, Narrative Journalism, Immersive Journalism and Lifestyle Journalism. News: meaning, definition, news values; Elements (attribution, accuracy, verification, balance, fairness, brevity); dateline, credit line, byline, The news process: from the event to the reader (how news is carried from event to reader with emphasis on ICTs);	12	3	6

	TRADITIONAL AND MODERN NEWS PRODUCTION Organizing a news story, 5W's and 1H, Inverted pyramid Lead: importance, types of lead; Body copy Changes in news worthiness, news selection, and news construction for internet- and mobile-based outlets. Use of archives, sources of news; use of online sources, search engines, big data and social media for news Use of multimedia content in news; use of infographics			
II		12	3	6
III	NEWS GATHERING ROLES Reporter: role, functions and qualities General assignment reporting/working on a beat; news agency reporting; reporting for online news service and blogs Covering Speeches, meetings and press conferences Covering of beats: crime, courts, city reporting, local reporting, local bodies, hospitals, health, education, sports. Interviewing: doing the research, setting up the interview, conducting the interview, different ways of using the interview in a news story Overlapping roles and changing styles and subjects in the ICT age	12	3	6
IV	NEWS PROCESSING Newsroom, organizational setup of a newspaper; Editorial department; Role of Chief-sub, sub/copy-editor, editor and news editor, chief of bureau, city chiefs, and correspondents; Photo-editor and photographers Introduction to editing: Principles of editing, importance of style sheet; Headlines: functions and types, typography, language and style Pictures: Importance of pictures, selection of news pictures, editing photographs, photo captions. Editorial and Op. Ed. page: structure, purpose, edits, middles, letters to the editor, special articles, opinion pieces News processing for online news services and blogs; overlapping roles	12	3	6
V	CREATIVE NON-FICTION Features: Types of features and human interest stories 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, linear, circular and frame narratives Week-end pullouts, supplements, backgrounders; Columns	12	3	6

Essential Reading:
- Baskette and Scissors. The Art of Editing. Allyn and Bacon.
- Bender, J. R., Davenport, L. D., Drager, M.W., and Fedler, F. (2016). Reporting for the Media (11th Ed). Oxford University Press

- De Bono, E. (1990). *Lateral Thinking: A Textbook of Creativity*. London: Penguin Books
- De Bono, E. (2007). *How to Have Creative Ideas*. Random House
- Flemming, C., and Hemmingway, E. (2006). *An Introduction to Journalism*. Vistaar Publications.
- Hodgson, F.W. *Modern Newspaper Practice: A Primer on the Press*. Focal Press.
- Itule, B. D., and Anderson, D. (2000). *News Writing and Reporting for Today's Media*. NY: McGraw Hill.
- Keeble, R. (2006). *The Newspaper's Handbook*. Routledge
- Ludwig, M. D. (2005). *Modern News Editing*. New York: Wiley-Blackwell.
- Rodmann, G. (2007). *Mass Media in a Changing World*. Mcgraw Hill Publication.
- Stein, M.L., Paterno, S. and Burnett, R. C. (2006). *News writer's Handbook: An Introduction to Journalism*. Blackwell Publishing.
- Kramer, M. & Call, W. (2007). *Telling True Stories: A Non-fiction Writers Guide*. NY: Plume-Penguin

Additional reading:
- Chaturvedi, S. N. *Dynamics of Journalism and Art of Editing*. Cyber Tech Publications.
- Fedler, F. (1989). *Reporting for the Print Media* (4th Ed). NY: Harcout, Bruce Jovanovich Inc.MacDougall and Daniel, C. (1973). *Principles of Editorial Writing*. W.C. Brown Co.
- Evans, H. (1974). *Editing and Design* (Five Volumes). London: William Heinamann.
    - Book one: New Man's English
    - Book Two: Handling Newspaper Text
    - Book Three: News Headlines
    - Book Four: Picture Editing
    - Book Five: Newspaper Design
- Mencher, M. (2003). *News Reporting and Writing*. NY: McGraw Hill.
- Meera, R. (2009). *Feature Writing*. New Delhi: PHI Learning Pvt. Ltd.
- Roorbach, B. (1998). *Writing life stories*. Cincinnati, OH: Story Press.
- Sims, N. (2008). *True Stories: A Century of Literary Journalism*. Northwestern University Press
- Harrington, W. (Ed.) (1997). *Intimate Journalism: The Art and Craft of Reporting Everyday Life*. New York: Sage Publications.

Introduction to Multimedia Production

Course Code	MJMC103TP			
Course Title	Introduction to Multimedia Production			
Course Credits	Lecture	Tutorial	Practice	Total
	4	1	1	6
Contact hours	60	15	30	105
Examination Scheme	Internal Assessment		Practical Examination	Theory Examination	Total Marks
	Attendance	CCA			
	5	25	20	100	150
Course objective	This course introduces the learner to varied multimedia technologies, concepts and production basics using these technologies initiating the learner into seamlessly producing multimedia content for most media platforms, especially the Internet.				

Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	40%	20	40%	100	40%	150	50%

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have five sub-sections covering the five respective units of the syllabus. One out of two questions from each sub-section is to be answered (100-150 words) for 4 marks each.	5 x 4 = 20 marks
Part C	This section shall have five sub-sections covering the four respective units of the syllabus. One out of two questions from each sub-section is to be answered for 12 marks each.	5 x 12 = 60 marks
Total Marks (A+B+C)		100 marks

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	DIGITAL HARDWARE Digital cameras (Consumer, Prosumer, SLR, Mirrorless camera); CCD and CMOS sensors; APS-C, Four-thirds, One-inch and Full Frame sensor sizes; Audio capture and mixing devices Mobile and smart devices for content creation and sharing; wearable technologies; Mobile device production and post production accessories and tools; Live-casting using mobile devices Offline and cloud storage and sharing, FTP, Networking, Wireless connections, Internet connectivity and bandwidth	12	3	2
II	DESKTOP PRODUCTION Openware, Freeware and Proprietary desktop software options and capacities for word pressing, image processing, video editing, audio	12	3	4

	editing, presentation, graphic designing, page designing; Hardware concerns File formats for documents, video, audio, photograph and image Pros and cons of file formats for processing, sharing, and net-uploading File format compression and conversion; Raw files			
III	PRODUCTION USING MOBILE DEVICES Openware, Freeware and Proprietary mobile apps for word pressing, image processing, video editing, audio editing, presentation, graphic designing; Content sharing using mobile apps New content categories for digital platforms; Collaborative communities and production	12	3	4
IV	MULTIMEDIA MEDIA PRODUCTION Word processing: Understanding newspaper stylesheets Photography basics: Composition and Editing Video basics: Basic camera shots, movements, composition, perspective; language of vision mixing (transitions) Lighting: Hard and soft light, cool and warm light, interior and exterior light, natural and artificial sources Audio basics: Diegetic and non-deigetic sound; mono, stereo and surround sound; Characteristics of sound (pitch, duration, loudness, timbre, texture, attach, decay, rhythm and spatial location); Graphics: Types of typefaces and fonts	12	3	6
V	PRACTICE Multimedia-media production (desk-top production) case studies Multimedia-media production (mobile device production) case studies Practical – Design and execute a multimedia project using mobile devices for production, post production and sharing.	12	3	14

Essential Reading
- Bull, A. (2015). Multimedia Journalism: A Practical Guide. Routledge
- Kindem, G., and Musburger, R. B. (2009). Introduction to Media Production: The Path to Digital Media Production (4th Ed). Focal Press
- Li, Z., and Drew, M. S. (2004). Fundamentals of Multimedia. NJ: Pearson Education International
- Orlebar, J. (2002). Digital Television Production: A Handbook. London and NY: Arnold
- Villamil-Casanova, J., and Molina, L. (1997). Multimedia Production, Planning and Delivery. Prentice Hall

Convergence Media

Course Code	MJMC104TP			
Course Title	Convergence Media			
Course Credits	Lecture	Tutorial	Practice	Total
	4	1	1	6
Contact hours	60	15	30	105
Examination Scheme	Internal Assessment		Practical Examination	Theory Examination	Total Marks
	Attendance	CCA			
	5	25	20	100	150
Course objective	The course prepares the student for holistic understanding of new media technologies. While introducing the student to the potential and pitfalls of this technology, the course prepares them to engage with the technology meaningfully and efficiently.				

Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	40%	20	40%	100	40%	150	50%

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have five sub-sections covering the five respective units of the syllabus. One out of two questions from each sub-section is to be answered (100-150 words) for 4 marks each.	5 x 4 = 20 marks
Part C	This section shall have four sub-sections covering the four respective units of the syllabus. One out of two questions from each sub-section is to be answered for 12 marks each.	5 x 12 = 60 marks
Total Marks (A+B+C)		100 marks

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	EVOLUTION OF ICTS Phase 1: From cave paintings and fire signals to telegraph Phase 2: Telegraph to broadcasting Phase 3: Digital ICTs, Social and Mobile Media, Artificial Intelligence Concepts: Digital natives and Millenials, Net Etiquette, Cyber Culture, Theoretical Concerns: Technology determinism, ICT proliferation and digital divide; Digital (Human) Rights	12	3	6
II	EXPANDING LEXICON Tools: SEO, Analytics, Cross-platform promotion, click baits, crowd funding, crowd sourcing, geotagging, angel investors and start-ups, 3-D printing, Wearable technologies Concepts: Web 2.0, Cloud computing, Ubiquitous Computing and	12	3	6

	Internet of Things, Clevebots and Natural Language Processing, Metaverse, Web 3.0 – The Semantic Web Theoretical Concerns: Singularitarianism, Techno-progressivism, Technological utopianism, Posthuman, Posthumanism and Transhumanism			
III	CONSTRUCTING REALITY Virtual Everything: Virtual world, Virtual Avatars, Virtual Reality (Virtual, Immersive, Extended, Mixed and Augmented Reality and Augmented virtuality); Reality–virtuality continuum; Simulated Reality, Hyper Reality, Video games: Transreality gaming; Location-based games (pervasive games, mixed reality games and augmented reality games); Cross media games (simulation games, LARP and alternate reality games); Concepts of First-person (gaming) Theoretical Concerns: Gamification; Media violence theories and video game violence: Catharsis, Reinforcement, Cultivation	12	3	6
IV	THEORETICAL ISSUES Media selection: Media richness, Media naturalness, Social presence; Hyperpersonal Model Social Information Processing (SIP) Theory Social Identity Model of Deindividuation Effects Impression Management Model; Many avatars and many selves Information Society and Critique Castell's Network Societies; Mitchell's Urban Media Interface; Digital Archiving and Permanent Memory	12	3	6
V	CRITICAL ISSUES Issues: Breach of privacy; Direct and indirect surveillance with special emphasis on Big Data Content Culture: Information Overload vs. Filter bubble and Echo chambers; Big Data, Data Mining and Reality Mining Internet cultures: Activism, Slackativism, Hackactivism; homogenization, hybridization, mobilization, pluralism, fragmentation, polarity; Internet Addiction; Truth-by-consensus, Truthiness, Wikiality, Post-truth Concerns: Cypherpunk movement; The Social Construction of Reality; Neo-Luddism and Technophobia, The Internet Paradox	12	3	6

Essential Reading
- Castells, M. (2000). The Rise of the Network Society. Wiley-Blackwell.
- Eugenia, S. (2011). Understanding New Media. Sage
- Gane, N., and Beer, D. (2008). New Media: The Key Concepts. Oxford and New York: Berg
- Green, L. (2010). The Internet: An Introduction to New Media. Oxford and New York: Berg
- Lister, M., Dovey, J., Giddings, S., Grant, I. And Kelly, K. (2009).New Media: A Critical Introduction (2nd Ed). London and New York: Routledge.
- Manovich, L. (2001). What is New Media? In The Language of New Media. Cambridge: MIT Press. pp. 19-48.

- VanDijk, J. (2012). The Network Society (3rd ED). London: Sage.

Additional Reading:

- Baym, N. K. (2010). Personal Connections in the Digital Age. Chapter 3.
- Bogost, I. (2007). Persuasive Games: The Expressive Power of Videogames. MIT Press.
- Goldsmith, J., and Wu, T. (2006). Who Controls the Internet? Illusions of Borderless World. Oxford University Press US.
- Hassan, R., and Thomas, J. (2006). The New Media Theory Reader. Berkshire and New York: Open University Press.
- Jenkins, H. (2006). Convergence Culture: Where Old and New Media Collide. New York: NYU Press.
- Lister Dovey, Giddings, Grant and Kelly, "New media and new technologies" (2003).
- Miller, V. (2011). Understanding Digital Culture. Sage Publications.
- Rosen, J. "The People Formerly Known as the Audience" What video games have to teach us about language and literacy. New York: Palgrave Macmillan.
- Veltman, K. H. (2006). Understanding New Media: Augmented Knowledge and Culture. Calgary: University of Calgary Press

Introduction to Media and Cultural Studies

Course Code	MJMC105TH			
Course Title	Introduction to Media and Cultural Studies			
Course Credits	Lecture	Tutorial	Practice	Total
	3	1	0	4
Contact hours	45	15	0	60
Examination Scheme	Internal Assessment		Practical Examination	Theory Examination	Total Marks
	Attendance	CCA			
	5	15	0	80	100
Course objective	This course intends to sensitize The media is a powerful actor in social conditioning. It mirrors, transplants and perpetuates social norms and values. This course is designed to equip a student appreciate the politics of mass media culture industry by sensitizing her towards the dynamics of this power and its impact on cultures in the globalised world.				

Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	20	40%	0	0	80	40%	100	50%

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have four sub-sections covering the four respective units of the syllabus. One out of two questions from each sub-section is to be answered for 15 marks each.	4 x 15 = 60 marks
Total Marks (A+B)		80 marks

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	CULTURE AND IDENTITY Culture: Meaning and definition, characteristics, classification (Macro and Micro, and Material and Non-Material Culture); Concepts of Mass Culture, Pop Culture, Subculture, Counterculture Raymond William's Culture as 'a whole way of life' Stuart Hall: Culturalism vs. Structuralism Identity: Self-concept, personal vs. social identity, constituents of identity; Identity change; Identity Negotiation Theory	12	4	0
II	SEMIOTICS, IDEOLOGY AND MEANING-MAKING Semiotics: Saussure's signifier, signified and signification; Sign: meaning and categories; Codes: meaning and categories; Signification (denotation, connotation, myth, symbols, metaphor, metonymy) Ideology: Its meaning and definitions; interaction of ideology, signs and meaning	10	3	0

	Symbolic Interactionism; Social Constructionism Framing and Frame Analysis; Cultivation Analysis The Media Literacy Movement			
III	GLOBALISATION AND GLOBAL CULTURE Gloablisation: concept, meaning, driving forces; Global trade in media culture, global media culture, capitalism and the rise of consumer culture Global media structure: Multinational media ownership and control, Varieties of global mass media International news flow: Imbalance in the news flow, MacBride Commission report, NWICO Stuart Hall's Cultural Hegemony vs. Cultural Resistance and Struggle	11	4	0
IV	INTER-CULTURAL COMMUNICATION Hofstede's Cultural Dimensions Theory Communication Accommodation Theory Inter-culture Networks Theory Cultural change: Four fold model of acculturation; Concepts of cultural maintenance, cultural hybridization, multiculturalism, cultural pluralism, intercultural competence Cultural Convergence Theory	12	4	0

Essential Readings:

- Baran, S. J., and Davis, D. K. (2012). Mass Communication Theory: Foundations, Ferment, and Future (6th Ed). Wadsworth, Cengage Learning
- Barker, C. (2002). Making Sense of Cultural Studies: Central Problems and Critical Debates. London, Thousand Oaks, New Delhi: Sage Publications.
- Fiske. J. (2011). Introduction to Communication Studies: Studies in Culture and Communication (3rd Ed). Oxon: Routledge.
- Golding. P. and Harris, P. (Eds.) (1999). Beyond Cultural Imperialism: Globalization, Communication and the New International Order. London, Thousand Oaks, New Delhi: Sage Publications.
- Gudykunst, W. B. and Mody, B. (Eds.) (2002). Handbook of International and Intercultural Communication (2nd Ed). London, Thousand Oaks, New Delhi: Sage Publications.
- Hall, S. (2016). Cultural Studies 1983: A Theoretical History. Durham and London: Duke University Press.
- McQuail, D. (2010). McQuail's Mass Communication Theory (6th Ed). London, Thousand Oaks, New Delhi, Singapore: Sage Publications.

Additional Readings:

- Gurevitch, M., Bennett, T., Curran, J. and Woollacott, J. (Eds.) (1982). Culture, Society and the Media. London and New York: Routledge.
- Ryan, M. (2010). Cultural Studies: A Practical Introduction. Wiley-Blackwell

Practical-1

Course Code	MJMC106PR			
Course Title	Practical-1			
Course Credits	Lecture	Tutorial	Practice	Total
	0	0	4	4
Contact hours	0	0	120	120
Examination Scheme	Internal Assessment	Practical Examination	Theory Examination	Total Marks
	Attendance	CCA		
	5	45	50	0	100
Course objective	This course seeks to hone communication and professional skills in the learner. The learner emerges with a confidence of having applied her skills to the real world projects and start building a portfolio for useful in the future.			
Pass marks	Internal Assessment		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	50	40%	50	40%	0	0	100	50%

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	i. Group Project – 10 marks* ii. Newsense Blog and Social Media Activity – 15 marks*	0	0	30
II	iii. Mock Interviews – 10 marks* iv. Group Discussion/Debate – 10 marks*	0	0	30
III	v. Typing Skills (Hindi typing for all students except students of foreign origin. Such students shall be tested on English typing skills.) – 10 marks** vi. Self Presentation Skills – 15 marks**	0	0	30
IV	vii. Lab Journal (Newsense) – 15 marks** viii. Current Affairs File – 10 marks**	0	0	30

Examination and evaluation scheme:

*Evaluation will be carried out by the faculty of the Department throughout the semester as a part of the CCA. A candidate shall be awarded marks for these activities based on the mean of the score awarded by the each faculty member of the Department.

**Marks shall be awarded by an external examiner with assistance from the by the faculty of the Department in a viva voce examination to be organized by the Department at the end of the semester.

Group Project – All students will be assigned to different groups. Each group shall have to finalise and get the project theme approved from the Department Faculty before the assigned date. Each member of the group shall be awarded marks based on the individual contribution in the project.

Note for distance education students: Internal Assessment and end-semester practical examination of students enrolled under distance education mode shall be on the basis activities/assignments prescribed by the institute of studies.

Advertising and Online Promotion

Course Code	MJMC201TP			
Course Title	Advertising and Online Promotion			
Course Credits	Lecture	Tutorial	Practice	Total
	4	1	1	6
Contact hours	60	15	30	105
Examination Scheme	Internal Assessment		Practical Examination	Theory Examination	Total Marks
	Attendance	CCA			
	5	25	20	100	150
Course objective	Building upon the existing understanding and skills of mass communication and non-fiction creativity, this course incorporates advertising communication concepts and skills. The learner shall be able to navigate the traditional, online and mobile advertising industry environments with equal ease.				

Pass marks	IA*		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	40%	20	40%	100	40%	150	50%

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have five sub-sections covering the five respective units of the syllabus. One out of two questions from each sub-section is to be answered (100-150 words) for 4 marks each.	5 x 4 = 20 marks
Part C	This section shall have five sub-sections covering the four respective units of the syllabus. One out of two questions from each sub-section is to be answered for 12 marks each.	5 x 12 = 60 marks
Total Marks (A+B+C)		100 marks

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	BASIC CONCEPTS Advertising: Definitions, functions and classification; Objectives: Perspectives on consumer behaviour; AIDA formula; Integrated marketing communication: concepts of marketing, marketing mix, branding, brand image and positioning; advertising in marketing mix; Marketing strategy, promotional strategy, advertising strategy (creative and media mix) Campaign: Concept, Campaign planning and strategy	12	2	4
II	ADVERTISING CREATIVES Copy: Ad copy concept & types of copy format; copy elements; copy structure; Homework concept; USP and appeals; writing effective copy. Visualization: concept and process;	10	2	8

	Display ad design and layout; Stages of layout for print: miniature, rough, revised rough, and comprehensive Creative execution styles used by advertisers; Tactical issues involved in the creation of print and radio, and TV commercials; Evaluation and approval of creative work by agencies			
III	Media Strategy: Advertising media characteristics; media planning and its process; developing and implementing media strategies Ad Agencies: Role and types; selecting, compensating, and evaluating advertising agencies; use of integrated services Advertising Research: Pre-testing (copy testing) and post-testing (tracking studies); Research tools	12	4	6
IV	ONLINE ADVERTISING Basics: Advantages; Online platforms (digital and rich media, search, email, mobile); Types – Display (leader board, skyscraper, banner, rectangles), Static/Dynamic ads, Email ad, Button ads, Interstitial ads, Native Ads (In-feed, Search ad [paid search, promote listing], recommendation widget, In-Ad with native elements, custom) Concepts: Impression, Conversion; Metrics [CTR, CPM, CPA, CPC, Time spent]; Ad server vs Ad Network; Targeting (Behavioral, contextual, demographic, geographic, remarketing, retargeting); Tracking (client-based, server-based, compound, conversion tracking, piggybacking)	14	4	6
V	MOBILE AND RICH MEDIA Mobile Ads: Advantages; Types (text, flash movies, banner, audio, video); Rich media ads: (Animation, 3D, tap-to-call, Social bookmark, swipe, CPD, Drag, Dynamic Location Overlay, Shake, Map, Twitter feed, Wipe, camera, Paint, and Gaming ads) Ad network and ad servers; Self-serve Advertising Platforms (Amazon, Facebook, Twitter, LinkedIn); Interactive Advertising Bureau (IAB)	12	3	6
	PRACTICAL EXERCISES 1. Mixed-media campaign designing 2. Advertising case-study presentations			

Essential Readings:

- Belch, G. E., and Belch, M. A. (2003). Advertising and Promotion (6th Ed). McGraw Hill
- Jefkins, F. (1977). Copywriting & its Presentation. London: International Textbook Co.
- Jethwaney, J. (2010). Advertising Management. Oxford University Press
- Kanuk, L. L., and Schiffman, L. (1982). Consumer Behaviour. New Jersey: Prentice Hall
- Klapdor, S. (2012). Effectiveness of Online Marketing Campaigns: An Investigation into Online Multichannel and Search Engine Advertising. Dissertation TUM School of Management, Munich. Springer Gabler
- Lewis, H. G., and Nelson, C. (1999). Advertising Age Handbook of Advertising. NTC Contemporary
- Ogilvy, D. (1997). Ogilvy On Advertising. London: Prion books
- Parameswaran, M. G. (2001). Brand Building Advertising. Tata McGraw Hill
- Plummer, J., Rappaport, S., Hall, T., and Barocci, R. (2007). The Online Advertising Playbook:

Proven Strategies and Tested Tactics From The Advertising Research Foundation. New Jersey: John Wiley & Sons

- Sengupta, S. (2005). Brand Positioning: Strategies for Competitive Advantage (2nd Ed). Tata McGraw-Hill Education
- Tiwari, S. (2003). The (un) Common Sense of Advertising. Response Books
- Tiwary, A. (2016). Know Online Advertising. Partridge
- Valladares, J. A. (2000). The Craft of Copywriting. Response Books
- Vilanilam, J. V., and Verghese, A.K (201). Advertising Basics. New Delhi: Sage Publications

Additional reading:

- Dyer, G. (1982). Advertising as Communication. London and New York: Routledge
- Google (2009). Marketing and Advertising using Google: Targeting Your Advertising to the Right Audience. Google
- Jones, J. P. (2002). The Ultimate Secrets of Advertising. Sage Publication
- Kapoor, J. (2002). Brand Naamkaran for Desi Khari English Marie Segments. BPI (India) Pvt. Ltd.
- Ogilvy, D. (1969). Confessions of an Advertising Man. London: Longman
- Ries, A., and Ries, L. (2002). The Fall of Advertising and the Rise of PR. NY: Harper Collins

Public Relations and Public Opinion in Digital Age

Course Code	MJMC302TP			
Course Title	Public Relations and Public Opinion in Digital Age			
Course Credits	Lecture	Tutorial	Practice	Total
	4	1	1	6
Contact hours	60	15	30	105
Examination Scheme	Internal Assessment		Practical Examination	Theory Examination	Total Marks
	Attendance	CCA			
	5	25	20	100	150
Course objective	This course seeks to impart an understanding about the process and philosophies of PR in the off-line and online-world, along with that of the public opinion formation and its . A leaner will emerge with not only how to wield its power but also how the powerful effects of PR take place.			

Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	40%	20	40%	100	40%	150	50%

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have five sub-sections covering the five respective units of the syllabus. One out of two questions from each sub-section is to be answered (100-150 words) for 4 marks each.	5 x 4 = 20 marks
Part C	This section shall have five sub-sections covering the five respective units of the syllabus. One out of two questions from each sub-section is to be answered for 12 marks each.	5 x 12 = 60 marks
Total Marks (A+B+C)		100 marks

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	PUBLIC RELATIONS BASICS Basic concept; Role and function of PR; PR as a management tool; PR in the marketing mix Public Relations Process; Internal vs. external publics; Tools of PR; Types of PR outfits; Staff and line functions; Ethics of PR Stakeholders PR: Media Relations, Internal Communications, Corporate Community Involvement, Financial Public Relations, Public Sector PR Strategic PR: Corporate Communication, Corporate Identity, Public Affairs and Issues Management, CSR, Crisis Communication, Event Management, Image Management Creative Thinking; Big Idea, In-box and Out-of-the-box thinking; lateral thinking;	10	2	6

	Creative process: Orborn's 7 stages, Stein's 3 stages, Green's five-I model			
II	**PR THEORY AND RESEARCH** PR Approaches: Systems theory; Situational theory; Rhetoric Theories in PR; PR as relationship management; PR as social exchange Public Relations Research: Environmental monitoring (or scanning); PR audits; Communication Audits; Social Audits; PR Evaluation (Orientation – Media, Publics, Organisation, Persuasion, Relationship; Time of intervention – Formative, Summative, Goal-free)	12	2	8
III	**ONLINE PR** Online-mix: Internet constituents and services, Creating online-mix; Paid, owned and earned media Influencers as Publics: Visitors, bloggers, social media communities, support groups, social media influencers, social media elites, magic middle, media snackers, Youtubers, Instagrammers, Tweeps, social media experts and gurus Online Tools: Blogger relations, social media releases (SMRs), video news release (VNR), keywords and SEO, social marketing, thought leadership, participation, lifestreams, brand aggregation, conversational marketing, social media trackers and aggregators, virality, cost of ignoring, leaderboards, managing negative comments (crises trendcast, proactive and reactive approaches), community managers and customer service; Platforms (blogs, video social networks, micromedia, really simple syndication (RSS), wikis, podcasts, mashups, content aggregation services) Engagement: Listening (referring links, finding conversations, measure subscribers, blogger influence, tracking); Participating (conversations as markets, building relationships and customer relationship management (CRM), online reviews and customer support) Styles of engagement: Humanized Communication (listen, learn, respect, value proposition to benefit markets, humanize and personalize the story, read and watch people); Socialized Communication (participate, engage, socialize, avoid clutter, build relationships); Understand Communities (participate [as a person, not pr], use popular tools, avoid pitching, monitor vibe and how people share, dynamics and the rules of engagement); Adapt Message (short takes, Identify people and personalize, don't pitch, stand out, be compelling, multiple approaches)	14	4	16
IV	**PUBLIC OPINION AND PROPAGANDA** Public opinion: Concept and process (3-D process); Components (affective responses, cognitive responses, experiences of past behavior, behavioral intentions); Approaches to public opinion Propaganda: Lippmann's propaganda theory, Laswell's model, Bernay's Public Opinion Crystallization; Chomsky and Herman Propaganda Model Media Effects: Lazarsfeld's Two-step flow theory, Agenda Setting, Framing and Priming, Knowledge-Gap Hypothesis, Spiral of Silence Public Opinion in democracy: Habermas' Public Sphere	12	4	0

		PUBLIC OPINION AND ATTITUDE			
V		Learning and Persuasion: Hovland's Yale Model of Persuasion; Bandura's Social Learning Theory; Elaboration Likelihood Model; Symbolic Interactionism; McGuire's Inoculation Theory Consistency Theory: Cognitive Dissonance Theory Functional approach: Katz's four functions of attitude (instrumental/ utilitarian, ego defensive, value expressive, knowledge); Kelman's functional analysis 9compliance, identification, internalization)	12	3	0
		PRACTICAL EXERCISES			
	3.	Mixed-media PR campaign designing			
	4.	PR case-study presentations			

Essential Readings:

- Crespi, I. (1997). The Public Opinion Process: How People Speak. New Jersey and London: Lawrence Erlbaum Associates
- Donsbach, W., and Traugott, M. W. (2008). The Sage Handbook of Public Opinion Research. Los Angeles, London, New Delhi and Singapore: Sage Publications
- Green, A. (2010). Creativity in Public Relations (4th Ed). London and Philadelphia: KoganPage.
- Gregory, A. (2010). Planning and Managing Public Relations Campaigns (3rd Ed). London, Philadelphia and New Delhi: KoganPage.
- McQuail, D. (2010). McQuail's Mass Communication Theory (6th Ed). London, Thousand Oaks, New Delhi, Singapore: Sage Publications.
- Moss, D., and DeSanto, B. (2002). Public Relations Cases: International perspectives. London and New York: Routledge
- Parsons, P. J. (2008). Ethics in Public Relations: A Guide to Best Practice (2nd Ed). London and Philadelphia: KoganPage
- Phillip, D., and Young, P. (2009). Online Public Relations: A Practical Guide to Developing an Online Strategy in the World of Social Media (2nd Ed). London and Philadelphia: KoganPage.
- Solis, B., and Breakenridge, D. (2009). Putting the Public Back in Public Relations: How Social Media Is Reinventing the Aging Business of PR. New Jersey: Pearson Education
- Tench, R. and Yeomans, L. (2006). Exploring Public Relations. Harlow: Pearson Education
- Theaker, A. (2001). The Public Relations Handbook (2nd Ed). ondon and New York: Routledge
- Waddington, S. (Ed.). (2012). Share This: The Social Media Handbook for PR Professionals. John Wiley & Sons Ltd

Additional Readingss:

- Bernays, E. L. (1928). Manipulating Public Opinion: The Why and How. American Journal of Sociology, 3(6), pp. 958-971
- Bernays, E. L. (1961). Crystallizing Public Opinion. New York: Liveright Publishing Corporation
- Coombs, W. T., and Holladay, S. J. (2014). It's Not Just PR: Public Relations in Society (2nd Ed). John Wiley & Sons
- Ginneken, J. v. (2003). Collective Behavior and Public Opinion: Rapid Shifts in Opinion and Communication. New Jersey and London: Lawrence Erlbaum Associates
- Heath, R. (2005) (Ed.). Encyclopedia of Public Relations (Vol. I and II). London, Thousand Oaks and New Delhi: Sage Publications

- Lippmann, W. (1998). Public Opinion (With a new Introduction by Michael Curtis). New Brunswick and London: Transaction Publishers
- Monoley, K. (2006). Rethinking Public Relations: PR Propaganda and Democracy (2nd Ed). London and New York: Routledge
- Singleton, A. (2014). The PR Masterclass: How to Develop a Public Relations Strategy that Works!. Wiley
- Society for New Communications Research (2008). New Media, New Influencers and Implications for Public Relations: A Research Study. Institute for Public Relations, Wieck Media and SNCR

Broadcast Journalism and Production

Course Code	MJMC202TP			
Course Title	Broadcast Journalism and Production			
Course Credits	Lecture	Tutorial	Practice	Total
	4	1	1	6
Contact hours	60	15	30	105
Examination Scheme	Internal Assessment		Practical Examination	Theory Examination	Total Marks
	Attendance	CCA			
	5	25	20	100	150
Course objective	This course imparts professional knowledge to a learner about the radio and TV ecosphere, along with audio-video production and post techniques, and the skills of scripting, voicing and announcing. A learner emerged a competently trained audio-video producer, journalist and announcer.				

Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	30	40%	20	40%	100	40%	150	50%

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have five sub-sections covering the five respective units of the syllabus. One out of two questions from each sub-section is to be answered (100-150 words) for 4 marks each.	5 x 4 = 20 marks
Part C	This section shall have five sub-sections covering the four respective units of the syllabus. One out of two questions from each sub-section is to be answered for 12 marks each.	5 x 12 = 60 marks
Total Marks (A+B+C)		100 marks

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	RADIO AND TV BASICS Rdaio/TV Eco-system: TV formats (PAL, NTSC, SECAM, DTV); Radio types (AM/FM/Internet); Distribution (Bounded, Over-the-air, Internet); Broadcasting vs. narrowcasting; Public Service, Free-to-air, Subscription, on-demand, online-streaming; Program genres, programming and scheduling TV Production stages: Script and Project Development; Budgets, and Finance; Team building; Legalities, Permissions and Rights, Pitching and Selling the Project; Preproduction; (Talent and Crew; Script Breakdowns; Scheduling); Production (Key personnel; On-set or location shoot; indoor vs. outdoor shoot); Post-production (Editing steps)	12	3	0
II	BROADCAST SCRIPTING	12	3	8

	Language use: Style (direct style, active voice, short sentences); Avoiding colloquialism, journalese, officialese, jargon, clichés, stereotyping, redundant words, adjectives and value judgment, ambiguity, tongue twisters; Numbers and names; following the style sheet TV scripting: Script Breakdowns, Production Book, Look and Feel of Project, Storyboarding and Floor Plans, Shot List; writing to the visuals Writing for radio: radio news, radio feature, talk TV news story: Elements; Packaging and scripting, Intro, structure Broadcast Interview: Types of interviews (planned/unplanned; studio/door stepper/field/; purpose; news/feature; issue-specific/talk/personality; one-to-one/ panel discussion; expert/vox-pop) Pre-interview: Research, guests and topics, dress and make-up Interview skills: Building rapport, starting and concluding, open-ended questions, follow-up, interjections, focus, subject transition, keeping control, neutral view, mood, pace			
	AUDIO PRODUCTION AND SOUND DESIGN Basic concepts: Sound-Pressure Level, Reverb, Audio Perspective, Masking, Sound Envelope, input levels, mic techniques, background noises; Audio components (Dialogue, Background or ambience, Sound effects, Added audio, Noise); Functions of sound in relation to picture Acoustics: Spatial hearing; Direct/early/reverberant sound and Echo; Acoustics-program material matching; Indoor acoustics (Noise, Sound Isolation, Dimensions and Shape, Room Acoustics – absorption and reflection, diffraction, diffusion, variable acoustics) Sound Recording: Microphones types (dynamic/ribbon/condenser; Pick-up patterns; Special purpose mic); Accessories (shields, pop filters, and preamps); Digital recording media	12	3	6
IV	AUDIO-VIDEO EDITING Video editing: Online/offline; linear/non-linear editing; pace and rhythm; manipulating time; graphics, animation and plug-ins Audio editing set-up: Computer, DAW, Software and plug-ins, Mic modeler, sound mixing boards, analog-digital converters, audio monitors Sound editing and mixing: Gain staging and Volume, Compression, EQ, Reverb, Crossfade; Script analysis and spotting Sound Effects: Functions; Types (Prerecorded SFX libraries; Live – Studio produced, Vocally produced, Foley, Production SFX, Field collection, Electronically generated); SFX Manipulation (playing speed, playing backward, looping, miking) Sound Design: Concept; Influence on meaning;	12	3	8
V	BROADCAST ANNOUNCING AND VOICE ACTING TV and radio announcer: Roles, responsibilities and qualities; Dealing with mic-fright and camera panic Vocal development: Diaphragmatic and thoracic breathing; breathing posture; sound articulation; pronunciation; Common vocal problems; maintaining a healthy voice	12	3	8

Announcing: Delivery style, Performance elements (volume, pitch, rate, tone, emphasis, inflection, pauses, flow, mood), Copy marking, Word usage, Language changes, Audience rapport, Avoiding inept style, Ad-lib In-studio communication: Hand signals, cue cards, prompters, IFB Announcing Styles: News (Radio, TV, Web TV); Weather, Sports, Music, Walk-through Voice Acting: Voice Quality, Message, Audience, Word Values, Character; Recording VOs: Compression, Backtiming and Deadpotting, Voice artist skills; Narration: Direct, Indirect, and Contrapuntal			

Essential Reading:

- Alten, S. R. (2011). Audio in Media (9th Ed). Wadsworth, Cengage Learning
- Crisell, A. (1986). Understanding Radio (2nd Ed). London and New York: Routledge
- Kellison, C. (2006). Producing for TV and Video: A Real-World Approach. Oxford: Focal Press
- MacLoughlin, S. (1998). Writing for Radio: How to Create Successful Radio Plays, Features and Short Stories. Oxford: How To Books, Ltd.
- Stephenson, A. R., Reese, D. E., and Beadle, M. E. (2009). Broadcast Announcing Worktext: A Media Performance Guide (3rd Ed). Oxford: Focal Press
- Thompson, R. (2005). Writing for Broadcast Journalists. London and New York: Routledge

Cross-Media Laws, Ethics and Development

Course Code	MJMC204TH			
Course Title	Cross-Media Laws, Ethics and Development			
Course Credits	Lecture	Tutorial	Practice	Total
	3	1	0	4
Contact hours	45	15	0	60
Examination Scheme	Internal Assessment		Practical Examination	Theory Examination	Total Marks
	Attendance	CCA			
	5	15	0	80	100
Course objective	This course aims to inspire cross-media ethical journalistic conduct and the legal framework guiding the practice of journalism across media platforms. The course makes the budding journalist conversant with popular critical issues along with the rich history of the development of Indian media and journalism.			

Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	20	40%	0	0	80	40%	100	50%

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have four sub-sections covering the four respective units of the syllabus. One out of two questions from each sub-section is to be answered for 15 marks each.	4 x 15 = 60 marks
Total Marks (A+B)		80 marks

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	ETHICS Concepts of Public Sphere and Public Interest Citizen Rights: Right to Information, Right to privacy, Available Remedies Regulatory framework: Press Council of India, NBA's News Broadcasting Standards Authority, IBF's BCCC, Central Board of Film Certification Press Council's Norms for Journalistic Conduct; NBA guidelines Internet Organisations: International Telecommunications Union, Internet Corporation for Assigned Names and Numbers, UN Internet Governance Forum, INTELSAT, COMSAT, TRAI	12	4	0
II	THE LAWS Contempt: Contempt of Court, 1971; Law of Parliamentary Privileges (Article 105 [3] and 194 [3]); Parliamentary Proceedings (Protection of Publication) Act, 1977 (Article 361-A); Industry regulation: Press and Registration of Books Act, 1867; Cable TV Networks Regulation Act, 1995; Information Technology [amendment]	12	3	0

	Act, 2008 (portions relevant to media studies); Censorship: Official Secrets Act, 1923; Cinematograph Act, 1952; Young Persons (Harmful Publication) Act (1956); Law of Defamation (Section 499-502 of IPC); Law of Obscenity (Section 292-294 of IPC)			
III	ETHICO-LEGAL ISSUES Intellectual Property: Intellectual Property Rights and its types, Creative Commons License, Copyright [amendment] Act, 2012; Content regime: Proprietary, Open source, freeware, shareware, fair use Trial by media, Sting Operation (use and misuse) Paid news, fake news, Post-truth, "Leaks", Yellow Journalism, Penny Press, Tabloid Journalism Issues: Speed vs. accuracy in the digital world, Market-driven journalism	11	4	0
IV	DEVELOPMENT OF INDIAN MEDIA Pioneers of Indian journalism and restrictions up to 1835; Press after 1857 revolt; Emergence of the Nationalist press; Indian press between the first and second world war; Post-independence: 1st and 2nd Press Commissions, Press during Emergency Development of radio in India Development of television in India Post-liberalization developments in print, satellites and cable television, private FM radio, FDI, Media conglomerates	12	4	0

Essential Reading:

- Barns, M. (1940). Indian Press. London: Allen & Unwin.
- Basu, D. (1982). The Law of the Press in India. New Delhi: Prentice-Hall
- Chatterji, P. C. (1987). Broadcasting in India. New Delhi: Sage
- Eliott, D. (Ed.) (1986). Responsible Journalism. Beverly Hills: Sage Publications.
- Iyer, V. (Ed.) (2000). Mass Media Laws and Regulations in India (2nd Ed). Indian Research Press
- Karkhanis, S. (1981). Indian Politics and Role of the Press. New Delhi: Vikas Publishers.
- Mankekar, D.R. (1973). The Press versus the Govt. New Delhi: Indian Book Co.
- Natarajan, J. (1955). History of Indian Journalism. Publications Division, Ministry of I&B, GoI.
- Raghvan, V. (2007). Communication Law in India. Lexis Nexis Butterworths
- Ranganathan, M., and Rodrigues, U. M. (2010). Indian Media in a Globalised World. New Delhi: Sage
- Rao, S. (2009). Globalization of Indian Journalism, 'Journalism Studies'. Routledge
- Sharma, K. C., and Sharma, J. N. (2008). Journalism in India: History Growth Development. Oscar Publications.
- Thakurta, P. G. (2009). Media Ethics. Oxford University Press

Additional Reading:

2. Crawford, N. A. (1969). The Ethics of Journalism. Connecticut: Greenwood Press.
4. Lichtenberg, J. M. (Ed.) (1990). Democracy and Mass Media. Cambridge Univ. Press.
5. Mazumdar, A. (1993). Indian Press and Freedom Struggle. Calcutta: Orient-Longman.
7. Shamra, K. C. (2007). Journalism in India: A story, Growth, Development. New Delhi: Indiana.

Development Communication

Course Code	MJMC205TH			
Course Title	Development Communication			
Course Credits	Lecture	Tutorial	Practice	Total
	3	1	0	4
Contact hours	45	15	0	60
Examination Scheme	Internal Assessment		Practical Examination	Theory Examination	Total Marks
	Attendance	CCA			
	5	15	0	80	100
Course objective	This course aims to sensitize the learner about the various development regimes and the development apparatus, including development communication, that supports (and fails) the development initiatives. The learner shall emerge a wiser and a more efficient practitioner of communication for development.				

Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	20	40%	0	0	80	40%	100	50%

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have four sub-sections covering the four respective units of the syllabus. One out of two questions from each sub-section is to be answered for 15 marks each.	4 x 15 = 60 marks
Total Marks (A+B)		80 marks

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	DEVELOPMENT BASICS Meaning of development Classical and neo-liberal development theories Structuralism, neo-Marxism and socialism Grassroots development; Social and cultural dimensions of development Environment and development theory; Post-Development Globalization and development: problems and solutions Dependency paradigm, World Systems Theory	12	3	0
II	DEVELOPMENT INSTITUTIONS Developmental and rural extension agencies; governmental, semi-government, non-governmental organizations; Panchayati Raj Institutions (mandate and structure); Development planning at national, state, regional, district, block and village levels. Major development initiatives Himachal Pradesh and Indian Govt. United Nations and its bodies; Other major national and international	11	3	

	NGOs and organisations and their programmes Human Rights; Right to Education, Right to work; Right to services			
III	DEVELOPMENT COMMUNICATION Meaning and need for development communication Magic Multipliers: (Lerner, Scramm, Rogers); Development Support Communication; Diffusion of Innovations; Two-step Flow; Extension as development; Population IEC and Health Communication; Social Marketing and Behaviour Change Communication; Information and Communication Technologies for Development (ICT4D) Participatory Development Communication (Dialogical approach and Self-management, access and participation) Agenda Setting; Communication for Development (C4D)	12	3	0
IIV	Media and Development Role of media in National Development Historical perspective on media for development: Print, Radio, TV, Video, Traditional and Folk Media, Community Media; Development Journalism; Critical appraisal of development journalism in India New technologies for development (special emphasis on India); National Knowledge Network Designing messages for development: Strategy, framing, writing/ scripting, producing, disseminating development messages for urban, semi urban and rural audiences.	10	6	0

Essential Reading:

- Belmont, C. A. (2001). Technology Communication Behaviour. New Delhi: Wordsworth
- Dharmarajan, S. (2007). NGOs as Prime Movers. New Delhi: Kanishka Publications
- Madhusudan, K. (2006). Traditional Media and Development Communication. New Delhi: Kanishka Publishers
- Mehta, S.R. (Ed.) (1992). Communication in Social Development. Jaipur: Rawat Publications
- Melkote, S., and Steeves, H. L. (2001). Communication for Development in the Third World: Theory and Practice for Empowerment (2nd Ed). New Delhi: Sage Publications.
- Nair, K. S., and White, S. A. (1993). Perspectives on Development Communication. New Delhi: Sage Publication
- Ninan, S. (2007). Headlines from the Heartland: Reinventing the Hindi Public Sphere. LA: Sage Publications
- Parmar, S. (1975). Traditional Folk Media in India. New Delhi: Gekha Books
- Rogers, E. M. (2000). Communication and Development: Critical Perspective. New Delhi: Sage Publications
- Schramm, W. (1964). Mass Media and National Development. Stanford Univ. Press
- Schramm, W., and Lerner, D. (1967). Communication and Change in the Developing Countries. Honululu: East West Center Press
- Servaes, J. (Ed.) (2002). Approaches to Development Communication. Paris: UNESCO
- Willis, K. (2005). Theories and Practices of Development. London and NY: Routledge

Additional Reading:

- Bebbington, A.J. and Bebbington, D.H. (2001). Development Alternatives: Practice, Dilemmas and Theory. Area, 33 (1): 7-1 7
- E.M. Rogers (1995). Diffusion of Innovations (4th Ed). New York: Free Press
- Escobar, A (1995). Encountering Development: The Making And Unmaking Of The Third World: 12–14
- Hunt, D. (1989). Economic Theories of Development: An Analysis of the Competing Paradigms. NT: Harvesters Whitsheaf
- Joshi, P.C. (2002). Communication and National Development. Anamika Publishers
- Kiely, R. (1999). The Last Refuge of the Noble Savage? A Critical Assessment of Post-Development Theory. The European Journal of Development Research, 11 (1): 30-55
- Lerner, D. (1958). The Passing of Traditional Society. Glencoe: Free Press
- Nustad, K.G. (2001). Development: The Devil We Know? Third World Quarterly, 22 (4): 479-489
- Pieterse, J.N. (1996). The Development of Development Theory: Towards Critical Globalism. International Political Economy, 3 (4): 541-564
- Pieterse, J.N. (1998). My Paradigm or Yours? Alternative Development, Post-Development, Reflexive Development. Development and Change, 29 (2): 343-373
- Pieterse, J.N. (2000). After post-development. Third World Quarterly, 21 (2): 175-191
- Thakur, B. S., and Agarwal, B. C. (1989). Media Utilization for Development of Women and Children. New Delhi: Concept Publishers

<p style="text-align:center">Practical-2</p>

Course Code	MJMC206PR			
Course Title	Practical-2			
Course Credits	Lecture	Tutorial	Practice	Total
	0	0	4	4
Contact hours	0	0	120	120
Examination Scheme	Internal Assessment		Practical Examination	Theory Examination	Total Marks
	Attendance	CCA			
	5	45	50	0	100
Course objective	This course seeks to build professional skills along with the spirit of team building and team work in the learner. The learner emerges with enhanced awareness of the industry environment and practical knowledge of the varied skills useful in the media industry.				

Pass marks	Internal Assessment		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	50	40%	50	40%	0	0	100	50%

Course Contents:

Unit	Topic			Contact Hours		
				L	T	P
I	i.	Advertising and Public Relations Project (using knowledge of Development Communication) – 10 marks**		0	0	30
	ii.	Group Project in Development Communication (using Broadcast Journalism skills) – 10 marks**				
II	iii.	Media Workshop – 25 marks*		0	0	30
III	iv.	Current Affairs File – 10 marks**		0	0	30
	v.	Group Discussion Skills – 10 marks**				
	vi.	Lab Journal (Newsense) – 10 marks**				
IV	vii.	Internship^/Mini Project# – 20 marks*		0	0	30

Examination and evaluation scheme:

*Evaluation will be carried out by the faculty of the Department throughout the semester as a part of the CCA. A candidate shall be awarded marks for these activities based on the mean of the score awarded by the each faculty member of the Department.

**Marks shall be awarded by an external examiner with assistance from the by the faculty of the Department in a viva voce examination to be organized by the Department at the end of the semester.

^Internship shall have to be completed in a reputed organization before the start of the third semester. The duration of the internship should be a minimum of four weeks (180 hours). Finding internship placement shall be the sole responsibility of the candidate with the support from the Department's faculty. The internship profile should be in any the following fields: print journalism, broadcast journalism, online content, advertising, public relations, content writing/editing, photography, graphic designing, audio-video production, and development communication. The marks for internship shall be awarded by the Department faculty based on the certificate of

internship (mandatory), report by the industry supervisor (on the prescribed proforma), the report of internship submitted by the candidate at the end of the internship, and live assessment by the Department's faculty. A candidate shall secure the mean of the marks awarded by the each faculty member of the Department. A candidate who is unable to/is not interested in internship shall have to undertake a mini project.

#Mini Project has to be a unique individual creative endeavour focusing on single topic/theme in any the following fields: print journalism, broadcast journalism, online content, advertising, public relations, content writing/editing, photography, graphic designing, audio-video production, and development communication. A candidate shall submit and present the project report at the time of the viva voce.

Group Project – All students will be assigned to different groups. Each group shall have to finalise and get the project theme approved from the Department Faculty before the assigned date. Each member of the group shall be awarded marks based on the individual contribution in the project.

Note for distance education students: Internal Assessment and end-semester practical examination of students enrolled under distance education mode shall be on the basis activities/assignments prescribed by the institute of studies.