

Himachal Pradesh University, Shimla – 171005
Department of Journalism and Mass Communication
Proceedings of the meeting of (P.G.) Board of Studies in Journalism and Mass Communication
held on 27th December 2019 at 11.00 a.m.
in the Department of Journalism and Mass Communication, HP University

The following were present:

Dr. Vikas Dogra	Professor, Department of Journalism and Mass Communication, H.P. University – Chairman
Mr. Jagwinder Patial	Executive Editor, ABP News, Chandigarh – External Expert
Dr. Shashi Kant	Professor, Department of Journalism and Mass Communication, H.P. University – Member
Dr. Ashutosh Mishra	Dean and Professor (Journalism and Mass Communication), Chitkara University, Rajpura, Punjab – External Expert

The following items were discussed and decisions taken:

Items 1: To update the norms and syllabus of the Master of Arts in Journalism and Mass Communication i.e. MA(JMC).

Decision: After a detailed discussion the members recommended the updates to the norms and syllabus of Master of Arts in Journalism and Mass Communication i.e. MA(JMC) as per Annexure A to be applicable w.e.f. Academic Session 2020-21.

Item 2: To recommend the norms and syllabus for the entrance test for admission to Ph.D. in Journalism and Mass Communication w.e.f. Academic Session 2019-20.

Decision: After a detailed discussion the members recommended that all courses of MA(JMC) from Semesters I to III, except the practical courses (i.e. Practical – 1 (MJMC106PR), Practical – 2 (MJMC206PR), and Practical -3 (MJMC306PR)), shall constitute the syllabus for the entrance test for admission to Ph.D. in Journalism and Mass Communication w.e.f. Academic Session 2019-20. The entrance test shall be of Multiple Choice Questions of one mark each. The entrance test shall be of 80 marks with at least 50% as qualifying marks (45% in case of SC/ST/PwD candidates). All other rules/regulations of the Himachal Pradesh University for admission to Ph.D. shall be applicable.

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


(Ashutosh Mishra)

(Jagwinder Patial)


(Shashi Kant)

(Vikas Dogra) 27.12.19

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

**Norms, Structure and Programme Contents
Master of Arts in Journalism and Mass Communication
MA (JMC)
(w.e.f. Academic Session 2020-21)**

**Approved by the Post-Graduate Board of Studies
in Journalism and Mass Communication on 27th December 2019**

sd/-
(Ashutosh Mishra)

sd/-
(Shashi Kant)

sd/-
(Jagwinder Patial)

sd/-
(Vikas Dogra)

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**Norms and Structure for Master of Arts in Journalism and Mass Communication/ MA(JMC)
w.e.f. Academic session 2020-21***

* Changes/additions made to semester III and IV shall be applicable to students admitted in Academic Session 2019-20 as well.

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 minimum qualifying marks in the written test are 35. The marks of both the written test and personal interview will be added for the final merit. A maximum of three-times the candidates in each category will be invited for the personal interview stage.

Degree Requirements

- 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 be 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: $\geq 75\%$ but $< 80\%$ – 1 mark; $\geq 80\%$ but $< 85\%$ – 2 marks; $\geq 85\%$ but $< 90\%$ – 3 marks; $\geq 90\%$ but $< 95\%$ – 4 marks; and $\geq 95\%$ – 5 marks.

Internal Assessment for ICDEOL students: 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 Arts in Journalism and Mass Communication**

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

Course Code					Title of the course	Credits				Marks Distribution			
LE	SUB	SEM	NO.	TH/ PR/ TP		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	2	02	TP	Broadcast Journalism and Production	4	1	1	6	30	20	100	150
M	JMC	2	03	TP	Public Relations and Public Opinion in Digital Age	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	3	02	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	Community and Community Media	3	0	1	4	20	0	80	100
M	JMC	3	06	PR	Practical -3	0	0	6	6	50	100	0	150
Semester – IV[@]													
Group – 1[#]													
M	JMC	4	01	PR	Industry Internship	0	0	4	4	20	80	0	100
M	JMC	4	02	TH	Term Paper [^]	0	0	2	2	0	50	0	50
M	JMC	4	03	TH	Minor Project [^]	0	0	2	2	0	50	0	50

Group 2[#]													
M	JMC	4	04	TH	Dissertation [^]	0	1	3	4	20	0	80	100
M	JMC	4	02	TH	Term Paper [^]	0	0	2	2	0	50	0	50
M	JMC	4	03	TH	Minor Project [^]	0	0	2	2	0	50	0	50
Group 3[#]													
M	JMC	4	05	TH	Human Rights and Journalism	4	0	0	4	20	0	80	100
M	JMC	4	02	TH	Term Paper [^]	0	0	2	2	0	50	0	50
M	JMC	4	03	TH	Minor Project [^]	0	0	2	2	0	50	0	50

@ In IV Semester regular students can opt for any one of the available groups. All courses in the chosen group must be completed. No courses in the groups other than the chosen group may be opted for by a student.

[^] Topic and scope will be finalized in consultation with the faculty advisor at the beginning of the III Semester.

Programme instructions for ICDEOL (Distance Education and Open Learning) students

***Internal Assessment (IA)** for ICDEOL students shall be based on assignments/position papers as prescribed by the ICDEOL faculty. Assignments/position papers shall have to be submitted before the end-semester examination as per schedule prescribed by ICDEOL.

ICDEOL students cannot opt for Group 1 or Group 2 courses in IV Semester.

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

Communication Theory

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 (<i>including</i> 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	<p style="text-align: center;">LIMITED EFFECTS</p> <p>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.</p>	11	4	0
IV	<p style="text-align: center;">FUNCTIONALISM AND ACTIVE AUDIENCE</p> <p>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</p>	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

Modern Journalism

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 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 Components:

Unit	Topic	Contact Hours		
		L	T	P
I	<p style="text-align: center;">JOURNALISM IN THE AGE OF ICT</p> <p>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);</p>	12	3	6

II	<p style="text-align: center;">TRADITIONAL AND MODERN NEWS PRODUCTION</p> <p>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</p>	12	3	6
III	<p style="text-align: center;">NEWS GATHERING ROLES</p> <p>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</p>	12	3	6
IV	<p style="text-align: center;">NEWS PROCESSING</p> <p>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</p>	12	3	6
V	<p style="text-align: center;">CREATIVE NON-FICTION</p> <p>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</p>	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: Harcourt, 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 Heinemann.
 - 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 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 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 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 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	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	<p style="text-align: center;">CULTURE AND IDENTITY</p> 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 ' <i>a whole way of life</i> ' Stuart Hall: Culturalism vs. Structuralism Identity: Self-concept, personal vs. social identity, constituents of identity; Identity change; Identity Negotiation Theory	12	4	0
II	<p style="text-align: center;">SEMIOTICS, IDEOLOGY AND MEANING-MAKING</p> 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 Symbolic Interactionism; Social Constructionism	10	3	0

	Framing and Frame Analysis; Cultivation Analysis The Media Literacy Movement			
III	<p style="text-align: center;">GLOBALISATION AND GLOBAL CULTURE</p> 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	<p style="text-align: center;">INTER-CULTURAL COMMUNICATION</p> 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 Reading:

- 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 aims to hone communication and professional skills of the learner. The learner emerges with a confidence of having applied her skills to the real world projects and starts building a portfolio for the future.							
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	50	40%	50	40%	0	0	100	50%

Course Contents:

Unit	For Regular Students	For ICDEOL Students	Contact Hours		
			L	T	P
I	i. Group Project [@] – 10 marks [*] ii. Newsense Blog and Social Media Activity – 15 marks [*]	i. Assignments [#] – 50 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 ^{**}	ii. Current Affairs File – 25 marks ^{**} iii. Viva Voce (including Self Presentation Skills) – 25 marks ^{**}	0	0	30
IV	vii. Lab Journal (Newsense) – 15 marks ^{**} viii. Current Affairs File – 10 marks ^{**}		0	0	30

Examination and Evaluation Scheme for Regular Students:

^{*} Evaluation will be carried out by the faculty of the Department throughout the semester as a part of 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 institute of studies.

^{**} 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 institute of studies 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 to the project.

Examination and Evaluation Scheme for ICDEOL (Distance Education and Open Learning) Students:

[#] **Assignments** to be prescribed and evaluated 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 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	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 Reading:

- 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	Academic Session 2019-20		MJMC302TP					
	Academic Session 2020-21 onwards		MJMC203TP					
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 learner 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	<p style="text-align: center;">PUBLIC RELATIONS BASICS</p> <p>Basic concept; Role and function of PR; PR as a management tool; PR in the marketing mix</p> <p>Public Relations Process; Internal vs. external publics; Tools of PR; Types of PR outfits; Staff and line functions; Ethics of PR</p> <p>Stakeholders PR: Media Relations, Internal Communications, Corporate Community Involvement, Financial Public Relations, Public Sector PR</p> <p>Strategic PR: Corporate Communication, Corporate Identity, Public Affairs and Issues Management, CSR, Crisis Communication, Event Management, Image Management</p> <p>Creative Thinking; Big Idea, In-box and Out-of-the-box thinking; lateral</p>	10	2	6

	thinking; Creative process: Orborn's 7 stages, Stein's 3 stages, Green's five-I model			
II	<p style="text-align: center;">PR THEORY AND RESEARCH</p> 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	<p style="text-align: center;">ONLINE PR</p> 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, Tweepers, 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	<p style="text-align: center;">PUBLIC OPINION AND PROPAGANDA</p> 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	12	4	0

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

Essential Reading:

- 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). London and New York: Routledge
- Waddington, S. (Ed.). (2012). *Share This: The Social Media Handbook for PR Professionals*. John Wiley & Sons Ltd

Additional Readings:

- 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-production techniques, along with the skills of scripting, voicing and announcing. A learner emerges a competently trained audio-video producer, journalist and broadcaster.							
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 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	12	3	0
	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)			
II	BROADCAST SCRIPTING	12	3	8

	<p>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</p> <p>TV scripting: Script Breakdowns, Production Book, Look and Feel of Project, Storyboarding and Floor Plans, Shot List; writing to the visuals</p> <p>Writing for radio: radio news, radio feature, talk</p> <p>TV news story: Elements; Packaging and scripting, Intro, structure</p> <p>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)</p> <p>Pre-interview: Research, guests and topics, dress and make-up</p> <p>Interview skills: Building rapport, starting and concluding, open-ended questions, follow-up, interjections, focus, subject transition, keeping control, neutral view, mood, pace</p>			
	<p style="text-align: center;">AUDIO PRODUCTION AND SOUND DESIGN</p> <p>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</p> <p>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)</p> <p>Sound Recording: Microphones types (dynamic/ribbon/condenser; Pick-up patterns; Special purpose mic); Accessories (shields, pop filters, and preamps); Digital recording media</p>	12	3	6
IV	<p style="text-align: center;">AUDIO-VIDEO EDITING</p> <p>Video editing: Online/offline; linear/non-linear editing; pace and rhythm; manipulating time; graphics, animation and plug-ins</p> <p>Audio editing set-up: Computer, DAW, Software and plug-ins, Mic modeler, sound mixing boards, analog-digital converters, audio monitors</p> <p>Sound editing and mixing: Gain staging and Volume, Compression, EQ, Reverb, Crossfade; Script analysis and spotting</p> <p>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)</p> <p>Sound Design: Concept; Influence on meaning;</p>	12	3	8
V	<p style="text-align: center;">BROADCAST ANNOUNCING AND VOICE ACTING</p> <p>TV and radio announcer: Roles, responsibilities and qualities; Dealing with mic-fright and camera panic</p> <p>Vocal development: Diaphragmatic and thoracic breathing; breathing posture; sound articulation; pronunciation; Common vocal problems; maintaining a healthy voice</p>	12	3	8

	<p>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</p> <p>In-studio communication: Hand signals, cue cards, prompters, IFB</p> <p>Announcing Styles: News (Radio, TV, Web TV); Weather, Sports, Music, Walk-through</p> <p>Voice Acting: Voice Quality, Message, Audience, Word Values, Character;</p> <p>Recording VOs: Compression, Backtiming and Deadpotting, Voice artist skills; Narration: Direct, Indirect, and Contrapuntal</p>			
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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 ethical journalistic conduct and knowledge of 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, INTELSTAT, 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	<p style="text-align: center;">ETHICO-LEGAL ISSUES</p> 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	<p style="text-align: center;">DEVELOPMENT OF INDIAN MEDIA</p> 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: 1 st and 2 nd 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
- Elliott, 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	12	3	0
	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				
II	DEVELOPMENT INSTITUTIONS	11	3	
	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			

	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*. Honolulu: 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): 7-17
- 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

Practical-2

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

Course Contents:

Unit	For Regular Students	For ICDEOL Students [§]	Contact Hours		
			L	T	P
I	i. Advertising and Public Relations Project (using knowledge of Development Communication) – 10 marks*	i. Assignments [#] – 50 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**	ii. Current Affairs File – 10 marks**	0	0	30
	v. Group Discussion Skills – 10 marks**				
IV	vi. Lab Journal (Newsense) – 10 marks**	iii. Mini Project [~] – 20 marks**	0	0	30
	vi. Internship [^] /Mini Project [~] – 20 marks*	iv. Viva Voce (including Presentation of the Mini Project) – 20 marks**			

Examination and Evaluation Scheme for Regular Students:

* Evaluation will be carried out by the faculty of the Department throughout the semester as a part of 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 institute of studies.

** Marks shall be awarded by an external examiner with assistance from the by the faculty of the institute of studies in a viva voce examination to be organized by the institute of studies 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 internship 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 conducted by the institute of studies. Topic and scope of the project shall be finalized in consultation with the faculty advisor.

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

§**Examination and Evaluation Scheme for ICDEOL (Distance Education and Open Learning) Students:**

Assignments to be prescribed and evaluated by the institute of studies.

Communication Research

Course Code	MJMC301TP							
Course Title	Communication Research							
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 is designed to make the learner conversant with the principles of scientific inquiry along with equipping the learner with the necessary tools for finding answers to the research problems.							
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 Components:

Unit	Topic	Contact Hours		
		L	T	P
I	<p style="text-align: center;">SCIENTIFIC METHOD IN RESEARCH</p> Research: Meaning, Objectives, Motivation, Significance The Methods of Knowing: tenacity, intuition, authority, and science Types of Research: Descriptive vs. Analytical, Applied vs. Fundamental, Conceptual vs. Empirical, Cross-sectional vs. Longitudinal, Field vs. Laboratory, Exploratory vs. Formalized Research Methods versus Methodology Scientific Method in Research: Characteristics and importance, Research Process: Research procedure, Criteria of Good Research; Selecting and defining the research Problem; Report writing	12	3	2
II	<p style="text-align: center;">ELEMENTS OF RESEARCH</p> Concepts and constructs; Independent and dependent variables; Discreet and continuous variables	12	3	4

	<p>Nature of Measurement, levels of measurement, measurement scales, specialized rating scales</p> <p>Reliability and Validity</p> <p>Sampling: Population and sample, Sampling procedures, Sample size</p> <p>Types of research error</p> <p>Research questions and Hypotheses</p> <p>Research Approaches: Quantitative vs. Qualitative</p> <p>Research Designs: Exploratory, Descriptive and Experimental</p> <p>Types of Experimental Designs: Pre-test post-test classical experimental design, Pre-experimental design, Quai-experimental design</p> <p>Sources of data: texts, observations and/or interviews, self reports, other-reports</p>			
III	<p style="text-align: center;">DATA COLLECTION AND ANALYSIS</p> <p>Primary Data Collection Methods: Observation method, Interview method, Questionnaires/ schedules</p> <p>Other methods: Audits, Consumer Panels, Mechanical Devices, Projective Techniques, Depth interviews; Content Analysis; Secondary Data; Case Study method</p> <p>Data Analysis: Descriptive vs. Inferential Statistics</p> <p>Data Processing – Coding, Classification and Tabulation;</p> <p>Uni-variate analysis – Sample Distribution, Summary statistics (Measures of Central Tendency; Measures of dispersion; Measures of skewness)</p> <p>Bi-variate analysis – Correlation, Simple regression, One-way Anova</p> <p>Normal curve, Data Transformation</p>	12	3	4
IV	<p style="text-align: center;">HYPOTHESIS TESTING</p> <p>Basic concepts: Meaning and purpose of hypothesis; Null vs. Alternate Hypothesis; Degrees of freedom, Importance of significance, Errors in hypothesis testing; Research question vs. Hypothesis</p> <p>Tests of Hypotheses: Parametric vs. Non-parametric Tests</p> <p>Non-parametric Tests: Chi-Square Test for Goodness of Fit, Chi-Square Test a test of independence, Contingency Table Analysis</p> <p>Parametric Tests: t-test, Analysis of Variance, Two-Way ANOVA, Measures of association, Simple Linear Regression</p>	12	3	6
V	<p style="text-align: center;">INTERPRETATION AND REPORT WRITING</p> <p>Interpretation: Meaning and purpose; Technique and Precautions in Interpretation</p> <p>Significance of Report Writing</p> <p>Different Steps in Writing Report</p> <p>Layout of the Research Report</p> <p>Types of Reports; Oral Presentation</p> <p>Writing a Research Report: Mechanics and Precautions</p>	12	3	14

Essential Reading:

- Wimmer, R.D. and Dominick, J. R. (2011). *Mass Media Research: An Introduction* (9th Ed.) Wadsworth, Cengage Learning

- Kothari, C. R. (2004). *Research Methodology: Methods and Techniques*. New Delhi: New Age
- Rebecca B. Rubin, R. B., Rubin, A. M., Haridakis, P. M., and Piele, L. J. (2010). *Communication Research: Strategies and Sources* (7th Ed.). Wadsworth, Cengage Learning
- Croucher, S. M. and Cronn-Mills, D. (2015). *Understanding Communication Research Methods: A Theoretical and Practical Approach*. New York, Oxon: Routledge
- Mukherjee, S. P., Sinha, B. K., and Chattopadhyay, A. K. (2018). *Statistical Methods in Social Science Research*. Singapore: Springer. <https://doi.org/10.1007/978-981-13-2146-7>
- Berger, A. A. (2012). *Media Analysis Techniques* (4th Ed.). New Delhi: Sage

Visual Communication and Design

Course Code	Academic Session 2019-20		MJMC203TP					
	Academic Session 2020-21 onwards		MJMC302TP					
Course Title	Visual Communication and Design							
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 is aimed at achieving three goals. First, to build a theoretical appreciation of the visual; second, to familiarize with the graphic design concepts and tool; and lastly, to train the student in applying the conceptual understanding and the tools in the art of graphic designing.							
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 Components:

Unit	Topic	Contact Hours		
		L	T	P
I	<p style="text-align: center;">VISUAL COMMUNICATION THEORIES – I</p> <p>Meaning of Visual Communication</p> <p>Aesthetic Theory: Philosophical, artistic and scientific perspective; Relationship between object, image maker and viewer; Perception of aesthetic relationships (Configurational relationship, Physiognomic relationships, Flexibility and fluency, Implicit aesthetic relationships, Holistic vision); Logic of visual aesthetics (Ambiguity and meaning, Control of direction, Ecological relationships, Tensional relationship, Unity, Realism, Layering)</p> <p>Theory of Visual Rhetoric: Meaning of Visual Rhetoric; Visual Rhetoric as Communicative Artifact; Visual Rhetoric as Perspective; Deductive</p>	12	3	0

	Application of the Rhetorical to the Visual; Inductive Exploration of the Visual to Generate the Rhetorical			
II	<p style="text-align: center;">VISUAL COMMUNICATION THEORIES – II</p> <p>Visual Cognitive Theory: Understanding Cognition as Intuitive and Rational; Visual Cognition Models (Jaynes' Bicameral Mind and the Evolution of Reason; Bogen and Sperry left-right brain specialization theory; Parallel/Dualistic Organizational Models; Gardner's Multiple Intelligences; Visual Cognition, the Unconscious Mind, and Behaviour); Omniphiasism: Balancing Visual Knowing and Cognitive Theory</p> <p>Visual Semiotics Theory: Sign, Signifier and Signified relationship; Oppositions and their Role in Creating Meaning; Motivated and Unmotivated Relationships; Connotative and Denotative Meanings; Signification (Process of Chains and Shifts; Inference); Codes as Systems of Signs (Type of Sign Systems); Interpretation of Codes</p> <p>Visual Literacy Theory: Meaning of Visual Literacy; Visual Literacy Skills (Thinking in Pictures, From Scene to Shot Sequence, Editing and Spatial Intelligence, Analogical Thinking, Visual Analogy); Critical Viewing (Interpreting visual lies; Understanding the power of image – Analogy to Everyday Experience, Manipulation of Point of View, Implicit Argumentation, Associational Juxtaposition)</p>	12	3	0
III	<p style="text-align: center;">GRAPHIC DESIGN BASICS</p> <p>Graphic design: Meaning and scope, Art or craft;</p> <p>Graphic Design History: From the beginning to the turn of the century, Modernism, Abstract Movements, Figurative Movements, Postmodernism; Computer Graphics: Digital Focus, New Technologies, Interactivity, The Future</p> <p>Perception: Seeing and Believing (Simplicity, Interpretations); Figure/Ground (Categories – Stable Figure/Ground, Reversible Figure/Ground, Ambiguous Figure/Ground; Letterforms); Shape (Shape versus Volume, Grouping Shapes, Shape versus Subject, Form of Shapes, Letterform Shapes)</p>	12	3	0
IV	<p style="text-align: center;">GRAPHIC DESIGN PROCESS, TYPOGRAPHY AND COLOUR</p> <p>Graphic Design Process: Research, Creative Brief, Concept Development, Selling the idea, Execution, Process record</p> <p>Elements of Design (Point, Line, Shape, Colour, Volume, Movement, Space, Texture, Value, Typography); Principles of Design (Alignment, Balance, Contrast, Emphasis, Gestalt, Harmony, Movement, Proportion, Proximity, Repetition, Rhythm, Unity, White Space)</p> <p>Typography: Design of Characters; Typefaces; Size of Type; Stylistics Variation of Type; Typeface Personalities; Selection of Typefaces; Common Typefaces; Selecting Typesfaces for paper & ink; screen, visual displays, computer print outs</p> <p>Colour in Design: Designing with Colour (The Colour Wheel, Properties of Colour, Colour Schemes); The Relativity of Colour; The Psychology of Colour (Associations, Selecting Colour); Understanding Electronic Colour</p>	12	3	15

	(Colour Models, Another Colour Wheel, Colour Gamuts); Colour in Printing (Tint Screens, Spot Colour or Process Colour?, Process Colour Separations, Cutting Costs, Halftones, Duotones, and Tritones)			
V	<p style="text-align: center;">LAYOUT AND DESIGN</p> <p>Layout: Paper size; Page composition (Page size, Text face, classic model for page design, Margins, Grid systems, Oppositions); Text layout (Justified or unjustified text, Line length, Interline distance, Space, Headings, Paragraphs, Tables, Captions, Quotations, Lists, Miscellaneous); Layout of text and pictures (Different layouts, Balance in design, The picture area index); Photography in a Layout (Cropping, Resizing, Selecting, Multi-panel Design)</p> <p>Images In Design: Types of images, scanning and resolution, file formats for digital image, vector images;</p> <p>Printing and Production: Analog and Digital Data (Analog to Digital Conversions, The Screen Image, Object-Oriented and Bitmapped Graphics, Hardware and Software, Memory, RAM and ROM, Storage Devices); Input/Output Devices;</p> <p>Production: Preparing for Press (The Process, Quality Issues, Digital Prepress – The RIP, Fonts, Scanning, LPI and DPI, File Links, File Formats, Compression)</p> <p>Paper selection; Selection of Printing Process; Types of binding</p>	12	3	15

Essential Reading:

- Dake, D. (2005). Aesthetics Theory. In Smith, K., Moriarty, S., Barbatsis, G., and Kenney, K. (Eds.), *Handbook of Visual Communication* (3-22). Mahwah, New Jersey, London: Lawrence Erlbaum Associates
- Foss, S. K. (2005). Theory of Visual Rhetoric. In Smith, K., Moriarty, S., Barbatsis, G., and Kenney, K. (Eds.), *Handbook of Visual Communication* (141-152). Mahwah, New Jersey, London: Lawrence Erlbaum Associates.
- Williams, R.(2005). Cognitive Theory. In Smith, K., Moriarty, S., Barbatsis, G., and Kenney, K. (Eds.), *Handbook of Visual Communication* (193-210). Mahwah, New Jersey, London: Lawrence Erlbaum Associates.
- Sandra Moriarty, S. (2005). Visual Semiotics Theory. In Smith, K., Moriarty, S., Barbatsis, G., and Kenney, K. (Eds.), *Handbook of Visual Communication* (227-242). Mahwah, New Jersey, London: Lawrence Erlbaum Associates.
- Messaris, P., and Moriarty, S. (2005). Visual Literacy Theory. In Smith, K., Moriarty, S., Barbatsis, G., and Kenney, K. (Eds.), *Handbook of Visual Communication* (479-502). Mahwah, New Jersey, London: Lawrence Erlbaum Associates.
- Arntson, A. E. (2007). *Graphic Design Basics* (5th Ed.). Thompson, Wadsworth
- Ambrose, G., and Harris, P. (2008). *The Production Manual: A Graphic Design Handbook*. AVA Publishing SA

Additional Reading:

- Machin, D. (Ed.). (2014). *Visual Communication*. Berlin and Boston: Walter de Gruyter

- Jamieson, H (2007). *Visual Communication: More Than Meets the Eye*. Bristol and Chicago: Intellect
- Fahmy, S., Bock, M. A., and Wanta, W. (2014). *Visual Communication Theory and Research: A Mass Communication Perspective*. New York: Palgrave Macmillan
- Baldwin, J., and Roberts, L. (2006). *Visual Communication: From Theory to Practice*. AVA Publishing SA
- Pettersson, R. (2015). *Information Design 4: Graphic Design*. Austria: International Institute for Information Design
- Ambrose, G., and Harris, P. (2009). *The Fundamentals of Graphic Design*. AVA Publishing SA
- Hembree, R. (2011). *The Complete Graphic Designer: A Guide to Understanding Graphics and Visual Communication*. Beverly, Massachusetts: Rockport Publishers

Mobile and Social Media Journalism

Course Code	MJMC303TP							
Course Title	Mobile and Social Media 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 prepares budding journalists to use mobile devices and social media as professional journalists in three main ways: newsgathering, distributing content, and engaging with the audience. They will learn the fundamental skills that news operations require in the modern world.							
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	<p style="text-align: center;">ACTIVE AUDIENCE</p> <p>Technology and Journalism: One-Way Communication (before social media), Journalism as a conversation (after social media)</p> <p>Changing role of the audience as gatekeepers</p> <p>Content Producers: The power of active audience</p> <p>News Consumption: Mobile and Social</p> <p>Impact on: Journalists, Newsgathering, Distribution of news, Audience engagement, Class hashtag, Staying informed</p> <p>The Mobile-first Newsroom: Mobile-first mindset</p> <p>Adapting to Mobile Audience: Evolving business models; Newspaper, Television, Radio and Digital-only newsroom</p> <p>Mobile and social media editorial strategies, Keep them coming back for</p>	12	3	6

	<p>more</p> <p>The power of social media providers; Different platforms, different approaches; Mobile and social media strategy analysis</p>			
II	<p>SOCIAL MEDIA AS BRAND</p> <p>Social media branding and journalism</p> <p>Digital Skeletons: Social media audit, Search, Analyze and act, Assume everything is public, Building a social media brand, Separate personal and professional accounts, Online spaces, Creating standout social media profiles, Consistency, Social media post, Become the go-to journalist, Social media audit, Build your presence</p>	12	3	6
III	<p>SOCIAL MEDIA AND MOBILE APPS FOR REPORTING</p> <p>Speaking the Language: The Basics, Twitter, Facebook, Instagram, LinkedIn, Snapchat, Social Media Command Center,</p> <p>Social Newsgathering: Story ideas, Sources and Content, Social listening, Social searching, Organize listening and searching</p> <p>Crowdsourcing: Social collaboration and curation, Harnessing the Power of the Audience</p> <p>Reporting what you gather: Vetting and visualizing the data, Social media lists, Tweet chat, The workout, Crowdsourcing</p>	12	3	6
IV	<p>FROM THE FIELD: THE MOBILE JOURNALIST</p> <p>Digital-First Mindset: Mobile and social first,</p> <p>Planning Your Story: The digital-first story pitch, different types of stories, different approaches</p> <p>Working Remotely, Equipment and Accessories, Production Apps, Shooting and Editing Video, Recording and Editing Sound, Still Photography</p> <p>Mobile-First Workflow: A digital juggling act, Workflow in Action, Website Tutorials, Mobile-first discussion, Teaching moment, MOJO groove, Live covering, Scavenger hunt</p> <p>SOCIAL MEDIA ENGAGEMENT AND AUDIENCE ANALYTICS</p> <p>Social media post during reporting, Social media optimization, Writing for social media and mobile devices</p> <p>Beyond the “final” story: Continuing the conversation, Measuring the success of mobile and social media activity, Use social media and web analytics in newsrooms</p> <p>Pitfalls of analytics, Analytics tools, Report, Share, Experiment, Measure, Adjust</p>	12	3	6
V	<p>SOCIAL MEDIA ETHICS AND POLICIES</p> <p>New Ethical Dilemmas: Applying journalism ethics to social media, Newsroom social media policies, Professional and personal activity, Contacting sources on social media, Interacting with the audience, Verification of user-generated content, Seeking permission, Copyright, and fair use, Correction guidelines, Ownership of social media accounts, Sharing knowledge, Mobile and social media strategy analysis</p>	12	3	6

Essential Reading:

- Adornato, A. (2017). *Mobile and Social Media Journalism: A Practical Guide*. CQ Press
- Eldridge II, S., and Franklin, B. (2018). *The Routledge Handbook of Developments in Digital Journalism Studies*. Routledge
- Hjorth, L., Burgess, J., and Richardson, I. (2012). *Studying mobile media: Cultural technologies, mobile communication, and the iPhone*. Routledge
- Bossio, D. (2017). *Journalism and Social Media: Practitioners, Organisations and Institutions*. Palgrave Macmillan
- Fuchs, C. (2017) *Social Media: A Critical Introduction*. Sage Publications
- Burgess, J., Marwick, A., and Poell, T. (2016). *The Sage Handbook of Social Media*. Sage Publications

New and Old Media Management and Research

Course Code	MJMC304TH							
Course Title	New and Old Media Management and Research							
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 seeks to build an understanding of the core philosophies of ownership, media operations, regulations and audience research thus making a media professional familiar with the media industry ecology.							
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	<p style="text-align: center;">MANAGEMENT CONCERNS</p> Management as a process; Management approaches: Classical school, Human Relations School and Modern approach; Media as an industry; Introduction to Indian Media and Entertainment Sector (IEM) comprising Filmed Entertainment, Television, Music, Radio, Print, Online media; Foreign equity in Indian Media Economics of print and electronic media; problems of small and medium newspapers	12	4	0
II	<p style="text-align: center;">SITES OF MEANING-MAKING</p> Normative Theories: Authoritarian theory, Libertarian theory, Social Responsibility theory, Soviet media theory, Development media theory and Democratic-participant media theory Media ownership: Communist media, Development elites and the media, State-licensed media, Public service broadcasting, State-subsidized media, Privately-owned media, Community media; Other ownership patterns; New Media ownership	12	4	0

III	<p style="text-align: center;">INDUSTRY ECOSPHERE</p> <p>Prasar Bharti Corporation, Press Institute of India, Editor’s Guild of India, News Broadcaster’s Association, Indian Broadcasting Foundation, PIB, DAVP, ABC</p> <p>News agencies: PTI, UNI, IANS, Univarta, Hindustan Samachar, ANI</p> <p>The Big Six: National Amusements, Walt Disney, AT&T, Comcast, News Corp, Sony</p> <p>Internet Giants: Alphabet Inc., Microsoft, Facebook, Apple, Alibaba, Amazon, Verizon, Twitter</p> <p>Ownership issues: Media pluralism, media integrity, net neutrality</p>	10	3	0
IV	<p style="text-align: center;">AUDIENCE/USER RESEARCH</p> <p>Old Media: MRUC and IRS; BARC and TRPs, CPM; Readability Research (Flesch and Gunning Score); Online-offline measures; People’s meters; Recall vs. recognition; Diaries; Physiological measures</p> <p>Online Measures: Concepts: Click baits, Page views vs. Unique Page Views, Hits, Cost of Ignoring, SEO, Conversion rate, Audience engagement</p> <p>Sterne’s Social media measures: Buzz, popularity, fans/followers/friends, mainstream media mentions, virality, second-degree reach, downloads/uploads, likes/favorites, comments/ratings, bookmarks, subscriptions, page views, sentiment, engagement rate</p> <p>Google Analytics, Google AdSense, Facebook Insights, Twitter Analytics</p>	11	4	0

Essential Reading:

- Gunter, B. (2000). *Media Research Methods: Measuring Audiences, Reactions and Impact*. London, Thousand Oaks, New Delhi: Sage Publications
- Kohli-Khandekar, V. (2013). *The Indian Media Business* (4th Ed). LA, London, New Delhi, Singapore, Washinton DC: Sage.
- Kothari, G. (1995). *Newspaper Management in India*. New Delhi: DK Publishers.
- Lipschultz, J. H. (2018). *Social Media Communication: Concepts, Practices, Data and Law* (2nd Ed). NY and London: Routledge
- McPhail, T. L. (2006). *Global Communication: Theories, Stakeholders, and Trends* (2nd Ed). MA, Oxford, Victoria: Blackwell Publishing
- McQuail, D. (2010). *McQuail’s Mass Communication Theory* (6th Ed). London, Thousand Oaks, New Delhi, Singapore: Sage Publications.
- Sterne, J. (2010). *Social Media Metrics: How to Measure and Optimize Your Marketing Investment*. New Jersey: John Wiley and Sons.
- Ranganathan, M., and Rodrigues, U. M. (2010). *Indian Media in a Globalised World*. New Delhi: Sage

Additional Reading:

- Kaur, R., and Mazzarella, W. (Eds.) (2009). *Censorship in South Asia: Cultural Regulation from Sedition to Seduction*. Indiana University Press
- Sindhvani, T.N. (1975). *Newspaper Economics and Management*. New Delhi: Ankur Publishing House
- Thayer, F. (1954). *Newspaper Business Management*. New York: Prentice Hall

Community and Community Media

Course Code	MJMC305TH							
Course Title	Community and Community Media							
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	In a post-globalization world, the 'community' is undergoing resurgence. This course sensitizes the student to the various ways in which community has been conceptualized. The course also introduces the student to the potential of using community media in making a difference to our 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	COMMUNITY AS THEORY	12	4	0
	Community: Meaning; Concepts of <i>Gemeinschaft</i> and <i>Gesellschaft</i> <ul style="list-style-type: none"> • Jürgen Habermas' Public Sphere • Hermeneutic Communities • Liquid Modern Communities • Postmodern Communities 			
II	COMMUNITY AS PLACE	12	3	0
	<ul style="list-style-type: none"> • Cosmopolitanism, Worldliness and the Cultural Intermediaries • Liminality, Communitas and Anti-Structure • Locality, Place and Neighbourhood • Virtual Communities 			
II	COMMUNITY AS METHOD	12	3	0
	<ul style="list-style-type: none"> • Action Research • Community Profiling • Community Studies 			

	<ul style="list-style-type: none"> • Ethnography • Social Network Analysis 			
III	<p>COMMUNITY AS IDENTITY/BELONGING</p> <ul style="list-style-type: none"> • Community and Identity • Imagined Communities • The Symbolic Construction of Community <p>COMMUNITY AS IDEOLOGY</p> <ul style="list-style-type: none"> • Communitarianism • Imaginary Communities • Nostalgia • The 'Dark Side' of Community 	11	4	0
IV	<p>COMMUNITY MEDIA</p> <p>Community media: meaning and origins; types and examples</p> <p>Community media as Alternative media</p> <p>Community Radio in India</p> <p>Community Radio Best Practices</p> <p>Community Media Issues: Community media and Democracy;</p> <p>Community media and Cultural Globalisation; Community media as</p> <p>Socio-Cultural Mediation; Community media and Collaboration;</p> <p>Community media and Community Development; Community media and</p> <p>Participation; Community media and Social Movements</p> <p>Community media and the Internet</p>	12	4	0

Essential Reading:

- Blackshaw, T. (2010). *Key Concepts in Community Studies*. New Delhi: Sage Publications
- Howley, K. (2005). *Community Media: People, Places, and Communication Technologies*. Cambridge : Cambridge University Press
- Buckley, S. (Ed.). (). *Community Media: A Good Practice Handbook*. UNESCO
- Coyer, K., Downumt, T., and Fountain, A. (2007). *The Alternative Media Handbook*. London and New York: Routledge
- Bailey, O., Cammaerts, B., and Carpentier, N. (2008). *Understanding Alternative Media*. New York: Open University Press

Additional Reading:

- Cohen, A. P. (1985). *The Symbolic Construction of Community*. London: Tavistock
- Heller, A. (1999). *A Theory of Modernity*. Oxford: Blackwell
- Hobsbawm, E. (1995). *Age of Extremes: The Short Twentieth Century 1914–1991*. London: Abacus
- Anderson, B. (1991). *Imagined Communities: Reflections on the Origin and Spread of Nationalism* (2nd ed.). London: Verso
- Bauman, Z. (2000). *Liquid Modernity*. Cambridge: Polity Press
- Bell, C. and Newby, H. (1971). *Community Studies: An Introduction to the Sociology of the Local Community*. London: George Allen and Unwin
- Tönnies, F. (1955, 1887). *Gemeinschaft und Gesellschaft* (trans. *Community and Society*). London: Routledge
- Wegner, P. E. (2002). *Imaginary Communities*. London: University of California Press

Practical-3

Course Code	MJMC306PR							
Course Title	Practical-3							
Course Credits	Lecture		Tutorial		Practice		Total	
	0		0		6		6	
Contact hours	0		0		180		180	
Examination Scheme	Internal Assessment		Practical Examination		Theory Examination		Total Marks	
	Attendance	CCA						
	5	45	100		0		150	
Course objective	This course seeks to prepare the learner for the real world professional challenges and equip her with skills required to secure a job in the communication industry.							
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	50	40%	100	40%	0	0	150	50%

Course Contents:

Unit	For Regular Students	For ICDEOL Students [§]	Contact Hours		
			L	T	P
I	i. Mock Interviews – 10 marks* ii. Group Discussion/Debate – 10 marks*	v. Assignments [#] – 50 marks*	0	0	30
II	iii. Newsense Blog and Social Media Activity – 15 marks* iv. Position paper – 15 marks*		0	0	30
III	v. Lab Journal (Newsense)–15 marks** vi. Current Affairs File – 10 marks** vii. Resume writing – 5 marks**	ii. Current Affairs File – 10 marks** iii. Position paper – 20 marks**	0	0	30
IV	viii. Personal Interview Skills – 10 marks** ix. Computer Applications – 10 marks**	iv. Viva Voce (including Presentation of the Position Paper) – 20 marks**	0	0	30

Examination and Evaluation Scheme for Regular Students:

* Evaluation will be carried out by the faculty of the Department throughout the semester as a part of 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 institute of studies.

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

§Examination and Evaluation Scheme for ICDEOL (Distance Education and Open Learning) Students:

Assignments to be prescribed and evaluated by the institute of studies.

Industry Internship

Course Code	MJMC401PR							
Course Title	Industry Internship							
Course Credits	Lecture		Tutorial		Practice		Total	
	0		0		4		4	
Contact hours	0		0		180		180	
Examination Scheme	Internal Assessment*		Practical Examination#		Theory Examination		Total Marks	
	Attendance	CCA						
	5	15	80		0		100	
Course objective	This course seeks to prepare the learner for the real world professional challenges and equip her with skills required to secure a job in the communication industry.							
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	20	40%	80	40%	0	0	100	50%

Course Components:

- For industry internship a student will join an organisation of repute working either in the area of mass communication or the communication department of an organisation of repute, provided that the work undertaken during industry internship is in the following areas: journalism, public relations, advertising, development communication or visual communication. A student can also have the following work profiles: writing, copy editing, production or designing in television, radio, print publications, internet publications, etc.
- A student who joins industry internship may complete 180 working hours with the organisation where (s)he is placed. These 180 hours may be completed by working either part-time or for the whole working days depending upon the convenience of the institution of studies and the organisation offering internship.

Examination and Evaluation Scheme for Regular Students:

*A candidate shall undertake industry internship under the direct supervision of an industry supervisor appointed from the organisation where (s)he is placed for internship. One faculty member from the Department of Journalism and Mass Communication in the institution of studies will act as the internal supervisor for a student who opts for internship. The internal supervisor will award marks for IA based on regular feedback from the industry supervisor.

#Practical evaluation will be conducted by an external expert with assistance from the internship supervisor. The evaluation will be held after the completion of at least 180 hours of industry internship. Marks will be distributed as follows: Seminar presentation by a student on the work done during the internship (60 marks) + Viva Voce (20 marks).

Notes:

- Finding the internship placement will be the sole responsibility of the student.
- Internship can be joined only after completing 3rd Semester of studies.

Constitution, Human Rights and Journalism

Course Code	MJMC405TH							
Course Title	Constitution, Human Rights and Journalism							
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 introduces the student to the concept and importance of universal Human Rights along with their implementation in the Indian context. Equipped with this knowledge and the understanding of the scope of Human Rights Journalism, the student shall be not only to professionally competent to report on human rights issues but also make a positive difference to the society.							
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	HUMAN RIGHTS: BASIC CONCEPTS			
	The Concept of Human Rights: How Rights Work, Special Features of Human Rights, Human Nature and Human Rights, Human Rights and Related Practices, Analytic and Substantive Theories The Universal Declaration of Human Rights: The Universal Declaration; Human Dignity and Human Rights; Individual Rights, Interdependence and Indivisibility; The State and International Human Rights; Respecting, Protecting, and Providing Human Rights; Realizing Human Rights and Human Dignity; Equal Concern and Respect Economic Rights and Group Rights: The Status of Economic and Social Rights; Group Rights vs. Human Rights	12	4	0
II	HUMAN RIGHTS IN INDIAN CONTEXT - I			
	Fundamental Rights as the Constitutional Context of Human Rights: Right to Equality, Right to Freedom, Right against Exploitation, Right to	12	3	0

	Freedom of Religion, Cultural and Educational Rights, Right to Constitutional Remedies Working of National Human Rights Commission International Organisations: Human Rights Watch; Amnesty International; Office of UN High Commissioner for Human Rights Important Reports: UN Human Rights Report; World Report; Annual Report of the National Human Rights Commission			
III	HUMAN RIGHTS IN INDIAN CONTEXT - II The Rights of the Child; The Rights of the Disabled; Rights of Scheduled Castes, Scheduled Tribes and other Vulnerable Groups; Rights of Elderly Person; Rights of Sexual Minorities; Rights of Prisoners Women Rights; Reproductive Rights Human Rights and the Environment; Land and Housing Rights; Rights to Information, Privacy, Freedom of Speech and Expression Religious Freedom and Human Rights; Right to Food; Right to Education	11	4	0
IV	HUMAN RIGHTS JOURNALISM Concept of Human Rights Journalism Justpeace Framework and Journalism Different Approaches: Exposing Human Rights Abuses, Restrictions on Free Speech; The Human Rights-based Approach to Journalism; Peace Journalism; War Journalism; Human Wrongs Journalism; Global Journalism Citizen, Public and Peace Journalisms: Limits of public and citizen journalisms; Human rights journalism as an alternative paradigm; Human rights journalism as a complementary strand of peace journalism	12	4	0

Essential Reading:

- Donnelly, J. (2013). *Universal Human Rights in Theory and Practice* (3rd ed.). Ithaca and London: Cornell University Press
- Nirmal, C. J. (2002). *Human Rights in India: Historical, Social and Political Perspectives*. Oxford: Oxford University Press
- Karnataka Women's Information and Resource Center (2005). *Human Rights Education for Beginners*. New Delhi: National Human Rights Commission
- Clapham, A. (2015). *Human Rights: A Very Short Introduction* (2nd ed.). Oxford: Oxford University Press
- Shaw, I. S. (2012). *Human Rights Journalism: Advances in Reporting Distant Humanitarian Interventions*. Palgrave Macmillan

Additional Reading:

- Jørgensen, R. F. (Ed.). (2019). *Human Rights in the Age of Platforms*. Cambridge and Massachusetts: The MIT Press
- Smith, R. M. (2014). *Textbook on International Human Rights* (6th ed.). Oxford University Press
- Human Rights Watch. *World Report*
- OHCHR. *UN Human Rights Report*
- National Human Rights Commission. *Annual Report*