

MA IN MASS

COMMUNICATION

SYLLABUS

Department of Media and Communication

School of Communication

Central University of Tamil Nadu

Revised in May 2018

SEMESTER ONE

Code	Subject Name		Credits	T-Hrs	P-Hrs	Hours
MC011	Communication Theories and Models	T	4	4		4
MC012	Development Communication*	T	4	4		4
MC013	Introduction to Journalism	T	3	3		3
MC014	Editorial Practices	P	2		3	3
MC015	Writing for the Media	P	2		3	3
MCE01	Graphic Design **	P	3	1	3	4
MCE02	Photography **	P	3	1	3	4
	TOTAL	5+1	15+3	11+1	6+3	17+4

SEMESTER TWO

Code	Subject Name		Credits	T-Hrs	P-Hrs	Hours
MC021	Print Media: Theory and Practice	P	4	2	3	5
MC022	Community Media and Society*	T	4	4		4
MC023	Media, Society and Culture	T	3	3		3
MC024	Dominant streams of Mainstream Media	P	2		3	3
MC025	Media Laws and Ethics	T	2	2		2
MCE03	Rural Communication **	T	3	1	3	4
MCE04	E-Content Development **	P	3	1	3	4
	TOTAL	5+1	15+3	11+1	6+3	17+4

* Courses offered through online mode

** Elective courses: Each semester, students will have to choose one of the two elective courses offered. Minimum student strength for an elective course required is 30%

SEMESTER THREE

Code	Subject Name		Credits	T-Hrs	P-Hrs	Hours
MC031	Radio and Television Production: Theory and Practice	P	4		6	6
MC032	Communication Research	T	4	2	3	5
MC033	Film Studies	T	3	3		3
MC034	New Media Studies	T	2	2		2
MC035	Media and Gender	T	2	2		2
MCE05	Advertising: Theory and Practice **	T	3	3		3
MCE06	Media Management **	T	3	3		3
	TOTAL	5+1	15+3	9+3	9	18+3

SEMESTER FOUR

Code	Subject Name		Credits	T-Hrs	P-Hrs	Hours
MC041	Dissertation	P	4		6	6
MC042	Short Film/Documentary Project	P	4		6	6
MC043	Animation and Visual Effects	P	3	1	3	4
MC044	Public Relations	T	2	2		2
MC045	Internship	-	2			-
MCE07	Data Science for Social Scientists **	T	3	3		3
MCE08	International Communication **	T	3	3		3
	TOTAL	5+1	15+3	3+3	15	18+3

**** Elective courses:** Each semester, students will have to choose one of the two elective courses offered. Minimum student strength for an elective course required is 30%

SEMESTER ONE

MC011: Communication Theories and Models

THEORY - 4 credits: (4 theory hours/week)

OBJECTIVES

- To understand the development of media theories and their relations with historically-important events in the field of mass communication.
- To develop an understanding of the strengths and limitations of basic theories of mass communication and the ability to apply those theories in research and practice.
- To comprehend how mass communication theories are accepted throughout society.
- To critically evaluate theories as applied to practical mass communication problems

Unit 1

Elements and functions of communication. Dimensions of communication: Intra-personal, Interpersonal, Group Communication and Mass Communication. Importance of Verbal and Nonverbal Communication and the role of Kinesics.

Unit 2

Aristotle's definition of Rhetoric, Lasswell's model, Berlo's SMCR Model, Shannon-Weaver's Mathematical Model, Westley and MacLean's Conceptual Model, Newcomb's Model of Communication, George Gerbner's Model, Schramm's Interactive Model, Ecological Model.

Unit 3

Normative Theories, Authoritarian media theory, Soviet-Communist Media Theory, Libertarian or free press media theory, Social responsibility media theory; Democratic participant media theory, Development media theory.

Unit 4

Cognitive Dissonance (Festinger), Selective Perception (Jerome Burner and Leo Postman), Cultivation Theory (George Gerbner), Uses and Gratification Theory (Blumler, J. G., & Katz, E.), Spiral of Silence (Elisabeth Noelle-Neumann), The Gestalt Theory of Motivation, Agenda Setting (McCombandShaw), Diffusion of Innovations (Everett M. Rogers), Propaganda theory (Harold Lasswell), Framing Analysis (Goffman, Erving), Priming (Meyer and Schvaneveldt), Discourse Analysis, Social Construction, Two step flow of information, Print Capitalism (Banedict Anderson) Medium is Message (MacLuhan), and Manufacturing Consent (Chomsky). Third-person Effect. Gate-keeping, Technological Determinism, Social Shaping of technology.

Unit 5

Uses and gratifications, Social categories theory, Social Learning theory, Reception, Hypodermic/Stimulus-Response/Magic Bullet, Multi-Step Flow Theory, Individual Differences, Selectivity Processes, Knowledge Gap, Perception, Aggressive Cues, Catharsis, Active theory of Television Viewing, The Third-Person Effect.

Scheme of evaluation:

Continuous internal evaluation: 40 marks

Mid-sem examination: 20 marks

Internal assessment:

Seminar and presentation: 10 marks

Class interaction: 10 marks

End-semester examination: 60 marks

REFERENCES

- Mass Communication: An introduction, Bittner, John. Prentice-Hall, New Jersey. 1980.
- Human communication, Bugoon et al, 3rd Edn., Sage, New Delhi, 1994.
- Taxonomy of Concepts in Communication, Blake & Haroldsen, Hasting House, NY .1979.
- Communication Models. Mcquail, Dennis and Windahl, Sven. Longman, London.1981.
- India's Communication Revolution, Singhal& Rogers, Sage, New Delhi. 2001.
- The dynamics of Mass Communication. Dominick, Joseph. McGraw Hill, 1993.
- Media towards 21st Century, KM. Srivastava, Sterling P ub. New Delhi. 1998.
- Media and Globalisation. Rantanen, Terhi. Sage, London. 2005.
- Studying Interpersonal Communication. Clark, Ruth. Sage, London. 1991.
- Introduction to Communication Studies. Fiske, John. Routledge, London.1990.
- Studies in Modern Mass Media Vol.1 & 2. , Khan & K. Kumar, Kanishka pub. 1993.
- Media, Message and Language, McLuhan et al. USA, 1980.
- Men, Woman Messages and Media, Schramm & Porter, Harper & Row pub. NY 1982.
- Communication and culture, S.Seetharaman, Associate pub. Mysore, 1991

MC012: Development Communication*

Online Module (P-06 of Media and Communication Studies.

URL- <http://epgp.inflibnet.ac.in/ahl.php?csrno=24>

THEORY - 4 credits: (4 theory hours/week)

Learning Objectives:

- This course will develop an understanding on developmental issues and make students realise the importance of it in everyday life.
- Students will be better equipped to contribute to the development of the country as future communicators.

Unit 1

Understanding development
Role of UN agencies in development
Development Communication-basic concepts
Evolution of Development Communication
Role and relevance of Development Communication
Historical and conceptual overview of Development Communication

Unit 2

Paradigms in Development Communication
Modernisation paradigm
Dependency paradigm
Alternative development
Telecommunication for development
Sustainability and development communication
Sustainable strategies in Development Communication
Diffusion of innovation
History of diffusion research and development

Unit 3

Formative research
Process research
Summative research
Behavioural change communication
Social marketing
Participatory approaches
Global/Local perspectives

Unit 4

NGOs and development
Communication planning and rural development in India
Modern media for development communication
Political economy of development in India
Poverty and development planning
Communication policy and national development in India
Media Assistance in Development
Development for whom? A people centred policy and development communication
Development in the age of globalisation
ICT and economic growth
ICT and development

ICT and health sector
ICT and rural development
ICT in poverty reduction
Digital divide and development
Internationalising development communication
Development Communication: A philanthropy or tyranny
From development to governance

Scheme of evaluation:

Continuous internal evaluation: 40 marks

Mid-sem examination: 20 marks

Internal assessment:

Seminar and presentation: 10 marks

Class interaction: 10 marks

End-semester examination: 60 marks

MC013: Introduction to Journalism

THEORY - 3 credits: (3 theory hours/week)

OBJECTIVES

- To understand the fundamentals of news writing and editing.
- To develop the skills of grasping various editorial applications of news, columns, features, editorials, etc.
- To help develop the knowledge and skill of researching into topics of social importance and how to present the same.

Unit 1

What is news? Understanding news: Definitions, purpose and importance. Why be a journalist? What does it take? Journalism terminologies. Functions of journalism.

Unit 2

Selecting the news: copy-tasting. Elements of newsworthiness. Characteristics of a good news story: accuracy, attribution, objectivity, balance, brevity, directness and clarity.

Unit 3

Structure of news and newspapers (functionality). Styles: Inverted pyramid, chronological order and pyramid of pyramids. News process. Functions of headline. Components of a news story (theme, plot, setting, characters, dialogue, point of view, style). Beyond the 5Ws and 1H.

Unit 4

Newspapers, magazines and tabloids. Radio news. Television news. Online news. Broadcast skills. Online skills. Writing for these media.

Unit 5

Popular types of headlines and leads. Researching a story. Asking the right questions.

Scheme of evaluation:

Continuous internal evaluation: 40 marks

Mid-sem examination: 20 marks

Internal assessment:

Seminar and presentation: 10 marks

Class interaction: 10 marks

End-semester examination: 60 marks

REFERENCES

An Introduction to Journalism: Principles and techniques. Sumit Narula and RK Jain. 2012. Regal Publications. New Delhi.

An Introduction to Journalism. Carole Fleming, Emma Hemmingway, Gillian Moore and Dave Welford. Sage Vistaar. 2012.

MC014: Editorial Practices

PRACTICAL - 2 credits: (3 practical hours/week)

Module

The subject comprises 50 exercises in various news reporting and editing aspects which are designed and compiled as a workbook for a semester. With a view to provide adequate practice and skills in the most essential areas of contemporary journalism, assignments are to be dealt with on a day-to-day basis. The completed workbook is to be submitted for end-semester evaluation along with practical examinations.

Part 1

Understanding news

Test exercises

Preparing a summary of a recent top story

Creating vox-pops on an issue

Producing a photo news feature (one A3 page)

Analysis of news sources using a case study

Analysis of news ethics using a case study

Part 2

Content and structure of news stories

Test exercises

Identifying the types of news stories

Identifying the structure of news stories

Identifying the elements of news-page design

Spotting headline designs

Part 3

Grammar rules for writing newspaper headlines.

Headline writing pitfalls. Subhead/drop headline basics. Leads and popular types

Test exercises

Headline short-forms

Correcting headlines

Composing headlines from leads

Composing headlines and sub-headlines

Composing kickers

Identifying types of leads

Choosing the apt lead type

Composing leads for stories

Part 4

Writing news stories

Test exercises

Often misspelled words

Wordiness

Similar-sounding words

Alliteration

Idioms and phrases

Foreign phrases

Abbreviations and acronyms

Composing news pitches

Composing news articles for different beats
Composing news items for different sections
Conducting news interviews
Conducting press meets
Writing news features
Writing interviews
Writing personality profiles
Writing a human-interest story
Writing a seasonal story
Creating chronologies
Conducting opinion poll
Writing letters to the editor
Reviewing a movie

Part 5

Editing

Test exercises

Using proofreading symbols to edit copies
Calculating readability
Editing and rewriting copies
Photo-captioning

Part 6

Page-layout and photo-editing and cropping.

Test exercises

Editing news photographs
Cropping news photographs
Examining news page designs
Creating designs using paper cuttings
Creating page layouts using InDesign
Creating magazine designs using InDesign
Designing infographics
Navigation

Scheme of evaluation:

Continuous internal evaluation: 60 marks

Record work of 50 exercises: 40 marks

Mid-sem examination: 20 marks

End-semester examination: 40 marks

MC015: Writing for the Media

PRACTICAL - 2 credits: (3 practical hours/week)

OBJECTIVES

On completion of the course students should be able to:

- Write correctly using proper grammar, vocabulary, syntax, spellings and punctuation. Equip themselves with the nuances of writing.
- Learn the nitty-gritty of writing for different types of media.

Unit 1 [Grammar is Fun]

Parts of speech: Nouns, pronouns, adjectives, verbs, adverbs, prepositions, conjunctions and interjections. Voice: Active and passive. Direct and Indirect speech. Punctuations.

Unit 2

[Art of Paragraph Writing]

Topic sentence. Unity. Coherence. Variety. The Complete Picture - The First Draft. Reading Aloud For Further Changes. Revise – Re-revise-Edit. Vocabulary building: Use of dictionary and thesauri

Unit 3

[Writing for various form of media]

The ABCD of Media Writing: Accuracy, brevity, clarity, discernment Writing for print media

Writing for radio

Writing for TV

Writing for new media

Scheme of evaluation:

Continuous internal evaluation: 60 marks

Record work: 30 marks

Mid-sem examination: 20 marks

Class interaction: 10 marks

End-semester examination: 40 marks

Suggested Readings:

1. A.S.Hornby, Guide to Patterns and Usage in English, ELBS, Oxford Uni. Press.
2. Prof. V.S.Sreedharan, How to write correct English, Goodwill Publications, New Delhi.
3. Pal Rajenda and J.S Koriahalli. Essentials of English and Business Communication, S. Chand.
4. Robey, L Cora, New Handbook of Basic Writing Skills, Hardcourt College Pb. Orlando.
5. Taylor, Shirley Communication for Business, Pearson Education Ltd., Edinburgh Gate, Hareon, Essex, England.
6. R. Michelson. Sentences, IIVY Publishing House, New Delhi-95.
7. Neira Anjana Dev, Anuradha, Marwah and Swati Pal. Creative Writing A Beginner's Manual, Dorling Kindersely (India) Pvt. Ltd., New Delhi 2009.
8. Wren & Martin. High School English Grammar & Composition, S.Chand
9. Thomas S. Kane. Oxford Essentials Guide To Writing
10. Collins Collins Grammar Punctuation
11. George.A.Hough. News Writing , Kanishka
12. Robert Mc. Lesh. Radio Production , Focal Press

MCE01: Graphic Designing

PRACTICAL - 3 credits: (1 theory and 3 practical hours/week)

OBJECTIVES

- To impart necessary skills required to be a professional graphic designer.
- To create visual designs for corporate, traditional media platforms and web.
- To provide hands-on training in digital design production.
- Design print content and create promotional materials using latest technologies.
- Structure visual information in both print and electronic media formats.
- Acquire basic proficiency of design applications to produce advertising, branding and information design.

1. Logo design
2. Poster design
3. Business card
4. Corporate catalogue design for 8 pages
5. Newsletter design
6. Newspaper layout design 4 pages
7. Design a Magazine cover page
8. E-book layout Minimum 20 pages
9. Infographics and Data visualisation

Scheme of evaluation:

Continuous internal evaluation: 60 marks

Record work: 30 marks

Mid-sem examination: 20 marks

Class interaction: 10 marks

End-semester examination: 40 marks

MCE02: Photography

PRACTICAL - 3 credits: (1 theory and 3 practical hours/week)

OBJECTIVES

- To expose the functions of industrial-standard photographic equipments.
- To teach the principles of lighting, composition and color theory to a variety of photographic scenarios.
- To train the techniques of measuring, evaluating and adjusting light and color to create quality images.

List of Exercises

1. Lens perspectives & camera angles.
Aerial, Angular, Linear, Top, Bottom, Wide, Normal, Tele
2. Types of shots
ELS, LS, MLS, MS, CU, ECU
3. Portraits
Single- Indoors, outdoors
People photography- candid
4. Wide life & Nature- landscape
5. Product photography using lightroom software
6. Action photography
Pan shot, Freeze frame, Motion blur, Zoom burst
7. Patterns, Texture & Composition based on multiple colors
8. Special effects
Bulb mode, multiple exposures
9. Photojournalism

Scheme of evaluation:

Continuous internal evaluation: 60 marks

Record work: 30 marks

Mid-sem examination: 20 marks

Class interaction: 10 marks

End-semester examination: 40 marks

SEMESTER TWO

MC021: Print Media: Theory and Practice

PRACTICAL - 4 credits: (2 theory and 3 practical hours/week)

OBJECTIVES

- To understand the nuances of reporting and editing for newspapers
- To understand the newspaper establishment
- To know eminent Indian journalists

Unit 1

Employees in newspaper establishment: organisation and hierarchy. Qualities of a news reporter, qualifications and responsibilities. Qualities of a news editor, qualifications and responsibilities. Ethics.

Unit 2

Types of reporting: Objective, interpretative and investigative. News beats. Writing crime news. Civic and court reporting. Reporting local government and politics. Economic and financial reporting. Sports reporting. Science and environment reporting. Reporting special events.

Unit 3

Principles of editing: Meaning, objectives and tools - three Cs; Six Rs of Subbing; Copy selection. Editing symbols. Style sheet. Photo cropping. News page layout and design. Typography. Newspaper sizes and formats.

Unit 4

Interview story: types, techniques, preparation and structure. News agencies. News sources. Press releases and meets.

Unit 5

Eminent Indian journalists: BG Verghese, HK Dua, N Ravi, Prabhu Chawla, Vinod Mehta, Mammen Mathew, MJ Akbar, Alok Mehta, Chandan Mitra, Coomi Kapoor, Dileep Padgoankar, Inder Malhotra, Gautam Adhikari, Mrinal Pande, Shekhar Gupta, KS Sachidananda Murthy, Rajdeep Sardesai, Hari Jaisingh, Barkha Dutt and S Nihal Singh.

Practical Module

Student teams will bring out an eight-page Lab Journal on a weekly-basis.

At the end of the semester, each student will bring out a

16-page themed magazine and submit it for evaluation.

Students will run a News Website--manage its concept, construction and content.

Evaluation will be done based on individual contributions to the Lab Journal and News Website, apart from the individually-submitted themed magazine.

Scheme of evaluation:

Continuous internal evaluation: 60 marks

Mid-sem examination: 30 marks

Practical module: 30 marks (10 each for Opus, Website and themed Magazine)

End-semester examination: 40 marks

REFERENCES

- News Reporting and Writing. Mencher, Melvin. MC Graw Hill, NY. 2003.
- The Complete Reporter. (4th ed.). Harris, Julian et. Al., Macmillian, NY. 1981.
- Interpretative Reporting.(7th Edn). Curtis Macdougall. Macmillian, NY. 1977.
- Reporting for the Print media. (2nd ed) Fedler, Fred. Harcourt, Bruce Jovanovich Inc., NY. 1979.
- News Reporting and Writing. (9th ed). Mencher, Melvin. McGraw Hill, NY. 2003.
- Professional Journalism MV Kamath, Vikas Pub. New Delhi .1980.
- Professional Journalism Jan Nakemulder et al. Anmol Pub. New Delhi, 1998.
- Journalism Today .Navin Chandra &Chaughan, Kanishka Pub. New Delhi. 1997.
- Style in Journalism. PVL, NarasimhaRao, Orient Longman, Chennai. 1998
- Writing Feature Articles. Brendan Hennesay, Heinemann Pub. London. 1989.
- Beyond the facts: A guide to the art of feature writing, Touis Alexander, Gulf pub. London, 1982.
- Creative interviewing. Metzler, prentice Hall, 1979.
- Dimensions of modern Journalism NC. Pant & J. Kumar, Kanishka Pub. New Delhi 1995.
- Newspapers Handbook (3rd ed.) Keeble, Richard. Routledge, London.2001.
- News Editing in theory and practice. Banerji, Bagchi & Co., New Delhi . 1992.
- Art of editing. Baskette & Sissors, MacMillian, NY, 1977.
- Editorial Thinking and Writing. Bush, Chilton. Greenwood press, Connecticut. 1970.
- Newspaper Organisation and Management (5th ed.). Williamson, Herbert . Iowa State Univ. 1978
- Editorial and persuasive writing. Harry Stonecipher, Hasting House, NY, 1979.
- Art of Editing. ManoharPuri. Praga Pub. New Delhi. 2006.

MC022: Community Media and Society

Online Module

THEORY - 4 credits (4 theory hours/week)

Modules

1. Community studies: Global experiences
2. Village and community in India: An interface
3. Cast, class and power in community
4. Spatial turn in communication
5. Community media - A historical trajectory
6. Mediatized community
7. Folk, folklore and communication
8. Orality, community and society
9. Symbolic architecture
10. Community empowerment and de-empowerment
11. Community media and social capital
12. Community, linkages and social mobility
13. Information as right
14. Understanding community media as citizen's media
15. Gate-keeping and community voices
16. National building and citizen's voices
17. Gender perspective
18. Community ownership
19. Participatory approach
20. Community newspaper
21. Community radio
22. Campus radio
23. Community TV
24. Community video
25. Community theatre
26. Community blogging
27. Aesthetics and community theatre
28. Community media and disaster management
29. Community media and climate change
30. Community and conflict
31. Community media and health
32. Community media and gender violence
33. Community media and development
34. Community media management
35. Capacity building and community media
36. Community media ethics

37. Voices from margin
38. Voices from margin (2)
39. Researching community media
40. Community media and voluntary labour

Scheme of evaluation:

Continuous internal evaluation: 40 marks

Mid-sem examination: 20 marks

Internal assessment:

Seminar and presentation: 10 marks

Class interaction: 10 marks

End-semester examination: 60 marks

MC023: Media, Society and Culture

THEORY: 3 credits (3 theory hours/week)

OBJECTIVES

- Students will learn the origin of the term 'culture' and its use in both national and international context.
- Students will come to know various debates and scholarly discourses across the world in making sense of culture.
- Will explain various aspects of media mediating and regulating existing culture.

Unit 1

Classical conceptions of culture, descriptive, symbolic, structural meaning of culture, transmission view of culture and communication, critical studies on communication and culture, culture encoding, culture and mediation, culture and appropriation, narrativization of culture

Unit 2

Cultural articulation and practice: Structure and agency, culture and communication in ancient India, culture and communication in medieval India, communication and governance in colonial India, understanding folk culture, popular culture, Frankfurt school

Unit 3

Mediated culture and consumption; culture, consumption and pleasure; culture, consumption and politics; culture, leisure and consumption; culture, consumption and desire; culture, consumption and production; culture, dominance and communication; culture, negotiation and communication; culture, resistance and communication; cultural citizenship; culture, communication and nation; identity, culture and nation; cultural flows and globalization; culture, commerce and soundscape and cultural industry

Scheme of evaluation:

Continuous internal evaluation: 40 marks

Mid-sem examination: 20 marks

Internal assessment:

Seminar and presentation: 10 marks

Class interaction: 10 marks

End-semester examination: 60 marks

REFERENCES

- Barnard, A. & J. Spencer. 1996. 'Culture', in A. Barnard and J. Spencer eds., Encyclopaedia of Social & Cultural Anthropology
- Bottomore, Tom. 1991. A Dictionary of Marxist Thought. Blackwell Publishers.
- Thompson, John. 1990. Ideology and Modern Culture: Critical Social Theory in the Era of Mass Communication. Stanford University Press.
- Mukerji, D.P. 1979. Sociology of Indian Culture. Rawat Publishers.

- Singh, Yogendra. 2010. 'Cultural Discourse in India: Identity and Development' in Yogendra Singh. *Social Sciences: Communication, Anthropology and Sociology* vol.2. Pearson Longman.
- Williams, Raymond. 1976. *Keywords: A Vocabulary of Culture and Society*. Oxford University Press. White, Leslie. 1959. 'The Concept of Culture', *American Anthropologist*, pp.227-251.
- Storey, John. 2015. *Cultural Theory and Popular Culture: An Introduction*. Routledge.
- Bennet, Tonny. 2005. 'Theories of the Media, Theories of Society' in Michael Gurevitch et al. (eds.) *Culture, Society and the Media*. Routledge.
- Carey, James. 2009. *Communication as Culture: Essays on Media and Society*. Routledge.
- Gigi, Meenakshi Durham and Douglas M. Kellner (eds.). 2006. *Media and Cultural Studies: Key Works*. Blackwell.
- Kosambi, D.D. 2001. *The Culture and Civilisation of Ancient India in Historical Outline*. VikasPublishing House.

MC024: Dominant streams of Mainstream Media

PRACTICAL - 2 credits (3 practical hours/week)

Unit 1 Environmental communication

Major issues in environmental communication; climate change communication; Critical and cultural approaches to environmental discourse; Communication about environmental issues in organisational, mass media, political and international contexts; Communication in environmental controversies; stakeholder dialog, and conflict; Public understanding of environmental issues; public participation in environmental decision-making; expert-public-government dialog; Environmental risk communication; Communication in environmental advocacy, deliberation, and public relations

Unit 2 Conflict communication

Global and national conflicts; Perspectives on conflict; Interests and goals; Power; Conflict communication styles; Emotions in conflict; Human-interest angle; Repetitive Conflicts; Negotiation; Third-party intervention; Forgiveness and reconciliation; media roles

Unit 3 Health communication

Macro, strategic, partnership, implementation and evaluation plan for public health communications; Behavioural theories - Health Belief Model, Stages of Change, Social Cognitive Theory, Diffusion of Innovations and Integrated Behavioural Model - in health communication campaigns; Communication strategies of media relations, media advocacy, social marketing, and counter-advertising; Utilising the health communications processes model to design a range of communication initiatives, including public service announcements, advertising, campaigns, promotions and sponsorship

Unit 4 Financial communication

Business reporting, financial reporting, budget reporting, market reporting, foreign direct investment and CSR; social media advertising; business newspapers and magazines; Ethics in Business Journalism, New trends in business journalism, Consumer relations and media

Unit 5 Political communication

Politics, media and the public: relationships, hate-love affairs: Media impact; theories of political communication and public diplomacy; advantages and disadvantages of various methods used in research on political communication and public diplomacy; media review

Invited lectures will be organised for the students to initiate discussions on the topics

Scheme of evaluation:

Continuous internal evaluation: 60 marks

Mid-sem examination (presentation): 10 marks

Written submission: 50 marks

Record book chapterisation:

Design, implement and evaluate an environmental campaign on online social media

Content analyse the reportage of a conflict in newspapers

Devise a health communication strategy and defend it

Identify a new trend in business reporting and elaborate on it

Apply theories of political communication to a real-life example and construct an argument

End-semester examination (presentation): 40 marks

MC025: Media Laws and Ethics

THEORY - 2 credits (2 theory hours/week)

OBJECTIVES

- To introduce students to the idea of Journalism, its role and functions in society and democracy
- To develop understanding of Media and its relationship with India's Constitution and Media Laws
- To apprise students on the principles of ethics, journalistic ethics, their role and importance of ethical and responsible Journalism
- To understand Indian constitution, central and state government functionalities in India

Unit 1

Meaning of the term Constitution, Preamble of the Constitution, Constituent Assembly, The Salient Features of Indian Constitution. Fundamental Rights: Right to Equality; Right to Freedom, Right against Exploitation, Right to Freedom of Religion, Cultural and Educational Rights, Fundamental Duties, The Directive Principles of State Policy, Ordinance, Bill, amendments. Union Government: Union Legislature (Parliament), Lok Sabha and Rajya Sabha (with Powers and Functions); Union Executive; President of India (with Powers and Functions); Prime Minister of India (with Powers and Functions); Union Judiciary (Supreme Court); Jurisdiction of the Supreme Court.

Unit 2

Freedom of Speech and Expression: Main features, Scope and Importance of Article 19, Interpretation of Article 19: Defining the freedom of the Press and Media, Supreme Court Judgements related to Article 19, Right to Information Act 2005:

Restrictions on Media: Official Secrets Act, Defamation, Judiciary and Contempt of Court, Legislature and its Privileges, IPC and Cr. PC, Censorship and its different forms, Right to Privacy, Pressures on Media: Political, Corporate, social, religious, advertisers and lobbies, etc, Indecent Representation of Women (Prohibition) Act 1986

Unit 3

Press Laws: Copyright Act. Books and Newspapers Registration Act. Working Journalists Act, Press Council Act and Role of PCI.

Broadcast Media: Cable TV Network Regulation Act, Cinematography Act, Prasar Bharti Act, Digitisation and Conditional Access System (CAS), Proposed Broadcast Regulatory Authority of India Act

Unit 4

Laws of Human Rights- Child labour Acts- Indecent Representation of women (prohibition) Act, 1986, The monopolies and restrictive Trade Practices Act, 1969, Salient feature.

Unit 5

Cyber laws: The need for cyber laws: Regulation of Social Media and other web platforms; Regulatory authorities and framework; Implementation issues. Media Regulation: Regulatory practices in developed democracies, Debates and Controversies related to Media Regulation: Ownership, Distribution, Investment and Content Regulation, Regulation of Broadcast, Press and Web: Challenges and Issues Different forms of Regulation: State Regulation, Self-Regulation, Co-Regulation, Press Ombudsman: Readers' Editor, Media PCI

Scheme of evaluation:**Continuous internal evaluation: 40 marks**

Mid-sem examination: 20 marks

Internal assessment:

Seminar and presentation: 10 marks

Class interaction: 10 marks

End-semester examination: 60 marks**REFERENCES**

Media Laws in India-Dr Kiran Prasad-Kluwer Law International

Global Journalism: Survey of International Communication. John Calhoun Merrill (Ed) (2nd ed).Longman, New York, 1991.

Press and Public: who reads what when where and why in American newspapers" Bogart, Leo et al. Lawrence Erlbaum Associates, New Jersey. 1981.

March of Journalism". Herd. Greenwood press, Connecticut, 1976. Popular media in China" . C. Chu. Univ. Press of Hawaii, Honolulu. 1978.

The Press and Broadcasting in Britain: James Curran & Seaton, Fontana Paper Backs, UK. 1981.

Characteristic of Japanese Press". Susumu Ejiri, Nihon ShinbunKyokai. 1972. Press Commission reports" . Govt. of India Press.

Press, politics and public opinion in India „ BM Sankhder, Deep Pub. New Delhi, 1984. History of press., Press laws and Communications". BN Ahuja. Surjeet Pub. New Delhi. 1989.

Freedom of the press „, MK Joesph, Anmol pub. New Delhi, 1997

The press in India „, KA Padhy, Sahu, Kanishka pub. New Delhi. 1997. Journalism in India „, R.

Parthasarathy, Sterling pub. New Delhi.1989. The press „, Chalapathy Rau, National Book Trust, New Delhi, 1974. Law of the press in India „, D.D. Basu, Prentice Hall, New Delhi 1980.

Independence and the Indian Press". Jagannathan, N.S. Konark Pub. New Delhi.1999. Cinema and Censorship (The politics of Control in India): SomeswarBhowmik : Orient BlackSwan; 2009

Cyber crime Impacts in the New Millennium R.C. Mishra; Authors Press; edition; 2005

Proprietary knowledge; politics of Intellectual property rights; KrishanGopal&Sarbjit Sharma; Authors press; 2006

MCE03: Rural Communication

THEORY - 3 credits (1 theory and 3 practical hours/week)

- As prescribed by the NCRI

<http://www.ncri.in/Curriculum%20for%20Rural%20Communication%20Course.pdf>

MODULES

1. Rural Community, Community Media, Participative Communication and Communication Needs, Engagement
2. Documenting and Communicating, Rural Social Change and Facilitating Community
3. Documenting Communicating Reforms, Policies and Programmes for Rural Communities
4. Communicating Rural Transformation aspects
5. Rural Communication, PRA and Research

Objectives

- Bring awareness among the students about the dynamics of rural communication
- Develop community based Learning for communicating socially relevant messages
- Help students to identify and accordingly respond to community-communication needs
- Give insights of broader social issues and its impact on the rural communication
- Value and inculcate multiple perspectives of problem solving through communication
- Foster students' intellectual capacities and development as responsible communicators

Unit 1

Theories and concepts of Community Media: Habermas, Paulo Freire, Ronald Robertson, Participative Communication, Civil Society and Public Sphere Theories, Communication Rights, Communicating Socio Economic Cultural Aspects, Folklore, Artisans, Agrarian Systems and Dynamics, Local Governance and Communicating Political Issues, Regional and Local Factors influencing communication. Inclusion and participation and Rural Community Engagement

Unit 2

Documentation and Communication

a. Story of a village, b. Change and change in media c. Local culture and little traditions d. Crisis and Emergency Communication e. Transformation, Access to Media and f. Communication Channels, g. Path breaking initiatives in Education and Health h. Village Development Planning, Conceptualizing Community, Facilitating and Civil Society

Unit 3

Wage and Self Employment, Industry, Rural and Alternative Livelihoods, Identifying Community Challenges, Natural Resource Management, Human rights

Unit 4

Ethnographic Research, Reporting Skills, Writing skills – News reporting, Feature

documentation, Photo Journalism, Copy Editing, Media tools: Case study, Interview, FGD, Layout, Niche reporting, video recording, radio programming, Video editing, Script writing, qualitative, quantitative, Mixed methods, policy, action research, Participatory Rural Appraisal, Group Project Work on Community Media Production

Scheme of evaluation:

Continuous internal evaluation: 40 marks

Mid-sem examination: 20 marks

Internal assessment:

Practical Record: 20 marks

End-semester examination: 60 marks

MCE04: E-Content Development

PRACTICAL - 3 credits (1 theory and 3 practical hours/week)

OBJECTIVES

- To understand the ICT methodology for teaching and learning
- To undergo practical training for e-module production
- To generate e-contents in 4 quadrant approach

Students will have to produce a multimedia module in the form of a video for learning-teaching a concept and submit it for evaluation at the end of the semester (duration - 15 minutes)

Guidelines:

Focus on concept and treatment and prepare narration, script and storyboard

Content should be learner-friendly

Focus on clarity

Should be useful in self-instructional mode

Should be teacher friendly: so as to be used in various teaching-learning methods such as classroom lectures, tutoring to a group, lab session, etc.

Should employ learner-centric pedagogy: specifically, the designer of the e-Content should pay attention to the teaching model used - such as simple information communication, exploratory approach, discovery approach, mastery learning, etc. Many types of interactive methods should be included to make the learning process effective and efficient
e-content project module to be submitted with four quadrant approach (video, etext, self-assessment and external links)

Continuous internal evaluation: 60 marks

Mid-sem examination (presentation): 10 marks

Written submission: 50 marks

Script and storyboard - 10 marks

Video - 30 marks

Text submission - 10 marks

End-semester examination (presentation): 40 marks

SEMESTER THREE

MC031: Radio and Television

Production: Theory and Practice

PRACTICAL - 4 credits (6 practical hours/week)

OBJECTIVES

- the intensive study of television and film production techniques
- responsible for learning in a variety of ways through the production of television broadcasts and segments.
- To understand camera operation, basic lighting, operation of video equipment, audio production, planning, production procedures

Unit 1

Television: Nature and Characteristics of the medium, Development of TV network in India, TV as a social and cultural force, TV and national development – SITE, INSAT; Policies and Programmes of Doordarshan, Satellite TV and Cable networks; Committees and recommendations.

Unit 2

Ideas, Themes, Concepts, Story Development. Script- Format, Storyboard. Planning and Budgeting for Production – Talk show. Short Film. Documentary, Feature Film. Role of Director, Art Director, Cinematographer, Director of Lighting, Crew roles and responsibilities - Floor Manager, Production Manager. Casting and Location Identification - Budgeting.

Unit 3

Introduction to Digital Video Production: Language and grammar of the medium- frame- Image sizes- Camera-Movements-Composition- Shots-Angles. Multi Camera Setup. Perspective - composition - types of lens. Lighting. Anchoring, Compheering. Montage. News Documentary, Chroma key setup. Basics of lighting. Key, fill, back light and background light, Use of reflectors, Outdoor shooting, matching indoor and outdoor lighting. Lighting and exposure. Types of lighting.

Radio Production

Hands-on practical training in radio news writing, scripting, editing and sound recording
A. Submission of script for a radio news bulletin of 5 minutes duration and its production
B. Students have to produce a radio documentary/drama of maximum 15 minutes duration. The project will cover all aspects of sound design and production. Students can do documentary on any current affairs issue.

- C. Jingles
- D. Commentary (Live)
- E. News Feature

Video Production Practice

Shots and Angles

Camera movements

Basic lighting techniques

Editing techniques

Linear and Non-linear editing
Capturing - Rendering – Storage Media- Transitions
Montage
Interview
News production

Continuous internal evaluation: 60 marks

Mid-sem examination (theory): 20 marks

Practical assignments: 40 marks

Video production - 20 marks

Radio production - 20 marks

End-semester examination (practical): 40 marks

REFERENCES

- Jim ovens, Gerald Millerson, Video Production Handbook, 5th edition
Vasuki Belavadi, Video Production, Second edition.
Herbert Zettl, Television production handbook, Eleventh edition.
Bhattacharya, Media of Communication: Radio, TV and Video, ABD publishers,2018
Perebinosoff, Philippe, Programming for TV, Radio and the Internet, Oxford: Focal Press, 2005.
Shrivastava, K M, Radio and TV Journalism, New Delhi: Sterling, 1989.
Zettl, Herbert, Television Production Handbook, Belmont: Wadsworth Publishing, 2000.
Lichty, Lawrence W, American Broadcasting: a Source Book on the History of Radio and Television, New York: Hastings House Publishers, 1976.
Hilliard, Robert L, Television Broadcasting: an Introduction, New York: Hastings House Publishers, 1978.
Shook, Fred, Television Field Production and Reporting, New Delhi: Pearson, 2006.
Donald, Ralph, Fundamentals of Television Production, New Delhi: Surjeet Publications, 2004.

MC032: Communication Research

THEORY - 4 credits (2 theory and 3 practical hours/week)

Unit 1

What is research? Development of Mass Media research. Importance of media research. Media research and the scientific method. Methods of knowing. Characteristics of the scientific method. Research procedures. Research ethics. Problems of objectivity.

Unit 2

Elements of research: concepts, constructs, independent and dependent variables, operationalisation, factor analysis, nature of measurement, levels of measurement, measurement scales, rating scales. Scaling techniques. Concept of attitude. Types of scales, criterion for good scale; General Procedure in Attitude Scaling; Selected Attitude Scales; Limitations of Attitude Scale.

Unit 3

Sampling: Population and sampling. Census. Types of sampling procedures: probability and non-probability sampling. Sample size. Sampling error. Types of data: Secondary data. Advantages and limitations. Sources and collection of secondary data.

Unit 4

Research approaches. Qualitative: aims and philosophy, data analysis, field observation, focus groups, intensive interviews, case studies, ethnography and writing qualitative research. Content analysis: definition, uses, limitations, steps, reliability, validity and media content analysis. Survey: Descriptive and analytical, advantages and disadvantages, constructing questions, questionnaire design, pretesting, data collection and general issues. Longitudinal research: types, panel studies and designs, analysing causation, and combining qualitative and quantitative data. Experimental research: advantages and disadvantages, control of confounding variables, design, field experiments and conducting experiments online. Descriptive research, empirical research, exploratory research, critical research and applied research. Qualitative research methods, participatory research, mixed methods.

Unit 5

Data analysis: Descriptive statistics, sample distribution, data transformation. Research questions and hypothesis testing. Elementary statistics - mean, median and mode; Inferential statistics - correlation and regression and test of significance. Chi-square test and Anova. Time-series analysis. Indexing, citation and bibliography; Research report writing.

Scheme of evaluation:

Continuous internal evaluation: 40 marks

Mid-sem examination: 10 marks

Internal assessment:

Research article: 30 marks

End-semester examination: 60 marks

REFERENCES

Mass Media Research: An Introduction. Roger D Wimmer and Joseph R Dominick. Cengage Learning, Inc; 9th ed. edition (1 January 2010)
Social Research and Statistics by R.N. Mukerjee, Vivek Prakashan, Delhi

Scientific Method and Social Research by B. N. Ghosh, Sterling Publishers N.
Delhi 92

Media and Communication research methods: an Introduction to qualitative and quantitative
approaches: Arthur Asa Berger ; sage: 1933.

MC033: Film Studies

THEORY - 3 credits (3 theory hours/week)

OBJECTIVES

- To introduce the students to cinema as a medium and cinema studies as a discipline. The lectures will be based on familiarising students to the histories of cinema in various regions, the dominant form that cinema has acquired in various parts of the world, genres and affects. The course will also introduce key concepts in film studies. A special focus will be on Indian cinema and South Indian cinema cultures in specific.

Unit 1

Pre-history of cinema; technologies of early cinema; early exhibition sites and audiences. Early forms of Cinema: Contrasting Lumiere Brothers with Georges Melies.

Unit 2

American Cinema and Hollywood: Discussions on filmmakers from Edwin S Porter, DW Griffith, Charlie Chaplin, Hitchcock to Film Noir.

Unit 3

Alternatives to Hollywood: Discussion on Russian Cinema and Montage; German Expressionism; French New Wave; Italian Neorealism.

Unit 4

History and development of Indian cinema. South Indian cinema cultures. Indian melodrama.

Unit 5

Theme, Story and Screenplay, Characteristics, Semiotics, Cinematic Terms, Cinematography and Editing - Time and Space, Narrative, Shot. Set and Design, Lighting. Sound/Music. Feature Films, Short Films and Documentaries - an overview. Major turning points and trends in cinema.

Scheme of evaluation:

Continuous internal evaluation: 40 marks

Mid-sem examination: 20 marks

Internal assessment:

Assignment/presentation: 20 marks

End-semester examination: 60 marks

REFERENCES

History through the lens ; Perspectives on South Indian Cinema; S Theodore Baskaran; Orient BlackSwan:2009

AshishRajadhyasha, Paul Wileman, 2005. Encyclopedia of Indian cinema. Oxford University Press. New Delhi.

Rabiger, Michael. 2004. Directing the Documentary. 4th edition. Oxford. Focal press.

Proferes, Nicholas. 2001. Film Directing Fundamentals. Oxford: Focal Press.

Mamer, Bruce. 2000. Film Production Technique. 2nd Edition. Belmont Wadsworth Publication.

Perisic, Zoran. 2000. Visual Effects Cinematography. Oxford Focal Press.

Nelmes, Jill. 1996. Introduction to film studies. Routledge. London.

Edited by Gerald Mast, Cohen Marshall and Braudy Leo. 1992. Film Theory and criticism: Introductory Readings. 4th Edition. Oxford University Press. New

Delhi.

Kobre. 1996. Photo journalism – the professional approach. Focal press.

Ippolito, Joseph.A. 2005. Understanding digital photography. Thomson Press. New Delhi.

Ang, Tom. 2005. Digital Photography. Mitchell Beazley. London.

Daly, Tim. 2002. Digital Photography Handbook. Amphoto Books. New York.

Digital photography, A Step- by- Step Guide and Manipulating Great Images by Tom ang Mitchell Beazley. Practical photography – O.P. Sharma – Hind pocket books.

The focal encyclopedia of photography (1993)– Richard Zakia, LeatieStroebe – Focal press baston, London.Third edition.

Mastering Digital Photography and Imaging (2001) – Peter K Burian – Publisher Sybex. USA. First edition.

The Manual of Photography (2000) by Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray, Focal Press, Ninth Edition.

The Photographer"s Handbook. 1999 by John H edgecoe. Alfred A.Knopf

Publisher,. Interior Shots .2002. by Roger Hicks and Frames Schultz, Rotovision, Switzerland

Understanding Digital Photography by Joseph A . Ippolito, Thomson Delmar Learning, 2003.USA

Digital Portrait Photography and Lighting: Take Memorable Shots Every Time 2005. by

Catherine Jamieson/ Sean McCormick -Publisher: Wiley Jamieson and McCormick. London .

Film Theory and Criticism by Leo Braudy and Marshall Cohen (Paperback - Jan. 14, 2009)

MC034: New Media Studies

THEORY - 2 credits (2 theory hours/week)

OBJECTIVES

- To familiarise students on the distinctions of new media
- To critically evaluate the theories of new media in the context of new media issues and effects

Unit 1

New media Technology – Characteristics: New Communication Technologies, Convergence, Structure and Functions.

Unit 2

Information and Knowledge society – Definitions and characteristics of Information Society, Post-industrial society – Information Society Theories: Daniel Bell, Machlup, Frank Webster, Herbert Schiller, Jurgen Habermas, Danah Boyd, Harold Adams Innis, Manuel Castells, Michel Foucault, Judith Butler. Evolution of New media audiences: Elite, Mass, Specialised and Interactive – New media uses and gratifications – Influencing factors.

Unit 3

Social and Cultural effects of New Media: Social Networking, Information Overload, Information Rich and Information Poor, Knowledge Gap and Cultural Alienation New media impact on old media – Empowerment, participatory culture, Gaming: Gender representation, Culture jamming, Fan Culture. Social and cultural consequences: Social Control and Democracy, New media access and control – Digital Divide: - E-governance – process, social and legal frameworks – Policy initiatives: National Knowledge Commission .Theories : Media Credibility, Technological Determinism, Global Village, Mediamorphosis, Hyper-personal Communication, Internet Addiction Internet Use and Depression, Internet Dependency, Networking Theory.

Unit 4

New Media Theory – Perspectives, Technological Determinism, Constructivism, Functionalism, Postmodernism, New Media – Uses, Adoption of ICT and Social Transformation – socio-technical paradigm, Information commodification new consumption norms – knowledge gap.

Unit 5

New media issues: Invasion of Privacy, Piracy, Cybercrime and Pornography IT policies, Information Bill and Regulations.

Scheme of evaluation:

Continuous internal evaluation: 40 marks

Mid-sem examination: 20 marks

Internal assessment:

Assignment/presentation: 20 marks

End-semester examination: 60 marks

REFERENCES

Global Communication in Transition: The end of diversity – By Hamid Mowlana, Sage Publications, Newbury Park, 1996

Information and Communication Technology in Development: Cases from India – Ed. By SubhashBhatnagar and Robert Schwann, Sage Publications, New Delhi, 2000

Electronic Communication Convergence: Policy challenges in Asia – Ed. By Mark Hukill et al. Sage publications, New Delhi, 2000

Global Information and World Communication (2nd edition)– by Hamid Mowlana Sage Publications, New Delhi, 1997

New media and Politics – Ed. By Barrie Oxford and Richard Huggins, Sage Publications, New Delhi, 2001

World Communication Report: The media and the challenge of the new technologies – Ed. By AlaineModouz, UNESCO Publishing 1997

Reshaping Communications: Technology, Information and Social change – By Paschel Preston, Sage Publications, New Delhi, 2001

Internationalizing media theory: Transition, Power, Culture – By John DH Downing, Sage Publications, New York 1997

The media and cultural production – By P. Eric Louw, Sage publications, New Delhi, 2001.

Media morphosis – By Roger Fidler, Sage publications, 1998

New media – By Ronald Rice, Sage Publications, 1984

Media Policy – Ed. By Denis McQuail, Sage Publications, London, 1998

Media performance – By Denis McQuail, Sage Publications London, 1992

New Communications Technology and the Public Interest: Comparative perspectives on policy and research – Ed. By Marjorie Ferguson, Sage publications, 1986

Theories of Information Society – by Frank Webster, Routledge Publications, London, 1995

New Media Technology – Cultural and Commercial Perspectives – by John V. Pavlik, Allyn and Bacon Publications

E-Governance – by Pankaj Sharma, APH Publishing Corporation, 2004

MC035: Media and Gender

THEORY - 2 credits (2 theory hours/week)

OBJECTIVES

Unit 1

Understanding patriarchy - Sex and Gender - Gender sensitisation: Issues and Challenges - Gender and Empowerment - Gender and Social Inequality

Unit 2

Image, Inequality and Media - Gender segregation in media - gender stereotypes - gender, advertisement and media - gender portrayal in traditional media - film and gender stereotypes - gender portrayal in contemporary media, social media.

Unit 3

Men and media representation - media representation of the third gender - gender, media and ethnic representations - Feminist theory and media - Media impact and gender - gender, geography and communication.

Scheme of evaluation:

Continuous internal evaluation: 40 marks

Mid-sem examination: 20 marks

Internal assessment:

Assignment/presentation: 20 marks

End-semester examination: 60 marks

REFERENCES

Bhasin Kamala, Understanding Gender : Gender Basics , New Delhi : Women Unlimited , 2004

Bhasin Kamala, What is Patriarchy? Gender Basics, New Delhi:

Women Unlimited, 1993

Lugones, Maria C. (1983). Have We Got a Theory for You! Feminist Theory, Cultural Imperialism and the Demand for "The Woman's Voice". McGraw Hill.

Buy at Amazon Dines, Gail, and Jean McMahan Humez. Gender, Race, and Class in Media: A Text-Reader. Thousand Oaks, CA: Sage, 2002. ISBN: 9780761922612

Frith, K. T., & Karan, K. (2008). Commercialising women: images of Asian women in the media Cresskill, NJ: Hampton Press.

Gelfman, J. S. (1976). Women in television news, New York: Columbia Univ. Press.

Knights, D., & Beauvoir, S. D. (1986). Feminism. Oxford: Oxford University Press

MCE05: Advertising: Theory and Practice

THEORY - 3 credits: (3 theory hours/week)

Objectives

- Students will learn the basic concepts governing advertising and its varied applications.
- It will make students understand consumer behaviour and nuances of Ad-budgeting
- Students will know the basics of advertising campaign planning

Unit 1: Introduction to Advertising

Advertising: Definition, meaning and concept. Importance and role of advertising. Need, nature and scope of advertising. Role and functions of advertising.

Unit 2: Advertising and consumer behaviour

Advertising/consumer behaviour models, lifestyle communication. PLC (Product Life-cycle), marketing mix.

Unit 3: Ad-budgeting

Advertising budget: meaning, definition, nature and types of ad-budgeting. Factors affecting ad-budgeting.

Unit 4: Advertising campaign planning

Advertising campaign: Meaning. Types of advertising campaigns. Campaign models. Advertising copywriting (print and electronic), layout design, creative visualisation.

Unit 5: Practical exercises

Critically analyse two print and electronic advertisements of competing brands, design an ad copy for both print and electronic advertisements

Scheme of evaluation:

Continuous internal evaluation: 40 marks

Mid-sem examination: 20 marks

Internal assessment:

Seminar and presentation: 10 marks

Class interaction: 10 marks

End-semester examination: 60 marks

REFERENCES

Advertising, Frank Jefkins, Published by Financial Times Management (first published January 1st 1985)

Advertising Management, Edited by Jaishri Jethwaney, Oxford, 2012.

Advertising Management: Concepts and Cases, Manendra Mohan, Tata McGraw-Hill Education, 1989.

MCE06: Media Management

THEORY - 3 credits: (3 theory hours/week)

Unit 1: Introduction to media management

Media management: Concept, meaning and definitions. Traits of media management. Principles and objectives of media management. Models of media management.

Unit 2: Media economics

Media market, types of media markets, media price, media cost and revenue. Price-output determination under different media markets.

Unit 3: Media ownership

Media ownership: concept and meaning. Nature of media ownership. Types of media ownership. Media ownership in the Indian context.

Scheme of evaluation:

Continuous internal evaluation: 40 marks

Mid-sem examination: 20 marks

Internal assessment:

Seminar and presentation: 10 marks

Class interaction: 10 marks

End-semester examination: 60 marks

REFERENCES

- Media Management in the Age of Giants: Business Dynamics of Journalism, Dennis F. Herrick, 2012, University of New Mexico Press.
- Handbook of Media Management and Economics, edited by Alan Albarran, Bozena Mierzejewska, Jaemin Jung. Taylor and Francis, 2008.
- Media Organization Management Second Edition, James Redmond, 2004, Biztantra, Dreamtech Press.
- Handbook of Media Management and Economics, edited by Alan B. Albarran, Bozena Mierzejewska, Sylvia M. Chan-Olmsted, Jaemin Jung, Michael O. Wirth. 2005.

SEMESTER FOUR

MC041: Dissertation

PRACTICAL - 4 credits (6 practical hours/week)

Students will have to conduct a research study under the guidance of a faculty member and submit the results in the form of a dissertation.

Dissertation chapterisation:

Introduction

Review of Literature

Research Methodology

Analysis and Interpretation

Discussion and Conclusion

Bibliography

Mark distribution:

Internals

Mid-sem examination (presentation): 10 marks

(relevance of the topic, need for the study, scope and limitations, research methodology)

Attendance: 20 marks (regularity in meeting the guide and discussing the progress)

Completeness of the dissertation: 30 marks

External evaluation: 40 marks (presentation and viva-voce)

MC042: Short-film/Documentary Project

PRACTICAL - 4 credits (6 practical hours/week)

Students will have to produce a short-film or documentary (5 to 10 minutes) under the guidance of a faculty member and submit it for evaluation.

Mark distribution:

Internals

Mid-sem examination (presentation): 10 marks

(relevance of the topic)

Attendance: 10 marks (regularity in meeting the guide and discussing the progress)

Script: 10 marks

Completeness of the project: 30 marks

External evaluation: 40 marks (presentation and viva-voce)

MC043: Animation and Visual Effects

PRACTICAL - 3 credits (1 theory and 3 practical hours/week)

OBJECTIVES:

- To teach techniques and practical application of visual effects to develop motion graphics.
- To train in creating simulations, motion tracking and matchmoving.

Unit 1: Visual Text Effects

Typography and text art (metallic text, glowing text, 3D) (Photoshop)

3D text modelling (After Effects and Cinema 4D)

Visual text effects using After Effects and Cinema 4D

(Fiery text, particle effects, animations)

Video intro creation, lower thirds

Unit 2: 2D Animation

2D animation basics

Shape and motion tween Drawing and animating a cartoon

After Effects puppet rigging

2D text animation (kinetic)

Unit 3: Character Sculpting and 3D Model Building

Character sculpting using Zbrush. Types of model building

Model building basics using Pen tool 3D model building using

Cinema 4D Lighting and materials

1. 2D Titling In After Effects
2. 2D Animation Using After Effects, Photoshop, Illustrator files
3. 3D Animation Using 3d Preset Files
4. 3D Presentation Using Text, Video, Sound, Practicals, Lighting, Camera
5. Chroma Keying using Green matt Video
6. Video Color correction and Video motion graphics
7. Rendering Video in high quality
8. Motion Sketch,orienting motion path the 2D Animation & growing,lines
9. Composition and Camera tracing using nrcha After Effects

Continuous internal evaluation: 60 marks

Mid-sem examination (practical): 20 marks

Animation portfolio: 40 marks

End-semester examination (practical): 40 marks

MC044: Public Relations

THEORY - 2 credits (2 hours/week)

OBJECTIVES:

To inculcate the knowledge of the elements, functions and need of public relations in various field of communication so as to have a deeper insight into the subject.

UNIT - I

Public Relations- definition - elements - functions - need, growth of public relations- a historical perspective, PR as a Management concept, PR as a profession
Stages of PR-Planning, Implementation, research, evaluation- PR practitioners and media relations-press conference-press release, exhibition and other PR tools.

UNIT - II

PR firms and opinion formation. Public Opinion: Attitudes in opinion formation. Changing existing attitudes; Propaganda; techniques of Pernicious Propaganda, planning for PR campaigns.

UNIT - III

PR in private and public sectors, case studies in Public Relations in India; Code of professional standards for the practice of public relations; Code of ethics In India.

Scheme of evaluation:

Continuous internal evaluation: 40 marks

Mid-sem examination: 20 marks

Internal assessment:

Seminar and presentation: 10 marks

Class interaction: 10 marks

End-semester examination: 60 marks

REFERENCES

- Y. K. D'souza,(1977). Mass Media Tomorrow, Indian Publishers Distributors, New Delhi.
- J.L Kumar, Mass Media, Anmol Publications Pvt Ltd., New Delhi. 2006
- The Practice of Advertising' 3rd Fdn. Norman Hart, Heinemann Pub. London.1990.
- Advertising worldwide' (2nd Edn). Marieke de Mooij, Prentice Hall, UK. 1994.
- Promotional Culture; Advertising, Ideology, Symbolic Expression', Andrew Wernick, Sage, London, 1994.

MC045: Internship

Two credits

Students are expected to complete a minimum of 40 days of internship in media organisations (one newspaper internship and the other as per the preference of the student) and submit a hard-bound Internship report with the following chapterisation:

Cover page

Certificate (declaration)

Internship certificates

Acknowledgement

Introduction (about the media organisations where the internships were undertaken)

Contact details of the persons under whom internships were undertaken

Daily diary

Contributions

Scheme of evaluation:

Internal assessment: 60 marks

External assessment: 40 marks

MCE07: Data Science for Social Scientists

THEORY - 3 credits (3 theory hours/week)

OBJECTIVES

- To understand the basic data science methods from a social science perspective.
- To train students in the use of open source programming packages to collect, retrieve and analyze social media news.

Unit 1

Introduction and overview to data science: This unit will provide a social science perspective on data science. It will discuss how data science is changing social science and statistics, and will cover reliability, generalizability, and reproducibility.

Unit 2

Data Science and Ethical Issues: This module will discuss on privacy, security and ethics in Data Science. Find the problems in data collection and data sources are issues of sampling, population size, interpretation, and application. Collecting data through surveys, web scraping, and other data collection methods. Principles and practical steps for protection of human subjects in research

Unit 3

Data science tools: This module will discussed on the data science tools used in social science research. Here, to discuss the value of open-source programming languages like R programming or Python, for research of this nature and weigh the advantages and disadvantages of each. Using these tools, to collect some social media data, statistics with these tools. The use of machine learning for prediction, covers tuning and training and data visualization also.

Project:

The project could take one of several forms: analyzing an interesting dataset using existing methods and software tools; building your own data product; or creating a visualization of a complex dataset. The projects will be developed individually and each student will publish a blog related to his/her project, describing its evolution and, if possible, including open source packages like R and Python Programming.

Scheme of evaluation:

Continuous internal evaluation: 40 marks

Mid-sem examination: 20 marks

Internal assessment:

Project: 20 marks

End-semester examination: 60 marks

REFERENCES

- Cathy O'Neil and Rachel Schutt, "Doing Data Science: Straight Talk from the Frontline", O'Reilly, 2014.
- Jeffrey M. Stanton, "An Introduction to Data Science", SAGE Publications, 2017.
- Hadley Wickham, Garrett Grolemund, "R for Data Science: Import, Tidy, Transform, Visualize, and Model Data", O'Reilly Media, Inc., 2016.
- Nina Zumel, "Practical Data Science with R", Manning Publications Company, 2014.
- Joel Grus, "Data Science from Scratch: First Principles with Python", O'Reilly Media, 2015.
- Wes McKinney, "Python for Data Analysis: Data Wrangling with Pandas, NumPy, and IPython", O'Reilly Media Inc, 2012.

MCE08: International Communication

THEORY - 3 credits (3 theory hours/week)

OBJECTIVES

- Analyze and explain the role of international communication in a global society
- Critically analyze the impact of various social and political philosophies on the media
- Demonstrate an ability to apply communication to the solution of global problems
- Display an understanding of the place of social movement in solving problems
- Evaluate the process of international communication within the framework of social, cultural, economic, religious and political division of the early 21st century.

Unit 1

UNDERSTANDING INTERNATIONAL COMMUNICATION

What is international Communication?

International communication in the Internet age

(Imbalance in) International Information flow

The New World Information and Communication Order (NWICO)

Towards an integrative view of balanced information flow

Unit 2

APPROACHES TO THEORIZING INTERNATIONAL COMMUNICATION

Modernization theory

Dependency theory

World systems

Structural imperialism

Hegemony

Propaganda

Global Village

Technological Determinism

Globalization

Cultural Imperialism

Theories of information society

Unit 3

INTERNATIONAL/TRANSNATIONAL MEDIA ORGANIZATIONS

News Agencies

Evolution

Functions

Typology

Broadcast networks

Cable News Networks (CNN)

British Broadcasting Service (BBC)

Al Jazeera Networks

Online Social Media

Internet and information sharing

News portals

Unit 4

DISAPPEARING BORDERS OF EMPOWERMENT

Global homogenization

Cultural hybridity
Revised cultural imperialism
Spaces of empowerment

Unit 5

KEY FIGURES IN INTERNATIONAL COMMUNICATION

Ralph Akinfeleye
Marshall McLuhan
Ted Warner
Bill Gates
Noam Chomsky
Herbert Schiller
Walter Lippmann
Edward Herman
John Merrill
Cees Hamelink
Annabelle Sreberny
Hamid Mowlana
Sean McBride

ASSIGNMENTS

You will be asked to demonstrate your understanding of international communication in written reports, oral presentations, class participation, and discussions.

Scheme of evaluation:

Continuous internal evaluation: 40 marks

Mid-sem examination: 20 marks

Internal assessment:

Seminar and presentation: 10 marks

Assignment: 10 marks

End-semester examination: 60 marks

REFERENCES

Akinfeleye, Ralph. (2008). Contemporary issues in mass media for development and national security, Lagos: Malthouse Press Limited

Akinfeleye, R., Amobi, T. I., Okoye, I. & Sunday, O. (2009). The continued dominance of international news agencies: Comparing the coverage of 2008 US and Ghana elections by Nigerian media, *Journal of African communication research*, vol. 2 (3)

Akinfeleye, R., Amobi, T. I., & Sunday, O. (2011). Unending imbalance in global news flow, direction and intensity: Comparing global media coverage of 2008 US and Ghana presidential elections. Saarbrücken, Germany: LAP Lambert Academic Publishing

Alleyne M.O. (1997). News revolution: Political and economic decisions about global information. New York: St Martins Press.

Mojaye, E. M., Oyewo, O. O., M'Bayo, R. T. & Sobowale, I. A. (2008). Globalization and development communication in Africa, Ibadan: University Press

Morley, M (2002) How to manage global reputation: A guide to the dynamics of international public relations, New York, NY New York: University Press.

Mowlana, H. (1986) *Global information and world communication: New frontiers in international relations*, New York: Longman

M'Bayo, R.T (Undated). *Genesis of the New World Information order*, In Peter Nwosu, Chuka Onwumechili and Ritchard M'Bayo (Eds.). *Communication and the transformation of society*, New York: University Press of America

Thussu, D. K.(2006). *International Communication: Continuity and change*, New York, New York; Oxford University Press