

**Regulations and Curriculum for
Master of Arts in Journalism & Mass Communication
MA (JMC)**

Semester Scheme

For Batch Admitted from 2015-16



(Deemed to be University under Section 3 of UGC Act, 1956)

(Placed under Category 'A' by MHRD, Govt. of India, Accredited with 'A' Grade by NAAC)

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VISION

To build a humane society through excellence in education and healthcare

MISSION

To develop

Nitte (Deemed to be University)

*As a centre of excellence imparting quality education,
generating competent, skilled manpower to face the scientific and social
challenges with a high degree of credibility, integrity,
ethical standards and social concern*



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No. F.9-13/2007-U.3 (A)
Government of India
Ministry of Human Resource Development
(Department of Higher Education)
U.3(A) Section

Shastri Bhawan, New Delhi,
Dated the 4th June, 2008

NOTIFICATION

1. Whereas the Central Government is empowered under Section 3 of the University Grants Commission (UGC) Act, 1956 to declare, on the advice of the UGC, an institution of higher learning as a deemed-to-be-university;
2. And whereas, a proposal was received in February, 2007 from Nitte Education Trust, Mangalore, Karnataka seeking grant of status of deemed-to-be-university in the name of Nitte University under Section 3 of the UGC Act, 1956;
3. And whereas, the University Grants Commission has examined the said proposal and vide its communication bearing No. F.26-10/2007(CPP-I/ DU) dated the 10th March, 2008 has recommended conferment of status of 'deemed-to-be-university' in the name and style of Nitte University, Mangalore, Karnataka, comprising A.B. Shetty Memorial Institute of Dental Sciences, Mangalore;
4. Now, therefore, in exercise of the powers conferred by section 3 of the UGC Act, 1956, the central Government, on the advice of the University Grants Commission (UGC), hereby declare that Nitte University, Mangalore, Karnataka, comprising A.B. Shetty Memorial Institute of Dental Sciences, Deralakatte, Mangalore, shall be deemed to be a University for the Purposes of the aforesaid Act.

Sd/
(Sunil Kumar)
Joint Secretary to the Government of India

(True Extract of the Notification)



**UNIVERSITY GRANTS COMMISSION
BAHADUR SHAH ZAFAR MARG
NEW DELHI - 110002**

No. F.26-5/2008(CPP-1)

Dated: 24th March, 2009

OFFICE MEMORANDUM

1. Whereas the Government of India, Ministry of Human Resource Development, Department of Higher Education vide Notification No. F.9-13/2007-U3(A) dated 4th June, 2008 declared Nitte University, Mangalore, Karnataka comprising A. B. Shetty Memorial Institute of Dental Sciences, Deralakatte, Mangalore as Deemed to be University under Section 3 of UGC Act, 1956.
2. And whereas now, the University Grants Commission, on the recommendation of an Expert Committee constituted by the Chairman, UGC has agreed for bringing (i) K. S. Hegde Medical Academy, Deralakatte, Mangalore (ii) Nitte Usha Institute of Nursing Sciences, Deralakatte, Mangalore (iii) Nitte Gulabi Shetty Memorial Institute of Pharmaceutical Sciences, Deralakatte, Mangalore, (iv) Nitte Institute of Physiotherapy, Deralakatte, Mangalore under the ambit of Nitte University, Deralakatte, Mangalore.

Sd/
(K.P. Singh)
Joint Secretary
University Grants Commission

(True Extract of the Notification)

Nitte University



(Deemed University under Section 3 of UGC Act, 1956)
(Placed under Category 'A' by MHRD, Govt. of India, Accredited with 'A' Grade by NAAC)
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Ref: NU/REG/AC/2015-16/180-B

Date: 31-07-2015

NOTIFICATION

Subject: Regulations, Scheme and Syllabus for BA (Journalism & Mass Communication) and MA (Journalism & Mass Communication) courses.

In exercise of the powers conferred under Rule No. R. 9 of the MoA, the Academic Council in its 25th Meeting held on 30-07-2015 under the agenda item no. AC/13(5)-25/15 has been pleased to approve the regulations, scheme and syllabus for Semester Scheme pertaining to BA (Journalism & Mass Communication) and .MA (Journalism & Mass Communication) courses.

The Regulations, scheme and syllabus shall come into force from the academic year 2015-16.

By order,

REGISTRAR



(Deemed to be University under Section 3 of UGC Act, 1956)

(Placed under Category 'A' by MHRD, Govt. of India,

Accredited with 'A' Grade by NAAC)

Mangalore, Karnataka, India

**Regulations and Curriculum for
Master of Arts in Journalism & Mass Communication
MA (JMC)
Semester Scheme
For Batch Admitted from 2015-16**

Preamble:

The Master of Arts in Journalism & Mass Communication [MA (JMC)] program is instituted in Nitte (Deemed to be University) from the year 2013-14. The regulations for MA (JMC) program have been modified and are formulated as under:

1. Introduction

- 1.1 These regulations shall be called the Nitte (Deemed to be University) Regulations for Master of Arts in Journalism & Mass Communication [MA (JMC)] Program and govern the policies and procedures including selection, admission, imparting of instructions, conduct of examinations evaluation and certification of candidate's performance and all amendments thereto, leading to the award of Master of Arts in Journalism & Mass Communication [MA (JMC)] degree. The regulations shall come into effect from the academic year 2015-16 and is applicable to the batch admitted from 2015-16 and onwards.
- 1.2 This set of regulations shall be binding on all the candidates undergoing the said degree program.
- 1.3 These regulations may be modified from time to time as mandated by the statutes of the University.
- 1.4 This set of regulations may evolve and get refined or updated or amended or modified or changed through appropriate approvals from the Academic Council or the Board of Management from time to time and shall be binding on all parties concerned including the Candidates,

Faculty, Staff, Departments and the Institution Authorities.

- 1.5 All disputes arising from this set of regulations shall be addressed to the Board of Management. The decision of the Board of Management is final and binding on all parties concerned. Further, any legal disputes arising out of this set of regulations shall be limited to jurisdiction of Courts of Mangalore only.

2. Definitions:

Unless the context otherwise requires

- *Academic year* means two consecutive (one odd + one even) semesters
- *Audit Course* means course/s aimed at supplementing a candidate's knowledge and /or skills. These will be reflected in the grade card but shall not be taken into account in determining the candidate's performance in the semester. However, it is mandatory that a candidate passes that he passes in the audit course to be eligible for the award of the degree.
- *BoM means* Board of Management of Nitte (Deemed to be University)
- *BoS means* Board of Studies (UG and PG) in Humanities
- *Institute/Institution* means Nitte Institute of Communication
- *Course means* a subject or a paper. A course may comprise lectures/ tutorials/ laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study etc. or a combination of some of these.
- *Credit* means a unit by which the course work is measured. It determines the number of hours of instructions required per week. One credit is equivalent to one hour of teaching (lecture) or two hours of tutorials or three hours of laboratory /practical/ project work per week
- *Credit Based Semester System (CBSS):* means a system wherein the requirement for awarding a degree (or diploma or certificate) prescribed in terms of number of credits to be completed by the candidates.
- *Cumulative Grade Point Average (CGPA)* means a measure of overall cumulative performance of a student over all semesters. The CGPA is the ratio of total credit points secured by a student in various courses in all semesters and the sum of the total credits of all courses in all the semesters. It is expressed up to two decimal places.
- *Department* means Department of Journalism and Mass Communication
- *Grade Point* means a numerical weight allotted to each letter grade on a 10-point scale.

- *He* includes both genders *He and She*; similarly his and /or him, himself includes her, as well in all cases.
- *Head of the Department* means a full-time faculty appointed/nominated by the Head of the Institution / University for managing the Department and authorized to and responsible for the implementation of the rules and procedures pertaining to the Department
- *Letter Grade* It is an index of the performance of a candidate in a said course. Grades are denoted by letters O, S, A+, A, B+, B, C, F and I
- *Program means* an educational program leading to award of a Degree [M.A. (JMC)]
- *Regulations means* this set of academic regulations
- *Semester Grade Point Average (SGPA)* means a measure of performance of work done in a semester. It is ratio of total credit points secured by a student in various courses registered in a semester and the total course credits taken during that semester. It shall be expressed up to two decimal places
- *University means* Nitte (Deemed to be University)

3. Duration of the Program:

The Candidate shall undergo a period of study of four semesters each of 16 weeks including Four weeks of compulsory Internship.

4. Medium of Instruction and Examinations:

The medium of instruction and examination shall be English.

5. Maximum Duration for Completion of the Program:

The maximum period for completion of Master of Arts in Journalism & Mass Communication [MA (JMC)] program is four (4) academic years.

6. Eligibility for Admission:

A candidate seeking admission to Master of Arts in Journalism & Mass Communication program must have passed a bachelor's degree of minimum three years duration in humanities, science or commerce streams or any other equivalent degree of a recognized Indian University with not less than 50% marks in aggregate.

For candidates belonging to SC/ST, the minimum percentage of marks shall be in 45% in degree or its equivalent examination.

Foreign Nationals and candidates who have qualified from a Foreign University/Board should obtain prior permission from Nitte (Deemed to be University) for equivalence of the qualification.

7. Selection of Eligible Candidates

Selection to the M.A (Journalism and Mass Communication) program shall be based on the basis of merit obtained in the qualifying examination.

8. Withdrawal – Temporary and Permanent

8.1 Temporary:

8.1.1 A candidate who has been admitted to the course may be permitted to withdraw temporarily for a period of six months or more, up to one year on the grounds of prolonged illness, grave calamity in the family etc, provided:

- a. He applies stating the reason of withdrawal with supporting documents and endorsement by parent/guardian.
- b. The Institute is satisfied that without counting the period of withdrawal candidate is likely to complete his requirement of the degree within maximum time specified.
- c. There are no outstanding dues or demands with the department, library, hostel, Institute etc.

8.1.2 The tuition fee for the subsequent year may be collected in advance based on the severity of the case before giving approval for any such temporary withdrawal.

8.1.3 Scholarship holders are bound by appropriate rules applicable.

8.1.4 The decision of the Institute/University regarding withdrawal of a candidate is final and binding.

8.2 Permanent Withdrawal:

8.2.1 A candidate who withdraws admission before closing date of admission for the academic session is eligible for the refund of the deposit only. The fees once paid will not be refunded on any account.

8.2.2 Once the admission for the year is closed, and if a candidate wants to leave the institution, he will be permitted to do so and take the Transfer Certificate from the institute, if required only after

remitting all the tuition fees for the remaining years.

8.2.3 Those candidates who have received any scholarship/stipend/other forms of assistance from the Institute shall repay all such amounts in addition to those mentioned in the clause above.

8.2.4 The decision of the Institute/University regarding withdrawal of a student is final and binding

9. Conduct and discipline:

9.1 Candidates shall conduct themselves within and outside the premises of the Institution in a manner befitting a student.

9.2 **As per the order of Honourable Supreme Court of India, ragging in any form is considered as a criminal offence and is banned. Any form of ragging will be severely dealt with.**

9.3 The following acts of omission and/or commission shall constitute gross violation of the code of conduct and are liable to invoke disciplinary measures.

9.3.1 Ragging as defined and described by the Supreme Court/Government.

9.3.2 Lack of courtesy and decorum, indecent behaviour anywhere within or outside the campus.

9.3.3 Wilful damage or stealthy removal of any property/belongings of the Institution/Hostel or of fellow students/citizens.

9.3.4 Possession, consumption or distribution of alcoholic drinks or any kind of hallucinogenic drugs.

9.3.5 Mutilation or unauthorized possession of library books.

9.3.6 Noisy or unseemly behaviour, disturbing studies of fellow students.

9.3.7 Plagiarism of any nature.

9.3.8 Hacking of computer systems (such as entering into other person's domain without prior permission, manipulation and/or damage to the computer hardware and software or any other cybercrime, etc.)

9.3.9 Any other act of gross indiscipline as decided by the Board of Management from time to time.

9.4 Commensurate with the gravity of offence, the punishment may be: reprimand, fine expulsion from the hostel, debarment from an examination, disallowing the use of certain facilities of the Institution, rustication for a specific period or even outright expulsion from the institution, or even handing over the case to appropriate law enforcement authorities or the

judiciary as required by the circumstances.

- 9.5 For any offence committed in - (i) a hostel, (ii) a department (iii) a class room, and (iv) elsewhere, the Chief Warden, the Head of the Department/ Head of the Institution/ Authorities of the University respectively, shall have the authority to reprimand or impose fine.
- 9.6 All cases involving punishment other than reprimand shall be reported to the Vice-Chancellor.
- 9.7 Cases of adoption of unfair means and/or any malpractice in an examination shall be reported to the Controller of Examinations, for taking the appropriate action.

10. Graduation Requirements:

Candidate shall be declared eligible for the award of the degree if he has:

- Fulfilled the degree requirements.
- No dues to the University, Institution, Departments, Hostels, Library, etc.
- No disciplinary action pending against him.

The award of the degree must be recommended by the Board of Management.

11. Convocation:

Degrees will be awarded in person to all the eligible candidates who have graduated during the preceding academic year at the annual convocation. For eligible candidates who are unable to attend the convocation, degree will be sent by post. Candidates are required to apply for the convocation along-with prescribed fee within the specified date, after satisfactory completion all degree requirements.

12. Structure of the Program

12.1 The Program is structured on credit-based system and continuous evaluation, following semester pattern. A total of 92 credits shall be required for the award of M. A. (Journalism & Mass Communication) degree of the University.

12.2 The program consists of the following:

- a) Foundation Course - 8 Credits
- b) Core Courses – 76 Credits
- c) Dissertation - 4 Credits
- d) Internship – 4 Credits

13. Courses of Study and Training

No.	Course	L	T	P	C	Total Hours
Semester I						
1.	Communication Theory	48	32	0	4	80
2.	Advanced Reporting	48	0	48	4	96
3.	Basic Photography & Photo Journalism	48	0	48	4	96
4.	Media Laws & Ethics	48	32	0	4	80
5.	Editing Theory & Practice	48	0	48	4	96
6.	Introduction to New media	48	0	48	4	96
Total					24	544
Semester II						
1.	Communication Research	48	32	0	4	80
2.	Introduction to AV Media	48	0	48	4	96
3.	Environment & Development Communication	48	32	0	4	80
4.	Introduction to Advertising	48	32	0	4	80
5.	Media, Culture and Society	64	0	0	4	64
6.	News paper design practical	16	32	96	4	144
Total					24	544
Semester III Specialization – Corporate Communication						
1.	Public Relations	48	0	48	4	96
2.	Media Management	48	32	0	4	80
3.	Brand Planning and Management	48	32	0	4	80
4.	Dissertation	0	0	192	4	192
5.	Corporate Communication	48	0	48	4	96
Total					20	544
Specialization – Broadcast						
1.	Radio Production	48	0	48	4	96
2.	Broadcast News	48	0	48	4	96
3.	Scripting for Media (Radio/TV)	48	0	48	4	96
4.	Dissertation	0	0	192	4	192
5.	Creative Communication	64	0	0	4	64
Total					20	544

Specialization – Print & New Media						
1.	Print Journalism	48	0	48	4	96
2.	Web Publishing & Design	48	0	48	4	96
3.	Creative Communication	64	0	0	4	64
4.	Dissertation	0	0	192	4	192
5.	Magazine Journalism & Design	48	0	48	4	96
Total					20	544
Semester IV Specialization – Corporate Communication						
1.	Event Planning and Management	48	0	48	4	96
2.	Strategic Media Planning	48	32	0	4	80
3.	Business Communication	48	32	0	4	80
4.	Marketing Communication & Research	48	0	48	4	96
5.	Project	0	0	192	4	192
Total					20	544
Specialization – Broadcast						
1.	Film Theory & Criticism	64	0	0	4	64
2.	Documentary Film Production	48	0	48	4	96
3.	Video Production Techniques	32	0	96	4	128
4.	Community Radio	64	0	0	4	64
5.	Project	0	0	192	4	192
Total					20	544
Specialization – Print & New Media						
1.	Investigative Journalism	48	0	48	4	96
2.	Technical Writing	48	32	0	4	80
3.	Science & Health Communication	48	0	48	4	96
4.	Online News and Social Media	48	32	0	4	80
5.	Project	0	0	192	4	192
Total					20	544

L:Lecture, T: Theory, P: Practical, C: Credits

13.1 Project Work/Dissertation:

As a partial requirement of the program, a candidate is required to carry out a project in a select area pertaining to the program, under the supervision of a faculty Guide.

Candidates shall submit a project report after the completion of the

project. A presentation and/or viva will be conducted by a panel of experts appointed by the University.

The candidate shall submit the presentation on a CD/DVD/USB and also submit a detailed report on the entire project (not more than 1000 words)

13.1.1 **Internship**

A candidate is required to mandatorily undergo internship of one-month duration at accredited/recognized media or communication organization/s in order to be eligible for the award of degree. The internship shall be taken up after the end of the IV semester examinations but before the commencement of the V semester. The candidate shall maintain a log book/ diary and record the work done. He shall make a presentation of the work to a panel of examiners for evaluation. The candidate shall produce a certificate for having satisfactorily completed the internship. The work will be evaluated by the media/communication organization for 50 marks and by a panel of examiners appointed by the University for 50 marks.

Failure shall result in repeating of internship. The internship shall be completed before the award of the final degree.

14 Attendance:

14.1 A candidate shall study in the concerned department of the Institution for the entire period as a full time student. No candidate is permitted to work in any outside media or communication agency/ organization or any organization while studying. No candidate should join any other program of study or appear for any other degree examination conducted by this University or any other University in India or abroad during the period of registration.

14.2 Each semester shall be taken as a unit for the purpose of calculating attendance.

14.3 A candidate who has put in a minimum of 75% of attendance in the theory and practical separately and who has fulfilled other requirements of the program shall be permitted to appear for University examinations.

14.4 A candidate who has shortage of attendance even in one course shall have repeat the semester when it is offered next.

15. Examination:

There shall be a University examination at the end of each semester.

15.1 Scheme of Examination:

There shall be a University examination at the end of each semester. Evaluation is based on formative evaluation (Continuous Internal Evaluation) and summative evaluation (Semester End Examination).

The academic performance is assessed on the basis of both Continuous Internal Evaluation (CIE) assessment and Semester End Examination (SEE) in each semester. CIE: SEE weightage will be in the ratio of 50:50.

15.1.1 Continuous Internal Evaluation (CIE)

50% of the marks are allotted for CIE in each course. The CIE will be calculated on the basis of two sessional examinations, assignments, seminar, group works, presentations, quiz, etc.

A Candidate must secure at least 40% of total marks fixed for internal assessment in a particular course in order to be eligible to appear for the Semester End Examination of that course.

15.1.2 Semester End Examination:

A candidate who satisfies the requirements of attendance, progress and conduct shall be eligible to appear for the university examinations. There shall be a University Examination at the end of each semester.

To be eligible to appear for University examination a candidate should fulfil all the following conditions.

- a. undergone satisfactorily the approved program of study in the course/courses for the prescribed duration;
- b. 75% attendance separately in each course;
- c. shall have the minimum attendance requirement in all courses of that semester for the first appearance;
- d. secure at least 40% of total marks fixed for internal assessment in a particular course ; and
- e. fulfill any other requirement that may be prescribed by the University from time to time.

15.2 Scheme of Examinations:

No.	Course	CIE	Theory Exam	Total	
Semester I					
1.	Communication Theory	50	50	100	
2.	Advanced Reporting	50	50	100	
3.	Basic Photography & Photo Journalism	50	50	100	
4.	Media Laws & Ethics	50	50	100	
5.	Editing Theory & Practice	50	50	100	
6.	Introduction to New media	50	50	100	
Semester II					
1.	Communication Research	50	50	100	
2.	Introduction to AV Media	50	50	100	
3.	Environment & Development Communication	50	50	100	
4.	Introduction to Advertising	50	50	100	
5.	Media, Culture and Society	50	50	100	
6.	News paper design practical	50	50	100	
Semester III Specialization – Corporate Communication					
No.	Course	CIE	Theory Exam/ External Evaluation	Viva	Total
1	Public Relations	50	50	-	100
2	Media Management	50	50	-	100
3	Brand Planning and Management	50	50	-	100
4	Dissertation	20	50	30	100
5	Corporate Communication	50	50	-	100
6	Internship	50	-	50	100
Specialization – Broadcast					
1	Radio Production	50	50	-	100
2	Broadcast News	50	50	-	100
3	Scripting for Media(Radio/TV)	50	50	-	100
4	Dissertation	20	50	30	100
5	Creative Communication	50	50	-	100

6	Internship	50	-	50	100
Specialization – Print & New Media					
1	Print Journalism	50	50	-	100
2	Web Publishing & Design	50	50	-	100
3	Creative Communication	50	50	-	100
4	Dissertation	20	50	30	100
5	Magazine Journalism & Design	50	50	-	100
6	Internship	50	-	50	100
Semester IV Specialization – Corporate Communication					
1	Event Planning and Management	50	50	-	100
2	Strategic Media Planning	50	50	-	100
3	Business Communication	50	50	-	100
4	Marketing Communication and Research	50	50	-	100
5	Project	50	-	50	100
Specialization – Broadcast					
1	Film Theory & Criticism	50	50	-	100
2	Documentary Film Production	50	50	-	100
3	Video Production Techniques	50	50	-	100
4	Community Radio	50	50	-	100
5	Project	50	-	50	100
Specialization – Print & New Media					
1	Investigative Journalism	50	50	-	100
2	Technical Writing	50	50	-	100
3	Science & Health Communication	50	50	-	100
4	Online News and Social Media	50	50	-	100
5	Project	50	-	50	100

15.3 Criteria for Pass:

A candidate is declared to have passed in a course if he secures 40% of the marks separately in the Semester End Examination (SEE) and Continuous Internal Evaluation (CIE), fixed for the course.

A candidate who fails in any course shall have to appear only in that course in the subsequent examination.

16. Academic Performance Evaluation

16.1 Grading System:

The performance of a candidate shall be evaluated according to Letter Grading System, based on both CIE and SEE provided he passes each one separately. The letter grades (O, S, A+, A, B+, B, C, F and I) indicate the level of academic achievement assessed on a 10 point scale (0 to 10).

Marks Range (%)	Grade Point	Letter Grade	Descriptor	Classification	CGPA
90 & above	10	O	Outstanding	First Class with Distinction	7.00 and above
80 -90	9	S	Excellent		
70-80	8	A+	Very Good		
60-70	7	A	Good	First Class	6.00-6.99
55-60	6	B+	Above Average	Second Class	5.50-5.99
50-55	5	B	Average		5.00-5.49
40-50	4	C	Pass	Pass Class	4.00-4.99
Below 40	0	F	Fails	Fail	Less than 4.00
Absent	0	I	Absent		

16.1.1 A candidate shall be considered to have completed a course successfully and earned the credits assigned, if he secures an acceptable letter grade in the range O-C. Letter grade 'F' in any course implies failure in that course and no credit is earned.

16.1.2 A candidate having satisfactory attendance at classes and meeting the passing standard at CIE in a course, but remained absent from SEE shall be awarded 'I' grade in that course.

16.2 Grade Point Averages:

The overall performance of a candidate will be indicated by Grade Point Average (GPA). For each course grade points will be awarded as per a letter grading system.

Semester Grade Point Average (SGPA) is computed as follows:

$\sum [(course\ credit) \times (Grade\ point)]$ for all courses with Letter grades, including F

SGPA= -----

$\sum [(course\ credits)]$ for all courses with Letter grades, including F

Cumulative Grade Point Average (CGPA) is computed as follows:

$$\text{CGPA} = \frac{\sum [(\text{course credit}) \times (\text{Grade point})] \text{ for all courses for all semesters with letter grades, excluding F}}{\sum [(\text{course credits})] \text{ for all courses for all semesters with Letter grades, excluding F}}$$

16.3 Award of Class:

The candidate, who has passed all the courses prescribed, shall be declared to have passed the program. Class will be awarded only to those who pass the entire examination in the first attempt.

- A candidate who secures GPA ≥ 7.00 and above in first attempt shall be declared to have passed in ‘First Class with Distinction’.
- A candidate who secures GPA ≥ 6.00 or more but less than 7.00 in the first attempt shall be declared to have passed in ‘First Class’.
- A candidate who secures GPA ≥ 5.00 or more but less than 6.00 in the first attempt shall be declared to have passed in ‘Second Class’.
- A candidate who secures GPA ≥ 4.00 or more but less than 5.00 in the first attempt shall be declared to have passed in ‘Pass Class’.

Candidates who pass the examinations in more than one attempt shall be declared as passed in ‘Pass’ class irrespective of the percentage of marks secured.

- An attempt means the appearance of a candidate for one or more courses either in part or full in a particular examination.
- A candidate who fails in main examination and passes one or more subjects or all subjects in the supplementary examination is not eligible for award of class or distinction. Passing in supplementary examination by such candidates shall be considered as attempt.
- If a candidate submits application for appearing for the regular examination but does not appear for any of the courses/subjects in the regular University examination, he can appear for supplementary examination provided other conditions such as attendance requirement, internal assessment marks, etc. are fulfilled and his appearing in the supplementary examination shall be considered as the first attempt.
- Candidates who pass the subjects in the supplementary examinations are not eligible for the award of Gold Medal or Merit Certificate.

16.4 Carry over benefit:

A candidate shall appear for all the subjects of that particular semester in the University examinations but failed in that semester can avail this benefit provided:

- (a) A candidate who fails in I semester is allowed to move to II semester. The candidates with back log subjects shall take both I semester backlog papers as well as II semester papers. Candidate with a backlog of not more than 2 papers in I & II semester put together is allowed to go to the III semester.
- (b) Candidates who have failed in not more than 2 subjects of II semester and III semester (put together) and not having backlog of I semester papers are only permitted to go to IV semester. 10
- (c) The candidate is permitted to appear for the IV semester examination along with the backlog subjects of II and III semesters and should pass all the subjects, including the backlog subjects to be declared as having completed the course.

16.5 Re-totaling:

Re-totaling of marks is permitted only for theory papers. The University, on application within the stipulated time and remittance of a prescribed fee, shall permit a recounting of marks for the course/s applied. The marks obtained after re-totaling shall be the final marks awarded.

17. Supplementary Examinations:

Supplementary examination shall be conducted by the university for the benefit of unsuccessful candidates. Supplementary examinations will be conducted within six weeks/six months from the date of announcement of results.

- A candidate detained for lack of attendance, internal assessment marks will be barred from appearing in any one or all course/s for the supplementary examination.
- A candidate dropping from appearance in any or all subjects /courses at regular examination is disallowed from taking dropped subject(s)/course(s) at the supplementary examinations.
- If a candidate submits application for appearing for the examination but does not appear for any of the subjects in the university examination, he can appear for supplementary examination provided other conditions such as attendance requirement, internal assessment marks, etc. are fulfilled.

- A candidate who is promoted to the next higher class as per carry over regulations (except where apex bodies do not permit), if he clears the lower year/semester/phase examinations in the main examination is allowed to appear for the higher class examination during supplementary examinations provided other conditions such as attendance requirement, internal assessment marks, etc. are fulfilled.

A candidate permitted to appear for the supplementary examination can improve his internal assessment marks before he takes the supplementary examination by subjecting himself to internal assessment procedure as practiced in the college.

18. Award of Merit Certificates:

Merit Certificates will be awarded on the basis of overall CGPA obtained. Further, only those candidates who have completed the program and fulfilled all the requirements in the minimum number of years prescribed (i.e. two years) and who have passed each semester in the first attempt are only eligible for the award of Merit Certificates.

Programme Outcomes:

(At the end of the program, graduates will be able to...)

1. Write, edit, and design content for newspapers and online platforms
2. Handle camera and related equipment for still photography and basic video shoots
3. Demonstrate technical knowledge and skill of media-related software applications to create or edit content across platforms
4. Script, record and edit a radio programme
5. Conceptualise and create advertisements across media platforms
6. Strategise and execute social media campaigns
7. Create and publish digital media content such as blogs, podcasts, videos and photographs
8. Demonstrate an integrative approach to development and environmental issues with a focus on sustainability
9. Recognise and question ideological assumptions about gender, race, class, nationality, disability, age, and sexual orientation
10. Analyse and critique culture, arts and aesthetics
11. Critique media content and practices
12. Demonstrate an advanced knowledge and skill in either print, broadcast or corporate communication; create media content in the chosen specialisation
13. Write a dissertation and contribute to existing research in Media Studies
14. Identify ethical issues, perspectives and debates across media

Semester I
Course: Communication Theory

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

Communication theories are designed to understand the underlying purpose for the need of communication itself. These are important to understand the modern communication methods and its effects on the target mass. Students are taught various models which are in essential, in practice in the contemporary media.

COURSE OUTCOMES

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

- CO1:** Discuss various aspects of communication and its effects
- CO2:** Explain various forms of communication
- CO3:** Interpret various communication theories and apply them to current communication system
- CO4:** Develop a logical framework and critical approach for various communication models
- CO5:** Critique different approaches to communication
- CO6:** Initiate effective and appropriate communication in individuals and among groups

Unit-1

Communication; Definition; Nature and Scope of Communication – Sociological and Psychological aspects of communication and media – Levels of Communication; Intra-personal, Inter-personal, Group and Mass Communication, Verbal and Non-verbal Communication

Unit-2

Diffusion process; one step; two step, Multi step flow of Information; Mass Media and Society – Mass Culture

Unit-3

Philosophies of Communication - Different communication models – Different approaches to media analysis– Modernism and Post-modernism- Globalization and media

Unit-4

Communication Theories; Cognitive Dissonance, Normative Theories, Selective Exposure, Perception and Retention, Uses and Gratification Approach, Cultivation Approach, Marxist and Neo-Marxist Approaches

Unit-5

Communication and Behavioural Skills – Communication, Persuasion, Motivation; Communication and Leadership; Group Dynamics and Communication

Reference:

1. Melkote, R. Srinivas (1991) Communication for Development in the Third World, New Delhi, Sage Publications.
2. Rogers, M. Everett (1964) Diffusion of Innovations, Free Press.
3. Narula, Uma (2001) Mass Communication: Theory and Practice, Haranand Publications Pvt Ltd.
4. Severin, J. Werner; James W Tankard Jr. (1988) Communication Theories - Origins, Methods, Uses in the Mass Media, Longman Publications.
5. McQuail, Denis; S. Ven Windall (1981) Communication Models for the Study of Mass Communication, Longman Publications.

Semester I

Course: Advanced Reporting

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

Reporting is a fundamental part of any mass media. It is the cornerstone of information output and hence has to follow a certain line-of-conduct in order to effectively reach its audiences. This course explores the various methods and styles of reporting, its usage and different verticals of reporting. Students will be equipped with knowledge on tonal and writing styles as required to a particular section.

COURSE OUTCOMES

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

CO1: Discuss the various methods, styles and forms of writing for print media

CO2: Analyse different reports appearing in print and digital media

CO3: Identify and gather information from various news sources

CO4: Discuss non-news content in the media and write different non-news articles

CO5: Discuss the different news beats

CO6: Explain and apply editing rules for print media

Unit-1

Idea of news, Introduction to features, editorials, comments, articles and reviews. Differences between general writing and writing for the media

Unit-2

News values; news writing; structure of news reports; news features; news analysis; researching for stories; using documents; covering spot news; follow-up news stories; reporting speeches, publication-based reports, using statistics in news stories; interview-based reports, reporting meetings/conferences, Sources of reporting.

Unit-3

Handling the text, Basic sub-editing techniques, story sequence, quoted speech, the sentence, paragraphs, headlines, how to write a headline, kinds of headlines, principles of headline writing, feature and magazine headline

Unit-4

Covering beats. Crime, sports, courts, trials, criminal cases, civil cases; basics of legislature reporting; covering Government, politics and elections; business, economy and development

Unit-5

How to write non-news content for the media? Editorials, leader articles, features and human interest stories; profiles and obituaries News and public opinion; public relations and hard news; news as knowledge, politics of news; changing character of news

Reference:

1. Mencher, Melvin (2006) News Reporting and Writing, Boston, Mac-Graw Hill.
2. Scalnan, Christopher (2000) Reporting and Writing: Basics for the 21st Century, Harcourt College Publishers.
3. Walt, Harrington (1997) Intimate Journalism: The Art and Craft of Reporting Everyday Life, Sage Publications.
4. Lorenz L., Alfred; Vivian John (1996) News Reporting and Writing, Allyn & Bacon.
5. Julian, Harris; Leiter Kelly; Johnson Stanely (1992) The Complete Reporter, Fundamentals of News Gathering, Writing, and Editing, Allyn & Bacon.
6. Smith R. Smith; O'Connell M. Loraine (2004) Editing Today, Surjeet Publications.
7. Hodgson, F.W (1987) Subediting: A Handbook of Modern Newspaper Editing and Production, Focal Press.

Semester I
Course: Basic Photography & Photo Journalism

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

Photographs act as visual story telling means to a particular story. Photographs add meaning and create dramatic effect on viewers. This course will help students understand the journalistic view on capturing photographs while covering various occasions, the dos and don'ts and the ethics involved. Students with a flair for handling camera will learn to explore the various ways to capture stories without being intrusive.

COURSE OUTCOMES

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

- CO1:** Discuss the history of Photography, moving images and Photo Journalism
- CO2:** Demonstrate a brief understanding of news values, photo journalism and sources.
- CO3:** Explain various types of cameras, its components and accessories
- CO4:** Discuss the legal and ethical aspects of photography and photojournalism.
- CO5:** Assess the importance of digital technology in photography
- CO6:** Critically analyse and appreciate photographs
- CO7:** Compose a photograph with the knowledge of aesthetic principles
- CO8:** Shoot a photograph displaying technical knowledge of a digital camera

Unit-1

Photo Journalism: History of Photography and Photo Journalism, Montages, stop motion and animation techniques of animation.

Unit-2

Definition, Nature, Scope and Functions of Photo Journalism – Qualification and Responsibilities of Photo Journalists, News Photographers and News Value, Types and Sources

Unit-3

Selection, Criteria for News Photographs – Channels of News Pictures – viz., Wire, Satellite, Agency, Stock, Picture Library, Freelancer, Photo Editing, Caption Writing, Photo – Presentation

Unit-4

Legal and Ethical aspects of Photography – Professional Organizations – Camera – Components and Types of Camera – Types of Lens, Types of Films, Types of Filters – Importance of Light and Lighting Equipments – Camera Accessories – Picture appreciation

Unit-5

Digital Camera – Digital Technology and its future – Darkroom Infrastructure – Film developing and Printing. Photo blogging and marketing, Social media and photography.

Reference:

1. Feinberg, Milton (1970) Techniques of Photojournalism, John Wiley & Sons Inc.
2. Bergin, David P (1967) Photo journalism Manual, Morgan & Morgan.
3. Jechsend Gedsey(1946)Freelance Photography, New York : Essential Books ; Duell, Sloan and Pearce
4. Kalish E Stanley; Clifton C. Edom (1951) Picture Editing, Rinehart.
5. Price, Jack (1932) News Photography, Industries Publishing Company.
- 6 John (ed.) Farndon (1985) Hamlyn Encyclopedia of Photography, Hamlyn Publishing.

Semester I
Course: Media Laws & Ethics

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

While media is a watchdog, this industry is also bound by law that serves and protects the interests of the employers and employees of this field. This course will throw light on various governing bodies concerned with different sections of media. Students will be taught on laws that concerned every day journalism and communication in the realm of copyright, defamation, privacy and also simultaneously reflect on ethical and moral limbs of using these in everyday work space.

Unit-1

The concept of free speech; democracy and free speech; evolution of the concept of free speech; the state of free speech in the contemporary world; Freedom House ranking of countries based on free speech.

Unit-2

Free speech in India; Constitutional provisions of free speech including an overview of the Constitution of India and legal and judicial system in India; Article 19 (1) (A), freedom of speech and expression; evolution of the Article 19(1)(A); Debates of Constituent Assembly on freedom of speech and expression; First Constitutional Amendment Act and freedom of speech and expression; scope of freedom of speech and expression Reasonable restrictions on the freedom of speech and expression; specific press laws under each of the reasonable restrictions – defamation laws; obscenity laws; contempt of court; contempt of legislature;

Unit-3

Other media laws: History of Press Laws in India – Indian Penal Code with reference to sedition, crime against women and children; Official Secrets Act vis-à-vis Right to Information, privacy laws; Copy Right Act; The Press and Registration of Books Act; The Drugs and Magical Remedies Act; Trade Marks Act and Patent Act, Cable Television Act

Unit-4

Media law in the context of the Internet; Information Technology Act-2005; other cyber laws Media Ethics; definition, nature and objectives. Working Journalist Act. Relationship between morality and ethics; law and ethics; media accountability, privacy, bias, ethical issues related with media ownership of media,

Unit-5

Media ethics in the global context; current debates about media ethics; emerging issues in media ethics; advertisement and media ethics Institutional arrangement in India for monitoring media; The Ministry of Information and Broadcasting; Press Commission; Press Council; the concept of self-regulation of media; recent developments

Reference:

1. Jeremy, Lipschultz (2007) Broadcast and Internet Indecency: Defining Free Speech, New York, Routledge.
2. G.M. Parkinson; Parkinson L. Marie (2006) Law for Advertising, Broadcasting, Journalism and Public Relations, New York, Routledge.
3. Brusckke, Jon; Loges E. Williams (2005) Free Press Vs Fair Trials: Examining Publicity's Role in Trial Outcomes, New York, Routledge.
4. LaMay, Craig (Ed) (2003), Journalism and Debate over Privacy, New York, Routledge.
5. Basu, Durgadas (1986) Laws of Press in India, New Delhi, Prentice Hall.
6. Iyer, Venkat (2000) Mass Media Laws and Regulations in India, Asian Media Information and Communication Centre.

Semester I

Course: Editing Theory & Practice

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

A key part of media also involves in having keen eye for detail for facts and correctness of information before it is out in the public viewing. This course will involve proof reading and checking for accuracy and at the same time, in using layouts of the information in a way to appeal to the eyes. Students will learn the skills of editing both copies and web services rolls, and also understand design principles used in making a functional material of information for the audiences.

COURSE OUTCOMES

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

- CO1:** Explain the editorial Department ,its policy and responsibilities of editor and sub editor
- CO2:** Write and edit news for print media
- CO3:** Write headlines and caption for news story
- CO4:** Discuss the importance of photographs, caption and blurb in newspapers
- CO5:** Analyse and compare different kinds of newspapers
- CO6:** Explain the principles of design
- CO7:** Explain various forms of visual elements used in print media

Unit-1

Structure of the editorial department; editorial pyramid; functions of an editor and sub-editor; editions; facsimile Editing process; manual editing; symbols of editing. Practice sessions

Unit-2

Headlines and its functions; importance of photographs; photo-cropping; captions and blurbs

Unit-3

Different pages in a newspaper; news and views; comparative analysis of different newspapers

Unit-4

Newspaper Makeup- Headlines- Photo editing- captions and blurb writing- Body of the story-Front page- Inside Pages- Editorial page-Principle of layout and design

Unit-5

Tabloid Makeup – Magazine – Style –Content-layout. Photo features- typography- advertisement placement and formats.

Reference:

- 1 Harrower, Tim; Julie Elman(2012) The Newspaper Designer's Handbook, McGraw-Hill Education
- 2 Westley H. Bruce (1980) News Editing, Houghton Mifflin.

Semester I
Course: Introduction to New Media

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

New Media has become the new age communication infiltrating and tangentially running along the sidelines of traditional media. This course will travel through the beginning of New Media and its growth, its intervention in modern communication methods and its significance in contemporary communication space. Students will have the know-hows of New Media that governs and functions many tip-of-the-finger information that the technology savvy audience demand.

COURSE OUTCOMES

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

CO1: Discuss the fundamental principles and history of New Media

CO2: Demonstrate a comprehensive understanding of cyber laws in India

CO3: Discuss the impact of social media on social and psychological issues

CO4: Analyse activism on online and social media

CO5: Evaluate the impact of New Media on culture and society

CO6: Discuss the impact of media convergence

Unit-1

New Media, Definition, Principles, Characteristics, a brief history on the development of new media? New media scenario in India.

Unit-2

Hypertext, www, Internet, cyberspace, cybercrimes and cyber laws, Mobile Communication, interactive CDs and DVDs, Artificial Intelligence and gaming.

Unit-3

Convergence and Digital divide. Digital literacy, Digital citizens, e governance, advantages and disadvantages. Information overload and information pollution.

Unit-4

Impact of new media on Culture, Language, Society. Concept of Notion of Space, Prominent theories on impact of new media, new media and environment.

Unit-5

Social movements and New Media, activism, Hactivism and feminism online. Gender issues online, narcissism and other psychological disorders. The future of new media.

Reference:

- 1 Dutton H. William (1999) Society on the line: Information Politics in the Digital Age, Oxford University Press.
- 2 Holmes, Bryn; John Gardner (2006) E-Learning: Concepts and Practice, SAGE Publications Ltd.
- 3 Lister, Martin; Jon Dovey; Seth Giddings, Lain Grant, Kieran Kelly (2009) New Media: A Critical Introduction, Routledge. (this book has a number of different case studies)
- 4 Gunter, Barrie (1998) The Effects of Video Games on Children: The Myth Unmasked, A&C Black.
- 5 Burnett, Robert; David Marshall (2003) Web Theory: An Introduction, Routledge.

Semester II

Course: Communication Research

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

Research is vital in the field of communication to understand the trends and predict/cultivate newer effective ways to give out information. This paper will include the various styles and techniques used in conducting a research often segmented under Qualitative and Quantitative methods. Students will find the theory of research helpful while doing any kind of analysis in media, and also find it insightful while writing dissertation projects in their final year. These skills are helpful beyond classroom and academic purposes.

COURSE OUTCOMES

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

- CO1:** Define research and explain its relevance and developments
- CO2:** Discuss different research methods and various approaches to research
- CO3:** Explain various concepts of research and measurements scales
- CO4:** Demonstrate the knowledge of quantitative and qualitative methods
- CO5:** Demonstrate and employ various statistical tools to analyze data
- CO6:** Explain the process of conducting the research
- CO7:** Write a research paper using specified styles of citation

Unit-1

Science and scientific approach. Role of theory. Definition of research, nature and scope. Statement of problem. Research proposal. Hypothesis statement and testing. Constructs, variables and definitions. Research classification, basic and applied research.

Unit-2

Theory of probability. Sampling procedure and types of samples. Validity and reliability. Levels of measurement. Statistics, purpose, approach and methods. Research process and principles.

Unit-3

Methods and tools of research-quantitative and qualitative types. Tools for data collection-questionnaire, interview guide, Q-method and observation techniques. Research design, meaning and purpose- types of research designs.

Unit-4

Qualitative Research, Focus group, participant observation, semiotics and discourse analysis, Rhetoric analysis.

Unit-5

Use of statistics in research analysis. Statistical tools for media research – Frequency Distributions, Graphic representations and Percentages. Central tendency, Standard Deviation. Application of statistical tests- Chi-square, Correlation, t-test, Factor Analysis. Application of computer for data analysis. Principles and techniques of research report writing. Systems of referencing, Bibliography.

Reference:

1. Arthur Asa Berger (1991) Media Research Techniques, Sage Publications.
2. Klaus Krippen Dorff (1980) Content Analysis: An Introduction to Its Methodology, Sage Publications.
3. Lowery A Shearon; Melvin D Fleur (1994) Milestones in Mass Communication Research, Pearson.
4. Wimmer, D Roger; Joseph R Domeni (1991) Mass Media Research: An Introduction, Worth Publishing.
5. David Deacon (1999) Researching Communications, Arnold Publishers.
6. Wimmer, Roger; Joseph R Dominic (1999) Mass Media Research, Arnold Publishers.

Semester II

Course: Introduction to AV Media

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

Audio-visual methods are the most effect ways to retain information in the receivers' minds. This course instructs the various nuances of AV in terms of everyday journalism. It also delineates on the usage in various other sections of communication fields. Students will bear the basics of handling equipment and software(s) that are used in design and production.

COURSE OUTCOMES

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

- CO1:** Operate a video camera and explain its functions
- CO2:** Operate audio recording devices and discuss its characteristics
- CO3:** Operate audio mixer and discuss its various characteristics
- CO4:** Edit video and audio using editing software
- CO5:** Discuss the history of cinema and Sound
- CO6:** Appreciate the Great Masters of cinema

Unit-1

The industrial revolution & mechanization, Lumiere Brothers – cinematographe - attempts to capture moving image, Pioneers & their films - Lumiere Brothers, George Melies, Bhatvadekar & Dadasaheb Phalke, Experimental Cinema & Montage – Dizga Vertov & Eisenstein, The Great master – Charlie Chaplin.

Unit-2

Camera – Characteristics, Parts and Functions; Mounting Accessories & Movements
Shots – Types and Uses; Basic Composition, Recording Device – Types and

Characteristics, Practical Video Recording Process.

Unit-3

Marconi & Early Experiments with Sound, Sound theory: Components of sound: frequency, pitch, amplitude, loudness, sound wave, wave length, Acoustics: direct, sound, reverberations, echo, recording systems, BBC, VOA and AIR – A Brief History, Introduction of sound in cinema, Musicals and Indian Cinema, The birth of Film Companies/Studios.

Unit-4

Introduction to Basic Audio Production, Microphone – Types, Characteristics and Uses; Cables and Connectors, Recording Device – Types and Characteristics, Audio Mixer – Characteristics, Practical Audio Recording Process, Introduction to Basic Video and Audio Editing.

Unit-5

Great Masters of Fims: Allain Resnais, Hitchcock, Akira Kurosawa, V.Shantaram, Satyajit Ray, Bimal Roy, Felini, Godard, De Sica, Bergman, Ritwik Ghatak & Guru Datt

Reference:

- 1 Jarvis, Peter (1998), The Essential TV Director's Handbook, Focal Press.
- 2 Millerson, Gerald; Jim Owens (2008) Video Production Handbook, Taylor & Francis.
- 3 Roberge, Gaston (1974) Chitra Bani: A Book on Film Appreciation, Chitra Bani.

Semester II

Course: Environment & Development Communication

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

The need for concerns and growing sensitivity towards environment and development issues has sparked more such dimensional views. This course will reflect on the various analysis, writing and understand styles and also highlight on the existing policies that needs to be taken in account on while studying the current and prospective lines of growth in these fields. Students can later specialize in either fields as writers, critics and the like.

COURSE OUTCOMES

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

- CO1:** Critique the dominant understanding of modernisation
- CO2:** Critique the dominant practices of development and "progress" in our society
- CO3:** Critique the role and importance of women and children in development and progress
- CO4:** Demonstrate the various aspects, features, issues, laws involved in Environmentalism
- CO5:** Discuss the role and use of media for communication
- CO6:** Analyse significant events and works in environment and development communication

Unit-1

Environmentalism and Development: Basic understanding of the concepts, different standpoints, Globalisation the role of communication.

Unit-2

Environmentalism: Eco-systems, renewable and non-renewable resources, biodiversity and its conversations, environmental pollution, Laws (Environment Protection Act, Forest conservation Act), Issues (global warming, acid rain, ozone layer depletion etc), Policies and Green Movement.

Unit-3

Evolution of development communication: Enterprise of modernization, dominant discourse of development, critique of the dominant model, alternative paradigms of development, examples from different countries.

Unit-4

Communication, media, environment, and development: Issues, controversies, and case studies. Role of traditional media, newspapers, radio, television, cinema, folk media, new media at the global, national and local level.

Unit-5

Major environment/development theorists, activists and communicators, and recent trends.

Unit 6**Module on Human Health and Environment****Specific learning outcomes:**

At the end of each unit students will be able to

1. Describe the principles of environmental science
2. Define the structure, function and features of ecosystem.
3. Summarize the importance of healthy air, water and soil.
4. Identify the types of pollution, sources, causes and impact on human health.
5. List common aeroallergens and pollution related diseases
6. Describe biological, chemical and physical hazards as determinants of health and disease in humans

SYLLABUS (10 hours):

Introduction: Health and Environment, atmosphere, hydrosphere, lithosphere and biosphere.

Ecosystem: Structure, functions and its features. Weather and climate change: Global warming and greenhouse effect.

Pollution: Classification of pollution, its sources, cause and their impacts. Types of pollutants and its fate: Eutrophication. Water and soil- types and sources; sewage and waste water treatment and recycling; Noise pollution and its impact on human health.

Environmental hazards: Biological, chemical and physical hazard. Toxic chemicals in the environment: air, water and soil

Clean air: Pesticides and carcinogens in the air, Microfora of atmosphere, Identification of aeroallergens, Air pollution related diseases and allergies.

Environmental Ethics and Global imperatives: Legal/environmental policy and different control measures.

Suggested Teaching-Learning methods

- Lectures / group discussions
- Self-directed learning and Assignments

Reference:

1. McPhail, T. L. (2009) Development Communication: Reframing the Role of the Media, Sussex: Wiley-Blackwell.
2. Melkote, S; Steeves, H. L. (2001) Communication for Development in the Third World - Theory and Practice for Empowerment, Sage Publications.
3. Mies, M; Shiva, V. (1993) Eco Feminism, London, Zed Books.
4. Rogers, E. (ed.) Communication and Development: Critical Perspectives, Beverly Hills, CA, Sage Publications.
5. Singhal, A. D.; Rogers, E. (2001) India's Communication Revolution, New Delhi, Sage Publications.

Recommended books for Module on Human Health and Environment

1. A Text Book of Environmental Chemistry & Pollution Control, 5th edition (2014), S. S. Dara and D. D. Mishra; S. Chand and Company Ltd, ISBN: 9788121908832.
2. Environmental Pollution: Health and Toxicology, 2nd edition (2013), S. V. S. Rana; Narosa Publishing House, ISBN: 9788173199141.
3. Environmental Chemistry: Pollution and Remedial Perspective, 2nd edition (2017), A. V. Salker; Narosa Publishing House, ISBN: 9788184875935.
4. Wastewater treatment: Concepts and Design Approach, 2nd edition (2013), G. L. Karia, and R.A. Christian; PHI Learning Pvt. Ltd, ISBN: 9788120347359.
5. Pollutants, Human Health and the Environment: A Risk Based Approach, (2011), J. A. Plant, N. Voulvoulis, K. V. Ragnarsdottir; Wiley-Blackwell, ISBN: 978-0-470- 74261-7.
6. Environmental Science: A Global Concern, 13th edition (2015), P. C. William and A. C. Mary; McGraw Hill Education, USA, ISBN: 978-9339221263.
7. Pollution: Causes, Effects and Control, 4th edition (2001), R. M. Harrison; Royal Society of Chemistry, UK, ISBN: 0854046216

Semester II

Course: Introduction to Advertising

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

Advertising drives that part of society where people are informed about the immediate environment and also to deliver social messages. This course will introduce and delve into the rules, laws, methods and creative's of how an advertising industry works, its structures and various departments and its relation to media. Students can work in various departments of advertising agencies depending on the skill they pursue.

Unit-1

An Overview of Advertising in India. Early ad campaigns to the present day. Planning Ad Campaigns. Choosing Media. Analysing Indian Case studies. Understanding the Indian consumer and the Indian market.

Unit-2

Choosing a Product and designing Advertisements. Conceptualising and producing ads in various media. Producing a Commercial. Jingles for Radio. Outdoors. Online advertising. Learning to use various media effectively. Ethics and Laws of Advertising.

Unit-3

Types of Advertising, Non-Commercial Advertising. Public Service campaigns. Working on a Social Cause – undertake Social Experiments. Advertising for a political party. Election-time advertising, Surrogate Advertising.

Unit-4

Rural Advertising – Working with the Community. Focus on Health, Agriculture and Education. Reaching Rural public, Communication tools used to reach them. NGO Interactions.

Unit-5

Social Media advertising. Understanding the reach and impact of social media.
Using social media effectively to reach specific targets.

Reference:

1. Ogilvy, David (1985) Ogilvy on Advertising, Vintage; 1st Vintage Books edition.
2. P.K Agarwal (2001) Principles Of Modern Advertising, Pragati Publisher.
3. Wright, John S., Et al (1977) Advertising, McGraw-Hill Education.
4. Aaker, A, David; John G. Myers (1987) Advertising Management, Prentice-Hall.

Semester II

Course: Media, Culture and Society

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

Media mainly informs to its societies and they societies come with a background of norm that departs as a specific culture. This paper will elucidate on how a certain media channel will traverse through the different settings of different societies what eventually constitutes as its culture, how a culture per se often dictates the working system of a media and how these are interdependent even while addressing serious issues. Students will be able to reflect on various themes and be both critical and analytical on different topics.

COURSE OUTCOMES

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

- CO1:** Discuss the relationship between media and culture using different theories
- CO2:** Review and analyse the relevance of the different theories studied to contemporary times
- CO3:** Analyse the ways in which media, culture and society influence each other citing examples
- CO4:** Explain the rise and influence of the Frankfurt School and the Birmingham School; trace the beginnings and the evolution of cultural studies
- CO5:** Critique ideological structures in society including those of gender, race, caste, class; discuss how the media propagates this
- CO6:** Analyse different types of media content through a range of critical lenses
- CO7:** Discuss the representation of different communities and cultures in the media
- CO8:** Discuss the rise and impact of modernism and postmodernism

CO9: Evaluate ethical perspectives of media culture

CO10: Apply the different ideas and perspectives to critically examine their existence and involvement in society

Unit-1

Culture, communication and media: Different notions of culture, philosophies of communication, core communication linkage, Media theories, Marshall McLuhan, Benedict Anderson

Unit-2

Beginning of cultural studies, Frankfurt school, Birmingham School, issues in cultural studies and major theorists.

Unit-3

Advanced approaches to media analysis: sociological, semiotic, Marxist, Feminist, Rhetoric, Psychoanalytical and narrative.

Unit-4

Study of representation in Media: a historical overview of print, radio, television, cinema, new media and advertising. Representation of minorities, women, gays and lesbianians, children and other communities.

Image, Myth and Power, Media Frames- Meaning, Ideology and Context, Nature of Representation, meaning construction-deconstruction; stereotypes

Unit-5

Modernism and post modernism, media and globalisation, recent theorists. Responsible

Media Culture – Ethical perspective of Media Culture, Strategies of undermining, subversion and redundancy/embeddedness.

Unit-6

Module on Gender Equity

Specific learning outcomes:

At the end of each unit students will be able to

1. Recognize the causes for the current status of women in our society.

2. Discuss the need for women empowerment and related social issues.
3. Summarize the status of women in primary, secondary and higher education in India.
4. Identify the problems faced by women in various forms of occupation
5. Outline the laws governing women rights in India.

SYLLABUS: (10 hours)

- Status of Women: Demographic profile of women related statistics
- Women empowerment: concept, need, Issues related to women, programs for girl child, violence against women, laws protecting women rights, case profile studies.
- Importance of women education: School drop-out rate, causes, prevention and steps taken. The access to higher education. Case profile studies.
- Women and work: Problems faced by working women, Maternity leave, POCSO act. Case profile study of a working woman.

Suggested Teaching-Learning methods

- Lectures / group discussions
- Self-directed learning and Assignments

Reference:

1. Williams, Raymond (1976) Keywords: A Vocabulary of Culture and Society, USA, Oxford University Press.
2. Bignell, Jonathan (1997) Media Semiotics, Manchester, Manchester University Press.
3. Joseph, Ammu; Kalpana Sharma (1994) Whose News?: The Media and Women's Issues, New Delhi, Sage Publications.
4. McLuhan, Marshall (1964) Understanding Media, McGraw-Hill.

Recommended books for Module on Gender Equity

1. Teacher, Law. (November 2013). Gender Sensitivity and Discrimination Against Women. Retrieved from <https://www.google.co.in/?vref=1>
2. Siddiqi, F.E. & Ranganathan, S. (2001). Handbook on Women and Human Rights: A guide for Social Activists. (Part-I). New Delhi: Kanishka Publishers.

3. Goel, S.L. (2005). Population Policy and Family Welfare. New Delhi: Deep and Deep Publications.
4. Carole Brugeille and Sylvie Cromer (2015) Promoting gender equity through text books- A methodical guide. Publ: United Nations Educational, Scientific and Cultural Organization (UNESCO), Paris

Semester II

Course: Newspaper Design practical

Theory Examinations

Internal Assessment: 100 Marks

Objective:

It is important to present information in a certain flow that will grab the attention of the readers and be comprehensive at the same time. The practical classes will instruct the usage of different design principles and layout to create a comprehensive page.

Students will be able to create effective pages of newspaper according to the stylebook.

COURSE OUTCOMES

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

- CO1:** Identify relevant sources and collect information for a particular story
- CO2:** Exercise judgement regarding the value of information and the validity of the source
- CO3:** Write well structured articles based on field visits and interviews with sources, employing proper attribution
- CO4:** Verify facts, proofread, and edit the articles
- CO5:** Design a newspaper with the articles
- CO6:** Manage and be a part of news teams, assigning and fulfilling particular editorial roles
- CO7:** Develop an attitude to consistently meet deadlines
- CO8:** Develop professional ethical practices in reporting and writing

Reference:

1. Davyley L.D (2012) Adobe Photoshop CS6 Bible, John Wiley & Sons.
2. Kelly Kordes Anton (2009) Quark Express 8 – Essential skill for page layout and web design, Peachpit Press.

Semester III : Specialization-Corporate Communication
Course: Public Relations

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

PR is essential in communication to inform the public about a company or product or a service via the media. This course will introduce and exhibit various techniques used in public relations to inform the masses. Students will have knowledge on the job roles of a Public Relations Office/ Manager through taught and hypothetical practical exercises.

Unit-1

Defining public relations; the Importance of values in public relations; jobs in public relations, Origins of the profession; the public in public relations

Unit-2

Ethics and social responsibility in public relations, Communication theory and public opinion

Unit-3

An overview of the public relations process: the importance of research and evaluation in public relations, PR tools.

Unit-4

Planning and public relations strategies; communication tactics of public relations
Communication: tactics of public relations; the impact of digital communication
And the loss of “mass” audiences

Unit-5

Crisis communication, PR and the law, Public relations and marketing; cross cultural communication

Reference:

1. Thomas H. Bivins (2010) Public Relations Writing: The Essentials of Style and Format (English) 6th Edition, McGraw Hill Education (India) Private Limited
2. Iqbal S Sachdeva (2009) Public Relations Principles and Practices (English) 01 Edition, USA, Oxford University Press.
3. Reddy, Narasimha (2009) Effective Public Relations and Media Strategy, PHI Learning Pvt. Ltd.
4. Edelman, Richard; Christopher P.A. Komisarjevsky; Rich Jernstedt; Don Middleberg; Ron Watt Sr.; Lou Rena Hammond; David Finn; Anthony J. Russo; Thomas L. Amberg; Robyn M. Sachs(2003) The Art of Public Relations, Aspatore Books.

Semester III : Specialization-Corporate Communication
Course: Media Management

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

As a media professional, one should also have knowledge on the backend of a media organization. This course will project on the various systems that sustain a fully working media system. Students who are knowledgeable in this field can pursue careers as in higher administrative roles of the media.

Unit-1

Overview: Unique characteristics of media companies - development of media industries - revenue patterns media audiences - major development patterns - Outline of Principles of Management

Unit-2

Media Economics : Concept and role of the market-Consumer choice and market responses-Producer Choice and market response--Monopoly and competition in market- Media Performance and capital

Unit-3

Marketing Perspective of Media: Marketing Mix and Product Life Cycle-Market Analysis and Product Planning-Consumer Research in Product Development-Product Planning for Advertiser

Unit-4

Market-Promotion and Sale of Media Products- Promotion Strategies - Tools - Plans in Action- Promotion and Sales to Advertisers- Distribution, Production & Pricing of Media Products

Unit-5

Competitive Strategy: Four types of Strategic Warfare - Competitive Advantage

Reference:

1. Kothari, Gulab(1995) Newspaper Management in India, Netherlands, Intercultural Open University
2. Picard, Robert (1989) Media Economics, New Delhi, Sage Publication
3. Ries, Al (1983) Marketing Warfare, New Delhi, McGraw Hill
4. Trout, Jack (1995) The New Positioning. New Delhi, McGraw Hill

Semester III : Specialization-Corporate Communication
Course: Brand Planning and Management

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

In a fast moving consumer society, brand plays heavy role in every consumer's choice of lifestyle. Brand and brand communication will divulge into history, growth and importance of brands in modern day consumer mindset; the communication part will emphasize on the need to inform people about a particular brand from time to time and the necessity to do so.

Unit-1

Introduction to brand planning and management – role of branding, meaning of brand equity and related concepts like brand loyalty, brand awareness, perceived quality and brand allocations.

Unit-2

A brand managers job – factors affecting brand management – brand classification – market planning process and components of a marketing plan – marketing strategy– competitor analysis & consumer analysis – market estimation and sales forecasting.

Unit-3

Creativity and innovation – importance of new product development – new product development process and organizing for new product development.

Unit-4

Financial analysis for product/brand management – sales and profit analysis – future of product/brand management – role of information technology – product/brand management and the internet.

Unit-5

Developing, managing, launching and sustaining brands – brand leveraging, brand extension, brand valuations and globalizing brands.

Reference:

1. Brand Van Auckers (2004)The Brand Management check list : proven tools and techniques for creating winning brands, Kogan Page India Pvt Ltd., New Delhi
2. Ulrich and Eppinger (2011) Product Design and Development, Mcgraw Hill International Edition
3. Crawford (2014), New Products Management, 5th edition, Irwin Publication, USA.
4. Jones John Philip, (1998) Whats in a Brand? Tata McGraw Hill Publishing Co.Ltd.
5. Majumdar(2008), Product Marketing in India :2nd edition, Prentice Hall of India Pvt.Ltd.

Semester III : Specialization-Corporate Communication
Course: Dissertation

Theory Examinations

Internal Assessment: 100 Marks

Objective:

Based on the Communication research (second semester) students are expected to submit a topic of their choice for dissertation at the end of 2nd semester. A guide will be allotted to each student in order to monitor the continuity and quality of the work. Using various research methodologies and interpretation skills students are equipped to bring in quality research output. Viva-voce will be conducted by a panel of experts (Internal and external) for the evaluation of dissertation.

Semester III : Specialization-Corporate Communication

Course: Corporate Communication

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

Corporate communication is essentially placing a corporate's message in its audience spectrum. This course will highlight on the similarities and differences to PR and reflect on the usage of communication with media. Students as Corporate Communication Executive & various other job titles will work closely with a company's policies, human resource and media department to maintain the image of the corporate in the public eyes.

Unit-1

Definition, nature and scope of Corporate Communications. Comparison with Public Relations, advertising, publicity and propaganda. Corporate communication - Basic tools, strategies and planning, core functions of Corporate Communications.

Unit-2

Corporate Communications - structure and management, corporate communications in industry, dealing with internal public. Media for corporate communication, House journal and open house.

Unit-3

Corporate communications tools for internal and external audiences. Media relations Media conferences and releases, media queries, rejoinders, media expectations (both print and electronic). Pressure groups.

Unit-4

Corporate communications with regards to community, investor relations, marketing communications. Corporate advertising and exhibitions.

Unit-5

Corporate communications- importance of Internet and Intranet. Functions of web editor. The government as corporate. Corporate communications in local bodies, Non-Governmental Organizations

Reference:

- 1 Fernandez (2004), Corporate Communications: A 21st Century Primer, Response Books, Sage Publications India Private Limited), New Delhi.
- 2 Goodman (1998), Corporate Communications for Executives, Suny Series, Human Communication Processes, State University of New York Press, USA.
- 3 Horton (1995), Integrating Corporate Communications, Quorum Books, USA.
- 4 Kumar (1998), Management Communication Today, B.K. Taneja, Classical Publishing Company

Semester III: Specialization-Broadcast Course: Radio Production

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

Radio is mass communication method that found a strong foothold in the modern society. It is an effective method of information tool and can be tapped to engage all kinds of audiences. This course will detail on the ground rules while writing a radio Programme for a particular topics. Students as radio professionals will have the skills to prepare a Programme according to the contemporary issues and topics.

COURSE OUTCOMES

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

- CO1:** Discuss the overall structure of commercial radio
- CO2:** List various programme patterns of commercial radio
- CO3:** Demonstrate the recording patterns for both OB and studio programmes
- CO4:** Produce radio programmes for commercial radio
- CO5:** Write script for various types of radio programmes for commercial radio
- CO6:** Evaluate various programming and music policies associated with commercial radio

Unit-1

Station Imaging and Branding , TG s , FPC , Programming formats , Links, Pre-selling, Teasers, Promos – Show promos, Station promos, Signature Tunes, TOH s, Sweepers, Break bumpers, Sparklers, Stationality and Station Sound, Content Integrations andRJ Mentions, Programme Policy, Radio news and practical exercises.

Unit-2

Music Policy, Policy Guidelines, devising music policies and strategies for various TG s, PD –roles and responsibilities, Organisational structure, MM s, Traffic Managers, Producers- promo and show producers, RJs, Sales Team, National Creative Cell, National and Cluster heads, GOPA Report Filing and PPL report Filing.

Unit-3

Clocks , devising Programming clocks, writing links, day part Programming-Breakfast, Mid-morning, Afternoon, Drive time, Late night show formats, phone-inns, listener culturing, Competition Tracking, Special events plans – concepts ,on-air exposures , on-ground exposure details and PPT presentations.

Unit-4

OB s and their significance , Barter and Alliances , Gratification for listeners , Contests, Spikes, TSL and CUME , RAM, TSL building techniques, PSA s, Appeals, Spots- FCT s and RODP s.

Unit-5

Radio dramas, Audio books, Breakfast and Drive time show fabric planning, PPF s, Capsules, Opening and Closing tags, Ideation and Creative Monetizing, Celebrity bytes, Brand Visibility and Salience

Reference:

- 1 Hugh Chignell (2009) Key Concepts in Radio studies, Sage Publications Ltd
- 2 Carole Fleming (2009) The Radio Handbook, Routledge; 3 edition
- 3 Carl Hausman, Philip Benoit, Lewis B.O. Donnell (1995) Radio Production, Wadsworth Pub Co; 4th edition

Semester III: Specialization-Broadcast Course: Broadcast News

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

Television/ radio news is an important method of source for injecting information in to society. The very fact that it is immediate makes it a different work sphere altogether. This course will attend to the various departments and functioning of a newsroom scenario. Students of broadcast will be able to understand and differentiate between print media working nature and effectively give out information in the required manner.

COURSE OUTCOMES

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

- CO1:** Demonstrates a brief understanding of the history of broadcast news, Radio and television news.
- CO2:** Demonstrates an understanding of reporting for radio, collection of data, editing techniques, Radio features.
- CO3:** Demonstrates an understanding of reporting for Television, news features, news editing.
- CO4:** Demonstrates an understanding of Radio and Television News Policy and its importance.
- CO5:** Demonstrates an understanding of Radio and Television news scope in era of new media.
- CO6:** Demonstrates an understanding of the primary features and role of Podcasting and video casting news.

Unit-1

Introduction to Broadcast News, History of Broadcast News, Radio and Television news.

Unit-2

Reporting for Radio, Research for Radio News, Radio News Editing, Radio News Features.

Unit-3

Reporting for Television, Television news features, Planning for Television news, sound for Television news, editing for Television news.

Unit-4

Policies for Radio News, Policies for Television news, Different beats in radio and Television reporting.

Unit-5

Radio and Television news in the era of New Media, Use of New media in reporting for radio and Television, Podcasting and video casting news.

Reference:

1. David Self (1984) Television Drama: An Introduction, Macmillan, Basingstoke
2. Kathy Chaters (1992) The Television Researcher's Guide, BBC Television Training, London
3. William Charles (1980) Screenwriting for Narrative Film and Television, Hastings House

**Semester III: Specialization-Broadcast
Course: Scripting for Media (Radio/TV)**

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

A script is perhaps the most important element in the making of a media. Scripts are the main aids for newsreaders and will act as a reference material. This paper will portray the various styles and norms of writing scripts for different kinds of news for both Radio and Television. Students will be able to differentiate in writing styles and also analyze on various methods to improvise on the same in a modern day practice.

COURSE OUTCOMES

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

- CO1:** Discuss scripts and its importance, list out various elements of a script
- CO2:** Distinguish between Audio-Visual and Audio-Media with respect to script writing
- CO3:** Write scripts for Radio News, Drama and commercials.
- CO4:** Define and demonstrate an understanding of the Five Act Structure, linear and non-linear narrative structures
- CO5:** Write scripts for TV news, Drama,
- CO6:** Write scripts and screen plays for TV advertisements and PSAs

Unit-1

Introduction to Scriptwriting: Importance of a script; Various Elements of a Script: Story – Plot – Characters.

Unit-2

Visual and Aural Thinking – Showing instead of telling. Importance of Description in terms of Location, Appearance, Costume, Movement, Time and Sound. The

Essential Differences between Audio-Visual and Audio media. Writing for radio-introduction to aural writing. Styles of radio writing. News drama scripts.

Unit-3

Dramatic Structure – The Five Act Script, Narrative Structure – Linear and Non-Linear Techniques of Narrative

Unit-4

Writing for television- elements of television writing. Scripts. News, drama. Adaptation – Challenges and Problems of Adaptation in Terms of the Medium, Structure and Narrative.

Unit-5

Writing for film. The essentials of writing for screenplays. Script formats. Writing for animation. Storyboarding. Scripting for Commercials & Public Service Announcements and Instructional Videos

Reference:

- 1 Satyajit Ray (2005) Speaking of Films, Penguin Books
- 2 Bernard F. Dick (2009) Anatomy of Films, Bedford/St.Martyn's, Boston
- 3 D.V.Swain,(1988) Film Script Writing, Focal Press, London & Boston
- 4 Berger, A. A. (1991) Writing for Radio and Television. London: Sage.
- 5 De Fossard, E. (2005) Writing and Producing Radio Dramas. New Delhi: Sage.
- 6 Miller, R., & Wilber, R. (2002) Modern Media Writing. Belmont: Wadsworth Publishing Company.

Semester III: Specialization-Broadcast Course: Dissertation

Theory Examinations

Internal Assessment: 100 Marks

Objective:

Based on the Communication research (second semester) students are expected to submit a topic of their choice for dissertation at the end of 2nd semester. A guide will be allotted to each student in order to monitor the continuity and quality of the work. Using various research methodologies and interpretation skills students are equipped to bring in quality research output. Viva-voce will be conducted by a panel of experts (Internal and external) for the evaluation of dissertation.

Semester III: Specialization-Broadcast

Course: Creative Communication

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

A similar sounding piece of story can easily wane interest from the receivers. Hence it is incumbent upon communication professionals to keep the styles varied without losing quality of information. Creative Communication as a taught course will reflect on various themes related to issues and society at large that can be incubated in newer effective communication techniques.

COURSE OUTCOMES

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

- CO1:** Demonstrate a comprehensive understanding of arts, aesthetics and sources of creativity
- CO2:** Critique and analyse historical and contemporary art movements
- CO3:** Discuss aesthetics in music, dance, painting, theatre and literature
- CO4:** Discuss the production process of theatre
- CO5:** Review writings on arts and aesthetics by major columnists
- CO6:** Discuss literary genres, theories and movements

Unit-1

Creativity and communication: meaning and relationship, sources of creativity, media, literature, theatre and other arts vis-à-vis creativity.

Unit-2

Basic of aesthetics and introduction to all art forms - music, dance, painting, literature and theatre.

Unit-3

Understanding literature: a historical overview and contemporary scene with reference to India and selected countries; literary genres, terms, theories and movements.

Unit-4

Understanding theatre, meaning, historical background and contemporary scene with India and selected countries; production process – structure of a play, role of the director, introduction to aesthetics of theatre – music, acting, architecture, scenic and costume design, lighting and make up

Unit-5

Arts and media, reporting writing about art, events and issues, supplements, magazines and programmes, reviews and criticism. Selected writing from major authors. Major theories on art movements.

Reference:

- 1 Berys Gaut and Dominic McIver Lopes (2005) The Routledge Companion To Aesthetics, Routledge
- 2 Christian Helmut Wenzel(2005) An Introduction to Kant's Aesthetics: Core Concepts and Problems, Wiley-Blackwell
- 3 Tony Godfrey (1998) Conceptual Art (Phaidon Art and Ideas), Phaidon Press

Semester III: Specialization-Print & New Media

Course: Print Journalism

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

Newspapers and magazines often constitute print journalism. Though the departments are essentially the same, there is a notable difference in the working scope between newspapers and magazines. This course will highlight the similarities and differences at various levels of journalism in print industry. Students can work in either organisations as writers at various levels.

COURSE OUTCOMES

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

- CO1:** Discuss the history of print media and analyse the evolution and impact of printing
- CO2:** Analyse different types of print media and different forms of writing
- CO3:** Practice different forms of writing for print media
- CO4:** Critically appraise practices and trends in print media
- CO5:** Explain typography and other design principles
- CO6:** Employ typography and design principles
- CO7:** Evaluate different printing and publishing processes
- CO8:** Discuss laws and ethics related to print journalism
- CO9:** Recognise and develop ethical practices for print journalism

Unit-1

History of Printing: Invention of printing, Stone tablets to letter press and offset printing, origination of the image, Printing surface, Multiplication of copies Electronic publishing, Cultural impact of printing,

Unit-2

History of newspapers and magazines in different countries – major newspapers, magazines and writers – column writing

Unit-3

Different writing practices – Magazine journalism – Public Journalism Writing for Tabloid –Literary Journalism - A critical appraisal of print media -New Trends in Print Journalism, Narratives, Travelogues, Reviews, Historical writing, Legal and Ethical cases, Practical exercises

Unit-4

Print design: Factors involved in Print planning, Typography and Design principles, Evolution of design in newspaper various kinds of printed products - their formats, Designing factors, colour application – Practical exercises.

Unit-5

Principals involved in different printing processes - Machines for letterpress, Offset, Gravure, Flexography and Screen Printing.- DTP- Web Publishing

Reference:

- 1 Melvin Mecher (2010), News Reporting and writing, McGraw-Hill Higher Education; 12 edition
- 2 A C Book and Sohick (1997), Fundamentals of copy and layout, NTC Publishing Group, U.S.; 3rd edition
- 3 Gerhard A Nothmann (1989) Non impact printing, Graphic Arts Technical Foundation
- 4 Hugh Speirs (1992)Introduction to Printing technology, Routledge; 4th Revised edition

Semester III: Specialization-Print & New Media

Course: Web Publishing & Design

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

With the advent of internet, traditional media and communication houses had to interplay web publishing into their methods of communication because of its immediacy. This taught course will focus on the different aspect of web publishing and design that meet the modern standards of information dissemination.

COURSE OUTCOMES

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

- CO1:** Demonstrate an understanding of history of web portals, websites.
- CO2:** Demonstrates an understanding of types of architecture of web portals such as vertical and horizontal portals,
- CO3:** Discuss various types of portals including E-commerce portals, News portal, public web portals
- CO4:** design a new web portal, including simple navigation, GUI and Content
- CO5:** Critically engage with different Case studies of web portals such as BBC, Yahoo, Etc
- CO6:** Web Publishing and design

Unit-1

Introduction to Web Portals, Definition and examples, Differences between regular websites and portals, Evolution of web portals, Key features and benefits

Unit-2

Architecture of Portals, Horizontal portals, Vertical portals, Types of Portals, News portals, e-commerce portals, Public web portals, Enterprise portals, Workspace portals, Knowledge portals

Unit-3

Designing a News Portal, User centric design, Port lets, Information overload issues, Reliability of content, Usability issues, Structure and flow, Navigation, Technical issues

Unit-4

Case Studies: Yahoo, BBC Online, Oh my News International, Google News, The Microsoft Network, Altavista, Lycos

Unit-5

The future of portals, Hybrid portals, Portals for the mobile web. Web publishing, mobile blogging.

Reference:

- 1 Robert Burnett and P. David Marshall (2003) Web Theory: An Introduction, Psychology Press
- 2 Arthur Tatnall(2004), Web Portals: New Gateways to Internet Information & Services, Idea Group Publishing.
- 3 Ali Jafari (2003), Designing Portals: Opportunities & Challenges, Irm Press

Semester III: Specialization-Print & New Media

Course: Creative Communication

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

A similar sounding piece of story can easily wane interest from the receivers. Hence it is incumbent upon communication professionals to keep the styles varied without losing quality of information. Creative Communication as a taught course will reflect on various themes related to issues and society at large that can be incubated in newer effective communication techniques.

COURSE OUTCOMES

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

- CO1:** Demonstrate a comprehensive understanding of arts, aesthetics and sources of creativity
- CO2:** Critique and analyse historical and contemporary art movements
- CO3:** Discuss aesthetics in music, dance, painting, theatre and literature
- CO4:** Discuss the production process of theatre
- CO5:** Review writings on arts and aesthetics by major columnists
- CO6:** Discuss literary genres, theories and movements

Unit-1

Creativity and communication: meaning and relationship, sources of creativity, media, literature, theatre and other arts vis-à-vis creativity.

Unit-2

Basic of aesthetics and introduction to all art forms - music, dance, painting, literature and theatre.

Unit-3

Understanding literature: a historical overview and contemporary scene with reference to India and selected countries; literary genres, terms, theories and movements.

Unit-4

Understanding theatre, meaning, historical background and contemporary scene with India and selected countries; production process – structure of a play, role of the director, introduction to aesthetics of theatre – music, acting, architecture, scenic and costume design, lighting and make up

Unit-5

Arts and media, reporting writing about art, events and issues, supplements, magazines and programmes, reviews and criticism. Selected writing from major authors. Major theories on art movements.

Reference:

1. Berys Gaut and Dominic McIver Lopes (2005) The Routledge Companion To Aesthetics, Routledge
2. Christian Helmut Wenzel(2005) An Introduction to Kant's Aesthetics: Core Concepts and Problems, Wiley-Blackwell
3. Tony Godfrey (1998) Conceptual Art (Phaidon Art and Ideas), Phaidon Press

Semester III: Specialization-Print & New Media
Course: Dissertation

Theory Examinations

Internal Assessment: 100 Marks

Objective:

Based on the Communication research (second semester) students are expected to submit a topic of their choice for dissertation at the end of 2nd semester. A guide will be allotted to each student in order to monitor the continuity and quality of the work. Using various research methodologies and interpretation skills students are equipped to bring in quality research output. Viva-voce will be conducted by a panel of experts (Internal and external) for the evaluation of dissertation.

Semester III: Specialization-Print & New Media

Course: Magazine Journalism & Design

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

A magazine as a tool of information has a longer shelf life than any other printed form of communication. Hence more the effective design and information, the more chances those audiences will visit back to it again and again. This course will elucidate on the structure and functioning of a magazine house, its different job roles and functioning of a magazine from its design stages to post distribution feedback systems. Students can specialize in magazine journalism and enter the diverse topic fields in various job titles.

COURSE OUTCOMES

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

CO1: Discuss magazine journalism and different kinds of magazines

CO2: Trace the history and evolution of magazine journalism

CO3: Write, edit and design for magazine

CO4: Use text, images and design to reflect industry standards

CO5: Explain production and printing mechanisms

CO6: Recognise various online and web magazines

Unit-1

Introduction to magazine journalism: Evolution of magazine journalism; Classification of magazines Magazine Industry: Major national and international magazines Recent trends in magazine journalism;

Unit-2

Writing for Magazines, Essentials of magazine writing; differences between magazine writing and newspaper writing Basics of writing for magazines Various types of magazine features: Personality Sketch; An alternative classification of magazine features Cover Line, headline, blurbs Essentials of magazine editing

Unit-3

Magazine Production, Basics of magazine production - print and web Cover page, cover page design, Magazine page layout; use of colours, pictures and graphics, fillers, FAQs, reviews.

Unit-4

Magazine printing and printing technologies, Different types of papers, printing mechanisms, multi colour printing,

Unit-5

New media and magazines, web-based magazines, ezines and webzines, Magazine design for handheld devices.

Reference:

- 1 Jill, Baker (1992) Professional Magazine Journalism, Blue Print Publishers.
- 2 Jacobi P. Peter (1991) The Magazine Article - How to Think it, Plan it, Write it, Bloomington, Indiana University Press.
- 3 McKay, Jenny (2006) The Magazine Handbook, Oxon, Routledge.
- 4 Davis Anthony (1988) Magazine Journalism Today, Heinemann Professional Publishing, Indiana University Mogel,
- 5 Leonard (1998) Everything You Need to Know to Make It in the Magazine Business, Pittsburgh, GATF Press.
- 6 Holmes, Tim (2008), Mapping the Magazine: Comparative Studies in Magazine Journalism, Routledge
- 7 Niblock, Sarah (2003), Inside Journalism, London, Routledge.

Semester IV: Specialization-Corporate Communication Course: Event Planning and Management

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

On its own, for an event to be successful, it is a gargantuan task. This course will both theoretically and practically look at the working of an event from its pre-production to post-production methods of design and application. Students as event managers will be able to conceptualise and execute any event for a given field.

COURSE OUTCOMES

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

- CO1:** Demonstrate an understanding of event planning and management
- CO2:** Demonstrate the ability to plan, design, and market an event
- CO3:** Demonstrate the ability to assess and evaluate a product launch
- CO4:** Demonstrate the ability to understand the need for events in brand building
- CO5:** Demonstrate an ability to analyse events in the context of creativity and design
- CO6:** Demonstrate an ability to analyse events in the context of public participation

Unit-1

The need for events - marketing, product, corporate communication, social cause, Image development, publicity and propaganda. Event and D-marketing.

Unit-2

Definition, nature and scope of events. Purpose of events. Elements of events. Event and public. Event and marketing. Event creativity. Event design.

Unit-3

Event proposal. Event sponsorship. Concept of product events. Pricing in events. Promotion in events. Event management.

Unit-4

Event and strategic market planning. Alternatives for growth. Event and media planning management. Evaluation of event performance. Safety and security of events.

Unit-5

Case studies of different kinds of event for analysis.

Reference:

1. Sanjaya Singh and Saggare(2005) Event marketing and Management, Oscar Publications Delhi, India
2. Poep Cornelissen(2011), Corporate Communication, SAGE Publications Ltd; Third Edition
3. Chunnawala and Sethia(1997), Foundations of Advertising: Theory and practice, Himalaya Publishing House

Semester IV: Specialization- Corporate Communication
Course: Strategic Media Planning

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

This course will explain making strategic decisions while planning on media usage from situation analysis to the need for using a particular media.

COURSE OUTCOMES

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

- CO1:** Demonstrate the ability to make strategic decisions in media planning
- CO2:** Assess and plan the appropriate media, keeping client's requirements in mind
- CO3:** Evaluate the ethical issues in media planning
- CO4:** Demonstrate an ability to evaluate crisis communication
- CO5:** Assess media reach and effective reach
- CO6:** Demonstrate an ability to explain and market media to media planners

Unit-1

Communications challenges, role and scope in Government, non-government and public sector organizations. CEO's role in Corporate Communications. Ethical issues in corporate communications.

Unit-2

Investor relations, company annual reports, importance of SEBI, analysts' meets, Handling business media and news. Role of corporate communications at AGMs.

Unit-3

Crisis communication, strategic approach to crisis management. Role of corporate communications in mergers and acquisitions.

Unit-4

Media Planning in changing times-procedures in planning media. Relationship between media, advertising and consumers – how do consumers choose and process information from media. Basic measurement of media audiences – how are audiences measured? Reach, Frequency and Effective frequency.

Unit-5

Media Research: Ratings in Media. Ratings terminology. Reading a TV report. Ratings technique. Selling media to media planners.

Reference:

- 1 Kumar Neeraj, (1998) Management Communication Today, B.K.Taneja, Classical Publishing Company, New Delhi.
- 2 Venkatramani, H.S (1899) Corporate Communications – The Age of Image, Sterling Publishers Private Limited, New Delhi.
- 3 Ray Rueben, Communication Today, Understanding Creative Skill, Himalaya Publishing House, Mumbai.
- 4 Surmanek Jim,(1996) Media Planning : A Practical Guide, McGraw-Hill Education; 3 edition

Semester IV: Specialization- Corporate Communication
Course: Business Communication

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

As a corporate communicator, it is also equally important to know the business models and policies within which an organization exists and functions. This course will follow on various methods of business communication along with rules that govern both from a company's and government's rules.

COURSE OUTCOMES

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

- CO1:** Discuss the various aspects of business media
- CO2:** Discuss different sources of information for business news
- CO3:** Gather accurate information from the appropriate source
- CO4:** Analyse the content of different business newspapers and magazines in India and the world
- CO5:** Evaluate financial reports of different organisations and government offices
- CO6:** Describe the role of different economic and financial organisations
- CO7:** Explain the relationship between the market, the economy, the government and corporations
- CO8:** Discuss different types of markets and market structures

Unit-1

Introduction: Characteristics of business media, how it differs from general media
Major Business dailies: FT, WSJ and ET, FT, BL.; different features. The business magazines; The Economist, Business week and the Indians, Business Channels CNBC/ NDTV Profit etc : characteristics

Unit-2

The Business Environment, The different approaches to economy, The Market: The State Technology and business: the globalisation issue.

Unit-3

The Sources of Business Information, The Chambers of Commerce; their role and structure Corporate annual reports.

Unit-4

RBI reports; CMIE; NCAER. World Bank reports; Human Development Report, The Budget: How to read budget papers – central and state.

Unit-5

The Market, the stock market, money market, commodity market, The fundamentals of futures and options, money market instruments.

Reference:

- 1 Prasanna Chandra (2003) Finance Sense, Tata McGraw-Hill Education.
- 2 Little J.B and Rhodes L (1991) Understanding Wall Street Journal, Liberty Hall Pr; 3rd edition
- 3 Patrick Clinton (1997) Writing for the Business Press, McGraw-Hill; 1 edition
- 4 Vanita Kohli Khandekar (2010) The Indian Media Business, Sage Publications.

Semester IV: Specialization- Corporate Communication

Course: Marketing Communication and Research

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

It is necessary to evaluate markets as corporate communication professional. It makes communication an easy way when a communication professional is aware about what the audience wants to know. This course will focus on techniques used in conducting a market research for various sections of media and audience. Students can become professional researches and work in standalone research agencies that provide a plethora of information vital for competitive functioning of a media/communication house.

COURSE OUTCOMES

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

- CO1:** Demonstrate an ability to understand market research and marketing communication
- CO2:** Evaluate the marketing communication needs of specific industries
- CO3:** Examine the specific marketing communication needs of high technology industries
- CO4:** Evaluate the growth of marketing on the internet and electronic commerce
- CO5:** Demonstrate an ability to evaluate the 4 Ps of Marketing
- CO6:** Evaluate the effectiveness of marketing tools like exhibitions and fairs

Unit-1

Marketing and Marketing concepts, 4 Ps. Communication tools such as exhibitions, trade-shows, advertising and corporate films used in marketing.

Unit-2

Marketing strategies, concepts of strategic marketing management and business units. Importance of marketing surveillance.

Unit-3

Marketing and Internet, Electronic commerce, Business to Business, Business to customers, Factors impacting 4P concepts, Marketing Mix.

Unit-4

Marketing communications in different industries – food, insurance, pharmaceutical, personal care and hospitality.

Unit-5

Marketing communications in high technology industry, health care and publishing industries.

Reference:

- 1 Monye O.S, (1991) Handbook of International Marketing Communications, Blackwell Publishers Ltd, U.K.
- 2 Saxena, Rajan (2005) Marketing Management, Tata McGraw Hill, New Delhi.
- 3 Taylor Jonathan, Smith (2004) Marketing Communications an Integrated Approach, Kogan Page Publishers.
- 4 Parente Donald, Strausbaugh Kirsten(2014) Advertising Campaign Strategy: A Guide to Marketing Communication Plans, Cengage Learning; 5 edition

Semester IV: Specialization- Corporate Communication
Course: Project

Theory Examinations

Internal Assessment: 100 Marks

Objective:

Students expected to execute a Public relation and advertising campaign. A faculty adviser / guide will be allotted to each student in order to monitor the continuity and quality of the work. Students are expected to submit a project report after the completion of the project. A presentation or viva will be conducted by a panel of experts (Internal and external) for further evaluation.

Semester IV: Specialization-Broadcast

Course: Film Theory & Criticism

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

Film is one of the strongest medium of communication in any given society. This course will teach the idea behind using film as a strong audio-visual tool to put across message in the form of a story. The theory will delve in to the techniques, mechanics and science of film making while criticism will evolve from just observations in cinema alone to relating films to various other social sciences.

COURSE OUTCOMES

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

- CO1:** Discuss the history of cinema
- CO2:** Discuss the various technical aspects, literary devices used for story-telling in cinema
- CO3:** Critique the underlying themes in various fictional and non fictional narratives
- CO4:** Demonstrate an understanding of the various theories and perspectives used to critique a film
- CO5:** Discuss the different waves of cinema in India and the world and approaches used by different film-makers
- CO6:** Critique the advancement of technology and trends from around the world.

Unit-1

Film as an art: a historical overview, the nature of art, film and other arts, impact of other art movements on cinema, formalism and realism.

Unit-2

Literary devices: dramatic and narrative structure, dramatized prologues, flashbacks, flash-forwards, point of view, text and sub-text

Unit-3

Many movements: German Expressionism, French Impressionism, Italian Neo-realism, Socialist Realism

Unit-4

New wave cinema, Genre and Auteur theories, Modernism and Post-modernism, Classic Hollywood Cinema and Art Cinema,

Unit-5

Art, technology, theory and film criticism: different approaches and writers. From the early days to the present day: major film-makers and films from different countries, current trends

Reference:

- 1 Braudy, Leo & Marshall, Cohen (Eds) (1999). Film theory and criticism. 5TH ed. New York: Oxford University Press.
- 2 Nelmes, Jill (1996). An introduction to film studies. New York: Routledge.

Semester IV: Specialization- Broadcast Course: Documentary Film Production

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

Documentaries serve the purpose of an archive and also act as factual records of work.

This course will teach students to produce fresh documentaries via practical and also bring in the different challenges and appreciation it involves.

COURSE OUTCOMES

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

- CO1:** Demonstrate a comprehensive understanding of the history of documentary film making and the different approaches taken through its course
- CO2:** Script a documentary using suitable approaches, intensive research and appropriate use of technique
- CO3:** Display an attitude of sensitivity towards social research and to capture issues with the best possible intentions and motives
- CO4:** Critique objectivity, reality, censorship and other features that are tackled in documentary film making
- CO5:** Demonstrate a comprehensive understanding of the politics of the camera and the politics seen in the techniques used
- CO6:** Demonstrate a comprehensive understanding of ethics, and significant works of renowned documentary filmmakers.

Unit-1

A Brief History of the Documentary beginning with Robert Flaherty's Nanook of the North and tracing through the Russian and British Schools of the Documentary.

Unit-2

Documentary Production: Types & Approaches; Research and Scripting.

Unit-3

The Documentary - Fiction vs. Fact; Claims of Objectivity & Reality vis-à-vis Realism in Fiction & Propaganda Films; Aesthetics and Authorship. Censorship; Audience and Distribution

Unit-4

Documentary Production: Recording - The politics of Camera: How the camera lends meaning to shots; Significance of camera movements.

Capturing Sound – Interviews, Narration and Music

Unit-5

Editing the Documentary: Methods and Politics; Issues of Ethics, World Masters of the Documentary – A Study of Documentary Films of Renowned Documentary Filmmakers.

Reference:

1. Mayeux, Peter (1985). Writing for the Broadcast Media. Boston: Allyn & Bacon.
2. Millerson, Gerald (1990). The Technique of Television Production. New Delhi: Focal Press.
3. Nichols, Bill (1993). Movies and Methods. Calcutta: Seagull.
4. Nostran, William (1996). The Scriptwriter's Workbook. New Delhi: Focal Press.

Semester IV: Specialization-Broadcast

Course: Video Production Techniques

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

Introduces students to concepts and techniques for capturing video in a live studio environment. Students apply their knowledge and work together as members of a production team in a real-life studio setting to create high quality video productions

Unit-1

Ideas. Themes, concepts – conceptualization, development and visualization genres in television, different approaches, narrative and non-narrative structures, television news and practical exercises.

Unit-2

Studio production, sound and speaking voice, considerations for mike's for sound, producing studio sound, mikes for multi-camera television, field production, staged production, music production.

Unit-3

The language of editing - shooting and editing, Online editing, Post production Editing, Digital Video effects, show packaging and feedback.

Unit-4

Broadcasting technology- Earth station, teleport, Up linking, down linking, transmission- cable, terrestrial and satellite transmission etc.

Unit-5

Digital Broadcasting Applications- Interactive Television, Video on demand, teleconferencing etc.

Reference:

- 1 David Self (1984). Television Drama: An Introduction, Macmillan, Basingstroke,
- 2 Kathy Chaters (1992). The Television Researcher's Guide, BBC Television Training, London.
- 3 William Charles (1980). Screenwriting for Narrative Film and Television, Hastings House.

Semester IV: Specialization-Broadcast

Course: Community Radio

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

The objective of this course is to provide a proper perspective of public service broadcasting. The course will equip students of broadcasting a radio Programmes on community, development and role of radio in development of community with special reference to rural area. It will also provide practical training in radio Programme production to serve the community needs. As community radio is a fast developing sector in India, the course is designed to prepare man-power requirement for future radio broadcasting.

COURSE OUTCOMES

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

- CO1:** Discuss programming patterns of community radio
- CO2:** Produce radio programmes for community radio
- CO3:** Demonstrate the use of technical equipment and editing software to produce radio programmes
- CO4:** Differentiate between AM, FM and Community Radio
- CO5:** List various international and national organisations working for the development of community radio
- CO6:** Write script for various types of radio programmes

Unit-1

Broadcasting in India- AIR network. Programme policy. Programme content, types, audiences. Administration and organization.

Unit-2

Education through broadcasting- Programme types and content. Broadcasting for rural progress- Concept of Community radio, radio rural forums, and farm schools.

Unit-3

Community radio- studio design and structure. Hardware and networking. Programme production and transmission. Community radio policy guidelines.

Unit-4

Comparative study of community radio in the world- Role of UNESCO, UNDP and UN in community broadcasting development and growth.

Unit-5

Production of community radio Programmes- practical exercises.

Reference:

1. Carl Hausman, Philip Benoit, Lewis B O Donnell (2012) Radio Production, Production, Programming and performance, Cengage Learning; 9 edition
2. Mehara Masani (1976) Broadcasting and the people, National Book Trust, India.
3. H R Luthra (1986). Indian Broadcasting, Publications Division, Ministry of Information and Broadcasting, Govt. of India.
4. Chatterji, P.C (1991) Broadcasting in India, SAGE Publications Pvt. Ltd; Second Edition edition.

Semester IV: Specialization-Broadcast Course: Project

Theory Examinations

Internal Assessment: 100 Marks

Objective:

Students expected to execute a Studio production or a short film. A faculty adviser / guide will be allotted to each student in order to monitor the continuity and quality of the work. Students are expected to submit a project report after the completion of the project. A presentation or viva will be conducted by a panel of experts (Internal and external) for further evaluation.

Semester IV: Specialization-Print & New Media

Course: Investigative Journalism

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

A special part of print journalism is investigation that can range from just verifying facts to conducting actual sting operations to reveal malpractices of any kind in the society. This course will highlight the importance and need for such a practice in the media-society conflict zone and also note the various rules to be kept in mind while actually conducting such a story. Students as professional investigative reporters mostly find themselves working in the crime reporting departments of media.

COURSE OUTCOMES

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

CO1: Discuss the importance and need of Investigative Journalism

CO2: Review various rules to be kept in mind while conducting an investigative story

CO3: Discuss various investigative journalists from India and world

CO4: Explain techniques of writing investigative stories

CO5: Analyse trends and practices of investigative journalism

CO6: Explain ethical issues in the practice of investigative journalism

Unit-1

Meaning and philosophy of investigative journalism - Its role vis-à-vis other journalistic practices - Journalism and public sphere - The idea of evidence and investigation –Human Rights.

Unit-2

History of investigative journalism in major democracies - An in-depth study of six major investigative cases from different media

Unit-3

Techniques of investigative journalism - Different stages - Sources - In-depth interviewing - Understanding government - Legal precautions - Ethical considerations - Corporate and political corruption - Consumer Rights - Application of research methods.

Unit-4

Different styles of writing investigative articles - An in-depth study of six major investigative journalists - Investigation: Print vis-à-vis other media.

Unit-5

Influencing factors and changing context - Freedom versus State and Commercial interests - Media Ownership and control - Globalisation and public sphere - Centre for Independent Journalism - New Technology.

Reference:

- 1 Christopher C(2002) Dynamics of Journalism – Vol I, Anmol,India
- 2 Bromley, O'Malley et al: (1997) Journalism reader. Routledge.
- 3 Fredler, Fred (1993). Reporting for the media, Harcourt College Pub; 5 Sub editions.

Semester IV: Specialization-Print & New Media

Course: Technical Writing

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

In a massive effort to reduce technical language and bring understanding to the common man, technical writers have continuously put efforts to put jargon heavy documents into free flow language. This course will shed light on techniques used in technical writing for various serious content matter. Students as technical writers can work in content departments of product markets.

COURSE OUTCOMES

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

- CO1:** Explain the meaning, relevance and types of technical writing and review the technical writing process
- CO2:** Locate, assess and gather information from sources
- CO3:** Explain the process of audience analysis and its importance; conduct and write an audience analysis for a technical product
- CO4:** Write different types of content for technical documentation
- CO5:** Explain the different elements of a technical document; write content for the different elements
- CO6:** Write clear, grammatically correct and technically relevant content
- CO7:** Explain the need and guidelines for using illustrations and graphics
- CO8:** Create content for a technical document including text, graphics and rich media, for different platforms

Unit-1

Introduction - Introduction to technical writing, overview of the technical writing process, doc plans, outlining.

Unit-2

Getting Information - Technical specifications, prototypes, legacy documentation, Subject matter experts, Interview with users

Unit-3

Writing Basics – Audience, Terminology, Types of content: Interface information, Reference information, Conceptual information, Procedural information, Writing task oriented information, Illustrations and graphics.

Unit-4

Editing - Preventive measures, Reviewing doc plans, Establishing style guidelines, Terminology, Examining legacy documentation, Editorial checklists, Indexing, Production edits.

Unit-5

Practical - Technical writing software - Microsoft Word, Adobe Frame Maker. Technical Illustrations, Clip art.

Reference:

1. Alan S. Pringle & Sarah S. O’Keefe (2003) Technical Writing 101: A Real-World Guide to Planning and Writing Technical Documentation, Scriptorium Pr; 2 Rev Exp editions.

Semester IV: Specialization-Print & New Media

Course: Science & Health Communication

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

A major chunk of print media also shares importance on science and health communication as a responsible act. This course will ideate on various writing styles for the field and also teach on how to analyse and provide constructive criticism on related works and articles. Students in this field can work as writers for the science and health section or work in organisations/ think tanks that are related.

COURSE OUTCOMES

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

- CO1:** Explain the meaning and relevance of science and health communication
- CO2:** Demonstrate a basic understanding of key concepts and different branches of science
- CO3:** Discuss the features of technical texts and create content from technical texts
- CO4:** Analyse science and health issues related to development
- CO5:** Analyse national and international health programmes
- CO6:** Discuss different concerns in science, technology and health
- CO7:** Evaluate science and health related content across different formats
- CO8:** Write timely, sensitive science and health content for different media
- CO9:** Communicate ideas and concerns in the field of science through jargon-free articles
- CO10:** Communicate ideas and concerns in the field of health through jargon-free articles

CO11: Recognise and develop ethical practices for any type of science and health communication

Unit-1

Science and technology: Philosophical basis, introduction to key concepts and terms of different natural sciences and technology – technical texts, language and readers – science communication and development.

Unit-2

Science and Health Communication: need and scope – global, national and regional, health-related issues, terminology of health sciences, Introduction to Science and Health communications, Basic understanding of various branches of Medical science. Need & Scope, modes, Science and Health Issues of relevance, Technical terminology

Unit-3

Science, health and development, studies from India and abroad. Health Indices, basis for research & publications in the medical science. National/ WHO Programmes/ Health promotion literature. Self-study & analysis of one of the websites emphasizing on an international/ national science and health Programme

Unit-4

Media, science and health issues: Writing for newspapers, magazines, radio and TV shows, films and online editions – S & T news categories – science supplements, health magazines and journals – ethics, associations, current trends and case studies, New age media: Internet/FM radio/ Mobile/ Advertorial, Ethics, Associations, Conflict of interest: Current trends

Unit-5

Practical exercises in science and health communication, writing articles, making audio-visual features etc.

Reference:

1. James H Collier and David M Toomey (Editors) (1997). Scientific and Technical Communication, Sage Publications.
2. J V Vilanilam(1993), Science Communication and Development, Sage Publications.
3. Ragnar Levi (2004). Medical Journalism – Exposing fact, fiction, fraud, Surjeet Publications.
4. Sankaran Ramanathan (1999). Popularising Science and Technology, Asian Media Information and Communication Centre.

Semester IV: Specialization-Print & New Media

Course: Online News and Social Media

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

In a tech savvy world, readers are aided with Personal Assistant Devices (PDAs) that help them receive and browse information at any given point of time. Social media has hailed as a competent source of infotainment. This course will introduce, differentiate between traditional writing and online writing, will help understand how news and information online, on different platforms affect both the traditional set up of media and the receivers' perceptions. Students in this field can work as content managers.

COURSE OUTCOMES

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

- CO1:** Demonstrate an understanding of vertical/ horizontal web portals and corporate /government websites.
- CO2:** Discuss and analyse micro blogging, content for social media and user generated content
- CO3:** Discuss the advantages and disadvantages of e governance.
- CO4:** Critique the idea of information as a political and economic tool.
- CO5:** Demonstrate an understanding of writing content for online resources
- CO6:** Demonstrate an understanding of Information imbalance, information overload and information pollution.

Unit-1

Online news papers, Credibility of news online, Web portals, vertical and horizontal web portals, corporate and government websites.

Unit-2

Language and writing style online, impact of new technology on language and medium, English as a language of technology, e-governance – advantages and problems.

Unit-3

Information era, information overload, information imbalance, information pollution, Information as a political and economic tool.

Unit-4

Social Media, streaming news on social media, micro blogging and Facebook Content design for New Media,

Unit-5

Language for web, read less consume more, user generated content, online news and online noise.

Reference:

1. Watral,ethan&Siarto,Jeff (2009). Headfirst web design. Mumbai;Shroff Publishers.
2. Gauntlett,david(2004). Web Studies.London,Arnold publishers.
3. Godbole,Achyuth S.(.)Web Technologies. New Delhi.Tata Mcgraw hill.
4. Albarran,Allan B&Goff David().Understanding the Web.Surjeet publications.

Semester IV: Specialization-Print & New Media
Course: Project

Theory Examinations: 50 Marks

Internal Assessment: 50 Marks

Objective:

The print media is undergoing various transformations. Due to convergence platform; the writing style for print is constantly changing. This course trains students in writing for different mediums of print and web.

Students expected to execute a Journalism and web publishing project. A faculty adviser / guide will be allotted to each student in order to monitor the continuity and quality of the work. Students are expected to submit a project report after the completion of the project. A presentation or viva will be conducted by a panel of experts (Internal and external) for further evaluation
