

Department of Mass Communication, Aligarh Muslim University
M.A (Mass Communication) Curriculum Based on CBCS
W.e.f. 2015-16

Detailed Syllabus

Semester-I

Principles of Mass Communication (MCM1001)

Unit-I

Nature and process of human communication, functions of communication, verbal and nonverbal communication, intra-personal, small group, public and mass communication.

Models: SMCR, Shannon and Weaver, Lasswell, Osgood, Newcomb, Westley-Maclean & HUB

Nature, and process of mass communication, characteristics of audiences.

Unit-II

Theories of communication: Hypodermic Needle, Two-Step/Multi-Step Flow Theory, Selective Attention, Selective Perception, Selective Retention, Cultivation Theory, Gate-keeping Function, Uses and Gratifications, Agenda Setting, Diffusion Of Innovations, Spiral of Silence.

Unit –III

Media systems and theories: authoritarian, libertarian, soviet-socialist, social-responsibility, development, participatory. Mass media public opinion and democracy.

Media culture and its production. Media content, market-driven media content – effects& infotainment. Critical Theory

Books for Reference:

1. McQuail D.(2003). *Mass Communication Theory: An Introduction*. Vistaar Publications, New Delhi
2. Baran, S. J. & Davis, D. K. (2012). *Introduction to Mass Communication Theory: Foundations, Ferment and Future*, 5th Indian Edition. Cengage Learning.
3. Narula, U. (2006), *Handbook of Communication*. Atlantic Publishers
4. DeFleur, M.L & Rokeach, S. (1989). *Theories of Mass Communication*. Longman

Development of Media (MCM1002)

Unit-1: Print Media

Early efforts to publish newspapers in India; birth and growth of the Indian language press-contributions of Raja Ram Mohan Roy and Sir Syed Ahmed Khan; Indian press and freedom movement-Mahatma Gandhi and his journalism; the press in India after independence-growth, trends, and role.

Unit-2: Radio and Television

Genesis and development of radio as a medium of mass communication; Brief history of radio in India; Radio broadcast technology innovation-Amateur and HAM to FM and Digital.

Development of television as a medium of mass communication; Brief historical perspective of television in India; Growth of cable and satellite television-DTH-IPTV.

Unit-3: Cinema, Folk Media and New Media

Growth of cinema in pre-independent India; Indian cinema after independence; Growth of Indian parallel cinema; History of Documentary cinema.

Indian folk media-form, contents, and characteristics; folk media in an age of electronic communication.

Growth of new media- the internet and its applications, online journalism.

Books for Reference:

1. Murthy, Nadig Krishna (1966). *Indian Journalism: from Ashoka to Nehru*, Mysore University, Prasaranga.
2. Natarajan, J (1955). *History of Indian Journalism*, New Delhi, Publications Division, Government of India.
3. Parthasarathy, Rangaswami (1991). *Journalism in India: From the Earliest Times to the Present Day*, New Delhi, Sterling Publishers Pvt. Limited.
4. Chaterjee, P.C. (1990). *Broadcasting in India*, New Delhi: Sage Publications.

Reporting (MCM1003)

Unit – I

News: definition, concept, elements, sources; lead and its kinds. Reporting crime, weather, speech, accident, disaster, court, election, conflicts, legislature and obituary.

Unit – II

Kinds of Reporting – objective, interpretative, investigative, development and in-depth.

Unit-III

Interview techniques, kinds of features, specialized reporting – science, sports, economic, gender and allied areas, reporting for magazines.

Books for Reference

1. Burns, L.S (2002) *Understanding Journalism* , Vistaar, New Delhi
2. Contractor, H. (2004) *The Art of Feature Writing*, Icon Publishings, New Delhi
3. Friedlandeer, E.J & John Lee (3011) *Feature Writing: The Pursuit of Excellence*. PHI Learning Pvt. Ltd., New Delhi
4. Stein, M.L & S.F. Paterno (2003) *The Newswriter's Handbook*, Surjeet Publications, New Delhi
5. Mollenhoff, Clark (1981) *Investigative Reporting*, Mac Millan, New York
6. Neal, J. & S.S. Brown (1976) *News Writing and Reporting*, Surjeet Publications, New Delhi
7. Wulfemeyer, K.T (2005) *Beginning Radio and TV New Writing*, Surjeet Publications, New Delhi
8. Kamath, M.V. (1983) *The Journalist's Handbook*, Vikash Publishing House, New Delhi
9. Kamath, M.V. (1983) *Professional Journalism*, Vikash Publishing House, New Delhi
10. MacDougall, C.D. (1957) *Interpretative Reporting*, MacMillan, New York

Editing (MCM1004)

Unit – I

Editing: Meaning, symbols, tools, lead, body, paragraphing. Standfirst.

Unit – II

Headlines – Technique, style, kinds of headlines. Dummy page make-up, layout. Principles of photo editing

Unit-III

Magazine editing, layout, graphics. Editorial, feature and article writing

Books for Reference

1. News Editing by Fried Fedddlar
2. News Writing by Lyle Spencer
3. Modern Newspaper Prodcution by F.W. Hodgins
4. Sub Editing by John Mansfield
5. A Textbook of Editing by Anirudh Choudhary
6. The Art of Editing by Floyd K. Baskette, Jack Z. Sissors and Brian S. Brooks

Practical (Reporting) (MCM1071)

This segment will mainly consist of practicals in various areas of reporting enumerated in the theory paper. At least five assignments mentioned in the first semester will be given to the students on each topic. All topics, including feature writing, interviewing, assignments on investigative, sports, commerce, reviewing, marketing, court legislative and other allied areas of reporting will also be evaluated by internal/external faculty.

Practical (Editing) (MCM1072)

Not less than five assignments in each area of editing will have to be completed by the students, and assessed by internal/external faculty. They will also have to bring out practice journals, min/lab newspapers and magazines and do page make-up and lay-out exercises. Assignments will also be given and assessed in news selection, subbing, editorial and article writing. Besides the above, the students have to appear at a practical examination at the end of the I semester.

Elective

Science and Technology Communication (MCM1011)

Unit-I

Introduction to Science communication, Models of science communication: Deficit, Dialogue, Contextual and Participation; What is meant by Public Understanding of Sciences, How to promote the PUS; Scientific literacy, Scientific culture, Scientific thinking and attitude; Globalization and changing attitudes towards science; Role of S & T in modern society.

Unit – II

Scientific Discourses and Public Scientific Controversies:

Classification and brief description of different genres of scientific writing. Popular science, science fiction and science journalism. Relationship between science and the public, Role of media in public scientific controversies.

Unit – III

Science and technology communication:

Researching and writing science news stories. Important media for communicating science. Major science based programmes on radio, television, films and internet. Writing features on science, writing science for the masses. Aims and objectives, problems and difficulties. Issues that interest the society-environment, health, genetic engineering.

Books for Reference

1. Science In Public: Communication, Culture, And Credibility by Jane Gregory and Steve Miller (Basic Books, 2000)
2. Handbook of Public Communication of Science and Technology by Massimiano Bucchi (Routledge, 2014)
3. Public Understanding of Science: A History of Communicating Scientific Ideas by David Knight (Paperback, 2011)
4. Science Communication and Development by JV Vilanilam (Sage Publication, 1992)
5. Communicating Science by Eileen Scanlon, Roger Hill, Kirk Junker (Taylor & Francis, 1999)
6. Models of Public Understanding: The Politics of Public Engagement by Bruce V. Leivenstein (ArtefaCTos, December, 2010)

Elective

Writing for Mass Media in Urdu (MCM1012)

Unit – I

Sahafat Kya Hai: TarooF aur maqasid – Sahafat aur adab ka rishta – Urdu sahafat ki muqtadit tareekh- urdu sahafat azadi ke baad, urdu sahafat ke naye rujhaanat. Khabar: Tareef, lavazim, Huaool ke zaraey aur aqSam – khabar ki zabab – akhbari zaban ke imtiyazi sifat – khabar nigari kya hai – khabar dikhane ke tareeqe – khabar ka dhancha – ibtidayia aur matan.

Unit – II

Khabar nigari ke aqSam – maroozi khabar nigar – tashreehi khabar nigari – jamey khabar nigari, tafteeshi khabar nigari, taraqqiati khabar nigari – sports khabar nigari – feature nigari.

Fan-e-Idarata– Idarat ka mafhoom– Sub editing ke usool aur fazaryat – Jumlon ka sakhat, matan ki tarTEeb – surkhi hai – surkhi banane ke usool.

Unit – III

Nashriyati sahafat – radio news – talk, drama, script writing – T.V. News T.V. Script T.V. Script – Commercials.

Tarajuma Kaya Hai – English Se Urdu – Hindi Se Urdu Aur Urdu Se English Aur Hindi MainkTarjuma. Tarjuma Ke Masayal Shafti Aur Abdi Tarjuma.

Books for Reference

1. Rahbar-e-Akhbar by Navesi Iqbal Qadri
2. Khabar Nigari by M. Shafey Kidwai
3. Fan-e-Sahafat by Miskeen Hijazi
4. Urdu Sahafat by Anwar Dehelvi
5. Urdu Sahafat ki Tareekh by Anwar Ali Sabri

Elective

Human Rights and Media (MCM1013)

Learning Objectives:

- 1) The course intends to educate the learner about the history and philosophy of human rights.
- 2) It is aimed to make the student aware about the role of media in human rights promotion.
- 3) The course will acquaint the learner about the tools and techniques of human rights reporting and nuances of human rights journalism.
- 4) The student will learn the intricacies of web based and social media based human rights journalism.
- 5) The course will also highlight the contemporary human rights issues and their relation to media.

UNIT I

Concept, nature and scope of human rights, origins and evolution of Human Rights, philosophical foundations of human rights. UN and Human rights, the UN declaration on human rights, human rights under Indian constitution.

UNIT II

The role of media in protecting human rights, writing and reporting on human rights, challenges of human rights reporting, war media and peace media theory, human rights and media during war on terror.

UNIT III

Contemporary human rights issues; national and global, Media activism, New Media and Human Rights, Social media and Human rights.

Learning Outcomes

- 1) The student will learn the basic history and philosophy of human rights.
- 2) The student will learn the important role played by the media in protection and promotion of human rights.
- 3) The student will be able to use the journalistic tools to report on human rights.

Books for Reference

- 1) The History of Human Rights: From Ancient Times to the Globalization Era by Micheline Ishay: University of California Press
- 2) Human Rights: Tasks, Duties and Functions by A. N. Roy: Aavishkar Publications
- 3) Human Rights and Media by Diana Papademas : Emerald Group Publishing Limited

Semester-II

Advertising (MCM 2001)

Unit-I

Definition of advertising – relevance of advertising in the marketing mix – classification of advertising – various media for advertising, socio-economic effects of advertising.

Ad agency management, organization and staff functions of ad agency: (account planning, account servicing, creative, media planning, HRD, etc.), agency revenue earning and sources, ASCI codes of advertising.

Unit-II

Defining creativity, stages in the creative process, creative brief, advertising appeals, language, kinds of layout (Thumb nail, rough and comprehensive) kinds of copy, advertising campaigns.

Graphics: design principles, use of colour in design.

Unit-III

Media planning, media strategies, budgeting and presentation to client. Brand Management: definition, concepts and evolution of brand management

Advertising research: scope and objectives – research as a decision making tool. Market research and advertising research – types of research: target marketing research, positioning research – pre-test research, post-test research, audience research.

Books for Reference

1. Advertising by James S. Norris: Prentice Hall, 1997
2. Advertising by Wright, Winter and Zeigler: Tata Mc Graw Hill, 1982
3. Foundations of Advertising :Theory and Practice by Chunawala Sethia: Himalaya Publishing House, 1985
4. Advertising by Otto Klepner : Prentice Hall, 1986
5. Essentials of Advertising by Louis Kaufman: Houghton Mifflin Harcourt, 1980
6. Contemporary Advertising by Arens, Weigold and Arens : Tata Mc Graw Hill , 2010

Corporate Communication (MCM2002)

Unit-1: Understanding public relations and corporate communication

Public relations-Concepts and definitions; Brief history of public relations-The evolution of public relations; Process of public relations; Defining public in public relations; Tools of Public relations; Theoretical underpinnings in public relations. Defining corporate communication; Importance of corporate communication; structure and functions of corporate communication department; interface of corporate communication with other management disciplines.

Unit-2: Strategic corporate communication

Developing corporate communication strategy; Managing corporate image, corporate identity and reputation; Issue management; corporate advertising; media relations; employee

communication; customer relations; investor relations; government relations; community relations-corporate social responsibility; crisis communication.

Unit-3: Corporate communication in practice

Organising press conference, open house, facility visit and special event programmes; planning and production of house journal; writing press release, backgrounder, press brief, rejoinder; Role of new media in corporate communication-scope, challenges and opportunities. Government public relations-media units of the Government; Law and ethics in public relations-PRSI code of ethics.

Books for Reference:

1. Cutlip, Scott M., Allen, H., and Broom, Glen M.(1985). *Effective Public Relations*, Englewood Cliffs, New Jersey: Prentice Hall International Edition.
2. Argenti, Paul A. (1998), *Corporate Communication*, McGraw Hill, Boston.
3. Kaul J.M., *Public Relation in India*, Calcutta: Noya Prakash
4. Harrison, Shirley. (2000). *Public Relations: An introduction*, Australia, Thomson Learning.
5. Hendrix, Jerry. (2001). *Public Relations cases*, Australia, Wadsworth-Thomson Learning.
6. Jethwaney, Jaishri. (2011). *Corporate Communication-Theory and Practice*, USA: Oxford University Press.
7. Lesley, Philip. (2002). *Handbook of Public Relations and Communication*, Jaico Publishing House, Mumbai.
8. Heath, Robert L. (2001). *Handbook of Public Relations*, New Delhi: Sage Publications.
9. Duhe, Sandra C. (2007). *New Media and Public Relations*, New York: Peter Lang.
10. Treadwell, Donald and Jill B. Treadwell. (2005). *Public Relations Writing*, New Delhi: Response Books.

Development Communication (MCM2003)

Unit-I

Development: Definition, concept; process; different approaches to development; characteristics of developing societies; development dichotomies – gap between developed and developing societies; Globalization and its impact on development.

Unit –II

Development communication: Definition, concept; communication approaches to development – dominant paradigm, alternative approaches and development support communication, Development communication policy, strategies and action plans.

Unit –III

Development Communication Applications: Indian perspective on development communication; Development support communication the agriculture, population, health, education and environment; designing messages for development.

Books for Reference

1. Melkote, S. R. & Steeves, L. H (2001). *Communication for Development in the Third World*. Sage Publications
2. McPhail, L. T (2009) *Development Communication*. Wiley Blackwell

3. Narula, U. & Pearce, W.B. (1986) *Development as Communication: A Perspective on India*. Southern Illinois Press
4. Mody, B. (2003) *International & Development Communication: A 21st Century Perspective*. Sage Publications

International and Intercultural Communication (MCM2004)

Unit –I

Political, economic and cultural dimensions of international communication –communication and information as a tool of equality and exploitation – international news flow – imbalance – Role of UNESCO- MacBride Commission’s report-Nonaligned news agency pool.

Communication as a human right – UNO’s Universal Declaration of Human Rights and communication – international news agencies and syndicates, Impact of new communication technology on news flow - satellite communication- information superhighways- democratization of information flow and media systems

Unit –II

Effects of globalization on media systems and their functions- transnational media ownership and issues of sovereignty and security- information – prompted cultural imperialism- international media institutions and professional organizations

Unit –III

Culture – concept and definition – process – culture as a social institution Inter-cultural communication – definition – process – philosophical and functional dimensions – cultural symbols in verbal and non-verbal communication, impact of new technology on culture, mass media as a culture manufacturing industry. Barriers in intercultural communication – religious, political and economic pressures; inter cultural conflicts and communication

Books for Reference

1. William B. Gudykunst, and Bella Mody (2002) *Handbook of International and Intercultural Communication*, Sage publications
2. William B. Gudykunst (2003) *Cross-Cultural and Intercultural Communication*, Sage publications
3. Ingrid Piller (2011) *Intercultural Communication: A Critical Introduction*, Edinburgh University Press
4. Adrian Holliday, Martin Hyde and John Kullman (2004) *Intercultural Communication: An Advanced Resource Book*, Routledge
5. Thomas L. McPhail (2010) *Global Communication: Theories, Stakeholders, and Trends*, John Wiley & Sons
6. Daya Kishan Thussu (2000) *International Communication: Continuity and Change*, Bloomsbury Academic
7. Denis McQuail (2010) *McQuail's Mass Communication Theory*, SAGE Publications Ltd

Practical (Advertising) (MCM2071)

Practical aspects of media planning, designing, creative briefs, identifying advertising appeals, drawing advertisement layout, writing advertisement copy, practical aspects of graphics and use of colour, undertaking advertising research, conducting pre-test, post-test and audience research, designing strategies for brand management

Practical (Corporate Communication) (MCM2072)

Unit-1

Designing strategies for effective communication with various publics; designing strategies for building corporate image; designing corporate identity; Crisis communication strategies.

Unit-II

Production of house journal, corporate Video Magazines, Corporate films; Designing corporate/institutional advertisements, posters; writing press release, press notes, rejoinders, backgrounders, mission and vision statements.

Unit-III

Organizing press conference, special events, Fairs and exhibitions, open house.

TV News and Current Affairs Production (MCM2011)

Course Objectives:

After completing this paper, the students will be able to handle the production aspects of television news and current affairs programmes. The students will be exposed to all important reporting, writing, packaging and presentation dimensions through regular assignments and they will acquire an in-depth practical insight of the subject.

Unit-I

Introduction to News Cameras, Lenses, Lighting, Sound, Chroma, Studio Production, Live Shots and Remotes, Basics of Editing Techniques, Edit console, editing softwares

Unit-II

Introduction to Visual Stories, news package: lead, visual proof, piece to camera, writing from visuals. Introduction to news bulletins: types and formats

The visual grammar: Basic shots, camera movement, location shooting, multiple camera and one camera shoot, screen direction, camera angles.

Unit-III

News Script Formats;

Formats of news and current affairs programmes: Broadcast interview, TV documentaries, Panel discussion and Talk shows.

Writing and Packaging News Bulletin

Books Recommended:

1. Television Production, by Jim Owens and Gerald Millerson, Taylor and Francis

2. Broadcast Journalism: Techniques of Radio and Television News, by Andrew Boyd, Peter Stewart, Ray Alexander
3. Writing for Broadcast Journalists, by Rick Thompson

Film Studies (MCM2012)

Unit – I

Film language and genres; Film Theories: Aesthetic, Soviet Formalist, Semiotic, Ideological; Psychoanalytic approach; Film & Society; Film movements; New wave films. Elements for an Indian Film Theory.

Unit – II

The Cinemas of India: Prehistoric era; Silent era; Talkies; Hindi Cinema and Regional Cinema; Parallel Cinema; Eminent Film personalities of India.

Unit – III

Film audiences; Film censorship; Regulation and finance of film production; Film magazines; Film festivals; Film awards; Review of selected Indian and Foreign Films.

Books for Reference

1. Dhar, V.P (2012). *The Art of Film Making*. Viking Books
2. Gianetti, L. (1996). *Understanding Movies*. Prentice Hall
3. Renov, M. & Donald, J. (2008) *The SAGE Handbook of Film Studies*. SAGE publications

Women, Children and Media (MCM2013)

Unit-I

Problems of women and children:

Status of women in Indian society; Problems faced by Indian women-female infanticide and feticide, child marriage, dowry, divorce, widowhood, rape, prostitution, domestic violence, problems of old age women, single women and working women, gender discrimination; problems of children- child labour, abuse of girl child.

Unit-II

Protection of the rights of women and children:

Remedy on discrimination against women- constitutional and legal protections; National Commissions on Women and state level women's commissions and their role and functions; National human rights commission's role on protection of rights of women and children; Rights of children and their protection- constitutional and legal provisions-child labour prohibition (regulation) act, 1986.

Unit-III

Media on issues of women and children:

Reporting of issues related to women and children in news media.

Gender stereotyping, Objectification of women; portrayal of women in media, women in advertising; Programmes on women and children on radio and television; Women, children and Indian Cinema.

Issues and Challenges faced by women media professionals; impact of media on women and children; media and women empowerment.

Books for Reference

1. Women and Media- Changing Roles, Struggle and Impact, by Pooja Kataria, Regal Publications, 2007
2. Women and Media: Challenging Feminist Discourse, by Kiran Prasad, The Women Press, 2010
3. Women Empowerment: Emerging Dimensions in 21st Century, by Pulla Rao, The Associated Publishers, 2011
4. Women, Democracy and the Media, by Sonia Bathla, Sage Publications, 1998
5. Children, Adolescents and the Media, by V.C. Strasburger and Barbara J. Wilson, Sage Publications, 2002
6. Child Rights in India- Law, Policy and Practice, by Asha Bajpai, Oxford University Press, 2003

Semester-III

Radio Production (MCM3001)

Unit-I

Radio programme production process. Aspects of sound recording – types of microphones and their uses – field recording skills; radio feature production; radio documentary production.

Unit-II

Using sound bites and actualities; space-bridge with field sources of news; production of radio newsreel and current affair programmes – formats of radio programmes – studio interviews – studio discussions – phone-in programmes.

Unit-III

Reporting and Writing for Radio:

Field reporting, voice dispatches; interview techniques; presentation; structuring a radio report – news capsuling and radio commentary. Effective use of voice –enunciation, flow, pronunciation, modulation.

Spoken language, writing for radio, news writing – structuring radio-copy; editing agency copy, reporter’s copy – compiling radio news programmes; writing into bytes – writing headlines, teasers and promos, radio commercials, illustrating copy with sound effects.

Books for Reference

1. Boyd, A. *Broadcast Journalism: Technisque for Radio and Television News*. Focal Press
2. Smith, L. *Perspectives on Radio & TV*. Helper & Row
3. Starkey, K. *Radio in context*. Palgrave Mc Millan
4. Hyde, S. *Television & Radio Accouncing*. Kanishka
5. Rivers, W. L. *Mass Media: Reporting, Writing, Editing*. Joanna Cotler Books

Television Production (MCM 3002)

Unit-I

Visual communication – shooting with TV camera – camera mounting. colour balance, basic shots and camera movement.

Basics of TV Production: TV lighting in field, using reflectors. lighting grid –luminaries.

Studio lighting – three-point lighting - high key and low key lighting; properties, studio sets and make-up.

Unit-II

Video editing techniques – transitions; digital effects and post production -planning location shoots – story board – single camera shooting – multi camera shooting- studio production — planning studio programmes- role of functionaries

Formats of TV programmes: studio interview, studio discussion, studio chat shows with audience participation, studio quiz program with audience participation. TV documentary production – corporate video production.

Unit-III

Writing for television: Writing television programmes script – research, visualization and production script.

Television reporting: ENG, news package, research, investigation, interview techniques; piece to camera and voice over. Writing lead-in/intro to news packages, headlines writing, teasers and promos.

Television news editing: sequencing and editing news packages, compilation of news programmes.

Television anchoring.

Books for Reference

1. Television Production, by Jim Owens and Gerald Millerson, Taylor and Francis
2. Television Production Handbook, Herbert Zettl, Wadsworth, Belmont
3. Broadcast Journalism: Techniques of Radio and Television News, by Andrew Boyd, Peter Stewart, Ray Alexander
4. Writing for Broadcast Journalists, by Rick Thompson
5. Broadcast News: Writing, Reporting and Producing, Ted White and Frank Bernas, Focal Press, Focal Press, Oxford, 2010

Communication Research (MCM-3003)

Unit-I

Research: an introduction – Meaning; Characteristics; Objectives; Types; Scientific approach; Process of research. Defining the research problem; Research design; Sampling – probability and non-probability; Literature review techniques.

Unit-II

Communication research: basic and applied research. Research methods: Quantitative and qualitative – Content analysis; Survey; Longitudinal; Experimental; Field Observation; Case study; Focus group discussion; In-depth Interviews. Tools of data collection: primary and secondary data; questionnaire; interview.

Unit-III

Data analysis: Levels of measurement: nominal; ordinal; interval; ratio. Measurement scales: Likert scale and semantic differential scale. Use of statistics in research. Tests of reliability and validity. Testing of hypotheses. Research report writing. Ethics in communication research.

Books for Reference:

1. Frey, L., Botan, C. H., & Kreps, G. (2000). *Investigating communication: An introduction to research methods*. NY: Allyn & Bacon.
2. Wimmer, R., & Dominick, J. (2013). *Mass media research: An introduction*. Cengage learning.
3. Kothari, C. R. (2004). *Research methodology: Methods and techniques*. New Age International.

4. Krippendorff, K. (2012). *Content analysis: An introduction to its methodology*. Sage publications.
5. Fowler Jr, F. J. (2013). *Survey research methods*. Sage publications.
6. Berger, A. A. (2013). *Media analysis techniques*. Sage Publications.
7. Lohr, S. (2009). *Sampling: design and analysis*. Nelson Education.

New Media (MCM 3004)

Unit-I: Introduction to New Media

New Media- Definitions, Concept and scope; Characteristics of new media and their significance; Brief history of new media- key milestones;

Introduction to MS Office-MS Word, MS Excel, MS Power Point; Media production software- Adobe PageMaker, QuarkXPress, Corel Draw, Photoshop;

Multimedia concept and applications.

Unit-II: The Internet and its Applications

The Internet as a medium of communication-Architectural framework and functioning; Applications of the Internet; the World Wide Web- web sites and web pages; Web search engines-functions and uses;

Online journalism-concept and features; e-publishing-online editions of newspapers-online news sites; e-mail; video/web conferencing; e-commerce.

Unit-III: New Media Impact

Impact of new media/Internet/Mobile-social, cultural, and political; Defining Social Media, Emergence of social media (Blogs, Facebook, Twitter, You Tube etc) and its impact on society; various modes and usages of social media; Social media technologies & applications; Social networks-Building communities-pages & channel; New media impact on professional journalism; blogging as a form of journalism?; citizen journalism and democratization of media; Ethical framework and new media - Online journalism ethics.

Books for Reference:

1. Tanenbaum, A.S. *Computer Networks* 3rd Edition, New Delhi: Prentice Hall International
2. Samuel, T.M. (2008). *Handbook of Information Technology*, New Delhi: Commonwealth Publishers.
3. Mirabito, Michael M.A (1997)., *the New Communications Technologies*, Boston: Focal Press
4. Jones, Steve. (2003). *Encyclopedia of New Media*, Thousand Oaks: Sage Publication
5. Lievrouw, Leah A and Sonia Livingstone (2006). *The Handbook of New Media*, London: Sage Publications Ltd
6. Friend Ceilia and Jane B. Singer.(2007). *Online Journalism Ethics: Traditions and Transitions*, New Delhi: PHI Learning Pvt Ltd.
7. Flew Terry: *New Media an Introduction*(Oxford University Press,2002)
8. Hinton Sam and Hjorth Larissa: *Understanding Social Media* (Sage Publications India, 2013)
9. Lister Martin, Dovey Jon, Giddings Seth et.al. : *New Media: A Critical Introduction* (Routledge Taylor and Francis Group, London and New York, 2003 ed.)

10. Vince John and Earnshaw Rae (Eds): Digital Media and society series (UK Polity Press 2008)

Practical (Radio and Television Production) (MCM3071)

Writing Script for Radio programmes, Preparing and compiling radio news bulletin, Production of Radio programmes in different formats.

Practical aspect of camera mounting, colour balancing, shots and camera movement, lighting, video editing, cut, mix, dissolve, planning shoots, developing story board, cues and commands, writing scripts, voice over, sequencing and editing news packages, compilation of news programmes, writing leads, headlines, teasers and promos, television anchoring.

Practical (New Media) (MCM3072)

Creation and formatting of word excel, and PowerPoint documents.

Designing print publications using- Quark X press

Photo Editing and designing software: Adobe Photoshop.

Multimedia content production, editing and packaging.

Creation and updating of social network accounts; Facebook, Twitter, LinkedIn

Searching the internet-advance search techniques.

Establishing and maintaining e-mail Id and blogs.

Networking with special interest groups.

Open Elective: Writing for Mass Media (MCM 3011)

Unit I: Writing for Print

Introduction to journalism and news, basics of newspaper writing, 5W1H, and inverted pyramid style. Writing news stories and features. Photojournalism, photo as a news item, editorial: meaning structure and kinds, article writing, Lead, headlines

Unit II. Writing for Radio

Radio talks, radio scripts and their formats, voice dispatches; structuring a radio report – news capsuling and radio commentary

Unit III Writing for TV and Films

Introduction to broadcast writing, conversation style, W H A T formula of broadcast news, writing with visuals, formats of TV programs and their scripts. Film Script writing.

Books for Reference

1. Owens, J. & Millerson, G. *Television Production*. Taylor and Francis
2. Boyd, A. *Broadcast Journalism: Techniques of Radio and Television News*. Focus Press
3. Thomas, R. *Writing for Broadcast Journalists*
4. Smith, L. *Perspectives on Radio & TV*. Helper & Row
5. Starkey, K. *Radio in context*. Palgrave Mc Millan
6. Hyde, S. *Television & Radio Announcing*. Kanishka

Semester-IV

Media Management, Law and Ethics (MCM4001)

Unit-1: Media Management

Principles of media management and their significance; Functions of media managers; Ownership pattern of mass media in India; Emerging trends in media-cross media ownership-corporatization and the implications; Launching media ventures in India; Structure and functions of different departments of media; economics of print and electronic media; Programme management in media-production, scheduling, transmitting, quality control and cost-effective techniques; media marketing strategies.

Unit-2: Media Law

Constitutional provisions on Freedom of press; Contempt of Courts Act 1971; Law of defamation – provisions of Indian Penal Code relating to Sedition; laws dealing with obscenity; Official Secrets Act, 1923, Right to Information Act 2005; Press and Registration of Books Act, 1867. Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; Cinematograph Act, 1953; Prasar Bharati (Broadcasting Corporation of India) Act 1990; Information technology Act 2000; Cable Television Act 1994; Copyright Act.1957.

Unit-3: Media Ethics

Ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; Press Council of India and its broad guidelines for the press – codes suggested for the press by Press Council and Press Commissions; Idea of Fair Trial/ Trial by Media; Codes for radio, television; ethical issues related with ownership of media.

Books for Reference:

1. Levine, John M, and Wackman, Daniel B. (1998) *Management of Media Organisations*, Newyork: Longman.
2. William, Herbert. (1978), *Newspaper organization and management*, Delhi: Surjeet Publications.
3. Cottle Simon. (2003). *Media organisation and Production*, New Delhi: Sage Publications.
4. Packard, Robert G.(1989). *Media Economics: Concepts and Issues*, Newbury Park, CA: Sage Publications.
5. Walker, James and Douglas Ferguson (1998). *The Broadcast Television Industry*, Boston: Allyn and Bacon.
6. Durga Das Basu (1996) *Law of the Press*, prentice Hall of India Private Limited, New Delhi.
7. Kiran Prasad (2008) *Media Law and Ethics: Readings in Communication Regulation*, B.R. Publishing Corporation, BRPC (India) Ltd, New Delhi
8. M. Neelamalar (2009) *Media Law and Ethics*, PHI Learning Pvt. Ltd., New Delhi

9. Sita Bhatia, (1997) Freedom of press: politico-legal aspects of press legislations in India, Rawat Publications
10. Parvinrai Mulwantrai Bakshi (1986) Press law: an introduction, TRF Institute for Social Sciences Research and Education
11. VenkatIyer (2000) *Mass Media Laws and Regulations in India*, India Research Press
12. Basu, Durga Das, *Shorter Constitution of India* (13th ed. 2001) (Wadhwa and Company, Law Publishers, Nagpur).
13. Hollifield, C. A et al. (2015), *Media Management*. Routledge Communication Series

Dissertation (MCM4071)

Every student will have to prepare a dissertation/project report in any area of mass communication detailed in the curriculum under the guidance of regular faculty. The objective of the dissertation is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research-based effort and should endeavour to create new knowledge in any area of mass communication.

Viva Voce (MCM4072)

Seminar Presentation (MCM4073) ***(On Contemporary media issues)***

Vocational Training and Media Production Work (MCM4074)

Each student will have to undergo a four-week or more attachment in any of the media such as newspapers, magazines, radio, television, agencies of advertising and public relations/ corporate communication, or any other media/communication entity identified by the student and faculty. The training shall commence soon after the examination of second semester (during summer vacation)

Elective:

Convergent Journalism (MCM4011)

Unit-1: Introduction to Convergent Journalism

Definition and scope of convergent journalism, Technology and convergence, The Web—and a converged multimedia news environment, The elements of digital storytelling, news site and newsprint-the difference between the virtual and real, Specialized news sites, Blogging as a form of journalism- Blogging software and Technique, Social Networks (Facebook, Twitter, YouTube etc.) as alternative media.

Unit-II: Writing for the Web

Essential features of the Web platform/ Online Journalism; Basics of writing for the web-mobile-tablets- Linear and Non-linear writing – writing techniques- style in online journalism - Storytelling structures; Long form journalism on the Web; Digital photography - elements and principle; Digital Photographic equipment; photo editing – Using different software in image editing-adobe Photoshop.

Unit-III: Visual and Content Designing for the Web

Audio recording, telling stories with sources and natural sound bytes; editing & Placement of sound;

Storytelling with video, broadcasting/ webcasting: Collecting content; video editing with interviews and B-roll, streaming.

Website planning and visual design; Data downloading, uploading, transfer, file sharing, live transfer of audio and visual data.

Practical components:

- Recording and editing of video, photos and audio.
- Build interactive maps, timelines, data visualizations and graphics
- Creation of multimedia stories.
- Using mobile devices for multimedia reporting
- Web skills, to create a portfolio website
- Creating and promoting blogs.
- Designing and developing online news packages.
- Analyze large datasets report and produce data-intensive stories.
- Adding audio, photo and video to a story to compliment it for online publication.

Books for Reference

1. Producing for the Web (Media Skills) -Jason Whittaker, 2000.
2. Writing for Multimedia and the Web – A practical guide to content development for interactive media – Timothy Garrand.
3. The art and business of Photo editing – Selecting and evaluating images for publication – Bob Shepherd
4. Convergent Journalism: An Introduction By Stephen Quinn and Vincent Falk, Focal Press
5. Convergence Journalism: Writing and Reporting across the News Media By Janet Kolodzy,
6. Understanding Media Convergence By August E Grant, Oxford University Press
7. David Pogue's Digital Photography: The Missing Manual By David Pogue
8. Build a Better Photograph: A Disciplined Approach to Creativity By Michael Stern

Health Communication (MCM4012)

Unit-I

Concept and scope of health communication; growing importance of public health; changing dynamics of health needs and importance of health communication; evolution of health communication; major health problems confronted by India; social and economic dimensions of health problems.

Unit-II

Major theories and models of health communication; health communication strategies for risk reduction among high-risk populations; empowerment for health programmes; Community health improvement process (CHIP) model; Community as class room for health communication programmes; parent-child communication in drug abuse prevention among

adolescents; peer education in disease prevention, Role and functions of public health promotion organizations in healthcare promotion.

Unit-III

Health communication campaign design; Role of media in health communication; Reporting and writing on health issues for mass media; health promotion programmes on TV and radio; RCH programmes; Role of IEC for various health programmes; Evaluation of health communication programmes; Selected case studies in health communication; Ethical issues in health communication. Ethics in international health research- role of mass media in promoting ethics in health research.

Books for Reference

1. Public Health Communication Interventions, by Nurit Guttman, Sage Publications
2. The Externet and Health Communication: Experiences and Expectations, by Ronald E. Rice, James E. Katz, Sage Publications
3. Health Communication: Strategies for Health Professionals, by Laurel Lindhout Northouse, Pearson Education, 3rd Edition
4. Health Communication- A Multicultural Perspective by Snehendu B. Kar, Thousand Oaks: Sage Publications

Sports Journalism (MCM4013)

Unit-1: Impact of sport on society:

History of sport's role in society. Understanding and appreciating the importance of sport. The role of sport in the 21st Century. What makes a 'great' sporting event? India's rise as a sports power-major sports of India. Growth of sports coverage in the media. Analysis of how sport is covered in the modern media – newspapers, radio, television and internet.

Unit-II: How to report on sporting events:

What is important in reporting? Understanding your audience's requirements; Learning the process involved in reporting at matches; How to cover a post-match press conference. Prioritizing and editing information into bulletins. How to say as much as possible in as few words as possible.

Unit-II: Writing sports Stories

Interview techniques- Different ways to interview? What makes a good interviewer? How to attain access to the interviewee?
Sports feature writing- Examination of sports feature writing. What makes a good sports feature? Learning to create your own style?

Books for Reference

1. Sports Journalism: A Practical Introduction, by Phil Andrews. Sage Publications, 2014
2. Sports and Media by Matthew Nicholson, Snthony Kerr, Merryn Sherwood. Routledge, 2015
3. Sports Journalism: A Multimedia Primer by Rob Steen, Routledge. 2014

4. Sports Journalism: Context and Issues, by Raymond Boyle, Pine Forge Press, Sage Publications, 2006

Environment and Media (MCM4014)

Unit I

Environment, Environmentalism, Environmental journalism and challenges, Relationship between media and environment, Environmental news, Cinema and environment, development of environmental media

Unit II

Environmental Protection, Environmental issues and movements, Sustainable Development, Natural and man-made problems
Climate change, deforestation, industrialization, biodiversity and conservation of natural resources, ecosystem, wildlife conservation, environmental pollution, waste management, disaster management

Unit III

Modern media and environment, environmental reporting, Problems in covering environment, Media treatment of environmental issues, Interpretation of environment news in public sphere
Major environmental issues in India, Present state of environmental reporting in India

Books for Reference

1. Media and Environment: Conflict, Politics and the News. Libby Lester, Polity Press, 2010
2. Environment, Media and Communication, Anders Hansen, Routledge
3. Media and the Environment, Craig L LaMay, Island Press, 1991