Semester-I

Principles of Mass Communication (MCM1001)

Unit-I
Nature and process of human communication, functions of communication, verbal and nonverbal communication, intra-personal communication, 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

Unit –III

Books for Reference:

Development of Media (MCM1002)

Unit-1: Print Media
Early efforts to publish newspapers in India; Origin 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; Growth of press in India after independence-dominant trends-Press Commission findings.

Unit-2: Radio and Television
Origin and growth of Radio broadcasting in pre-independence India; Development of Radio Broadcasting after independence; Growth of broadcasting in the liberalized era. 
Origin and growth of television in India - SITE Experiment, Recommendations of the Joshi working group, Expansion of Terrestrial Networks; Growth of Cable & Satellite Television and DTH services; Broadcast autonomy and Prashar Bharati.

Unit-3: Cinema, Folk Media and New Media
Origin and Growth of cinema in pre-independent India-silent Era and Talky Films; Growth of Indian cinema after independence-dominant trends; The Growth of Indian Documentary and Parallel cinema.
Indian folk media-form, contents, and characteristics; Folk media in an age of electronic communication.
Growth of new media - technology milestones.

Books for Reference:
Murthy, Nadig Krishna (1966).Indian Journalism: from Ashoka to Nehru, Mysore University, Prasaranga.

Reporting (MCM1003)

Unit – I
Introduction to reporting; definition of news; elements of news, sources of news; structure of news: Inverted pyramid and alternative forms; Writing leads; different types of leads; news gathering methods.

Unit – II
Kinds of reporting: objective, interpretative, investigative, development and in-depth; covering different beats: crime, weather, speech, accident, disaster, conflicts, and obituary.

Unit-III
Feature and column writing; kinds of features; specialized reporting – Science, Sports, education, politics, economic, legislature, court, elections, gender and allied areas; reporting for magazines.

Books for Reference


**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 Production 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, 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
2. Handbook of Public Communication of Science and Technology by Massimiano Bucchi (Routledge, 2014)
5. Communicating Science by Eileen Scanlon, Roger Hill, Kirk Junker (Taylor & Francis, 1999)

Elective

Writing for Mass Media in Urdu (MCM1012)

Unit – I

Unit – II
Unit – III

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

UNIT II

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
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

Corporate Communication (MCM2002)

Unit-1: Understanding Public Relations and Corporate Communication

Public relations-Concepts and definitions; Origin and evolution of public relations and Corporate Communication; Process of public relations; Concept of Public in Public Relations; Tools of Public relations; Theoretical underpinnings in public relations; Definition and scope of corporate communication; Structure and functions of corporate communication department; Interface with other management functions.

Unit-2: Strategic corporate communication

Developing effective 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. Government public relations-media units of the Government; Law and ethics in public relations-PRSI code of ethics.

Books for Reference:

**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**


**International and Intercultural Communication (MCM2004)**
UNIT I

UNIT II

Unit –III
Culture: concept, definition, elements and characteristics. Inter-cultural communication: concept and definition. 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. Media and intercultural conflicts

Books for Reference

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-I**
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 Cameras, Lenses, Lighting, Sound, Chroma, Studio Production, Live Shots and Remotes, Basics of Editing Techniques, Edit console, editing software.

**Unit-II**
The visual grammar: Basic shots, camera movement, location shooting, multiple camera and one camera shoot, screen direction, camera angles.
Introduction to Visual Stories, news package: lead, visual proof, piece to camera, writing from visuals. Introduction to news bulletins: types and formats

**Unit-III**
Formats of news and current affairs programmes: Broadcast interview, TV documentaries, News magazine, Panel discussion and Talk shows, Vox Populi
Writing and Packaging News Bulletin

**Books Recommended:**

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

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

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**

2. Smith, L. *Perspectives on Radio & TV*. Helper & Row

**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 ands make-up.

**Unit-II**
Video editing techniques – transitions; digital effects and post production - planning location shoots – storyboard – 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
4. Writing for Broadcast Journalists, by Rick Thompson

**Communication Research (MCM-3003)**
UNIT I
Concept of research, nature of communication research, its need and importance. Research Procedures- research problem formulation. Review of literature. Hypothesis, reliability and validity. Elements of research. Concepts and constructs, variables. Levels of measurement, scales of measurement. Sampling,

UNIT II
Qualitative and Quantitative research. Experimental and Quasi experimental studies. Longitudinal studies, trend studies, panel studies, cohort analysis, survey method, content analysis, case studies.

Unit –III
Tools for data collection: observation Methods, questionnaire and schedules, Diary method, field studies, focus groups, telephone surveys, online polls, people’s meter. Statistical Analysis- non parametric statistics, chi-square test, parametric studies.

Books for Reference:

New Media (MCM 3004)

Unit-I: Introduction to New Media
New Media: Definition, Scope and Characteristics; Brief history of new media-key technology milestones; media convergence, Mobile communication. Application software: MS Office- MS Word, MS Excel, MS PowerPoint; Media production software- QuarkXPress, Photoshop; Multimedia concept and applications.

Unit-II: Internet and its Applications
The Internet-structure, applications and uses; World Wide Web-architecture and functioning-Web 2.0 Concept; Search Engine - functions and uses; Online journalism: concept and features; E-mail; Video/Web Conferencing; E-Commerce and M-commerce.

Unit-III: Social Media Growth and Impacts
Social Media-concept, definition and scope; Growth of Social media and its impact on society; Social Media and Social Networking-Virtual communities; Social Media influence
on journalism; Blogging vs journalism; Citizen journalism; Data Journalism; New media and ethical issues.

Books for Reference:

7. Hinton Sam and Hjorth Larissa: Understanding Social Media (Sage Publications India, 2013)

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 MS Word, Excel, and Power Point documents.
Designing print publications - Quark X press.
Photo editing and designing- Adobe Photoshop.

Creation and updating of social network accounts.
Networking with special interest groups.
Establishing and maintaining e-mail Id
Creating and writing a blog.
Searching the internet—advance search techniques.
Production of data-intensive stories.
Multimedia content production and packaging.
Website planning and content design.

**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
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

*Semester-IV*

**Media Management, Laws 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**
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, Press Commissions. Idea of Fair Trial/ Trial by Media; Codes for radio, television; ethical issues related with ownership of media.

Books for Reference:

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-I: Introduction to convergence journalism**

Meaning, definition, and scope of convergent journalism; The Web and a converged multimedia news environment; Different types of news media online- online newspapers, specialized news portals, interactive Chats and Blogs, social media; Unique features of news Websites; Elements of digital storytelling- Tools of online journalism; Online news forms and shifts in journalism- audience relationship.

**Unit-II: Writing for the Web**

Writing for the web- linear and non-linear writing – writing techniques- style in online journalism; Techniques for gathering reliable information on the Internet- Using mobile devices for multimedia reporting; Long form journalism on the Web; Digital photography - elements and principles; Cameras - types and functions; Photo editing- Adobe Photoshop.

Using Information graphics.

**Unit-III: Visual and Content Designing for the Web**

Storytelling with audio- recording and editing basic online interviews; Storytelling with video - Collecting and editing of video content; Multimedia journalism-Using multimedia and interactivity for online storytelling; Using social media for news sharing- posting tweets, using retweets and Hash tags; Developing online news packages;

Website planning and visual design (Web style guide); Security and ethical challenges of publishing online.

**Books for Reference**

5. Clear Blogging: How People blogging are changing the world and how you can join them – Bob Walsh.
7. Convergence Journalism: Writing and Reporting across the News Media By Janet Kolodzy,
8. Understanding Media Convergence By August E Grant, Oxford University Press
10. 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

Unit-III
Health communication campaign design, Community Health Improvement Process (CHIP) mode, role of media in health communication, reporting and writing on health issues for media, evaluation of health communication programmes, ethics and health communication, Intercultural communication and health care.

Books for Reference

Sports Journalism (MCM4013)

Unit-I: 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**

*Environment and Media (MCM4014)*

**Unit I**
Environment, Environmentalism, Environmental communication, Environmental journalism its and challenges. Relationship between media and environment, Cinema and environment, United Nations and the Environment

**Unit II**
History of environmental movement, Major environmental disasters
- Key environmental issues:
  - Climate change, deforestation, biodiversity and conservation of natural resources, ecosystem, wildlife conservation, environmental pollution, waste management, disasters, sustainable development.
- Major environmental issues in India

**Unit III**
Environment Reporting: How to build an environment story. Finding an angle, broadening the lead, structuring a longer article.
- Reporting on water issues, sanitation, disasters, wildlife, agriculture, gender and health
- Present state of environmental reporting in India

**Books for Reference**
2. Environment, Media and Communication, Anders Hansen, Routledge