



ST ALOYSIUS COLLEGE (AUTONOMOUS)

MANGALURU

**RE-ACCREDITED BY NAAC "A" GRADE
With a CGPA -3.62 (3rd cycle)**

COURSE STRUCTURE AND SYLLABUS

OF

M.A.

[Journalism & Mass Communication]

CHOICE BASED CREDIT SYSTEM (CBCS)

(2019 – 20 BATCH ONWARDS)

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Re-accredited by NAAC with 'A' Grade - CGPA 3.62
Ranked 44 in College Category by NIRF, MHRD, Government of India
Recognised by UGC as "College with Potential for Excellence"
College with 'STAR STATUS' conferred by DBT, Government of India

Date: 07-02-2019

NOTIFICATION

Sub: Syllabus of **M.A. [Journalism & Mass Communication]**
Under Choice Based Credit System.

Ref: 1. Academic Council decision dated 15-11-2018
2. Office Notification dated 05-02-2019

Pursuant to the Notification cited under reference (2) above, the Syllabus of **M.A. [Journalism & Mass Communication]** Under Choice Based Credit System is hereby notified for implementation with effect from the academic year **2019-20**.

PRINCIPAL

REGISTRAR

To:

1. The Chairman/Dean/HOD.
2. The Registrar
3. Library
4. PG Office

PREAMBLE

The PG Department of Journalism and Mass Communication at St Aloysius College (Autonomous) is finishing 10 years of its existence (Started in the year 2008). The department has always strived to accommodate strong base in theoretical nuances of mass media, complementing it with hands-on practical components to help students equip with necessary skills to enter into the media world after their post-graduation.

The media scenario in the world keeps on changing on a daily basis. Hence, it is necessary that media students are up-to-date with current trends in mass media both from theoretical as well as practical point of view. The syllabus was last updated in the year 2016 with minor changes in the year 2017. We propose to update the syllabus of PG Department of Journalism and Mass Communication this year, responding to the current trends, opportunities as well as challenges in the academic as well as on-field world of mass media.

Structure, credits and scheme of examination of the Postgraduate courses under Revised Choice Based Credit System

M.A. [Journalism & Mass Communication] - 2019 - 2020 Onwards						
I Semester (3 Hard core and 2 soft core papers)						
Code	Papers	Duration of Exam	Marks		Total	Credits
			IA	End Semester		
PH 101.1	Theories of Communication	3	30	70	100	5
PH 102.1	Advanced Reporting & Editing	3	30 (pracs)	70	100	5
PH 103.1	Corporate Communication and Public Relations	3	30	70	100	5
PS 104.1	Development of Media	3	30	70	100	4
PS 105.1	Media Law and Ethics	3	30	70	100	4
Total			150	350	500	23
II Semester (3 Hard core papers, 1 soft core paper and 1 open elective paper)						
PH 101.2	Communication Research Methods	3	30	70	100	5
PH 102.2	Introduction to Audio Visual Media	3	30 (pracs)	70	100	5
PH 103.2	Film Studies	3	30	70	100	5
PS 104.2	Development Communication	3	30	70	100	4
PO 105.2	Broadcast & Communication (CBCS)	3	30	70	100	3
PO 106.2	Travel Journalism (CBCS)					
Total			150	350	500	22

Code	Papers	Duration of Exam	Marks		Total	Credits
			IA	End Semester		
III Semester (3 Hard core papers, 1 soft core paper and 1 open elective; 2 credits for Internship)						
PH 101.3a	Television Production	3	30	70	100	5
PH 101.3b	Digital Journalism	3				
PH 101.3c	Digital Media Marketing	3				
PH 102.3a	Radio Production	3	30	70	100	5
PH 102.3b	Kannada Language Press	3				
PH 102.3c	Malayalam Language Press					
PH 102.3d	Creative Strategy & Communication	3				
PH 103.3	Advertising and Marketing Communication	3	30 (pracs)	70	100	5
PH 104.3	Media Internship	-	-	-	-	2
PS 105.3	Environment and Media	3	30	70	100	4
PO106.3	Film Appreciation	3	30	70	100	3
PO107.3	Gender and Media					
Total			150	350	500	24
IV Semester (3 Hard core papers and 2 Soft core papers)						
PH 101.4	Dissertation	3	30	70	100	5
PH 102.4a	Online Broadcasting	3	30	70	100	5
PH 102.4b	Magazine Journalism					
PH 102.4c	Instructional Designing and content writing					
PH 103.4a	Project: Film Production	-	30	70	100	5
PH 103.4b	Project: Corporate Communication/ Event Management					
PH 103.4c	Project: Print & Online					
PS 104.4	Media and Culture Studies	3	30	70	100	4
PS 105.4	Political Communication	3	30	70	100	4
Total			150	350	500	23
Grand Total					2000	92

PH 101.1: THEORIES OF COMMUNICATION (5 credits)

Objectives

- Impart the knowledge to recognize and explain major communication theories
- Develop students' abilities to critically analyze communication issues
- Trace the development of theoretical inquiry in the field of communication
- Apply communication theory in the development of an original research project

Unit I: Process and Models (14 hours)

Process of communication, Selection process: selective exposure, perception attention, retention and recall, Diffusion process; Communication models: Aristotle, Shannon and Weaver, Lasswell, Osgood and Schramm, De Fleur, Dance's Helical Model, HUB model, Chomsky

Unit II: Interpersonal, group and public communication (10 hours)

Theories of Interpersonal Communication: Symbolic Interactionism, Expectancy Violations Theory, Social Penetration Theory; Theories of Group and Public Communication: Functional Perspective on Group Decision-Making, Symbolic Convergence Theory, The Rhetoric, Narrative Paradigm.

Unit III: Theories of Mass Communication (12 hours)

Normative Theories, Magic Bullet Theory, Limited Effects Paradigm, Katz, "Uses and Gratifications"; Gerbner, "Cultivation Theory"; McCombs & Shaw, "Agenda-setting Theory", Noelle-Neumann "Spiral of Silence"; Cognitive Dissonance Theories

Unit IV: Media Effects (12 hours)

McLuhan, Media Ecology, Semiotics (Introduction), Media and society, Violence and obscenity in media, media and children- impact of media on cognition.

Unit V: Contemporary Theories (12 hours)

Entman, "Framing"; Neil Postman; Feminist Approaches to Media Theory; Queer Perspectives in Communication Studies, Tannen, "Genderlect Styles", Harding & Wood, "Standpoint Theory"

Assessment

Semester Exam: 70 marks

Internal Assessment: 30 marks

References/ Suggested Readings

Severin J & Tankard Jr., *Communication Theories: Origins, Methods, Uses*, Longman

Littlejohn & Foss. *Theories of Human Communication*. 9th Ed. 2008

Richard West & Lynn H. Turner. *Understanding Interpersonal Communication: Making Choices in Changing Times*. 2nd Ed.

Julia T. Wood. *Communication in Our Lives*. 5th Ed.

J T Wood. *Communication Mosaics: An Introduction to the Field of Communication*. 5th. Ed.

Morreale, Spitzberg, & Barge. *Human Communication: Motivation, Knowledge, Skills*. 2nd Ed.

Julia T Wood. *Communication Theories in Action: An Introduction*. 3rd Ed.

D McQuail & S VenWindall, *Communication Models for the study of Mass Communication*, Longman, Singapore Publications, 1981-

Melvin L DeFluer and Sandra J Ball, *Theories of Mass Communication*, Longman.

Uma Narula, *Theories of Mass Communication*.

PH 102.1: ADVANCED REPORTING & EDITING (5 credits)

Objectives

- To learn nuances of reporting and editing
- To attain skills in journalism writing and designing
- To develop critical and analytical skills while writing for and producing a newspaper

UNIT 1: Introduction (12 Hours)

News - definitions, News values, Elements, Principles of news writing, structure of news, news lead, types of lead, Sources of news, Objectivity in reporting and attributes of a reporter, writing for new media;

Practical work: Different types of reporting; Tri-weekly newspaper production

UNIT 2: News gathering and analysis (12 Hours)

News analysis - interpretative, depth, Investigative and sting journalism reporting, development; embedded journalism, - follow up stories; News photography- news and photo agencies, picture library, legal and ethical aspects of photography

Practical: Field reporting; press club; photo-features; Tri-weekly newspaper production

UNIT 3: Exercises in reporting (Beats) (12 Hours)

Reporting public speeches, meetings and press conferences; Crime, Court, Legislature, Politics, Disaster, Science and technology, Environment, Sports, culture and business,

Practical: feature and human interest stories; Investigative reporting; science and environment reporting; Tri-weekly newspaper production

UNIT 4: Techniques of Editing (14 Hours)

Techniques of editing; news editing process - Style sheet. Editing & designing newspapers & Magazines - Principles of page make up and design. Photo editing - Photographs and caption writing, photo features, advertisement placement

Practical: Editing and designing assignments; Tri-weekly newspaper production; Tvesha magazine production

UNIT 5: Writing Stories

(12 Hours)

Articles and features, profiles, editorials, headline writing, types of headlines, translation techniques. Rewriting. Letters to the editor.

Practical: Features, profiles, editorials writing; Tri-weekly newspaper production; *Tvesha* magazine production

Assessment

Semester Exam: 70 marks

Internal Assessment (30): Tri-weekly practical news-paper – 14 marks

Monthly news magazine: 13 marks

Attendance: 3 marks

References

Carole Rich. *Writing & Reporting News: A Coaching Method*. 5th Ed

Richard Craig. *Online Journalism: Reporting, Writing, and Editing for New Media*.

Lisa C Miller. *Power Journalism: Computer-Assisted Reporting*

Ray Laakaniemi. *Newswriting in Transition*.

Mencher, Melvin: *News Reporting and Writing*

Feddler, Fred: *Reporting for the Media*

Bernard Roshco, *Newsmaking*. Chicago: University of Chicago Press, 1975

Howard Tumber, 1999, *News: A Reader*, London, Oxford University Press

Baskette, Floyd et al: *The Art of Editing*

Garst Robert E and Theodore Bernstein: *Headlines and Deadlines*

Westley, Bruce: *News editing*

Saxena, Sunil: *Headlines Today*

Daryl R Moen, *Newspaper Layout and Design*

Tim Harrower, *Newspaper Designer's Handbook*

Herold Evans. *Newsman's English* .

Sharma, O.P..*Practical Photography* .Hind Pocket Books.

PH 103.1: CORPORATE COMMUNICAITON AND PUBLIC RELATIONS (5 credits)

Objectives

- Explore communication theories and assess their relationship with Corporate Communication practices.
- Discuss how companies manage, maintain and enhance their reputation through ethical Corporate
- Communication practices and Corporate Social Responsibility. Identify and analyze the importance of communication functions including media, community, employee, government, customer and investor relations.

Unit 1: Introduction to Corporate communication- nature, scope, elements

(12 Hours)

Evolution of Corporate communication; Issues in Corporate communication; Business communication across cultures and nations; Language, social and political differences. Corporate image and identity; Corporate advertising and its role in a Corporate communication program; Nature and elements of Corporate Reputation; Reputation management in practice

Unit 2: PR & Media Relations

(12 Hours)

Public Relations - Evolution; PR Process -Research, Planning, Implementation & Evaluation; Tools to reach public – press releases, press conferences, social media, event management; Relationships with reporters and news editors; Role of corporate spokespersons, PRSI, PRCI, PR in public and private sector

Unit 3: Employee & Investor and Government & Community Relations (12 Hours)

Theory and practice of investor relations; Types of financial communication; Design of annual reports; Theory and practice of employee relations; Internal communication channels. Government and Community Relations: Channels and tactics; Govt Agencies affecting corporate viability; Corporate Social Responsibility; CSR Case Studies; Fundraising initiatives; Value of community goodwill, House journals, trade journals

Unit 4: Issues and Crisis Management:**(8 Hours)**

Nature of crisis in business and industry; Issues management and communication; Role of public opinion in crisis; Effective media relations in crisis; crisis communication plans: Case Studies

Unit 5: Producing Corp Com Materials; New Media & Corp Com:**(16 Hours)**

Writing of a news release; Developing a media "pitch" letter/query letter; Writing of a public service announcement for radio or TV; Developing a special events checklist; Developing a media kit; Materials for "trade shows" and site visits. Evolution of computer-based technologies; Corporate intranet and Internet-based communication tactics; Electronic media's impact on corporate decision making; Digital PR; Corporate Viral Marketing; Using new media tools and tactics for corp comm.

Assessment

Semester Exam: 70 marks

Internal Assessment (30)

References/ Suggested Readings

Cutlip, Centre and Broom, *Effective Public Relations*, PHI, (2000).

Fernandez, *Corporate Communications- A 21ST Century Primer*, Response Books, Sage Publications India Private Limited, New Delhi. (2004).

Goodman, *Corporate Communications for Executives* (Sunny Series, Human Communication Process), State University of New York Press, USA. (1998)

Horton, *Integrating Corporate Communications*, Quorum Books, USA, 1995.

Ramani, *Corporate Communications- The Age of Image*, Sterling, ND(1998).

Donald Treadwel (2004), *Public Relations Writing*, Sage Publications, New Delhi.

Allen H Centre (Edt, 2003), *Public Relations Practices*, PH Inc of India, ND

Lionel J Fisher. *Craft of Corporate Journalism*. 2007.

PS 104.1: DEVELOPMENT OF MEDIA (4 credits)

Objectives

- To understand, appreciate and analyze the important milestones in the history of media around the globe
- Distinguishing various media critically and thoughtfully, based on characteristics, audience, users, effects and applicability
- To assess and evaluate the current trends and challenges faced by the Indian media

UNIT 1: History of Print Media (12 Hours)

Growth of communication: Oral to Written to electronic-digital; Development of printing; Indian press and freedom movement; Birth of language press; contribution of Raja Ram Mohan Roy, Mahatma Gandhi and Tilak;

UNIT 2: Press in India (12 Hours)

Historical development of important newspapers; Birth of Indian news agencies; Post-Independent press; Issues of press freedom in India; Kannada Journalism.

UNIT 3 : History of Broadcasting (12 Hours)

Development of radio as a medium of communication; Growth of AIR and commercial broadcasting- FM radio; Community Radio/ campus radio; HAM Radio; narrowcasting; Development of television; Satellite and cable television.

UNIT 4: Cinema and New Media (12 Hours)

Evolution of photography; Film as a mass medium; Evolution of new media; social media; New media and activism; citizen journalism

Assessment

Semester Exam: 70 marks

Internal Assessment: 30 marks

References/ Suggested Readings

Julia T. Wood. *Communication Mosaics: An Introduction to the Field of Communication*. 5th Ed.

Shirley Biagi. *Media/ Impact: An introduction to Mass Media*. 2009 Update. 8th Ed

Joseph Straubhaar & Robert LaRose. *Media Now: Understanding Media, Culture, and Technology*. 2008 update. 5th Ed

Everette E. Dennis & John C Merrill. *Media Debates; Great Issues for the Digital Age*. 4th Ed

Kathleen Hall Jamieson & Karlyn Kohrs Campbell. *The Interplay of Influence: News, Advertising, Politics, and Internet*. 6th Ed.

Glenn G. Sparks. *Media Effects Research: A Basic Overview*. 2nd Ed.

Erik P Bucy. *Living in the Information Age: A New Media Reader*. 2nd Ed.

Kimb Massey. *Media Literacy Workbook*. 2nd Ed.

Edward Jay Whetmore. *Mediameric/Mediaworld*. Updated. 5th Ed

Michele Hilmes. *Only Connect: A Cultural History of Broadcasting in the United States*. 2nd Ed

Michele Hilmes. *Connections: A Broadcast History Reader*.

Nadig Krishnamurthy. *Indian Journalism*

J. Natarajan. *History of Indian Journalism*.

P.C. Chatterjee. *Broadcasting In India*.

G. C. Avasthi. *Indian Broadcasting*.

Narayan Menon. *India's Communication Revolution*.

PS 105.1: MEDIA LAW AND ETHICS (4 credits)

Objectives

- To give students media related legal framework existing in India
- To give a constitutional framework related to media
- To help students understand how media need to function within legal and ethical boundaries in the Indian context

UNIT 1: Introduction (12 Hours)

Indian Constitution, Fundamental Rights And Duties, Directive Principles Of State Policy, Freedom Of Speech And Expression, Article 19(1)(A), Reasonable Restrictions, Press Freedom In India

UNIT 2: Mass Media Laws (14 Hours)

laws relating to Press in India- The Press and Registration of Books Act, The Working Journalists Act, The Copyright Act, The Contempt of Court Act, The Press Council Act, Law of Defamation: Libel, Slander, Right to Information Act, Right to privacy (Supreme Court judgments 1954, 1962; 2017), Cinematography Act, Piracy, PrasarBharati Act;

UNIT 3: Contemporary laws (10 Hours)

Right to Information Act, Right to privacy (Supreme Court judgments 1954, 1962; 2017), Supreme Court judgments in 2018 (Article 377; 497; Aadhar Card); piracy and plagiarism. Cyber laws, Cable Television Act, IPR vs digital IPR, crypto currency, creative commons, copyleft

UNIT 4: Ethics (12 Hours)

Overview of ethical system, ethics and corporate business, self-regulation and code of ethics for the journalists, Code of ethics for journalists. National Broadcasting Authority, Obscenity; Sedition

Assessment

Semester Exam: 70 marks

Internal Assessment: 30 marks

References/ Suggested Readings

D DBasu. *Law of the Press in India*

Venkateshwaran, K S., *Mass Media Laws and Regulations in India*, AMIC.

Justice Yatindara Singh. *Cyber Laws*, Delhi Universal Law Publishing

Neelamalar, M. *Media Law and Ethics*, PHI Publications, New Delhi, 2014.

VenkatIyer. *Mass Media Laws and Regulations in India*,

MadhaviGoradiaDivan. *Facets of Media Law*. Eastern Book Company. 2006.

Louis A Day. *Ethics in Media Communications: Cases and Controversies*. 5thed

Elaine E Englehardt & Ralph Barney. *Media and Ethics: Principles for Moral Decisions*.

Carl Hausman. *The Decision-Making Process in Journalism*.

Dale Jacquette. *Journalistic Ethics – Moral Responsibility in the Media*. Pearson.

SEMESTER II

PH 101.2: COMMUNICATION RESEARCH METHODS (5 Credits)

Objectives:

- To learn different types of research methods
- To learn some of the statistical tools employed while conducting research
- To prepare a research proposal at the end of the course

Unit.1 Introduction to Research (14 Hours)

Meaning of research, Objectives, Types of research: applied, basic; Process of research, Hypothesis, Statement of the problem, Qualities of a researcher, Research proposal

Unit. 2 Process of Research (10 Hours)

Research designs, Needs for a research design, Independent and dependent variables, Sampling procedures and types of sampling, Validity and reliability, Levels of measurement

Unit.3 Types of research (10 Hours)

Application of various types of research into mass communication: Experimental, Survey research, Content analysis, Historical research

Unit.4 Methods and tools of data collection (13 Hours)

Qualitative research methods, Semiotic Analysis; Quantitative research methods, Tools: questionnaire, interview, observation, and Focus Group Discussion (FGD)

Unit.5 Data Analysis and Interpretation (13 Hours)

Use of statistics in research analysis, Statistical tools for media research- frequency distributions, graphic representation, Measures of central tendency, Application of statistical tests- Chi-square, Co relation, ANOVA, Coding and tabulation; References; Bibliography – APA, MLA styles

Assessment

Semester Exam: 70 marks

Internal Assessment: 30 marks

REFERENCES/ SUGGESTED READINGS:

- Roger D Wimmer & Joseph R Dominick. *Mass Media Research – An Introduction*. 8th Ed.
Arthur Asa Berger: *Media Research Techniques* – Sage Publications, 1991.
Klaus Krippendorff: *Content Analysis : An Introduction To Its Methodology* – Sage. 1980.
Susanna Hornig Preist: *Doing Media Research: An Introduction* – Sage. 1995.
James H Watt; Sjeg A VandenBer Allyn and Bacon: *Research Methods for Communication Science*- 1995.
Anders Hansen; Others: *Mass Communication Research Methods*- Macmillan 1998.
David Dooley: *Social Research Methods* – Prentice Hall Of Ind 1997.
Shearon A Lowery, Melvin D Fleur : *Milestones In Mass Communication Research – Media Effects*. Longman Publishers U. 1994.
Emily Stier Adler & Roger Clark. *How It's Done: An Invitation to Social Research*, 3rd Ed
Earl R. Babbie. *The Basics of Social Research*. 4th Ed.
Karlyn Kohrs Campbell & Susan Schultz Huxman. *The Rhetorical Act: Thinking, Speaking and Writing Critically*. 4th Ed.
Earl R Babbie. *The Practice of Social Research*. 11th Ed.
Earl R Babbie. *The Basics of Social Research*. 3rd Ed.
Leslie A Baxter, Earl R Babbie. *The Bascis of Communication Research*.
Frederick Williams, Peter R Monge. *Reasoning With Statistics: How to Read Quantitative Research*. 5th Ed.

PH 102.2: INTRODUCTION TO AUDIO VISUAL MEDIA (5 credits)

Objectives

- Plan and use a variety of technologies to produce communications for different audiences and purposes through television
- Plan and create in-depth, research-based broadcast pieces
- Create broadcast packages with the elements of sound, interviews, videography, and narration (written script)

UNIT 1: Introduction to radio production (10 Hours)

Writing for radio, Programme formats news, talk, features, interviews, discussions, documentaries, plays - audio recording · types of microphones, studio set up.

Practical Component: generate a radio interview or a podcast (in groups of four)

UNIT 2: Scripting (08 Hours)

Scripting for radio and television programs - storyboard, logging the shots. Screen play: Classical, A/v script

Practical Component: write a 5 minute short film screenplay (individual)

UNIT 3: Photography & Cinematography (16 Hours)

Composition, subject, light. Camera control devices- Attributes of a good picture- black and white and colour photography, types of lenses, Use of filters. Videography and its advantages- introduction to 3 CCD cameras- Video tapes and formats, studio and control room operations, HDTV

Practical Component: create an indoor product/food photography project (in groups of two)

Unit4: Techniques of video production (10 Hours)

Different types of shots- shot composition- scenes- sequence- Camera perspectives camera angles- camera movements - Types of Lighting, and colour temperature, TV graphics

Practical Component: Create a tutorial video on different types of shots for YouTube

UNIT 5: Sound and Video Editing

(16 Hours)

Sound editing and software Sound effects and sound mixing - Video editing- principles and techniques of linear and non-linear editing &softwares.

Practical Component: create a 1 min promo video for the department

Assessment

Semester Exam: 70 marks

Internal Assessment: 30 marks

Produce a weekly broadcast for local TV channel: 15 marks

Promo video or photo/slash assignment: 12 marks

Attendance: 3 marks

REFERENCES/ SUGGESTED READINGS

Gerald Millerson, *Effective TV Production*

Peter Jarvis, *The Essential TV Director's Handbook*.

Robert L Hartwig (Edt), *Basic TV Technology*, Singapore Focal Press, 2004.

Gerald Millerson (Edt), *Video Camera Technologies*, Singapore Focal Press, 2000.

Glyn Alkin (Edt), *Sound Recording and Reproduction*, Singapore Focal Press, 2006.

Patric Morris (Edt), *Non linear Editing*, Singapore Focal Press, 2000.

Roger Laycock, *Audio Techniques for Television Production*, Singapore: Press, 1999.

Rod Fainweather, (Edt), *Basic Studio Directing*, Singapore Focal Press, 2002.

Allen Woodzel, *Television Production*.

Bruce Mamer. *Film Production Technique: Creating the Accomplished Image*. 5th Ed. Wadsworth.

Ronald J Osgood, M Joseph Hinshaw. Cengage Advantage Books: *Visual Storytelling: Videography and Post Production in the Digital Age*. Wadsworth.

Herbert Zettl. *Television Production Handbook*. 10th Ed

Hebert Zettl. *Sight, Sound, Motion: Applied Media Aesthetics*. 5th Ed. Wadsworth.

Herbert Zettl. *Video Basics*. 5th Ed. Wadsworth.

Herbert Zettl. *Television Production Handbook*. 9th Ed. Wadsworth.

Lyne S Gross, Larry W Ward. *Digital Moviemaking*. 6th Ed. Wadsworth.

Objectives

- To understand the nature and process of film production
- To learn and have a greater understanding on how to read and analyze film
- To familiarize major film theories and movements

Unit I: Introduction

(15 Hours)

Narrative and narration, Elements of film: Types of shots, camera angles, movements; basics of lighting, Setting, Mise-en-Scène, Framing, Cinematography, Editing: Montage, Sound

Unit II: Film Movements

(15 Hours)

Realism, German Expression; Neo Realism: Italian Neo Realism, French New wave, Surrealism, Formalism, Avant Garde, Indian New wave, Parallel Cinema, Classical Cinema, Third Cinema.

Unit III: Major Film makers

(15 Hours)

D W Griffith, Orson Welles, Charles Chaplin, Vittorio De Sica, Alfred Hitchcock, Jean-Luc Godard, Ingmar Bergman, Akira Kurosawa, Abbas Kiarostami, Satyajit Ray, Shyam Benegal, Girish Kasaravalli, Adoor Gopala Krishnan;

Unit IV: Major Film Industries

(15 Hours)

Iranian Films, Japanese Films, Chinese Films, Indian Film Industry, Thai Films, Latin American Films, African Films

Unit V: Major Film Theories

(15 Hours)

Theorists: Hugo Munster Barg, Rudolf Arnheim, Sergei Eisenstein, Siegfried Kracauer, Andre Bazin, Christian Metz, Laura Mulvey; Post-modernism in film

Assessment

Semester Exam: 70 marks

Internal Assessment: 30 marks

REFERENCES/ SUGGESTED READINGS

Andrew, Dudley. *The Major Film Theories: An Introduction*. Oxford: Oxford University Press, 1976.

Altman, Rick. *Film/Genre*. London: BFI, 1999.

Bazin, Andre. *What is Cinema? Foreword by Francois Truffaut*. Berkeley: University of California Press, 2005.

Boggs, Joseph M. & Petrie, Dennis W. *The Art of Watching Films*. 7th ed. NY: McGraw-Hill, 2008.

Braudy, Leo & Cohen, Marshall (eds). *Film Theory and Criticism*. 5th ed. NY & Oxford: Oxford University Press, 1999.

Cook, David A. *A History of Narrative Film*. 4th ed. NY & London: WW Norton & Company, 2004.

Cook, Pam. *The Cinema Book*. 3rd ed. London: BFI, 2007.

Deleuze, Giles. *Cinema 1 & 2*. Hugh Tomlinson & Barbara Habberjam (trans). London & NY: Continuum, 1986.

Monaco, James. (2010). *How to read a film*. New Delhi: Oxford University Press

PS 104.2: DEVELOPMENT COMMUNICATION (4 credits)

Objectives

- To inform the students about the different perspectives on development, specific national
- development issues and programs and the role of communication and media in it
- To comprehend the theories and models related to Development Communication.
- To learn the art and craft of covering development issues

UNIT 1: Concepts and Theories of Development (12 Hours)

Concept and characteristics of development, complexities of measuring development and development indicators; Paradigms of development- dominant and alternative; Cultural model, Participatory model; Basic needs model, New paradigm model, Gandhian model of development

UNIT 2: Social Change (12 Hours)

Theories and factors of social change, role of media in Social change; Ethical perspectives; Case studies and experiments, agriculture, population and environment-empowerment of the impoverished; development support organizations - governmental & non-governmental.

UNIT 3: Development Communication (12 Hours)

Development communication policies and practices in India; Indian media and development communication; Development reporting- roles and responsibilities of a development reporter, ethics in reporting, specialized skills required and issues in development reporting; Role of folk and ICT in development.

UNIT 4: Covering Development related stories (12 Hours)

Using mass media to cover development related stories; prepare news reports, features, videos as a short project as part of the course.

Assessment

Semester Exam: 70 marks

Internal Assessment: 30 marks

References/ Suggested Readings

Srinivas R Melkote, H Leslie Steeves: *Communication for Development in the third World: Theory and Practice for Empowerment*, ND: Sage.

Jayaveera, Jayaveera& Gama: *Rethinking Development Communication*, AIMIC

White, Nair &Ascroft (Eds): *Participatory Communication: Working for Change and Development*, New Delhi, Sage.

Inkelse & Smith: *Becoming Modern: Individual Change in Six Developing Countries*

Jan Servaes. *Communication for Development and Social Change*. 2008.

James Potter. *Media Literacy*.4th Ed. 2008.

P. Sainath, Everybody loves a good drought

Melkote Srinivas, *Communication for Development: Theory and Practice for Empowerment and Social Justice*, Sage India, 2015.

PO 105.2 BROADCAST AND COMMUNICATION (CBCS 3 credits)

Unit 1: Communication Basics (9 Hours)

Public Speaking, Communication process, Types of Communication, Communication techniques, Rhetoric, Acting for the stage, Screen, Mono Acting and Compeering.

Unit 2: Radio Jockeying and Television Anchoring (18 Hours)

Voice -Audition Techniques Delivery, Clarity, Diction and Articulation; Dubbing and voice-over for Movies and Television. Radio genres; TV Anchoring Essentials, Confidence building, Celebrity Interview, Interviews and stories, Handling media. Script Writing, Body Language

Unit 3: Career options in Broadcast Media (9 Hours)

Radio Jockey, Video Jockey, Anchor, Voice over artists, Dubbing artists, TV Announcer

Assessment

Semester Exam: 70 marks

Internal Assessment: 30 marks

References/ Suggested Readings

Jim Owens and Gerald Millerson (2012). *Television Production*, 15th Ed. Publisher: Focal Press.

Herbert Zettl (2012). *Student Workbook for Zettl's Video Basics*, 7th Ed. Publisher: Cengage Learning

Andrew Utterback (2015). *Studio Television Production and Directing: Concepts, Equipment, and Procedures* 2nd Ed. Publisher: Focal Press

Rod Fainweather (Edt): *Basic Studio Directing*, Singapore: Focal Press

Robert L Hartwig: *Basic TV Technology*, Singapore: Focal Press.

Robert Mcleish: *Radio Production*

Carl Hausman, Philip Benoit, Lewis B O'Donell: *Radio Production, Programming and Performance*.

Swaty Gupta (2011) *Romancing the Microphone: Be a Radio Jockey*. Publisher: Rupa

SimranKohli (2005). *The Radio Jockey Hand Book Paperback* – 1 Jun 2005. Publisher: Fusion Books

PO 106.2 TRAVEL JOURNALISM (CBCS 3 credits)

UNIT 1: Introduction

(12 Hours)

Travel Journalism: Significance, relevance and scope, Role and responsibility of mass media in; Tourism industry, Reporting, Writing and editing for Travel magazines, tourism brochures, travel books and travel e-zines. Narrative journalism, Personalized reporting and non-fiction writing

UNIT 2: Indian tourism and tourism writings

(12 Hours)

Indian tourism- Incredible India, Travel writers- William Dalrymple, Vikram Seth, Anita Nair, Dilip D'Souza, Samanath Subramanian etc. Role of photography and photo essays in travel and food writing

UNIT 3: Analysing trends in tourism

(12 Hours)

Analysis of content and packaging of travel and food magazines. Television channels, programmes, movies and websites based on travel and food. Recent trends in tourism Industry- sustainable tourism, ecotourism etc.

Assessment

Semester Exam: 70 marks

Internal Assessment: 30 marks

References/Suggested Readings

Michael Shapiro: *A Sense of Place: Great Travel Writers Talk About Their Craft, Lives, and Inspiration*

Don George: *Lonely Planet Travel Writing*

Barry Turner: *The Writer's Handbook Guide to Travel Writing*

William Dalrymple: *Nine Lives*

Samanath Subramanian: *Following Fish- Travels around the Indian coast*

Vikram Seth: *From Heaven Lake- Travels Through Sinkiang and Tibet*

Dilip D'Souza: *Road Runner*

Anita Nair: *The elephants are coming and other essays*

SEMESTER III

PH 101.3a: TELEVISION PRODUCTION (specialisation subject - 5 credits)

Objectives

- Impart an advanced understanding of camera operation, basic lighting and operation of video equipment.
- Impart an advanced understanding of TV production planning and production procedures
- Elucidate the responsibilities of director and producer.

UNIT 1: Production techniques (12 Hours)

Characteristics of TV, Stages of TV production, Applications of production techniques: online editing, - TV scripts, , effective shots, file footage, special effects, graphics and animation, Chroma key usage Set design, make-up and costumes. Visualization and composition: aesthetics. Role of floor manager. Shooting plans and backgrounds: importance of background, location selection.

Unit 2: Television Production Management (12 Hours)

Production Management: Producer, Ex – Producer, Director, Assistant Director, Script writer, editor, Studio Management: Floor manager, technical production assistants, Marketing, Skills in news preparation and presentation; ENG, OB Van

UNIT 3: Advanced Scripting Methods (12 Hours)

TV News writing format; TV Series Script writing: Getting storyline ideas, plot basics, character development, technical format for TV scripts; TV Series Episode structure – A,B and C stories, the classical 4 act structure for TV; Scene guidelines—beats, desire, structure, turning points; Commercials and PSA's - appeals, formats and sells

UNIT 4: Camera Production (10 Hours)

Types of Camera operations, Single, Multi camera production, live – on tape, and live productions, lighting systems: lighting methods. Audio Components, Audio level, Mike positioning and arrangements.

UNIT 5: Planning and Production

(14 Hours)

Role and responsibilities of production staff & Crew, Indoor and outdoor shooting. Duties and responsibilities of producer/ director. Production techniques: video formats, talk shows, interviews, demonstrations, discussions, profiles, commercials, serials and documentaries, Planning and Management of live, Post production editing

Assessment

Semester Exam: 70 marks

Internal Assessment: 30 marks

References/ Suggested Readings:

Mitch Mitchel: *Visual Effects and for Film Television*, Singapore Focal Press.

Rod Fainweather (Edt): *Basic Studio Directing*, Singapore Focal Press

Robert L Hartwig: *Basic TV Technology*, Singapore Focal Press.

Gerald Millerson: *Effective TV Production*, Singapore Focal Press, 2000.

Patric Morris: *Non-linear Editing*, Singapore Focal Press, 2000.

Gerald Millerson: *Lighting for Video*, Singapore Focal Press, 2000.

Peter Ward (Ed): *Studio and Outside Broadcast Camerawork*, Singapore Focal Press.

Jim Owens and Gerald Millerson (2012). *Television Production*, 15th Ed. Publisher: Focal Press.

Herbert Zettl (2012). *Student Workbook for Zettl's Video Basics*, 7th Ed. Publisher: Cengage Learning

Andrew Utterback (2015). *Studio Television Production and Directing: Concepts, Equipment, and Procedures* 2nd Ed. Publisher: Focal Press

PH 101.3b: DIGITAL JOURNALISM (specialisation subject – 5 credits)

Objectives

- To learn the science and art of online journalism
- To understand the dynamics while producing content for online journalism
- To produce content and manage online media

UNIT 1: Web portals

(12 Hours)

Introduction to web portals: difference between regular websites and portals, evolution of web portals, key features and benefits, understanding of new media - Elements of web design, Design principles –consistency, common web design mistakes.

UNIT 2: Architecture of portals

(8 Hours)

Structure: horizontal portals, vertical portals; Types of portals: news portals, e-commerce portals, public web portals, enterprise portals, workspace portals, knowledge portals

UNIT 3: Content design for new media

(16 Hours)

Principles of interactive design- thinking creatively about content, selecting media forms and working out a media mix for the web. Data Journalism; Difference in writing for print and web portals; multimedia journalism; Twitter Journalism; “Read less consume more”; content creation, testing and maintenance. Usability studies, E Zines, epapers,

UNIT 4: New Media Tools & Strategies

(12 Hours)

e-mail, search engine optimization, digital media/social media. Blogging, V- blogging and Content Management System, Macromedia Flash overview, creating movie clips, buttons and graphics, motion tween and shape tween, basic frame actions and button actions, load movie, get URL functions. Creating a simple web page with Dreamweaver

UNIT 5: Case studies

(12 Hours)

Case studies of Yahoo, BBC Online, Google News, The Microsoft Network, Facebook and Twitter - the future of the portals: hybrid portals, portals for the mobile web - flash websites

Assessment

Semester Exam: 70 marks

Internal Assessment: 30 marks

References/ Suggested Readings:

Steve Krug. *Don't Make Me Think!: A Common Sense Approach to Web Usability*. New Riders, 2006

Jakob Nielsen, Hoa Loranger. *Prioritizing Web Usability*. New Riders, 2006

Melvin Mecher: *News Reporting and Writing*

A C Book and Sohick: *Fundamentals of Copy and Layout*

Gerhard A Nothmann: *Non Impact Printing*

Hugh Speirs: *Introduction to Printing Technology*

James Cavuoto: *Guide to DTP*

PH 101.3c: DIGITAL MEDIA MARKETING (specialisation subject – 5 credits)

Objectives

- To understand and critically process the world of digital media marketing
- To develop content management strategies of DMM

UNIT 1: Introduction

(10 Hours)

Introduction to course objective, digital publications & blogging, micro-blogging; crypto blogging; Special considerations in segmentation, consumer behaviour in digital, basic tenets of direct marketing: Target, List, Offer, Testing

UNIT 2: Content Marketing

(14 Hours)

Overview of websites e-commerce. Usability testing. Website user experience. Bookmarking and News aggregators. Creating a website and content management tool using WordPress (hands on exercise); AR and VR

UNIT 3: Search engine optimization (SEO) and SEM

(12 Hours)

Search engine optimization (SEO); SEM; tools and techniques, Meta Tags, free vs. paid SERPs, Google Adwords and AdSense, Page Rank, Alexa Ranking, Web analytics;

UNIT 4: Social Media 101

(12 Hours)

Content management strategy, Social Networking Sites, Maps, Behavioural Targeting, Ads on social Media networks, Marketing opportunities for Business to business (B2B) and Business to Consumer (B2C) and Not-For-Profit

UNIT 5: Mobile Marketing

(12 Hours)

Overview of the B2B and B2C Mobile Marketing; push notification; localisation; Mobile Sites, Apps (Applications) and Widgets. Trends, Opportunities and pitfalls of Mobile Marketing.

Assessment

Semester Exam: 70 marks

Internal Assessment: (30)

References/ Suggested Readings:

Trust Agents: Using the Web to Build Influence, Improve Reputation, and Earn Trust by Chris Brogan, March 2012

The New Rules of Marketing and PR, David Meerman Scott, August 2013

The Facebook Era: Tapping online social networks to build better products reach new audiences and sell more stuff by Clara Shih, July 2010

The Art of a SEO 2e by EngeEt. Al

Understanding digital media marketing : Marketing Strategies for Engaging the Digital Generation by Damian Ryan and Calvin Jones, Dec 2008

PH 102.3a: RADIO PRODUCTION (specialisation subject – 5 credits)

Objectives

- To help students learn how radio as a medium works
- To make students learn methods of writing for radio and producing radio programmes
- To give students a hands-on experience of working on radio production

UNIT 1: Introduction to Radio

(8 Hours)

Nature of radio, modulation: AM and FM, Phase modulation, Different types of radio ownership, distribution and delivery systems, digital audio production, internet radio; community radio

UNIT 2: Radio news production

(14 Hours)

News values, elements and sources, writing radio news scripts, principles and techniques, form and style. Current affairs programme production, sports program production, Vox Pop, codes and ethics in radio broadcasting, Radio actualities, Voice report

UNIT 3: Radio genres

(14 Hours)

Radio formats:, Radio talks, features, discussion and interviews - Radio plays. Creative approaches to Radio Production, Production of radio magazine, radio documentary and features - planning, research, and sequencing; sound effects.

UNIT 4: FM Radio Stations

(6 Hours)

FM Radio – Program scheduling in FM Radio – Music Policy, Technical jargons – Role of program producer, Various roles in Radio Station.

UNIT 5: Radio Commercials and special audience programme Production

(18 Hours)

Introduction - Creating radio commercials; PSA, radio jingles. Kickers, Bumpers, Links; Fixed Point Chart. Rural, youth, women and children, music Programme production. Interactive/phone-in-programmes; scripting for various radio programmes. Community radio productions

Assessment

Semester Exam: 70 marks

Internal Assessment: 30marks

References/ Suggested Readings

Erta D Fossard: *Writing and Producing Radio Dramas*, New Delhi, Sage, 2005.

Chalterji PC: *Broadcasting In India*, New Delhi, Sage, 1991.

Robert Hillard: *Radio Broadcasting*

Paul Sureya: *Broadcast News Writing: Radio- The Fifth Estate*.

Robert Mcleish: *Radio Production*

Carl Hausman, Philip Benoit, Lewis B O'Donnell: *Radio Production, Programming and Performance*.

Ralph Milton: *Radio Programming: A Basic Training Manual* .

McLeash Robert, *Radio Production*

PH 102.3b: KANNADA LANGUAGE PRESS (SPECIALISATION SUBJECT – 5 CREDITS)

Objectives

- To study the history of Kannada journalism
- To understand the contributions of renowned journalists
- To make basic information about contemporary trends of Kannada journalism
- To get hands on experience in Kannada journalistic writing skills

UNIT 1: Unique Identity of Kannada Press: (8 hours)

Growth of Kannada Journalism, The contributions of foreign missionaries; Mangaluru Samachara; Role of Kannada Press in Freedom Movement, Unification of Karnataka.

UNIT 2: Prominent Journalists of Kannada Press: (12 Hours)

Harman Mogling, Venkata Krishnaiah, D.V Gundappa, P.R Ramaiah, Siddavanahalli Krishna Sharma, Mohare Hanumantha Rao, Nanjanagudu Tirumalamba, T.T Sharma, T.S Ramachandra Rao, Khadri Shamanna, Y.N Krishnamurthy, Shamarao.

UNIT 3:Kannada Newspapers and Magazines and news portals (10 hours)

History and Contemporary Trends, Samyukta Karnataka, Prajavani, Kannada Prabha, Udayavani, Vijaya Karnataka, Sudha, Karmaveera, Taranga, Mayura, Kasturi, Mallige; Kannada news portals and current experiments; Hyperlocal journalism

UNIT 4: Kannada journalistic writing exercises (15 hours)

Nuances of Kannada as a language for press; reporting exercises in Kannada; importance of objectivity; Letter to the Editor; Kannada feature writing; Human interest stories; Sports; Culture

UNIT 5: Kannada journalistic writing exercises- 2 (15 hours)

Kannada film reviews; Travel features; Articles; Editorials; Op-ed stories; Interviews; Opinion; Exercises in translation; Producing of a Kannada newspaper

Assessment

Semester Exam: 70 marks
Internal Assessment: 30marks

References/ Suggested Readings

Black, Jay, Jennings Bryant & Susan Thompson. (1997). *Introduction to Media Communication* (5th Ed). New Delhi: McGraw-Hill.

Briggs, Asa & Peter Burke. (2005). *A Social History of The Media: From Gutenberg to the Internet*. Cambridge: Polity Press.

Kamath, M V (1980). *Professional Journalism*, Vikas Publishing House Pvt House, New Delhi.

K Sharma, Rajendra. (1990). *Journalism as a Profession in India*, Media Promoters and Publications Pvt Ltd, Mumbai.

Parthaswamy, Rangaswamy (1984). *Basic Journalism*, MacMillan India Pvt Ltd, Chennai.

Nadig Krishnamurthy. *Indian Journalism*

J. Natarajan. *History of Indian Journalism*.

PH 102.3c MALAYALAM LANGUAGE PRESS (Specialisation – 5 credits)

Objectives

- To understand the importance of language press in Indian media
- To familiarize oneself with the history and important figures in Malayalam Journalism
- To evaluate the current trends and challenges faced by Malayalam press

Unit 1: Introduction (12 Hours)

Growth of Language press, History of press in Kerala, Rajyasamacharam, Paschimodayam, Gnananikshepam, Malayalam newspapers during freedom struggle.

Unit 2: Malayalam journalists (12 Hours)

Malayalam newspapers and magazines, Luminaries of Malayalam journalism Herman Gundert, Swadeshabhmani Ramakrishna Pillai, DevjiBhimji, Kesari Balakrishna Pillai, K. P. KesavaMenon, Kandathil Varghese Mappilai and C. V. Kunjiraman

Unit 3: Reporting and writing in Malayalam (12 Hours)

Reporting, writing and editing in Malayalam, Hyperlocal journalism, Problems of translation and transliteration, Syndicated columns, Syndication of current news, Current trends in Malayalam journalism; Malayalam portals and current experiments

UNIT 4: Malayalam journalistic writing exercises - 1 (15 hours)

Nuances of Malayalam as a language for press; reporting exercises in Malayalam; importance of objectivity ; Letter to the Editor; Malayalam feature writing; Human interest stories; Sports; Culture

UNIT 5: Malayalam journalistic writing exercises- 2 (15 hours)

Malayalam film reviews; Travel features; Articles; Editorials; Op-ed stories; Interviews; Opinion; Exercises in translation; Producing of a Malayalam newspaper

Assessment

Semester Exam: 70 marks

Internal Assessment: 30 marks

References/ Suggested Readings

- Bhargava, G. S. (2012), *The Press in India: An Overview*, New Delhi, NBT
- Jeffry, Robin (2011), *India's Newspaper Revolution – Capitalism, Politics and the Indian Language Press*, New Delhi, OUP
- Thomas, M. V. (2005), *BharathiyaPathracharithram*, Thiruvananthapuram, KSLI
- Raghavan, Puthupally (1986), *Kerala PathrapravarthanaCharithram*, Thrissur, NBS
- Vijayakrishnan (2013), *MalayalaCinamayude Katha*, Kozhikodu, Mathrubhumi Books

PH 102.3d CREATIVE STRATEGY & COMMUNICATION (specialisation subject – 5 credits)

Objectives

- Solve marketing communication challenges with clear, relevant, creative advertising.
- Strengthen conceptual and creative problem solving abilities.
- Understand the relationship between strategy, media, message and creative execution.
- Understand creativity in offline and online platforms
- Produce compelling and engaging marketing communication.
- Brand management

Unit 1: Creative Strategy: Planning and Development (12 Hours)

Creative Strategy: Components of the Creative Strategy, documenting strategy, combining creativity and strategy, Organizing the Creative Task, Phases of campaign creation, The Creative Plan

Unit 2: Creative Development (12 Hours)

Developing an Advertising Plan, Five stages of creativity, Creative Thought Process, Creative brief review & feedback, Presentation skills & visual communications, Creative Pitch development, Creative exercises

Unit 3: Account Planning (12 Hours)

Analysing a range of information for advertising strategies, problem identification and solving, internal and external research, developing clearly defined brief for advertising team, running research groups, client servicing, understand consumer behaviour

Unit 4: Copywriting (12 Hours)

Copywriting, Introduction, Responsibility of Copy writer, attributes of a good copywriter, principles of copywriting, Headlines, Base line, Sub headlines, Body copy, Slogan, Captions, Structuring the copy, testing of copy.

Unit 5: Graphic Design

(12 Hours)

Introduction to Design, Introduction to Graphic Design, Role and responsibility of Designers, Colour theory, Elements of Design, Design Practices, Graphic Communication Techniques, Product Photography, testing of creative assets.

Assessment

Semester Exam: 70 marks

Internal Assessment: 30marks

References/ Suggested Readings

Advertising Creative: Strategy, Copy, and Design 3rd edition by Altsteil, Tom and Jean Grow.(2013) Sage Publications. ISBN: 9781412974912

Which Ad Pulled Best? 10th edition by Purvis, Scott (2011) McGraw-Hill: ISBN-13 9780078112072

Where the Suckers Moon (1995) Vintage Books by Rothenberg, Randall

Creative Insight, (2005) The Copy Workshop by Durgee, Jeffrey,

How to put your book together and get a job in advertising.(2004) by Paetro, M.

Strategic Advertising Campaigns 4th edition by Schultz and Barnes

Graphic Design: The New Basics: Second Edition, Revised and Expanded by Ellen Lupton and Jennifer Cole Phillips

Advertising Account Planning: A Practical Guide 2009 by Donald W. Jugenheimer and Larry D Kelley

Truth, Lies, and Advertising: The Art of Account Planning (Adweek Magazine Series Book 3)2 May 2008 by Jon Steel

PH103.3 ADVERTISING AND MARKETING COMMUNICATION (5 CREDITS)

Objectives

- Impart a working knowledge and knowhow about marketing communications strategies and techniques
- Train students in developing marketing communication strategies along with planning and implementation
- Develop students' ability to solve real marketing communication problems by using scientific methods and procedures

UNIT1: Marketing Communication & Advertising (16 hours)

Concept, nature, scope and importance of marketing communication; Marketing communication concept and its evolution; Marketing mix; Marketing environment – macro and micro components and their impact on marketing decisions; Market segmentation and positioning; Buyer behaviour; Consumer decision making process; advertising agencies: organisation and functions.

Practical Component: Market Study - Consumer Behaviour Analysis

Unit 2: Promotional Mix (10 hours)

The promotional mix; segmentation, Targeting and positioning and their role in marketing communication. Promotional objectives, determination, types and approaches, DAGMAR approach, problems in setting objectives.

Practical Component: Develop a Promotional Mix for a retail/services brand

Unit 3: Media Planning and Buying (12 hours)

Media Planning, Establishing Media objectives, Media strategies, Media mix, Reach Vs. Frequency, budget considerations, Evaluation of Broadcast media, Print media, Support media, Internet an interactive media etc.; computers in Media planning; Marketing research

Practical Component: Create a media plan for a retail/services brand

Unit 4: International Marketing

(10 hours)

Introduction, Scope of International Marketing, International Marketing vs. Domestic Marketing, Principles of International Marketing, Customer value and the value equation, Competitive or differential advantage, Management Orientations, Global versus micro/niche marketing, industrial marketing.

Practical Component: Develop a target audience persona for an international market

Unit 5: Agricultural and Rural Marketing

(12 hours)

Understanding Agricultural Markets, Nature & scope, Objectives of Agriculture Marketing, Challenges in Agriculture Marketing, Agriculture Marketing & its Economic importance, Agricultural Produces and their market. Rural Consumer Vs Urban Consumers – a comparison, Relevance of Marketing mix for Rural market/Consumers.

Practical Component: Create a 3 month campaign for a rural market for a retail/services brand

Assessment

Semester Exam: 70 marks

Internal Assessment: 30

Produce weekly advertisements on various themes: 15 marks

Media planning campaigns(in groups): 12 marks

Attendance: 3 marks

References/ Suggested Readings

Philip Kotler: *Marketing Management*

John R Possiter & Larry Percy: *Advertising Communication and Promotion Management.*

Sandage and Others: *Advertising: Theory and Practice.*

William Stanton and others: *Fundamentals of Marketing.*

David Aaker and George Day: *Marketing Research.*

Otto Kleppner: *Advertising Procedure*

David Ogilvy: *Ogilvy on Advertising*

P K Agarwal: *Principles of Advertising*

Aptech Manual: *Fundamentals of Design and Visualisation.*

David Aaker and John Meyers: *Advertising Management.*

PS 105.3: ENVIRONMENT AND MEDIA (4 credits)

Objectives

- To study environment issues
- To analyse how media reports environment issues
- To concretely develop and execute an environment campaign

UNIT 1: Ecosystem

(8 Hours)

Growth of environmental concern – environmentalism and development. Renewable and non-renewable resources – biodiversity and its conservation- environmental pollution- laws (Environment Protection Act, Forest Conservation Act, Biodiversity Act),

UNIT 2: Environmental Movements and Activism

(14 Hours)

Environmental movement in India and International. Earth summit. Local, national, international environmental issues, environment protection programmes and strategies. Major environment activists and communicators, current trends. Eco-feminism

UNIT 3: Role of media

(14 Hours)

Role of media in protecting environment; issues, controversies and case studies; role of traditional media, newspapers, radio, television, cinema, folk media, new media. Objectivity Vs advocacy - media response to major environment-related developments, controversies in India coverage of environment in India

UNIT 4: Environment campaigns

(12 Hours)

Planning, designing and executing environment campaigns; Creative use of media in environment campaigns; Taking up local environment issues for campaigns among students, city dwellers, citizens at large; production of short videos, podcasts, articles and features related to environment issues.

Assessment

Semester Exam: 70 marks

Internal Assessment: 30marks

References/ Suggested Readings

Kiran B Chhokar, Mamata Pandya and MeenaRaghunathan (Eds): *Understanding Environment*, New Delhi, Sage Publications, 1999.

Mark Neuzil& William Kovarik: *Mass Media and Environment Conflict*, Sage, 1996.

Ashish Kotari: *Understanding Biodiversity*, Orient Longman, 1997.

Masanobu Fukuoka: *The One Straw Revolution*, Other India Press, 1992.

Robin Cohen and Paul Kennedy: *Global Sociology*, Palgrave Publishers, 2000.

Ashok Kotari, NeemaPathik, RV Anuradha, BansuriTaneja (Eds):*Communities and Conservation*, New Delhi, Sage Publications, 2004.

Susan D Ianier- Graham: *The Ecology of War*, NY: Walker Publishing, 1993.

Naomi Klein: *This Changes Everything*

PH 104.3 MEDIA INTERNSHIP (2 credits)

Media internship is a 6-week compulsory exercise. The students are expected to join any media organisation and have a first-hand experience of working in the field. They are expected to keep a record of all the work they undertake.

A certificate of completion of the 6-week internship must be obtained from the concerned media organisation. Students are expected to update on a weekly basis to the concerned faculty about their progress.

The internship must be completed before the end of third Semester. An assessment and evaluation of the Internship will be conducted to award credits. Internship does not have any other academic-related assessment.

PO 106.3 FILM APPRECIATION (CBCS) (3 Credits)

Unit 1 (12 Hours)

Introductions / Film Storytelling, Why Appreciate Film? How to write film reviews.
Cinematic Terms

Recommended Watching: *Jurassic Park*, Spielberg

Unit 2 (12 Hours)

Story, Narrative Structures, Time and Space & Audience, Screenwriting Basics: Outline, Treatment, First Draft, Final Draft

Recommended Watching: Ritwik Ghatak's *Meghe Dhaka Tara*

Unit 3 (12 Hours)

MiseEn Scene & Sound Design, Cinematography, Set and Design, Lighting, Editing - Shot/Reverse Shot, Montage, Long Take

Recommended Watching: *Pulp Fiction* by Quentin Tarantino

Assessment

Semester Exam: 70 marks

Internal Assessment: 30marks

References/ Suggested Readings

Andrew, Dudley. *The Major Film Theories: An Introduction*. Oxford: Oxford University Press, 1976.

Altman, Rick. *Film/Genre*. London: BFI, 1999.

Bazin, Andre. *What is Cinema? Foreword by Francois Truffaut*. Berkeley: University of California Press, 2005.

Boggs, Joseph M. & Petrie, Dennis W. *The Art of Watching Films*. 7th ed. NY: McGraw-Hill 2008.

Braudy, Leo & Cohen, Marshall (eds). *Film Theory and Criticism*. 5th ed. NY & Oxford: Oxford University Press, 1999.

Cook, David A. *A History of Narrative Film*. 4th ed. NY & London: WW Norton & Company, 2004.

Cook, Pam. *The Cinema Book*. 3rd ed. London: BFI, 2007.

Deleuze, Giles. *Cinema 1 & 2*. Hugh Tomlinson & Barbara Habberjam (trans). London & NY: Continuum, 1986.

Etherington-Wright, Christine & Doughty, Ruth. *Understanding Film Theory* London: Palgrave, 2011.

PO107.3 GENDER AND MEDIA (CBCS) (3 Credits)

UNIT 1: Introduction to gender studies (13 Hours)

Gender equality, discrimination, patriarchy; third gender; Class and gender in India. Empowerment. Reductionism, objectification, consumerism and stereotyping of women in media. Women activists

UNIT 2: Portrayal of women in media (11 Hours)

Psychoanalysis and feminist communication theories. Portrayal of women in newspapers, radio, television, films and advertisements-, Laura Mulvey- Visual pleasure and Narrative Cinema.

UNIT 3: Analysis of content for and by women (12 Hours)

Analysis of columns, journals, magazines and websites for women and by women. Women centric films and documentaries. New media and women's development. Top women journalists, advertisers and film-makers.

Assessment

Semester Exam: 70 marks

Internal Assessment: 30marks

References/ Suggested Readings

Carolin M Byerly; *Women and Media, A Critical Introduction*

Sue Thornham; *Women, Feminism and Media*

M.K Rao; *Empowerment Of Women In India*

C. Chakrapani; *Changing status and role of women in Indian society*

Kapoor. *New media and Women's Development*

Kim Fridkin Kahn: *The Political Consequences of Being a Woman: How Stereotypes Influence the conduct and consequences of political campaign*

SEMESTER IV

PH 101.4 DISSERTATION (compulsory for all) (5 Credits)

Dissertation Guidelines

Introduction:

The Choice Based Credit System (CBCS) suggested by UGC has given an opportunity to every Post Graduate student to undertake project in their respective subject specialization at their IV Semester. Project is a research study wherein a student must make a detailed study with scientific methodology and analyze on a particular issue relating to journalism and mass communication, the findings of the study must be presented in the form of a Report. The student must select a topic of their interest in the field of their study which is socially relevant and useful to the society and the student in particular.

Objectives of the Project:

The main objective of the project is to give practical exposure to the students in the field of their study and provide industry - institution interaction. The other objectives are as follows;

- Students will be able to develop research interest and culture in their respective field of study
- Students explore the social relevance and application of their respective subject
- It provides practical knowledge and exposure in their studied area
- It enables the students to make in depth study of the particular issue and explore solution to the problems the society facing in the field of journalism and mass communication

Planning and Preparation of the Project:

The project is a compulsory paper of four credits to be undertaken under the supervision of a guide in the IV semester of MA (JMC). However, preparation for the project is commenced in the third semester itself. Detail orientation is given in the third semester regarding the purpose of the project, identification of the problem, methodology to be followed, teacher and guide responsibilities, method of evaluation, presentation of the report etc. Allotment of guides/project supervisors and selection and finalization of topics will be completed in the third semester itself. The project calendar is given in the third semester. Individual projects and not group projects are undertaken and therefore, overlapping of the topics will be avoided by the faculty in Departmental meetings with the Head of the Department.

Area to be chosen for the Project:

Though MA (JMC) is a specialized postgraduate programme, it is interdisciplinary. A student can take up project on any issue in the field of advertising, public relations, event management, film studies, music, television etc. The topic selected must be relevant and feasible to study.

Project Calendar:

The Project calendar is spread over the entire period of IV semester. The Department must prepare a calendar of events to be followed by the student and guide to complete the project in time:

Report to be submitted	Date
Selection of the topic/company/area and submission the project supervisor	
Confirmation of topic to the student	
Submission of the project proposal/synopsis	
Report of review of literature (Minimum 20)	
Submission of profile of the company and questionnaire	
Data Collection	Fromto.....
Submission of tables of data for analysis	
Submission of analysis and interpretation	
Submission of findings, conclusion and suggestion	
Submission of Project Report	

Format of the Project Proposal/Synopsis:

A Student should prepare in detail the proposal/synopsis of the project and submitted well in advance of starting the project work. The proposal must be approved by the project committee of the Department, which includes Head of the Department and Faculty members. The proposal must be submitted in the following format;

- Title/topic of the project
- Introduction
- Need for the study
- Statement of the problem
- Objectives of the study

- Hypothesis
- Scope of the study
- Sample and sample size
- Methodology of the study
- Social relevance and Contribution of the study
- Limitations of the study
- Chapter scheme
- References

Format of the Project Report:

The Project Report covers the following aspects:

- **Title Page:** College Name and address with College Logo, Title, name of the student with Register Number, Project Supervisors name and date.
- **Preliminary Pages:** Declaration of originality, Certificate from the organization, certificate from the supervisor, certificate from the Head/College, contents with page numbers, acknowledgement, list of tables and charts with page number
- **Abstract:** Abstract in 250-300 words covering the issue covered, objectives, methodology and major findings of the study.
- **Chapter Scheme:**
 - Chapter I: Introduction – General introduction, scope of the study, Statement of the problem.
 - Chapter II: Literature review – Review of literature/ previous studies concerning the issue under study.
 - Chapter III: Statement of objectives, study area,, methodology, sample and sample size, limitations of the study and chapter scheme.
 - Chapter IV:Data Analysis; It covers analysis and interpretation of the data collected
 - Chapter V:Summary and Conclusion suggestions – This chapter covers major findings of the study, conclusion and suggestions
- **Bibliography** (minimum 30 Books/Journals)
- **Appendices:** Covers questionnaires and important documents to be attached to the project

Valuation of Project Report:

Internal Assessment Marks (continuous evaluation): Internal assessment 30 marks distributed as follows;

Criteria	Marks
Proposal/synopsis	10
Submission of chapters/reports and regularity in guide meeting	15
Presentations in seminars/conferences/publication of research articles in the project area	05
Total	30

External Valuation of the Project Report:

Project is valued for 70 marks of which external valuation is done for 50 marks and viva voce is conducted for 20 marks.

Weightage in the external valuation is as follows:

Criteria	Weightage	Marks
Relevance of the issue	10%	05
Methodology	10%	05
Literature Review	10%	05
Profile of the study area/organization	10%	05
Analysis and interpretations	50%	25
Findings, conclusion and suggestions	10%	05
Total	100%	50

Viva voce Examination:

Viva voce examination will be conducted in the Department by informing the student in advance the day, date, time and place of the viva voce examination. One external examiner/expert in the field, project supervisor and one internal examiner is the panel for the viva voce examination. 20 marks are given considering the following criteria;

Criteria	Marks
Depth of Knowledge in the area	05
Content of the presentation	05
Communication	05
Level of Confidence & presentation of self	05
Total	20

Submission:

- **3 Bound copies of the project report**
- **CD in Pdf format**

Specializations (continuation of the III Semester)

Broadcast Media:

PH 102.4a ONLINE BROADCASTING (5 credits)

Objectives

- Impart the knowledge to develop a Personal Narrative within the new media environment
- Acquaint students with all aspects of podcasting and to help them become better storytellers.
- Strengthen students in several areas: embracing creative risks, being fearless in the face of technical challenges, and working collaboratively to solve problems.
- Help identify what makes for a good online broadcasting story and how to pitch an idea to an outlet.

Unit 1: New Media Literacy (10 Hours)

History of New Media Broadcast, New Media Habits, Laws and Issues Pertaining to New Media Broadcast, Elements of New Media Broadcast, Current New Media Events

Unit 2: InternetRadio (10 Hours)

Growth of Internet radio, Live Streaming, Digital Recording, Effects on recording industry, Cross- Cultural Radio, iTunes, SoundCloud.

Unit 3: Online Video (10 Hours)

Growth of Internet Video, YouTube, Vimeo, Online TV channels. Growth of Internet Video in India. Made-for-internet videos. Viral video for marketing.

Unit 4: Podcast Production (15 Hours)

Planning and recording podcasts, Podcast recording tools, Writing Podcast feeds, Evaluating and editing podcasts, Syndicating podcasts,

Unit 5: Online Video Production (15 Hours)

Planning and recording made-for-internet videos, video editing tools - online and offline, writing scripts of internet videos, creating online channels, Syndicating online videos; online live productions; Archival Video Mashups

Assessment

Semester Exam: 70 marks

Internal Assessment: 30marks

References/ Suggested Readings

Robert Mcleish, *Radio Production*, 1999, Focal Press, Oxford.

Television Production, Ralph Donald & Thomas Spann, 2004, Surjeet Publications, New Delhi.

Vincent Miller, *Understanding Digital Culture*, Sage Publications Ltd., 2011.

Henry Jenkins , Sam Ford and Joshua Green. *Spreadable Media: Creating Value and Meaning in a Networked Culture*, January, 2013, NYU Press.

Jose Van Dijck. *The culture of connectivity: A critical history of social media..* Oxford: Oxford University Press, 2013.

de Souza e Silva and Frith. *Mobile Interfaces in Public Spaces: Locational privacy, control, and urban sociability,.* Routledge, 2012

Michael W. Geoghegan, Dan Klass (2007). *Podcast Solutions: The Complete Guide to Audio and Video Podcasting* 2nd ed. Publisher: Apress

David Power (2016). *Introduction to Podcast Technology: Discover the essential tools and techniques you need to record, produce and launch your podcast.* Publisher: CreateSpace Independent Publishing Platform

Jonathan Kern (2008). *Sound Reporting: The NPR Guide to Audio Journalism and Production.* Publisher: University Of Chicago Press

Jessica Abel (2015). *Out on the Wire: The Storytelling Secrets of the New Masters of Radio)* Publisher: Broadway Books

Jerry Kershen (2016). *Podcast: Starting a Podcast: 10 Proven Steps to Creating Your First Successful Podcast.* Publisher: CreateSpace Independent Publishing Platform

Jim Owens, Gerald Millerson (2012). *Television Production*, 15th Edition. Publisher: Focal Press

Herbert Zettl (2012). *Student Workbook for Zettl's Video Basics*, 7th Ed. Publisher: Cengage Learning.

Andrew Utterback (2015). *Studio Television Production and Directing: Concepts, Equipment, and Procedures* 2nd Ed. Publisher: Focal Press.

Robert McChesney. *Digital Disconnect: How capitalism is turning the internet against democracy,* , The New Press, 2013.

Specialization 2

PH 102.4b MAGAZINE JOURNALISM (Specialisation - 5 credits)

Objectives

- To learn to write narrative features, articles, cover stories and reviews suitable for magazines
- To become a skilled magazine designer proficient in layout, photography and typography

UNIT 1: Origin and growth (12 Hours)

Origin and growth of magazines, Types of magazines, Narrative Journalism, Magazine journalism terminology, Organizational structure of a magazine, **Qualities and responsibilities of a magazine editor**

UNIT 2: Ingredients of magazine (12 Hours)

Ingredients of a magazine article-Feature writing, editorial mix; **cover story selection criteria, cover design and cover lines, Profile versus biography, writing columns, criticism and rhetoric, preparing photo features. Art of reviewing: - films, book, food etc, advertising**

UNIT 3: Design and layout (12 Hours)

Magazine design and layout, photographs, illustrations, info-graphics, typography and white space, magazine design softwares.

UNIT 4: Use of colour and photography (12 Hours)

Use of colour, Photography, caption writing, photo features; photo assignments for magazine journalism

UNIT 5: Magazine production (12 Hours)

Students individually will bring out a printed multi-colour magazine reported, subbed and designed individually; **Reporting, editing and lay-out skills will be tested.**

Assessment

Semester Exam: 70 marks

Internal Assessment: 30marks

References/ Suggested Readings

John Morrish, *Magazine Editing*, Routledge, 1996

Linda McLoughlin, *The Language of Magazines*, Routledge, 2001

Michelle Ruberg, *Handbook of Magazine Article Writing*, Writer's Digest, 2005

Antony Davis & Heinemann, *Magazine Journalism Today*, Professional Publishing, 1988

East R. Hutchison, *The Art of Feature Writing*, Oxford University Press, 2008

David E. Sumner & Holly G. Miller, *Feature and Magazine Writing*, Surjeeth Publications, 2006

Benton Rain Patterson & Coleman E. P. Patterson, *The Editor in Chief*, Surjeeth Publications, 2005

Jenny Mckay, *The Magazine Handbook*, Routledge, 2000

PH 102.4c: INSTRUCTIONAL DESIGNING AND CONTENT WRITING (5 Credits)

Objectives

- To understand the nuances of instructional designing
- To develop skills to write content for the digital world
- Processing online data structures

UNIT 1: Introduction to technical writing (12 Hours)

Overview of the technical writing process, outlining, Getting information: technical specifications, prototypes, legacy documentation, subject matter experts, interview with users.

UNIT 2: Writing Basics (12 Hours)

Audience, terminology, types of content, interface information, reference information, conceptual information, procedural information, writing task oriented information, illustrations and graphics.

UNIT 3: Process of Writing (10 Hours)

Spelling, grammar and style: correct spelling and word usage; using the right style, readability, significance of worldwide audience.

UNIT 4: Editing (14 Hours)

Editing; preventive measures, establishing style guidelines, terminology, examining legacy documentation, editorial checklists, Indexing, effective research using the Internet, editing copy and re-writing, legal considerations of publishing on the web.

UNIT 5: Content writing (12 Hours)

Knowing the audience: understanding how people use the web, differences between writing and editing for the web and for other media; customizing content, updating web content. Securing Online Content - Creative Commons, Copyscape, career opportunities in content writing

Assessment

Semester Exam: 70 marks

Internal Assessment: 30marks

References/ Suggested Readings

- Gerald J Alfred, Charles T Brusaw, Walter E Oliu, *St Martin's, Handbook of Technical Writing Press*, St martin's Press, London.
- Bruce Ross-Larson: *Writing for the Information Age*, WW Norton & Co., London
- Matt Young: *Technical Writer's Handbook: Writing with Style and Clarity*, NY USB.
- William Sanborn Pfeiffer: *Technical Writing: A Practical Approach* (5thed) NY PHI.
- Brian R Holloway: *Technical Writing Basics: A Guide to Style and Form* (2nded).
- Krista Van Laan (2012)*The Insider's Guide to Technical Writing Paperback*.XML Press
- Gary Blake, Robert W. Bly (2000) *Elements of Technical Writing* 1st Ed. Pearson
- Leo Finkelstein (2007). *Pocket Book of Technical Writing for Engineers & Scientists*.McGraw-Hill Education
- Leslie Olsen, Thomas Huckin. *Technical Writing and Professional Communication*, 2nd Ed. Publisher: McGraw-Hill
- Thomas T. Barker. (2002). *Writing Software Documentation: A Task-Oriented Approach*. Publisher: Pearson; 2nd edition
- Gretchen Hargis, Michelle Carey, Ann Kilty Hernandez, Polly Hughes, Deirdre Longo, Shannon Rouiller, Elizabeth Wilde. *Developing Quality Technical Information: A Handbook for Writers and Editors*) 2nd Ed. Publisher: IBM Press.
- Kyle Gray, Tom Morkes.(2017). *The Story Engine: An Entrepreneur's Guide to Content Strategy and Brand Storytelling Without Spending All Day*.Publisher: CreateSpace Independent Publishing Platform
- Don Norman (2013). *The Design of Everyday Things*, Publisher: Basic Books
- Janice (Ginny) Redish. (2012). *Letting Go of the Words, Second Edition: Writing Web Content that Works*, 2nd Ed. Publisher: Morgan Kaufmann.
- Joseph Sugarman (2006). *The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy* ,1st Ed. Publisher: Wiley
- Kristina Halvorson (Author), Melissa Rach (2012). *Content Strategy for the Web*, 2nd Ed.Publisher: New Riders.

PROJECT

PH 103.4a- PROJECT- FILM PRODUCTION (5 Credits)

Either a documentary or a feature film (duration 20-25 minutes); story, scripting, story board needs the approval of the concerned guide.

{**Evaluation:** External 30; Internal: 50: Viva: 20 }

PH 103.4b – PROJECT: CORPORATE COMMUNICATION/EVENT MANAGEMENT (5 Credits)

Event management –TWO projects for any Agency in groups of two.

Video record the Event & also maintain detailed diary of planning, planning & execution for valuation.

{**Evaluation:** External 30; Internal: 50: Viva: 20 }

PH 103.4C – PROJECT: PRINT AND ONLINE (Individual) (5 Credits)

Preparing a news magazine (24 pages colour B4 size) with original reports (at least 5), features (at least 5), human interest stories (at least 5), Interview (at least 1), reviews – film, book, music (at least 2), editorial, op-ed page articles, letters to the editor, comic strips, crossword.

Online Project will consist of designing an online news portal. The same magazine content edited for web with multi-media components (photographs and one-minute video for every story) can be included. Students can also add other original writing. Assessment will be made on standard principles of journalism.

{**Evaluation:** External 30; Internal: 50: Viva: 20 }

Objectives:

- To help students learn an overview of cultural facets prevalent in society
- To study how media relates to and promotes cultural traits in society
- To explore the role of media in promoting and nurturing culture and its derivatives.

Unit 1 What is culture

Definitions of culture- composite culture, communication as culture in process.

Perspectives on mass society-mass production, consumption mass culture- popular culture. Mediation of social relations. Media as agents of socialization and mediators of political reality

(18 Hours)

Unit 2 Models of cultural studies

Early model of cultural studies. Frankfurt School- critical and trans-disciplinary approach to cultural and communications studies - political economy of the media, analysis of texts, and audience reception studies of the social and ideological effects of mass culture and communications.

(9 Hours)

Unit 3: Theories of media and culture

(9 Hours)

Culture and mass media theories- Birmingham school- critical perspectives- Marxist theory of media, concept of hegemony, ideology, and false consciousness. 'culture industries'- features of mass-produced culture- commodification and standardization and massification. Technology and culture- an instrument for control and domination- McLuhan and theories of technological determinism

Unit 4: Globalisation, postmodernism and culture

(12 Hours)

Postmodern cultural studies -'cultural populism.' - emphasis on local pleasures, consumption, empowerment and the construction of hybrid identities; Globalization of media culture - the global and the local- homogeneity and heterogeneity - globalising the national and local culture- contradictory forces of identity and difference- emphasis on active audiences, reception theory; Stuart Hall and preferred reading theory; Foucault's Discourse analysis; Culture in the age of network society;

Assessment

Semester Exam: 70 marks

Internal Assessment: 30marks

References/ Suggested Readings

Alvarado, Gutch and Wollen, *Learning the Media*, Macmillan Education Ltd. 1987

GayatriSpivak, Agency

Len Masterman, *Teaching the Media*, Comedia Publishing Group, London 1985

P.C. Joshi. *Culture, Communication, and Social Change*, Vikas Publishing House Pvt Ltd, New Delhi. 1989

David Barrat, *Media Sociology*, Tavistock Publications, London

MSS Pandian, *The Image Trap*, Sage Publications, 1992

Ray Surette. *Media, Crime, and Criminal Justice:: Images, Realities and Policies*. 3rd Ed. Sage.

Geofrey Cowan. *Public Diplomacy in a Changing World*. 2008. Sage.

DayaThussu. *News as Entertainment – The Rise of Global Infotainment*. 2008. Sage.

Globalisation, Development and Mass Media. 2007. Sage.

David Hesmondhalgh. *Cultural Industries*. 2007. Sage.

James Aulich. *War Posters: Weapons of Mass Communication*. 2007. Sage.

Kimberley Massey. *Readings In Mass Communications: Media Literacy and Culture*. Sage.

John B. Thompson. *Ideology and Modern Culture: Critical Social Theory in the Era of Mass Communication*. Sage.

Edward Said. *Covering Islam*.

Curran, James. *Power Without Responsibility*.

Herman, Edward &Chomsky. *Manufacturing Consent*.

James W Carey: *Communication as Culture*

Curran, James et al (Eds): *Culture Media and Language*

Durham M.G and Kellner D.M: *Media and Cultural Studies: Key Works*

John Fiske: *Understanding Popular Culture*

Raymond William: *Key words*

Objectives:

- To study the growth of political communication as a key school in media communication
- To probe the mediatisation of politics in elections, campaigns and how media used to achieve policy goals.
- To explore how media shape the way citizens understand politics

Unit 1: Theoretical background to political communication (12 Hours)

Defining political communication; types of political communication; main elements of political communication – ideology, propaganda, persuasion; history of political communication research; recalling relevant media theories.

Unit 2: Understanding politics in Political Communication (12 Hours)

Gate-keeping and press-government relationships. Managing the public sphere and public opinion, influencing electoral and legislative processes; poll-driven politics: opinion surveys and will of the people.

Unit 3: Global political communication (12 Hours)

Media and global political communication; Media as tools of public diplomacy; media as a platform for global events and non-governmental groups to influence international relations and foreign policy; media-ized politics – political discourse in war, conflict and terror related situations.

Unit 4: New Media and political communication (12 Hours)

Internet and politics; influence of online deliberations on electoral politics and news coverage of politics; new media and civil society engagement in political discourse.

Assessment

Semester Exam: 70 marks

Internal Assessment: 30 marks

Reference/Suggested Reading

Chapman, James (2000) "Review Article: The Power of Propaganda" *Journal of Contemporary History* 35(4): pp. 679–688.

Graber, D. A. (2010) *Media Power in Politics* (6th Ed). Chicago: CQ Press.

Habermas, J (1989) *The Structural Transformation of the Public Sphere*. Cambridge, MA: MIT Press.

Harrison, Shirley (1999) "Propaganda, Persuasion, and Symmetry: Local and Central Government Perspectives on Communicating with the Citizen" *British Journal of Management* 10: pp. 53-62.

Herman, E & Chomsky, N (1988) *Manufacturing Consent*. New York: Pantheon.

Jowett, Garth S. & Victoria O' Donnell.(1992) *Propaganda and Persuasion* (2nd Edition). Newbury Park, CA: Sage Publications.

Kaid, Lynda Lee (Ed) (2004) *The Handbook of Political Communication*. New Jersey: Lawrence Erlbaum Associates Publishers.

Klaehn, Jeffery (2003) "Behind the Invisible Curtain of Scholarly Criticism: Revisiting the propaganda model" *Journalism Studies* 4(3): pp. 359–369.

Louw, Eric. (2010) *The Media and Political Process* (2nd Ed). London: Sage.

Mowlana, Hamid. (1997) *Global Information and World Communication*. London: Sage.

Negrne, Ralph and James Stanyer (Eds) (2007) *The Political Communication Reader*. London: Routledge.

Rao, Kiran (Ed.) (2003) *Political Communication: An Indian Experience* (2 Vols.) New Delhi: B. R. Publishing Corporation.

Sreberny-Mohammadi, Annabelle, Dwayne Winseck, Jim McKenna and Oliver Boyd-Barrett (Eds) (1997) *Media in Global Context: A Reader*. London, New York: Arnold.

Taylor, Philip M. (2003) *Munitions of the Mind: a History of Propaganda from the Ancient World to the Present Era*. Manchester: Manchester University Press.

The proposal is placed before the Academic Council for consideration and approval
