



ST ALOYSIUS COLLEGE (AUTONOMOUS)

MANGALURU

RE-A-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)

(2022 – 2023 BATCH ONWARDS)

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Re-accredited by NAAC with 'A' Grade with CGPA 3.62/4

Recognised by UGC as "College with Potential for Excellence"

Conferred "College with "STAR STATUS" by DBT, Government of India.

Centre for Research Capacity Building under UGC-STRIDE

17-08-2022

NOTIFICATION

Sub: Syllabus of **M.A. (Journalism and & Mass Communication)** under
Choice Based Credit System.

Ref: 1. Decision of the Academic Council meeting held on 09-07-2022 vide

Agenda No: 13 (2022-23)

2. Office Notification dated 17-07-2022

Pursuant to the above, the Syllabus of **M.A. (Journalism and & Mass Communication)** under Choice Based Credit System which was approved by the Academic Council at its meeting held on 09-07-2022 is hereby notified for implementation with effect from the academic year **2022-23**.

PRINCIPAL



REGISTRAR

To:

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

PREAMBLE

The PG Department of Journalism and Mass Communication at St Aloysius College (Autonomous) is finishing 14 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 2017 with minor changes in the year 2019. 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.

PROGRAM OUTCOMES

PO 1: Demonstrate an understanding of Conceptual and Theoretical aspects of Journalism and Mass Communication.

PO 2: Develop thoughts and idea for multiple formats including print, audio/visual and digital media.

PO 3: Apply analytical and vertical thinking to formulate solutions to contemporary societal issues.

PO 4: Inculcate a robust understanding of the practical aspects of writing skills, which forms the basis of all other media.

PO 5: Acquire reporting and editing skills for print, audio/visual and digital platforms.

PO 6: Demonstrate in-depth knowledge of emerging media platforms such as blogs, microblogs, business networking, digital video, digital photography, augmented / virtual reality.

PO 7: Understand and apply concepts of professionalism, ethics and morality in various media platforms.

PO 8: Acquire skills to understand and appreciate multicultural issues and evaluate social and ethical role of the media.

PO 9: Create industry standards creative campaigns in advertising, public relations, digital media marketing, podcasting etc.

PO 10: Analyse working of media and infotainment industries through research based studies and project work.

PROGRAM SPECIFIC OUTCOMES

PSO 1: Improved communication and media production skills.

PSO 2: Adequate theoretical and practical knowledge (technical and application oriented) to be employable in media industry. PSO 3: Ability to demonstrate social concerns, professional ethics and competence to aid in progress and development of the society.

PSO 4: Awareness of environmental, developmental, women and gender related aspects of media industry and its impact on society.

PSO 5: Ability to analyse, apply and evaluate latest technologies to solve problem in media industry and

innovate sustainable solutions for future.

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

M.A. [Journalism & Mass Communication] – 2022 - 2023 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	Creative Strategy & Communication	3				
PH 103.3	Marketing Communication & Advertising	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 Audio/Visual Production	3	30	70	100	5
PH 102.4b	Magazine Journalism					
PH 102.4c	Instructional Designing and content writing					
PH 103.4a	Project: Audio Visual 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)

COURSE OUTCOME

CO 1: Trace the development of theoretical inquiry critically in the field of communication

CO 2: Inculcate knowledge of basic theories in the various areas of study within the communication discipline

CO 3: Recognize how communication theories apply outside of the classroom and in research

CO 4: Analyse the effects mass media on socio-economic fabrics of a society

CO 5: Students create their own models of communication

Unit I: Process and Models

(12 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, Berlo's Model

Unit II: Interpersonal, group and public communication

(12 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, Uses and Gratifications, Media System dependency theory Cultivation Theory; Agenda-setting Theory, Spiral of Silence; Cognitive Dissonance Theories.

Unit IV: Media Effects

(12 hours)

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

Unit V: Contemporary Theories

(12 hours)

Semiotic theory, Framing theory; Neil Postman; Feminist Approaches to Media Theory; Queer Perspectives in Communication Studies, "Genderlect Styles", Standpoint Theory, Social Media Theories

Assessment

Semester Exam: 70 marks

Internal Assessment: 30 Marks

REFERENCES/ SUGGESTED READINGS

Defluer, Melvin L., & J Ball, (1989). *Theories of Mass Communication*. Pearson.

Littlejohn, Stephen., & Foss, Karren (2021). *Theories of Human Communication*. (12th ed.). Waveland Press.

McQuail, Denis., & Windahl, Sven (1993). *Communication Models for the study of Mass Communication*. Routledge.

McQuail, Denis. & Deuze, Mark (2021). *McQuail's Media and Mass Communication Theor*. (7th ed.). Sage Publications.

Severin, Werner., & Tankard Jr (2000). *Communication Theories: Origins, Methods and Uses in the Mass Media*. Pearson.

T. Wood, Julia (2015). *Communication in Our Lives*. (7th ed.). Cengage Learning.

T. Wood, Julia (2016). *Communication Mosaics: An Introduction to the Field of Communication*. (8th ed.). Wadsworth.

West, Richard., & Turner, Lynn H., (2009). *Understanding Interpersonal Communication: Making Choices in Changing Times*. (2nd ed.). Lyn Uhl.

PH 102.1: ADVANCED REPORTING & EDITING (5 credits)

COURSE OUTCOME

CO 1: Inculcate reporting and writing skills for media.

CO 2: Demonstrate comprehensive knowledge of journalistic skill of reporting and editing

CO 3: Develop critical and analytical skills while writing for and producing a newspaper

CO 4: Daily analysis of newspaper coverage to understand the nuances of print media industry

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; media literacy

Practical: Different types of reporting; bi-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; bi-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; bi-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; bi-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; bi-weekly newspaper production; *Tvesha* magazine production

Assessment

Semester Exam: 70 marks

Internal Assessment (30): Bi-weekly (Twice a week) practical news-paper – 14 marks

Monthly news magazine: 13

marks

REFERENCES/ SUGGESTED READINGS

Baskette, F. K., Sissors, J. Z., & Brooks, B. S. (1982). *The art of editing*. MACMILLAN (U.A.).

Craig, R. (2007). *Online journalism: Reporting, writing, and editing for new media*. Thomson/Wadsworth.

Garst, R. E., & Bernstein, T. M. (1982). *Headlines and deadlines: A Manual for copy editors*. Columbia University Press.

Harrower, T., & Elman, J. M. (2013). *The Newspaper Designer's handbook*. McGraw-Hill.

Laakaniemi, R. (1995). *News writing in transition*. Nelson-Hall Publishers.

Mencher, M. (2003). *News reporting and writing*. McGraw Hill.

Miller, L. C. (1998). *Power journalism: Computer-assisted reporting*. Harcourt Brace College Publishers.

Moen, D. R. (1996). *Newspaper Layout & Design*. Iowa State University Press.

Rich, C., & Rich, C. (2008). *Writing & reporting news: A coaching method*. Cengage Learning.

Roshco, B. (1975). *Newsmaking*. University of Chicago Press.

Tumber, H. (2014). *News: A reader*. Oxford University Press.

Westley, B. H. (1980). *News editing*. Houghton Mifflin.

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

Course Outcome

CO 1: Understand and demonstrate the use of basic and advanced corporate communication techniques that

CO 2: Apply conceptual thinking in the area of corporate communication and public relations.

CO 3: Create strategic corporate communication and public relations campaigns using effective research and development tools and technique.

Unit 1: Introduction to Corporate communication- nature, scope, elements (12 Hours)

Evolution of Corporate communication; Issues in Corporate communication; Business communication, Cross-cultural communications; Marketing communications; 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 Comm Materials; New Media & Corp Comm: (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 corporate communication.

Assessment

Semester Exam: 70 marks

Internal Assessment (30)

REFERENCES/ SUGGESTED READINGS

Broom, G. M., & Cutlip, S. M. (2012). *Cutlip & Center's effective public relations*. Pearson Education.

Center, allen h. (n.d.). *Public relations practices* (2003rd ed.). Prentice-hall.

Fernandez, J. (2004). *Corporate communications: A 21st Century primer*. Response Books.

Fisher, L. L. (2009). *The craft of corporate journalism: Writing and editing Creative Organizational Publications*. The Author.

Goodman, M. B. (1998). *Corporate Communications for Executives*. State University of New York Press.

Horton, J. L. (1995). *Integrating corporate communications: The cost-effective use of message and medium*. Quorum.

Treadwell, D., & Treadwell, J. B. (2004). *Public relations writing: Principles in practice*. Sage.

Venkatramani, S. H. (1998). *Corporate communications: The age of the image*. Sterling Publishers.

PS 104.1: DEVELOPMENT OF MEDIA (4 credits)

COURSE OUTCOME

CO 1: Understand the nuances of communication and its development through various communication revolutions

CO 2: Develop a comprehensive knowledge of media history in the, international, national and regional contexts.

CO 3: Make media studies as a relevant field of interest from the historical point of view.

CO 4: 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 to digital; Development of printing; Chinese Press, Gutenberg Press, arrival of printing press in India, contribution of Press to world revolutions.

UNIT 2: Press in India (12 Hours)

Contribution of James Augustus Hickey, James Silk Buckingham, S. Sadanand, B. G. Horniman, Birth of Vernacular Press Raja Ram Mohan Roy, Mahatma Gandhi and Tilak; Indian press and freedom movement; Historical development of important newspapers; Birth of Indian news agencies; Post-Independence 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; Internet radio; HAM Radio; Development of television; Satellite, SITE, cable television and DTH. HITS, IPTV, Status of broadcast media in India.

UNIT 4: Cinema and New Media (12 Hours)

Evolution of photography; evolution of cinema, Film as a mass medium; recent trends in films. New Streaming platforms -OTT, TV and Web Series New media; social

media, Podcasting, New media and activism; citizen journalism.

Assessment

Semester Exam: 70 marks Internal

Assessment: 30 mark

REFERENCES/ SUGGESTED READINGS

Awasthy, G. C (1965). *Broadcasting in India*. Allied Publishers.

Biagi, Shirley (2016). *Media/ Impact: An introduction to Mass Media*. (12th ed.). Wadsworth Publishing.

Chatterjee, P.C (1987). *Broadcasting in India*. SAGE Publications.

Davenport, Lucinda, Straubhaar, Joseph., & LaRose, Robert (2017). *Media Now: Understanding Media, Culture, and Technology*. (10th ed.). Wadsworth Publishing.

Dennis, Everette E., & C Merrill, John (2001). *Media Debates: Great Issues for the Digital Age*. (3rd ed.). Wadsworth Publishing.

Natarajan, J (2010). *History of Indian Journalism*. Ministry of Information & Broadcasting.

T. Wood, Julia (2016). *Communication Mosaics: An Introduction to the Field of Communication*. (8th ed.). Wadsworth Publishing.

PS 105.1: MEDIA LAW AND ETHICS (4credits)

COURSE OUTCOME

CO 1: Comprehension and upholding of constitutional values and principles for effective and authentic media profession.

CO 2: Develop sincerity and credibility in media profession and inculcate ethical values in any field of media profession

CO 3: Acquire comprehensive understanding of media laws and safeguard them in daily profession

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, Media 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, Cinematography Act, Piracy, Prasar Bharati 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;); 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. National Broadcasting Authority, Obscenity; Sedition

Assessment

Semester Exam: 70

marks Internal

Assessment: 30 marks

REFERENCES/ SUGGESTED READINGS

Asian Media Information and Communication Centre. (2000). *Mass media laws and regulations in India*.

Basu, D. D. (1980). *Law of the press in India*. Prentice-Hall of India.

Centre., A. M. C. R. and I., & Venkateswaran, K. S. (1993). *Mass media laws and regulations in India*. Board of Commissioners of Currency.

Day, L. A. (2006). *Ethics in Media Communications: Cases and controversies*. Wadsworth Thomson Learning.

Divan, M. G., & Sorabjee, S. J. (2013). *Facets of media law*. Eastern Book Co.

Englehardt, E. E., & Barney, R. D. (2010). *Media and ethics: Principles for moral decisions*. Wadsworth Cengage Learning.

Hausman, C. (1998). *The decision-making process in journalism*. Nelson-Hall.

Jacquette, D. (2010). *Journalistic ethics: Moral responsibility in the media*. Pearson.
Neelamalar, M. (2017). *Media Law and ethics*. PHI Learning Private Limited.
Singh, S. (2011). *Cyber laws*. Global India Pubns.

SEMESTER II

PH 101.2: COMMUNICATION RESEARCH METHODS (5 Credits)

Course Outcomes

CO 1: Inculcate the rigour of research techniques and methods

CO 2: Evaluate and utilise statistical tools

CO 3: Demonstrate research acumen by creating research proposals/projects

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, Major trends in mass communication research in India

Unit. 2 Process of Research

(10 Hours)

Research designs, Needs for a research design, 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, code book, case studies, 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 - T-test, Chi-square, Correlation, ANOVA, Coding and tabulation; References; Bibliography – APA, MLA styles

Assessment

Semester Exam: 70 marks

Internal Assessment: 30
marks

Compulsory assignment: Writing a research proposal on a subject of one's choice, following all steps of a research design.

REFERENCES/ SUGGESTED READINGS:

Adler, Emily., & Clark, (2014). *An Invitation to Social Research: How It's Done (5th ed.)*. Wadsworth Publishing.

A Lowery, Shearon., & D Fleur, Melvin (1995). *Milestones in Mass Communication Research (3rd ed.)*. Pearson.

Babbie, Earl R (2012). *The Basics of Social Research (4th ed.)*. Wadsworth Publishing.

Berger, Arthur Asa (2013). *Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches*. Sage Publications.

D Wimmer, Roger., & R Dominick, Joseph (2014). *Mass Media Research – An Introduction (10th Ed)*. Wadsworth.

Dooley, David (2000). *Social Research Methods (4th ed.)*. Pearson, Prentice Hall of Ind 1997

Hornig Priest, Susanna (2009) *Doing Media Research: An Introduction (2nd ed.)*. Sage Publications.

H Watt, James., & A. van den Berg, Sjef (1995). *Research Methods for Communication Science (2nd ed.)*. Pearson.

Hansen, Anders., Newbold, Chris., & Negrine, Ralph (2006). *Mass Communication Research Methods*. Macmillan.

Krippendorff, Klaus (2018). *Content Analysis: An Introduction To Its Methodology*. Sage Publications.

Richard, John C (2006). *Communication Research Statistics*. Sage Publications.

Williams, Frederick., & R Monge, Peter (2000) *Reasoning With Statistics: How To Read Quantitative Research (5th ed.)*. Wadsworth Publishing.

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

COURSE OUTCOME

CO 1: Produce communications for different audiences and purposes through audio visual media

CO 2: Plan and create in-depth, research-based broadcast pieces

CO 3: Create and evaluate broadcast packages with the elements of sound, interviews, videography and narration (written script)

UNIT 1: Introduction to audio 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 for Audio/Visual Media (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; golden ratio, dynamic symmetry, rule of third, centre- alignment, 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 cameras-studio and control room operations, HDTV. Mobile photography and videography.

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, portable lighting equipment. Types of TV programmes

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 & software.

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

Assignment: 12 marks

REFERENCES/ SUGGESTED READINGS

- Fairweather, R. O. D. (2016). *Basic studio directing*. FOCAL.
- Gross, L. S. (2018). *Digital moviemaking* (6th ed.). Wadsworth Cengage Learning.
- Hartwig, R. L. (2004). *Basic Tv Technology*. Focal.
- Jarvis, P. (1998). *The essential Tv director's handbook*. Focal Press.
- Laycock, R. (2002). *Audio techniques for television production*. Focal.
- M., A. E. G. (1991). *Sound recording and reproduction*. Focal Press.
- Mamer, B. (2014). *Film production technique: Creating the accomplished image*. Cengage Learning.
- Millerson, G. (1998). *Effective Tv production*. Focal Press.
- Morris , P. (2000). *Non-linear editing*. Focal Press.
- Osgood, R. J., & Hinshaw, M. J. (2014). *Visual storytelling: Videography and post production in the Digital age*. Wadsworth, Cengage Learning.
- Zettl, H. (1973). *Sight, sound, Motion Applied Media Aesthetics*. Wadsworth.
- Zettl, H. (2000). *Television production handbook* (9th ed.). Wadsworth Thomson Learning.

PH 103.2 FILM STUDIES (5 credits)

Course Outcome

CO 1: Impart a basic understanding of film form and technique, including a knowledge of basic film terms.

CO 2: Appreciate and utilize different methodological approaches to film

CO 3: Analyse and write about film and incorporate appropriate film terminology and film scholarship into the writing.

CO 4: Apply narrative principles in students' film works.

Unit I: Introduction

(15 Hours)

Narrative and narration, Elements of film: Setting, Mise-en-Scène, Framing, Cinematography, Editing: Montage, Sound, Language and grammar of cinema.

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, cinema verité, 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; Ritwik Ghatak, Yashizoro Ozu. Puttanna Kanagal, GV Iyer.

Unit IV: Major Film Industries

(15 Hours)

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

Unit V: Major Film Theories

(15 Hours)

Theorists: Hugo Munsterberg, Rudolf Arnheim, Sergei Eisenstein, Siegfried Kracauer, Andre Bazin, Christian Metz, Laura Mulvey; Feminist and queer film theories

Assessment

Semester Exam: 70 marks

Internal Assessment: 30

marks

REFERENCES/ SUGGESTED READINGS

- Andrew, J. D. (1976). *The major film theories: An introduction*. Oxford University Press.
- Altman, R. (2021). 3. A Semantic/Syntactic Approach to film genre. In *Film genre reader IV* (pp. 27-41). University of Texas Press.
- Bazin, A. (1971). *What is cinema? Volume II*. Trans. Hugh Gray. Berkeley: U of California P, 1, 971.
- Bazin, A. (1967). *What is Cinema? Volume I*. Trans. Hugh Gray. Berkeley: University of California Press.
- Petrie, D., & Boggs, J. (2011). *The art of watching films*. McGraw-Hill Higher Education.
- Thompson, K., Braudy, L., & Cohen, M. (1999). *Film Theory and Criticism*. McGraw-Hill Higher Education.
- Cook, D. A. (2016). *A history of narrative film*. WW Norton & Company.
- Cook, P. (2007). *The cinema book*. British Film Institute.
- Deleuze, G. Cinema 1: The Movement Image, translated by Hugh Tomlinson and Barbara Habberjam (London, Athlone, 1986). and *Cinema*, 2, 149.
- Doughty, R., & Etherington-Wright, C. (2017). *Understanding film theory*. Bloomsbury Publishing.

PS 104.2: DEVELOPMENT COMMUNICATION (4 credits)

Course outcome

CO 1: Understand and critically evaluate development issues and programmes in India

CO 2: Comprehend the theories and models related to Development Communication.

CO 3: Inculcate a sense of social concern as media professionals.

CO 4: Develop media tools or messages to propagate sustainable development and social change.

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; modernization, Rostow, David McClelland, Everett Hagan, Daniel Lerner, Alex Inkles, Everett Rogers, Cultural model, Participatory model; Basic needs model, New paradigm model, Gandhian model of development, Nehruvian model of development ,

UNIT 2: Communication Technologies

(12 Hours)

Role of folk and traditional media in India, ICT in development, alternative media and its role in development, E-Governance and schemes for development.

UNIT 3: 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; national and international development support organizations - governmental & non- governmental.

UNIT 4: Development Communication

(12 Hours)

Development Communication, concept, Definition and development of the concept, Historical context and philosophy of development communication, role of communication in development, Development communication policies and practices in India, SITE, Project Chhatera, Kheda Communication Project, Jhabua Communication Project; Development reporting- roles and responsibilities of a development reporter, Role of different media in development, Indian media and development communication.

Assessment

Semester Exam: 70 marks

Internal Assessment: 30
marks

REFERENCES/ SUGGESTED READINGS

Jayaweera, N., & Ariyaratne, A. T. (1989). *Rethinking development communication*. Asian Mass Communication Research and Information Centre.

Melkote, S. R., & Steeves, H. L. (2014). *Communication for development in the third world: Theory and practice for Empowerment*. SAGE.

Potter, W. J. (2021). *Media Literacy*. SAGE.

Sainath, P. (2017). *Everybody loves a good drought: Stories from India's poorest districts*. Penguin Books.

Servaes, J. (2011). *Communication for Development and Social Change*. SAGE.

White, S. A., Nair, K. S., & Ascroft, J. (1994). *Participatory communication: Working for Change and Development*. Sage.

PO 105.2 BROADCAST AND COMMUNICATION (OPEN ELECTIVE 3 credits)

COURSE OUTCOME

CO 1: Understand the basics of communication and broadcast media

CO 2: Produce communications for different audiences and purposes through audio visual media using a variety of technologies

CO 3: Comprehend and evaluate broadcast packages with the elements of sound, interviews, videography and narration (written script)

Unit 1: Communication Basics

(9 Hours)

Public Speaking, Communication process, Types of Communication, Communication techniques, Rhetoric

Unit 2: Professional Skills for Media

(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: Broadcast Media Production

(9 Hours)

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

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

Fairweather, R. O. D. (2016). *Basic studio directing*. FOCAL.

Hartwig, R. L. (2012). *Basic Tv technology digital and Analog*. Taylor and Francis.

Link, J. (2015). *Radio production*. Taylor & Francis Ltd.

Hausman, C., Messere, F., Benoit, P., & O'Donnell, L. B. (2018). *Modern Radio and audio production programming and performance*. Cengage Learning.

Gupta, S. (2011). *Romancing the microphone: Be A Radio jockey*. Rupa & Co.

Kohli, S. (2006). *Understanding radio: Radio jockey handbook*. Fusion Books.

PO 106.2 TRAVEL JOURNALISM (OPEN ELECTIVE 3 credits)

COURSE OUTCOME

- CO 1: Explore and understand the concepts and importance of travel journalism
- CO 2: Develop technical skills in writing and photography for creating travel blogs
- CO 3: Understand travel and tourism trends in the contemporary world
- CO 4: Generate interest for tourism and cultural exposure in India

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, Travel blog, Travel vlog, usage of new media and social media for travel journalism

UNIT 2: Indian tourism and tourism writings

(12 Hours)

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

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

- Dalrymple, W. (2016). *Nine lives: In search of the sacred in modern India*. Bloomsbury Publishing.
- D'Souza, D. (2009). *Roadrunner: An indian quest in America*. Harper Collins Publishers India, a joint venture with the India Today Group.
- George, D., & Hindle, C. (2005). *Travel writing: Expert advice on travel writing from the best writers and editors in the business*. Lonely Planet Publications.
- Seth, V. (2012). *From heaven lake: Travels through Sinkiang and Tibet*. Penguin Books.
- Shapiro, M. (2004). *A sense of place: Great Travel Writers talk about their craft, lives, and Inspiration*. Travelers' Tales.
- Subramanian, S. (2014). *Following fish travels around the Indian Coast*. Atlantic Books.
- Turner, B. (2004). *The Writer's Handbook: Guide to Travel writing*. Macmillan.

SEMESTER III

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

Course Outcome

CO 1: Develop advanced skills and techniques in television production

CO 2: Understand and equip the different stages of pre-production, production and post-production in television industry

CO 3: Expedite the role of crew and talents in television production through role-play and real-life industry projects

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, Liv U Camera.

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; the classical 4 act structure for TV; Scene guidelines—beats, desire, structure, turning points; producing Commercials and PSA's

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:

Fairweather, R. O. D. (2016). *Basic studio directing*. Focal Press.

Hartwig, R. L. (2012). *Basic Tv technology digital and Analog*. Taylor and Francis.

Millerson, G. (1998). *Effective Tv production*. Focal Press.

Millerson, G. (2016). *Lighting for Video*. Focal P.

Mitchell, M. (2013). *Visual effects for film and television*. Taylor and Francis.

Owens, J., & Millerson, G. (2012). *Television production*. Focal Press, an imprint of Elsevier.

Utterback, A. H. (2016). *Studio Television Production and directing: Concepts, equipment, and procedures*. Focal Press.

Ward, Peter. (2016). *Studio and Outside Broadcast Camerawork*. Focal.

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

Course Outcome

CO 1: Develop creative online content and create reliable platform for them

CO 2: Learn to host and manage a full-fledged blog creating visibility and publicity of their contents

CO 3: Evaluate and implement the web design principles and promote them on different digital platforms

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. UI & UX design, 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, e-papers.

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

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:

- Book, A. C., & Schick, C. D. (1997). *Fundamentals of Copy & Layout*. National Textbook Co.
- Freedman, T. (1993). *This is Dtp!: Young Persons Guide to Desktop Publishing*. Kuma Computers.
- Krug, S. (2017). *Don't make me think! A common sense approach to web usability*. New Riders.
- Mencher, M. (2003). *News reporting and writing*. McGraw Hill.
- Nielsen, J., & Loranger, H. (2006). *Prioritizing web usability*. New Riders.
- Pira. (1990). *Non-impact printing: Technologies and Market Opportunities: 6-7 February 1990: Conference*.
- Spiers, H. M. (1992). *Introduction to printing technology*. British Printing Industries Federation.

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

COURSE OUTCOME

CO 1: Understand how and why to use digital marketing for multiple goals within a larger marketing and/or media strategy

CO 2: Evaluate and apply techniques to plan content marketing, develop content for different target audience, and measure its impact.

CO 3: Develop knowledge of Google Analytics and other marketing analytics tools to help get started with website data analytics.

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, Email Marketing

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, Web analytics; Core Web Vitals, Planning and Creating a Website, Local business & Google Mapping, Chatbots

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:

Brogan, C., & Smith, J. (2020). Trust agents: Using the web to build influence, improve reputation, and earn trust. John Wiley & Sons.

Scott, D. M. (2015). *The new rules of marketing and PR: How to use social media, online video, mobile applications, blogs, news releases, and viral marketing to reach buyers directly*. John Wiley & Sons.

Shih, C. (2009). The Facebook era: tapping online social networks to build better products, reach new audiences, and sell more stuff. *Language*, 14(236p), 24cm.

Engel, E., Spencer, S. M., & Stricchiola, J. (2015). The art of Seo: Mastering search engine optimization. O'REILLY.

Ryan, D. (2020). Bt. bm. 534 Understanding Digital Marketing Marketing Strategies for Engaging the Digital Generation.

PH 102.3a: RADIO PRODUCTION (specialisation subject – 5

credits)

COURSE OUTCOME

CO 1: Understand the functioning radio medium

CO 2: Develop socially relevant radio programmes

CO 3: Create recognizable presence of students on the campus-based community radio- Sarang.

CO 4: Analyse the functioning of different radio stations in the city and during the industrial tours and encourage students on job opportunities in radio programme production

UNIT 1: Introduction to Radio

(8 Hours)

Nature of radio, modulation: AM and FM, Phase modulation, Different types of radio ownership & Management, 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. Podcasting, 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, sign tunes, Kickers, Bumpers, Links; Fixed Point Chart. Rural, youth, women and children programmes, musical programme production. Interactive /phone-in-programmes; scripting for various radio programmes. Community radio productions, Audio editing; audio special effects, audio mixing, Advanced editing on software.

Assessment

Semester Exam: 70 marks

Internal Assessment: 30marks

REFERENCES/ SUGGESTED READINGS

- Chatterji, P. C. (1991). *Broadcasting in India*. Sage.
- Fossard, D. E. (2005). *Writing and producing Radio Dramas*. SAGE.
- Hausman, C., Messere, F., Benoit, P., & O'Donnell, L. B. (2018). *Modern Radio and audio production programming and performance*. Cengage Learning.
- Hilliard, R. L. (1985). *Radio broadcasting an introduction to the sound medium*. Longman.
- Hilliard, R. L., & Czech, E. S. (1974). *Radio Broadcasting*. Hastings.
- Maeseneer, D. P. (1989). *Here's the news: A Radio News Manual*. USIA.
- Masani, M. (1985). *Broadcasting and the people*. National Book Trust.
- McLeish, R. (1989). *The technique of radio production: A manual for broadcasters*. Focal Press.
- McLeish, R. (2005). *Radio production*. Focal Press.
- Milton, R. (1968). *Radio Programming: A basic training manual*. G. Bles.
- Nisbett, A. (2017). *The sound studio: Audio techniques for radio, television, film and Recording*. Routledge.
- Rosen, P. T. (1988). *International Handbook of Broadcasting Systems*. Greenwood Pr.

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

COURSE OUTCOME

- CO 1: Discover the relevant role played by journalism in Kannada and develop a taste for it.
CO 2: Create or produce and effective journalistic content and publish them on relevant platforms.
CO 3: Inculcate the knowledge and journalism skills with the undergraduate students through peer learning.

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)

Hermann 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-1 (15 hours)

Nuances of Kannada as a language for press; reporting exercises in Kannada; importance of objectivity; Letters 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; translation from English wire services to Kannada.

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.

Kumar, R. (2017). *History of Indian journalism*. Pearl Books.

Natarajan, J. (1955). *History of Indian journalism*. Ministry of Information and Broadcasting, Government of India, The Publications Division.

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

COURSE OUTCOME

CO 1: Inculcate knowledge about the theoretical foundations of creative strategy in advertising and marketing communications.

CO 2: Exposure to the issues and concerns in creative strategy and research.

CO 3: Identify and evaluate key concepts within the professional and academic fields of modern-day creative strategy and communication.

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

Altstiel, T., Grow, J., & Jennings, M. (2019). *Advertising creative: strategy, copy, and design*. Sage Publications.

Ward, B. P., & Purvis, S. C. (2002). Which Ad Pulled Best.

Rothenberg, R. (1995). *Where the suckers moon: The life and death of an advertising campaign*. Vintage.

Paetro, M. (2010). *How to put your book together and get a job in advertising*. W.W. Norton & Co.

Lupton, E. (2015). *Graphic design: The new basics: Second edition, revised and expanded*. Princeton Architectural Press.

Kelley, L., & Jugenheimer, D. W. (2015). Advertising account planning.

<https://doi.org/10.4324/9781315716589>

PH103.3 MARKETING COMMUNICATION AND ADVERTISING (5 CREDITS)

COURSE OUTCOME

CO 1: Inculcate a working knowledge and knowhow about marketing communications strategies and techniques

CO 2: Develop marketing communication strategies along with planning and implementation

CO 3: Evolve 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;

Practical Component: Market Study - Consumer Behaviour Analysis

Unit 2: Advertising (10 hours)

The promotional mix; segmentation, Targeting and positioning and their role in marketing communication. Types of advertising, Advertising agencies: organisation and functions, Promotional objectives, determination, types and approaches, DAGMAR approach, problems in setting objectives. Advertising Appeals, ad designing for print and electronic media.

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 and 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

Unit5: 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

REFERENCES/ SUGGESTED READINGS

Aaker, D. A. (2013). *Marketing research*. John Wiley & Sons.

Belch, G. E. (2020). *Advertising: An Integrated Marketing Communication Perspective*. McGraw-Hill Education (Australia).

Belch, G. E., & Belch, M. A. (2021). *Advertising and promotion: An Integrated Marketing Communications Perspective*. McGraw-Hill.

Dunn, J. M. (1997). *Advertising*. Lucent Books.

Kleppner, O. (1985). *Advertising procedure*. Garland.

Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing management*. Pearson Education.

Nair, B. (2004). *Marketing communication*. Eastern Universities Press.

Ogilvy, D. (2011). *Ogilvy on advertising*. Prion.

Sandage, C. H., Fryburger, V., & Rotzoll, K. (2000). *Advertising theory and practice*. AITBS Publishers.

Stanton, W. J. (1981). *Fundamentals of Marketing*. McGraw-Hill.

Townsley, M. (2001). *Advertising*. South-Western Educational Pub.

Tyagi, C. L., & Kumar, A. (2004). *Advertising management*. Atlantic.

PS 105.3: ENVIRONMENT AND MEDIA (4 credits)

COURSE OUTCOME

CO 1: Develop a comprehensive knowledge with regard to environment issues and programmes across the world.

CO 2: Learn about environmentalists and get into environmental advocacy through different media fields.

CO 3: Develop a keen eye for current environment trends and news and respond to them effectively

CO 4: Organise environmental media campaigns on different media platforms.

UNIT 1: Ecosystem (8 Hours)

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

UNIT 2: Environmental Movements and Activism (14 Hours)

Environmental movements in India and at International level. Climate Change –Earth summit. Rio and Stockholm Summit, Kyoto Protocol, Local, national, international environmental issues, environment protection programmes and strategies. Major environment activists and communicators, current trends. Ecofeminism

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: 30 marks

REFERENCES / SUGGESTED READINGS

- Chhokar, K. B. (2006). *Understanding environment*. Sage.
- Cohen, R., Kennedy, P. T., & Perrier, M. (2013). *Global sociology*. Palgrave Macmillan.
- Fukoaka, M. (1992). *The one-straw revolution: An introduction to natural farming*. Other India P.
- Kothari, A. (1997). *Understanding biodiversity: Life, sustainability, and equity*. Orient Longman.
- Kothari, A. (1998). *Communities and Conservation: Natural Resource Management in South and Central Asia ; papers first presented at a regional workshop on community-based conservation: Policy and practice ... in New Delhi, February, 9-11, 1997*. Sage Publications.
- Kumar, A. (2011). *Understanding biodiversity*. Discovery Publishing House pvt. ltd.
- Lanier-Graham, S. D. (1993). *The Ecology of War: Environmental Impacts of weaponry and warfare*. Walker Publ.
- McGinn, H. (2021). *This changes everything*. Thorpe, Boldwood.
- Neuzil, M., Kovarik, W., & Kovarik, B. (1996). *Mass Media & Environmental Conflict: America's green crusades*. Sage Publications.

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 (OPEN ELECTIVE 3 Credits)

COURSE OUTCOME

CO 1: Learn various components of film and film making and appreciate them from a critical point of view

CO 2: Develop a hands on knowledge in writing film scripts and compare them with reviewed films

CO 3: Identify different aspects of films like – mise-en-scene and film making techniques in pre production, production and post-production period.

Unit 1

(12 Hours)

Introduction, elements of cinema, 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

Recommended Watching: Ritwik Ghatak's Meghe Dhaka Tara

Unit 3

(12 Hours)

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

Recommended Watching: The grand Budapest Hotel , by Wes Anderson

Assessment

Semester Exam: 70 marks

Internal Assessment: 30 Marks

REFERENCES/ SUGGESTED READINGS

Andrew, J. D. (1976). *The major film theories: An introduction*. Oxford University Press.

Altman, R. (2021). 3. A Semantic/Syntactic Approach to film genre. In *Film genre reader IV* (pp. 27-41). University of Texas Press.

Bazin, A. (1971). *What is cinema? Volume II*. Trans. Hugh Gray. Berkeley: U of California P, 1, 971.

Bazin, A. (1967). *What is Cinema? Volume I*. Trans. Hugh Gray. Berkeley: University of California Press.

Petrie, D., & Boggs, J. (2011). *The art of watching films*. McGraw-Hill Higher Education.

Thompson, K., Braudy, L., & Cohen, M. (1999). *Film Theory and Criticism*. McGraw-Hill Higher Education.

Cook, D. A. (2016). *A history of narrative film*. WW Norton & Company.

Cook, P. (2007). *The cinema book*. British Film Institute.

Deleuze, G. Cinema 1: The Movement Image, translated by Hugh Tomlinson and Barbara Habberjam (London, Athlone, 1986). and Cinema, 2, 149.

Doughty, R., & Etherington-Wright, C. (2017). *Understanding film theory*. Bloomsbury Publishing.

PO107.3 GENDER AND MEDIA (OPEN ELECTIVE 3 Credits)

COURSE OUTCOME

C01: Understand gender issues prevalent in contemporary times

C02 Analyze the portrayal of women and the third gender or queer perspectives in mainstream media

C03: Evaluate the mainstream media's coverage of gender issues through multifaceted frameworks

C04: Apply the knowledge gained in the course to examine real-life issues outside of the classroom activity

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 gender 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

Byerly, C. M., & Ross, K. (2006). *Women and media: A critical introduction*. Blackwell Pub.

Fridkin, K. (1996). *The political consequences of being a woman: How stereotypes influence the conduct and consequences of political campaigns*. Columbia University Press.

Parveen, G. (2011). *Empowerment of women in India*. Manak Publications.

Thornham, S. (2007). *Women, feminism and Media*. Edinburgh University Press.

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 Dissertation in their respective subject specialization at their IV Semester. Dissertation 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 Dissertation:

The main objective of the Dissertation 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 Dissertation:

The Dissertation 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 Dissertation is commenced in the third semester itself. Detail orientation is given in the third semester regarding the purpose of the Dissertation, identification of the problem, methodology to be followed, teacher and guide responsibilities, method of evaluation, presentation of the report etc. Allotment of guides/Dissertation supervisors and selection and finalization of topics will be completed in the third semester itself. The Dissertation calendar is given in the third semester. Individual Dissertations and not group Dissertations 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 Dissertation:

Though MA (JMC) is a specialized postgraduate programme, it is interdisciplinary. A student can take up Dissertation 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.

Dissertation Calendar:

The Dissertation 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 Dissertation in time:

Report to be submitted	Date
Selection of the topic/company/area and submission the Dissertation supervisor	
Confirmation of topic to the student	
Submission of the Dissertation 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 Dissertation Report	

Format of the Dissertation Proposal/Synopsis:

A Student should prepare in detail the proposal/synopsis of the Dissertation and submitted well in advance of starting the Dissertation work. The proposal must be approved by the Dissertation 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 Dissertation
- 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 Dissertation Report:

The Dissertation Report covers the following aspects:

- **Title Page:** College Name and address with College Logo, Title, name of the student with Register Number, Dissertation 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: Methodology
 - 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: Findings and Conclusion
 - This chapter covers major findings of the study, conclusion, recommendations and suggestions
- **Bibliography** (minimum 30 Books/Journals)
- **Appendices:** Covers questionnaires and important documents like plagiarism report etc. to be attached to the Dissertation.

Valuation of Dissertation 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 Dissertation area	05
Total	30

External Valuation of the Dissertation Report:

Dissertation 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, Dissertation 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 Dissertation report**
- **CD in Pdf format**

Specializations (continuation of the III Semester)

Broadcast Media:

PH 102.4a ONLINE AUDIO/VISUAL PRODUCTION (5 credits)

COURSE OUTCOME

CO 1: Discover the research methods utilized in gathering data for developing and evaluating online broadcasting strategy

CO 2: Evaluate and analyse audio and video techniques to enhance online productions.

CO 3: Develop an awareness and appreciation of ethical pitfalls of online broadcasting.

Unit 1: New Media Literacy (10 Hours)

History of New Media Broadcast, consumer behaviour online, cyber laws, Elements of New Media Broadcast, Current New Media Events, Privacy issues, ITV, IPTV, OTT

Unit 2: Online Audio (10 Hours)

Growth of Internet radio, Live Streaming, Digital Recording, Effects on recording industry, Cross- Cultural production, iTunes, SoundCloud, SFX websites

Unit 3: Online Video (10 Hours)

Growth of Internet Video, YouTube, Vimeo, Twitch, Online TV channels. Growth of Internet Video in India. Made-for-internet videos. Viral video for marketing. Reels / Short videos, metaverse, social media broadcasting, self-produced Edutech,

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, mobile video / audio production,

Assessment

Semester Exam: 70 marks

Internal Assessment: 30marks

REFERENCES/ SUGGESTED READINGS

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

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

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

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

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

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

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

Specialization 2

PH 102.4b MAGAZINE JOURNALISM (Specialisation – 5 credits)

COURSE OUTCOME

CO 1: Identify and apply the principles of graphic design to magazines.

CO 2: Develop a correlation between editorial content and visual presentation specific to magazines

CO 3: Identify stories that lend themselves to different kind of presentations, including photos, audio, video and infographics.

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 software, graphic design tools, e-zines

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)

Multicolor printing, digital printing, design layout, typography, subbed and designed individually; Reporting, editing and lay-out skills

Assessment

Semester Exam: 70 marks

Internal Assessment: 30marks

REFERENCES/ SUGGESTED READINGS

Davis, A. (1995). *Magazine journalism Today*. Focal Press.

Hutchison, E. R. (2008). *The art of feature writing: From Newspaper Features and magazine articles to commentary*. Oxford University Press.

McKay, J. (2006). *The magazine handbook*. Routledge.

McLoughlin, Linda (2017). *Language of magazines*. Routledge.

Morrish, J., & Bradshaw, P. (2011). *Magazine editing*. Taylor & Francis.

Patterson, B. R., & P., P. C. E. (2003). *The editor in chief: A Management Guide for Magazine editors*. Iowa State Press.

Ruberg, M. (2005). *Writer's Digest Handbook of Magazine Article Writing. 2nd ed.* Writer's Digest Books.

Sumner, D. E., & Miller, H. G. (2013). *Feature and magazine writing: Action, angle and anecdotes*. Wiley Blackwell.

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

COURSE OUTCOME

CO 1: Evaluate various technology skills with application of learning theory to maximize the effectiveness of education.

CO 2: Analyse diverse models of instructional design and content writing best practices

CO 3: Create effective business and technical content through related content writing and techniques.

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: Introduction to Instructional Design and ID Process (12 Hours)

Technology's Role in Learning, Self-paced vs instructor-led learning, Delivery System and Media Selections, ADDIE and Rapid Prototype, Instructional materials, Phases of ID: Analysis, Design, Develop, Implement, Evaluate, Learning Management System

UNIT 3: Writing Basics & Process of Writing (12 Hours)

Audience, terminology, types of content, interface information, reference information, conceptual information, illustrations and graphics. Spelling, grammar and style: correct spelling and word usage; using the right style, readability, significance of worldwide audience.

UNIT 4: Editing (12 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, Copyscape, career opportunities in content writing

Assessment

Semester Exam: 70 marks

Internal Assessment: 30marks

REFERENCES/ SUGGESTED READINGS

- Alred, G. J., Brusaw, C. T., & Oliu, W. E. (2012). *Handbook of Technical Writing*. St. Martin's Press.
- Ross, N. (2006). Writing in the information age. *English Today*, 22(3), 39-45.
- Young, M. (2002). *Technical writer's handbook: Writing with style and clarity*. Sausalito.
- Pfeiffer, W. S. (1996). *Technical writing a practical approach*. Prentice-Hall, Inc.
- Holloway, B. R. (2002). *Technical writing basics: A guide to style and form*. Pearson College Division.
- Van Laan, K. (2022). *The Insider's Guide to Technical Writing*. XML Press.
- Blake, G., & Bly, R. W. (1993). *The elements of technical writing* (p. 173). New York, NY: Macmillan.
- Finkelstein, L. (2007). *Pocket Book of Technical Writing for Engineers & Scientists*. McGraw-Hill, Inc..
- Huckin, T. N., & Olsen, L. A. (1996). *Technical writing and professional communication*. McGraw-Hill.
- Barker, T. T. (1998). Writing software documentation. *A Task-oriented Approach*, Neddham.
- Hargis, G., Carey, M., Hernandez, A. K., Hughes, P., Longo, D., Rouiller, S., & Wilde, E. (2004). *Developing quality technical information: A handbook for writers and editors*. Pearson Education.
- Gray, K., & Morkes, T. (2021). *The Story Engine: An Entrepreneur's Guide to Content Strategy and Brand Storytelling Without Spending All Day Writing*. Createspace Independent Publishing.
- Norman, D. (2013). *The design of everyday things: Revised and expanded edition*. Basic books.
- Redish, J. G. (2007). *Letting go of the words: Writing web content that works*. Morgan Kaufmann.
- Sugarman, J. (2006). *The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters*. John Wiley & Sons.
- Halvorson, K., & Rach, M. (2012). *Content strategy for the Web: content strategy Web _p2*. New Riders.

PROJECT

COURSE OUTCOME

CO 1: Develop industry standard projects in the field of student's chosen field of specialization

CO 2: Understand how to contribute to society's progress and development through practical implication of media concepts.

CO 3: Inculcate crucial industry specific attitudes like project management, time management and stress management.

PH 103.4a- PROJECT-AUDIO VISUAL 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.
- The students are required to provide script, production and post production details in documentation.

{**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 & 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.

Maintain detailed diary of planning, & execution for valuation.

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

PS 104.4 MEDIA AND CULTURAL STUDIES

(4 Credits)

COURSE OUTCOME

CO 1: Develop a critical perspective towards culture and hegemony.

CO 2: Evaluate the relationship between power and media, which promotes cultural traits in society

CO 3: Analyze the relationship between visual culture and global capitalism

CO 4: Develop skills to carry out cultural analysis of media

Unit 1 Introduction to Culture

(12 Hours)

Definitions of culture- composite culture, subculture, communication as culture in process. Perspectives on mass society- mass society theory, mass production, consumption mass culture- popular culture. cultural capital Mediation of social relations. Bordieu's framework, communication as culture in process. Media as agents of socialization and mediators of political reality

Unit 2 Marxist criticism and Frankfurt School

(12 Hours)

Marxist theory, Gramsci and Hegemony, Louis Althusser and ideology, Frankfurt School of critical theory, key texts of Adorno, Horkheimer, Walter Benjamin and Habermas, culture industry, Political economy of media.

Unit 3: British & Toronto Schools of Cultural Studies.

(12Hours)

Birmingham school of thought, Key texts of Richard Hoggart, Raymond Williams, Stuart Hall. Historical beginnings, key texts of Harold Innis, Marshal McLuhan, Globalization of media, Concept of technological determinism, Culture in the age of network society, , click bait journalism. Filter bubbles, Dogmation, echo chambers, Hyper society and hyper sociability, democratization of Information

Unit 4: Postmodernism and Culture.

(12

Hours)

Postmodern cultural studies -'cultural populism.' - emphasis on local pleasures, consumption, empowerment and the construction of hybrid identities; Postcolonialism, Post-truth Era, Foucault's Discourse analysis; Derrida's De-construction

Assessment

Semester Exam: 70 marks

Internal Assessment: 30marks

REFERENCES/ SUGGESTED READINGS

- Alvarado, M., Gutch, R., & Wollen, T. (1992). *Learning the media an introduction to media teaching*. MacMillan.
- Aulich, J. (2007). *War posters: Weapons of Mass Communication*. Thames & Hudson.
- Barrat, D. (2017). *Media sociology*. Taylor & Francis Ltd.
- Berger, A. A. (2016). *Applied discourse analysis: Popular culture, media, and Everyday Life*. Palgrave Macmillan.
- Carey, J. W. (2009). *Communication as culture: Essays on media and society*. Routledge.
- Cowan, G., & Cull, N. J. (2008). *Public diplomacy in a Changing World*. Sage.
- Curran, J., & Seaton, J. (2018). *Power without responsibility: Press, broadcasting and the internet in Britain*. Routledge.
- Fiske, J. (2011). *Understanding popular culture*. Routledge.
- Globalisation and media: Challenges for journalists and their unions*. (1998).
- Gutch, W. (1987). *Learning the media*.
- Herman, E. S. (2008). *Manufacturing consent*. Random House.
- Hodkinson, P. (2017). *Media, culture and society: An introduction*. Sage.
- Jin, H. (2012). *Active audience: A new materialistic interpretation of a key concept of cultural studies*. Transcript.
- Joshi, P. C. (1992). *Culture, communication and social change*. Vikas.
- Massey, K. K. (2002). *Readings in mass communications: Media Literacy and Culture*. McGraw-Hill.
- Masterman, L. (2006). *Teaching the media*. Routledge.
- Pandian, M. S. S. (n.d.). *Image trap*. SAGE Publications.
- Said, E. W. (1997). *Covering Islam*. Random House.
- Sparks, C. (2009). *Globalization, development and the mass media*. SAGE.
- Taylor & Francis Ltd. (2015). *Culture, media, language: Workingpapers in Cultural Studies, 1972-79*.
- Thompson, J. B. (2013). *Ideology and modern culture: Critical social theory in the era of mass communication*. Wiley.
- Thussu, D. K. (2007). *News as entertainment*. Sage.
- Williams, C. (2019). *The battle for sky: The Murdochs, Disney, comcast, and the future of entertainment*. Bloomsbury Business.

COURSE OUTCOME

CO 1: Evaluate the key concepts and theories in political communication

CO 2: Develop knowledge of practical aspects and paradigms of political communication science

CO 4: Analyse mediatisation of politics in elections, campaigns and how media used to achieve policy goals.

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, political campaign, dog whistle campaign.

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; mediatized 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. Technology and political communication, contemporary political communication case studies (online and offline)

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.
