MASTER OF ARTS (JOURNALISM and MASS COMMUNICATION) SCHEME 2023

Year	FIRST SEMESTER						SECOND SEMESTER					
	Sub. Code	Subject Name	L	T	P	C	Sub. Code	Subject Name	L	T	P	C
I	LN6111	Basics of Language	2	0	0	2	JC6201	Media Language	2	0	0	2
	JC6101	Social Structure and Current Affairs	2	0	0	2	JC6202	Political Structure & Current Affairs	2	0	0	2
	JC6102	Communication Theories & Models	2	0	0	2	JC6203	Digital Publishing	0	0	4	2
	JC6103	Concept of News & Reporting	2	0	4	4	JC6204	Editing and Layout Designing	2	0	4	4
	JC6104	Development of Media	2	0	0	2	JC6205	Public Relations	1	0	2	2
	JC6105	Basics of Audio and Visual Communication					JC6206	Broadcast Journalism	2	0	4	4
			1	0	2	2	JC6207	Media Laws & Ethics	2	0	0	2
	JC6106	Fundamentals of Photography	1	0	2	2	JC6208	Development Communication	3	0	0	3
			12	0	8	16			14	0	14	21
	Total Contact Hours (L + T + P)		20				Total Contact Hours (L + T + P)		28			

Year	THIRD SEMESTER						FOURTH SEMESTER					
II	JC7101	Writing for New Media	1	0	2	2	JC7201	Script and Screen Writing	1	0	2	2
	JC7102	Intercultural Communication & Current Affairs	2	0	0	2	JC7202	Economic Structure & Current Affairs	2	0	0	2
	JC7103	Mobile Editing Software	0	0	4	2	JC7203	Basics of Audio & Video Editing	0	0	4	2
	** *****	**Discipline Specific Elective Course – 1**	2	0	2	3	JC7204	Film Appreciation	1	0	2	2
	** *****	**Discipline Specific Elective Course – 2**	2	0	2	3						
	JC7104	Communication research	2	0	4	4	******	Final Media Project	0	0	16	8
	JC7170	Internship Evaluation	0	0	8	4	JC7205	Dissertation	0	0	12	6

	******	Minor Specialization	2	0	4	4						
			9	0	26	**25**			4	0	36	**22**
	Total Contact Hours (L + T + P)			**35**			Total Contact Hours (L + T + P)				**40**	

Total Credits: 84

Sub. Code	Subject Name	Sub. Code	Subject Name
Discipline Specific Elective Course – 1			
JC7140	Art of Storytelling		
JC7141	Beats of Journalism		
JC7142	Media and Differently Abled Communication		
Discipline Specific Elective Course – 2		**Minor Specialization**	
JC7143	Mobile Journalism	JC7260	Strategic Communication
JC7144	Media Analysis	JC7261	Health Communication
JC7145	Advertising Theory and Practice	JC7262	Educational Communication
JC7146	Digital Media Marketing	JC7263	Corporate Communication
		JC7264	Data Journalism
Final Media Project (Medium-wise)		**Final Media Project (Beat wise)**	
JC7270	Print Production	JC7274	Social
JC7271	Audio production	JC7275	Political
JC7272	A/V Production	JC7276	Cultural
JC7273	Website management	**JC7277**	**Business**
		JC7278	Sports
		JC7279	Science

LN6111: BASICS OF LANGUAGE [2 0 0 2]

UNIT-I: Parts of speech; Degrees of comparison; Sentences: meaning, parts, components, types of sentences with usage, transformation and synthesis of sentences, conversion, combination of sentences; Direct and indirect speech; Analysis of independent and dependent clauses, phrases; Vocabulary for different situation; Phrasal verbs, Homonyms.

UNIT-II: Writing: letter, resume, technical writing, manual, report, memorandum, notice, agenda, minutes of meeting; Speaking: speaking professionally, social English, presentation.

UNIT-III: Structure of the Write- up; Creative writing skills; Proof reading

UNIT-IV: Translation: Meaning and its application; Precis writing.

References:
1. N. Krishnaswamy, *Modern English: A Book of Grammar Usage and Composition*, 3rd Ed, Laxmi Publication, 2018.
2. R. Murphy, *Essential English Grammar, 2nd ed.* Cambridge University Press, 2018.
3. A. Sethi, *Handbook of Standard English and Indian Usage*, Prentice Hall, 2007.
4. M. Swan, *Practical English Usage*, Oxford University Press, 2017.
5. C. Tickoo & J. Shashikumar J. *Writing with a Purpose*, Oxford University Press, 2000.
6. C.L. Wrenn, *The English Language*, Vikas Publication House, 2007.

JC6101: Social Structure and Current Affairs [2 0 0 2]

UNIT I - Social Structure - Concept of Social Structure Historical Perspective Functions of Society, Social Pattern, Socialization and Social Relations, Terminologies of Sociology

UNIT II - Traditional v/s Modern Society - Pros & Cons of Traditional Society, Pros & Cons of Modern Society, Prominent Features of Past Generations, Characteristics of Generation Z, Elements of the Social System; Stratification and Social Structure

UNIT III - Mass Media and Society - Information Technology and Society, Contemporary Caste Dynamism: Caste Movements, Caste Violence and Media, Gender and Media, Women's Movement in India, Gender and Question of Honour, Media, Religious Identity and Contemporary Politics

UNIT IV - Current affairs and Society- Current Socio-Political Issue, Understanding Current Socio-Economic Problems: Unemployment, Discrimination, Digital Divide, Current Issues in Education & Cultural Sector, Current Issues in Health and Major Disease, Current Issues in Human Rights; Media and Social Issues

References:
1. L. Gorman & D. Mclean, Media and society in the twentieth century: a historical introduction, Oxford Blackwell Publishing, 2003.
2. L. Gorman, D. McLean, Media and Society into the 21st century, Willey- - Blackwell, 2009.
3. T.K. Oommen, *Knowledge and Society: Situating Sociology and Social Anthropology*, New Delhi: OUP, 2007.
4. S. Rege, Sociology of Gender: The Challenge of Feminist Sociological Knowledge, New Delhi: Sage, 2003.

JC6102: Communication Theories & Models [2 0 0 2]

UNIT I - Understanding of Communication Theories, and Models, Paradigms, and Social Sciences, Positivist Paradigm, and Natural Sciences, Interpretivist Paradigm, and Social Sciences, Critical Paradigm, and Social Sciences, Epistemology – Theory of Knowledge Ontology – Nature of being.

UNIT II - Introduction to Theory Building, Understanding of Theory, Understanding of Model, Introduction to Theory Building, Context of Discovery, What kinds of tools and procedures?, Are some procedures better than others?, Is there a single procedure?, Should a theory be evaluated based on how that theory was generated?, The genesis of the theory, Creation of the theory, Context of Justification, Scientific explanation, Role of it to predict/explain a phenomenon, Is it empirically testable?, Law like generalization?' Theory vs. Models – Generalization

UNIT III - Process of Theory Building, Empiricism, Inductive Nomology, Deductive Nomology, Inductive Theory, Grounded Theory

UNIT IV - Media and Communication Models, and Theories – A Detailed Outlook, Aristotle's Rhetoric, Agenda Setting Theory by M. E. McCombs & D. L. Shaw, Lasswell Model, Propaganda Model – The Political Economy of the Mass Media, Osgood- Schramm's model of communication, Shannon and Weaver Model of Communication, Berlo's SMCR Model of Communication, The Newcomb's Model of Communication, Westley and MacLean's Model of Communication, Two-Step Flow of Communication Model, Cultivation Theory by G Gerbner, Media Dependency Theory, Medium Theory (Technological Determinism) by Marshall McLuhan, The Spiral of Silence Theory by E. Noelle-

Neumann, Diffusion of Innovation Theory, Cognitive Dissonance Theory, Gatekeeping Theory, Framing Theory by E. Goffman, Hypodermic Needle Theory, Uses and Gratification Theory, Media Richness Theory, Reception Theory, Social Responsibility Theory

References:

1. Berger, P. L., & Luckmann, T. (1967). The Social Construction of Reality. New York: Penguin Books.
2. Hunt, S. D. (2010). Marketing Theory: Foundations, Controversy, Strategy, and Resource-advantage Theory. London: Routledge.
3. Kuhn, T. (2012). The Structure of Scientific Revolutions. Chicago: The University of Chicago Press.
4. Kumar, K. J. (2000). Mass Communication in India. Mumbai: Jaico Publishing House.
5. Lobato, D. (2008, September 14). Chapter 3. Post-Positivist Perspectives on Theory Development: Dave's Weblog. Retrieved May 27, 2021, from Dave's Weblog: https://davidlobato.wordpress.com/2008/09/14/chapter-3-post-positivist- perspectives-on-theory-development/
6. Mcquail, D. (1900). Mcquail's Mass Communication Theory. London: SAGE Publications.
7. McQuail, D. (2013). Reflections on Paradigm Change in Communication Theory and Research. International Journal of Communication, 216-229. Retrieved from https://ijoc.org/index.php/ijoc/article/viewFile/1961/850
8. Morrow, R. A., & Brown, D. D. (1994). Deconstructing the Conventional Discourse of Methodology - Quantitative versus Qualitative Methods. In R. A. Morrow, & D.
9. D. Brown, Critical Theory and Methodology (pp. 199-222). New Delhi: SAGE Publications.
10. Morrow, R. A., & Brown, D. D. (1994). Empirical Procedures in Critical Research. In R. A. Morrow, & D. D. Brown, Critical Theory and Methodology (pp. 248-272). New Delhi: SAGE Publications.

JC6103: Concept of News & Reporting [2 0 4 4]

UNIT I - Concept of News, Concept and Importance of News, Elements, News Values and their Importance, Hard News and Soft News, Treatment of News, Online News

UNIT II - News Headlines and Leads, Introduction to News Headlines, News Leads, Structure of a News Story – Traditional and Alternative Approaches, News Sources News Agencies – National and International

UNIT III - News Reporting, Concept of Reporting, Challenges in News Reporting, Qualities and Responsibilities of a News Reporter, Information Gathering – Techniques and Challenges, Verification of Information, News Bureaus – Structure and Significance

UNIT IV - Specialised News Reporting, Skills Required for Different Types of Reporting, Vox Pops, Investigative Reporting, Trends in Reporting, News Reporting Ethics

References:

1. Mencher, M (2011). News Reporting and Writing. New York, USA: Mac-Graw Hill,
2. Rich C (2012). Writing and Reporting News: A Coaching Method. Thomson Learning Inc.
3. Beyond Those Headlines, New Delhi: The Media Foundation, 1996.
4. George T.S.J. (1999). Editing: A handbook for journalism, Indian Institute of Mass Communication, New Delhi.
5. Aggarwal V. B (2006), Essentials of Practical Journalism. Delhi, India: Concept Publishing Company.

JC6104: Development of Media [2 0 0 2]

UNIT I - Introduction to Media, Introduction, Functions and Importance, Traditional Media: History, Importance, Relevance, History of Print Media in India- Regional Hindi and English Newspapers, Prominent Journalists and Their Contributions, Press and Indian Freedom Movement

UNIT II - Growth of Print Media, Growth of Print Media in Post-Independence, Media Ownership Patterns, Current State and Challenges, Private Treaties

UNIT III - History of Electronic Media, Development of Radio, Public and Private and CommUnity Radio, Role and Functions of Radio, Development of TV, Impact of TV, Cable TV, 24/7 News TV Channels.

UNIT IV - Online Media and Indian Cinema, Growth of Online Media, Current State and Challenges, Indian Cinema: History, and Development, Pre-Independence and Post- Independence Cinema, Parallel and Commercial Films, Globalisation and its Impact on Indian cinema, OTT platforms.

References:

1. A. Mazumdar, *Indian Press and Freedom Struggle*, Publisher Orient Longman, 1993.
2. E.M. Noam, *Who Owns the World's Media?: Media Concentration and Ownership Around the World*. Oxford University Press, 2016.

3. N. Mehta, *Television in India: Satellites, Politics and Cultural Change (Media, Culture and Social Change in Asia),* Routledge; 1st edition, 2008.
4. R. Saran, *History of Indian Cinema*, Diamond Pocket Books (P) Ltd., 2013.
5. L. Harte & R. McGarrahan, *Internet TV Systems: OTT Technologies, Services, Operation, and Content*, Discovernet Publisher, 2016.

JC6105: Basics of Audio and Visual Communication [1 0 2 2]

UNIT I - Basics of A&V Communication, Characteristics of Radio Medium, Writing for the ear, Characteristics of Television Medium, Writing for Visuals

UNIT II - Concepts of Sound and Light, Loudness and Amplitude, Frequency and Pitch, Intensity, Recording, Reproduction, Audio Recording Equipment- Analogue and Digital; Microphones, Types of Microphones, Concepts of Light- Lighting Equipment, Colour, Temperature and White Balance, 3-Point Studio Lighting.

UNIT III - Basics of the Camcorder, Parts, Working, Handling Tapes, Cables and Other peripherals, Correction of exposure, camera movement, angles and shots, composition principles.

UNIT IV - Basics of Radio and TV Production, Radio Talk, Radio Discussion, Diction & Voice Modulation, Facing the Camera, Body Language & Pronunciation

References:
1. B. Gilmurray, *Media Student's Guide to Radio Production*, Mightier Pen Publishing, 2013.
2. G. Millerson, *Effective TV Production*, 3rd ed. Oxford: Focal Press, 2016.
3. M.H. Adams & K.K. Massey, *Introduction to Radio: Production and Programming*, McGraw-Hill Humanities/Social Sciences/Languages, 1994.

JC6106: Fundamentals of Photography [1 0 2 2]

UNIT – I Introduction to Photography, Camera: A Development Journey, Parts of Modern Camera, Elements of Photography: Subject, Camera, Light, texture, Angle, Composition Image Sensor, Memory Card Types, ISO and ASA

UNIT – II Elements of Mobile Photography, Exposure Control: Shutter Speed, Aperture, ISO, Image Sensor, Relation amongst Aperture, ISO, and Shutter Speed, Image Stabilization, Supporting Equipment: Flash, Tripod, Monopod, Image Format

UNIT – III Light & Aesthetical Arrangements, Direction, Intensity & Quality of Light,
Colour Temperature, Visible Spectrum, Light Sources & Types of Light, Three Point Lighting, Aesthetical Arrangement: Elements of Composition, Balance, Rule of Third, Perspective, Space

UNIT IV - Mobile Editing and Types of Mobile Photography, Types of Photography, Mobile Photography, Product Photography, Commercial photography, Fashion Photography, Portrait photography, Wedding photography, Architectural photography, Travel photography, Landscape photography, Documentary Photography, Wildlife photography, Photography in Advertising

References:
1. R. Rai, *Raghu Rai's India: Reflection in Colour*, Penguin, 2008.
2. C. Brown, *Android Photography*, Peachpit Press, 2013.

SEMESTER-II

JC6201: Media Language [2 0 0 2]

UNIT -II Introduction to Writing, What is Media Writing?, The Essentials – Information, Enquiry and Analysis, Need of Critical Thinking, Expression of Ideas.

UNIT – III Writing for Different Media, Newspaper, Magazine, Radio, Television, Writing for the Web, Narrative Writing

UNIT – IV News Writing, Structure, Lead and Body, How to End a Story, Long-Form Writing, Features and Profiles, Copyediting and Rewriting

UNIT – V Persuasive Writing, Persuasive Writing – Concept and Meaning, Advertising and Public Relations, Public Relations Writing – Importance of Style and Flow, The Future of Media Writing, Ethics and media writing

References:
1. R. Choudhary, *Media Writing*, Centrum Press, 2010.
2. R.J. Cappon, The Associated Press Guide to News Writing, Arco Publication, 2020.
3. B. Newman, News to Me- Finding and Writing Colorful Feature Stories, CUNY Journalism Press, 2015.
4. C. Batty & S. Cain, Media Writing- A Practical Introduction, 2010.

JC6202: Political Structure and Current Affairs [2 0 0 2]

UNIT – I Political Structure of India, Concept & Importance of Democracy, Important Features of the Indian Constitution, Four Estates, Indian Parliament, Constitutional Bodies and their Roles, India after Independence: Important Milestones

UNIT – II Introduction to Party System, Political Party System In India, National Parties & Their Policies, Prominent Regional Parties, Political Alliances, Political Identity and Struggles, Political Terminologies

UNIT -III Politics And Social Change, Panchayati Raj & Grassroot Level Politics, Local Urban Bodies, Politics and its Importance, Political Movements and Social Change, Media and its Role in Politics, Slacktivism

UNIT – IV Current Affairs, National Political Issues, Major International Political Issues Important Political Developments, Analysing Recent General & Assembly Elections

References:
1. N.N. Sarkar, Art and Print Production, New Delhi, India: Oxford University Press, 2013
2. E. Lupton, & J.C. Philips, *Graphic Design: The New Basics*, NY, USA: Princeton Architectural Press, 2015.
3. M. Darylr, M.,(2004). News Paper Layout and Design. New Delhi, India: Surjeet Publication.
4. H. Evans, *Editing and Design; Book Five: Newspaper Design*, London, UK: Heinemann, 1976

JC1203: Basics of Video Production [2 0 4 4]

The Visual Language: Visual grammar; Principles of Visual grammar; Shot and shot composition; Photograph, Film, and Video; visualization. Basic Video System, introduction to Camera. Lenses and lens system; Mounting equipment; Camera Operation and Picture composition. Lighting and Sound: Lighting instruments, Microphones types, features and operations; Editing Video and Sound Different types of Single camera production. Scriptwriting software, Story board, Introduction Mobile video making, and Mobile editing, Video Production for Vlogging

References:
1. B. Chakrabarty, *Indian politics and society since independence: events, processes and ideology*, Taylor and Francis: Delhi, India, 2008.
2. S.K. Mitra, *Politics in India: Structure, Process and Policy*, Taylor & Francis: Delhi, India, 2017.
3. B. Chakrabarty & R. K. Pandey, *Indian Government and Politics*, Sage: Delhi, India, 2008.

JC6203: Digital Publishing [0 0 4 2]

UNIT – I Basic of Design, The aesthetics of design, Elements of design, Principles of design

UNIT -II Computer–Definitions, The evolution of computers, Characteristics of computers, Organization of a Computer

UNIT -III Graphic Editing Software, In-design Workspace: Basic tools and user interface, Type, Tools, and Terms: Using frames, Character & Paragraph, formatting control panels, Modify text in frames, Insert glyphs, Setting Type: Anatomy of type, Reading hidden characters, Paragraph formatting features, Use hyphens and dashes correctly, Calculate line measure, Combining Type & Images: Locate, lock, move zero point, Use coordinate system, Create, multi-column and linked text frames, Place, scale, crop images, Place text, check spelling, apply paragraph rules, use tracking

UNIT – IV Image Editing Software, Color Essentials: Specifying color, Additive/subtractive color; spot/process color, The colour and Swatches panels, Tints and gradients, Color separations, Printer's marks & printing options, Grids, Guides, and Aligning Objects, Text Wrap, Layers & Effects, Type Continuity: Applying Styles, Page Continuity: Master Pages, Photoshop (Basic tools), Project

References:
1. N.N. Sarkar, *Art and Print Production*, New Delhi, India: Oxford University Press, 2013.
2. M. Darylr, *News Paper Layout and Design*, New Delhi, India: Surjeet Publication, 2004.
3. K. Basandra, *Computers Today*, Galgotia Publications Pvt. Ltd., New Delhi, 1999.
4. E. Lupton & J.C. Philips, *Graphic Design : The New Basics*, NY, USA: Princeton Architectural Press, 2015.

JC6204: Editing and Layout Designing [2 0 4 4]

UNIT -I Editing: Meaning and Concept, Objectives of editing, Editing and Rewriting, Principles of editing, magazine, and journals, Editing a copy/electronic editing, Use of graphics, cartoons, and statistic, Understanding Style book and editorial policy

UNIT -II Guidelines for editing, Guidelines for writing headlines, Headline writing: Types & Functions, Various types of leads/intros, Checking 5Ws and 1H of news writing, Spelling and Grammar/Punctuation & Quotation

UNIT -III Typography and Layout, Type: past to present, Typeface families, Principles of good typography, Layout, Types of layouts

UNIT IV - Analysis of Layout, Analysis and comparison of different layouts, Importance of visual appeal in page-making, Layouts of Various Newspapers, Layouts of different Magazine, Designing other Print Materials

References:
1. N.N. Sarkar, *Art and Print Production*, New Delhi, India: Oxford University Press, 2013.

2. E. Lupton & J.C. Philips, *Graphic Design: The New Basics*, NY, USA: Princeton Architectural Press, 2015.
3. M. Darylr, *News Paper Layout and Design*. New Delhi, India: Surjeet Publication, 2004.
4. H. Evans, *Editing and Design; Book Five: Newspaper Design*, London, UK: Heineman, 1976

JC6205: Public Relations [1 0 2 2]

UNIT – I Understanding PR, Concepts, Definitions and Theory of PR, Brief History of Public Relations -The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney), Understanding Various Concepts, viz., PR, Press Agency, Publicity, Propaganda and Advertising, Defining Publics/Stakeholders

UNIT – II Theoretical Underpinnings in PR, JM Grunig's Model of Symmetrical PR Organizational Theories, Conflict Theory, Structural-Functional Theory, PR Process

UNIT – III PR Tools, Press Release and other form of PR Writing, Press Briefing Press Conference Handling, Press Briefing, Other Tools

UNIT – IV PR Process and Practice, Political PR, PR vs Spin, Persuasion and Public Relation, What Media Expects from PR, Media Tracking, PR Angles and Response, Research in PR, Campaign Planning in PR, PR in Govt, Corporate, NGO and Socio- Spiritual Organizations

References:
1. E. Bernays, Crystallizing Public Opinion, Ig Publishing, 2011.
2. F.P. Seitel, Practice of Public Relations, Pearson, 2016.

JC6206: Broadcast Journlism [2 0 4 4]

UNIT- I Evolution and Growth of Electronic Media, Characteristics of Radio and Television, News for print vs Electronic Media, Public vs Commercial Broadcasting

UNIT - II Radio Journalism, News Sense for Radio, Reporting for Radio, Writing Radio News, Copy Editing, Presenting Radio News

UNIT - III Television Journalism, News Sense for TV. Journalism, TV News Reporting Package Writing: Anchor Link, VO, Byte, Piece to Camera, News Presentation and Anchoring

UNIT - IV Audio and Video Production, Story Boarding, Radio Feature & Documentary Radio Interview, TV Documentary, Interview for Television

References:
1. B. Gilmurray, *Media Student's Guide to Radio Production*, Mightier Pen Publishing, 2013.
2. G. Millerson, *Effective TV Production, 3rd ed.* Oxford: Focal Press, 2016.
3. M.H. Adams & K.K. Massey, *Introduction to Radio: Production and Programming*, McGraw-Hill Humanities/Social Sciences/Languages, 1994.
4. K.M. Shrivastava, *News Writing for Radio and T.V.*, Sterling Publication, New Delhi, 1989.

JC6207: Media Laws & Ethics [2 0 0 2]

UNIT I - Introduction to Indian Constitution, Basic Characteristics of the Constitution Preamble, Right to Speech & Expression & Other Fundamental Rights, Reasonable Restrictions on Right to Speech & Expression, Emergency

UNIT II- Media Ethics & Related Issues, Introduction to Media Ethics, Pressures on Media Freedom, Codes for Media Ethics, Ethical Issues in Media, Censor Board

UNIT III- Press Acts, Press and Registration of Books Act, 1867, Official Secrets Act (1923), Right to Information Act, CineSmatography Act, 1953, Press Council, Press Commission & Prasar Bharti Act

UNIT IV- Media Laws, Parliamentary Privilege, Law on Defamation: Civil & Criminal Contempt of Courts, Regulations Related to Social Media, Copy Right & Intellectual Property Right, Case Studies of Legal Issues

References:
1. P.J. Thakurta, *Media Ethics*, Oxford University Press, New Delhi, 2009.
2. D.D. Basu, *Constitutional Law of India*, Lexis Nexis, Nagpur, 2008.
3. M. Neelamalar, *Media Law and Ethics*, Prentice Hall India Learning Private Limited, 1975.

JC6208: Development Communication [3 0 0 3]

UNIT I - Concept of Development, Concept and Process of Development, Ingredients (5Ms) of Development and Money Generation, MNCs and Foreign Aid, Economic and Social Indicators of Development: Human Development Index, Physical Quality of Life Index, Millennium Development Goals, Other Indicators: Communication As an Indicator, Democracy as an Indicator, Human Rights as an Indicator, Social Relations [Inequality], Happiness Index

UNIT II- Model and Theories, Definition and Concept, Approaches: Diffusion of Innovation, Magic Multiplier, Localized Approach, Development Support, Communication - Extension Approach: Health and Family Welfare,

Women, Empowerment, Literacy & Education, Water Harvesting & Management, Different Approaches of Development Communication, Case Studies: MNREGA for Rural Development

UNIT-III - Development Journalism, Development of Message Design and Communication, Cyber Media and Development: E-Governance, Digital Democracy &E-Chaupal, ICT & Development, Case Studies: SITE Experiment and Kheda Communication Project, NGOs & Social Development, Role of Communicator in NGO Corporate Social Responsibility (CSR) and Role of Corporate Communication

UNIT IV - Different Perspectives of Communication, Communication for Rural Development, Communication for Urban Development, Communication for Tribal Development, World Communication Perspective, Demand for NWICO, MacBride Commission, Recommendations of Macbride Commission & NWICO, Role Of UN & UNESCO in Bridging the Gap between North and South, Global Communication Scenario.

References:

1. J. Fiske, *Introduction to communication studies*, Routledge, 2010.
2. V.S. Gupta, *Communication and Development: The Challenge of the Twenty- first Century*. Concept Publishing Company, 2000.
3. S.R. Melkote & H.L. Steeves, H. L., *Communication for development in the Third World: Theory and practice for empowerment*, Sage, 2001.
4. U. Narula, *Development communication: theory and practice*, Har-Anand, 2004.
5. E. M. Rogers, *Communication and development: The passing of the dominant paradigm*, Communication research, 3(2), 213-240, 1976.
6. W. Schramm & D. Lerner, *Communication and change. Communication and change in the developing countries*, Honolulu, Hawaii, East-West Center Press, University of Hawaii, 1967.
7. I.P. Tewari, Communication, Technology and Development, Publications Division Ministry of Information & Broadcasting, 1987.

SEMESTER-III

JC7101: Writing for New Media [1 0 2 2]

Unit-I - Features and Characteristics of Online Writing: Online Writing versus Print Media Writing, Online Writing versus Writing for Radio and Television, Types of Online Media Writing, Developing News Stories, Multimedia Story Telling, writing Style: Language, Choice of Words and Phrases.

Unit-II Platform-based Online Media Writing: News Websites and Blogs, Writing for Social Networking Sites, Interactive Writing, Case Studies

Unit-III SEO-based Online Media Writing: Searchable URL-based headlines, Keywords and Tags, Concentration of Keywords, Fact-Checking While Writing: Visuals Fact Check, Fake News Check, Credibility and Communication.

Unit- IV New Media Content: Writing of Blogs, Blogs of Journalists, Citizen Journalism, Tweets: How to write impressive Tweets, Analysis of FB Posts.

References:

1. V. Miller, *Understanding digital culture,* Sage Publications, 2011.
2. L. Manovich, "What is New Media?" In The Language of New Media, Cambridge: MIT Press, 2001.

JC7102: Intercultural Communication & Current Affairs [2 0 0 2]

Unit –I Key concepts: Concept of Culture, Eastern & Western Perspective of Culture, Concept of Communication in Various Culture, Concept of Inter-Cultural Communication Cultural Symbols in Verbal and Non-Verbal Communication, Concept of Diversity, Plurality & Unity.

Unit –II Mediums of Intercultural Communication: Literature & Intercultural Communication, Dance and Music as Instruments of Intercultural Communication, Architecture, Painting & Other Art Forms of Intercultural Communication, Travel & Tourism & Intercultural Communication, Mass Media as Tool of Intercultural Communication.

Unit –III Aspects of IC: Cultural Patterns and Communication Taxonomies, Cultural Identity and Cultural Bias, Economic Aspects of Intercultural Communication, Cross Cultural Communication: Concept, Genesis and Process, Methods, Barriers - Barriers in Cross-Cultural Communication, Effects of Globalization on Intercultural Communication.

Unit –IV Issues related to Intercultural Communication: Cultural Imperialism and Colonisation, Cultural Conflict Concept of Clashes of Civilization, Efforts of to Bring Cultural Harmony, Recommendations of PC Joshi Committee related to Culture & Communication, McBride Commission Report: Many Voices One World

References:

1. J.N. Martin & T.K. Nakayama, *Intercultural Communication in Contexts*, Mayfield Publishing, 1997.

2. S. Radhakrishnal, *Eastern Relegions & Western Thoughts*, Oxford University Press, 1939.
3. International Commission for the Study of Communication Problems, *Many Voices One World*, , UNESCO Publication, The Anchor Press, 1980.

JC7103: Mobile Editing Software [0 0 4 2]

Unit I Mobile Applications: Features of Mobile Applications, News Apps, Mobile Application Testing, Types of Mobile Applications: Native, Web & Hybrid, Selection of the Device

Unit II: Mobile Apps for Reporting Apps for Newsworthy Photographs, Apps for taking notes, Apps for Video Footage, Apps for Audio Recording.

Unit III Audio Editing Mobile Apps: Concept of Mobile Audio Editing, TimeLine, Transition, Quality Check, Types: Soundtrack, Audio Edit.

Unit IV Concept of Mobile Video Editing: Timeline, Transition, Sync with Audio, Types: Filmora, KineMaster, In Shot, Viva Video, Quik.

References:
1. I. Burbom, *The Mojo Handbook: Theory and Praxis*, Taylor & Francis, 2020.
2. R. Montgommary, Smartphone Video Story Telling, Taylor & Francis, 2018.
3. I. Cram, Citizen Journalism, Edward Elgar Publishing House, 2015.

Discipline Specific Elective Course – 1

JC7140: Art of Storytelling [2 0 2 3]

Unit I Introduction to Narrative Theory: Concept & Importance of Storytelling, Historical Perspective, Impact of Epics in Storytelling, Traditional Form of Storytelling, Modern Storytelling.

Unit II Structure of Storytelling: Characters: Archetypes of Campbell, Conflict, Message Vs Preaching, Role of Pause, Voice Modulation, Ambience in Storytelling.

Unit III Storytelling through Photographs; Comics, Story Telling through Print Media News Audio Story Telling, Storytelling with Moving Images.

Unit IV Transmedia Storytelling: Concept of Transmedia, Structure of Transmedia Story, Changing Role of Audience, Use of Technology, Crating Experience.

References:
1. R.P. Clark, How to write short- Word craft for fast times, Hachette Book Group, 2013.
2. E. Catmull & A. Wallace, *Creativity inc- overcoming the unseen forces*, Random house, 2014.
3. J.D. Walsh, Art of storytelling, the easy steps to presenting an unforgettable story, Moody Publishers, 2003.

JC7141: Beats of Journalism [2 0 2 3]

Unit I Concept: Concept of Beat, Political Beat, Social Beat, Business Beat.

Unit II Important Beats: Local Administration, Crime, Development, Investigative, Foreign.

Unit III News Sources: Education, Travel & Tourism, Science & Technology, Health, Environment, Entertainment.

Unit IV Ethics: Culture, Sports, Women & Child, Entertainment, Functions of Bureau, Challenges of Beat Reporting.

References:
1. S. Sharma, *Journalism: Reporting*, Anmol Publications, 2005.
2. B.N. Ahuja & S.S. Chhabra, *Editing*, Surjeet Publications, 2004.
3. A.L. Lawrenz, *News: Reporting & Writing*, Pearson, 1995.
4. V.B. Aggarwal & V.S. Gupta, *Handbook of Journalism & Mass Communication*, Concept Publishing, 2012.

JC7142: Media & Differently Abled Communication [2 0 2 3]

Unit I Core Concepts: Understanding Disability, Disability Communication, Need for and Importance of Disability Communication, Disability and Media in India, Human Rights and Disability.

Unit II: Media Approach towards Disability, Disability Coverage in Media, How to Handle Disability Issue in Media and Society, Nature of Media Content about/by Disabled and Disability, Case Study: Stephen Hawking.

Unit III Disability Act and Policies: Critically View Existing Handling of Disability Issues by Local/Global Media. Write/Report/Listen to the Disability Issues 'In' Media And 'For' Media. Communication Challenges among the Disabled Persons. Case Study: Re-Naming Differently Abled Person Instead of Disabled

Unit IV Braille: Braille Script, Braille-Reading Techniques and Braille Translation Software, International Uniformity of Braille and Bharati Braille, Multimedia Used in Disability Communication, Communicating with People with Disabilities.

References:

1. Bryan, K., & Maxim, J. (Eds.). (2006). Communication disability in the dementias. John Wiley & Sons.
2. Bryant, J. (2016). Six dots: A story of young Louis Braille. RH Childrens Books.
3. Chambers, A. (2010, November 22). India: The fight for disabled children's right to education. The Guardian.
4. Dolmage, J. T. (2014). Disability rhetoric. Syracuse University Press.
5. Francis, M. (2011, April 4). Only 3 disabled-friendly parks in Bangalore. Daily News & Analysis. Bangalore.
6. Kishore, K. K., Prudhvi, G., & Naveen, M. (2017, July). Braille script to voice conversion. In 2017 International Conference on Computing Methodologies and Communication (ICCMC) (pp. 1080-1082). IEEE.
7. Pound, C., Parr, S., Lindsay, J., & Woolf, C. (2018). Beyond aphasia: Therapies for living with communication disability. Routledge.
8. Prasad, K. (2011, February 11). Educational needs of people with disabilities ignored. The Hindu
9. Rex, E. J., Koenig, A., & Baker, R. (Eds.). (1994). Foundations of Braille literacy. American Foundation for the Blind.

Discipline Specific Elective Course – 2

JC7143: Mobile Journalism [2 0 2 3]

Unit I Introduction to Mobile journalism: technology and journalism, What is mobile journalism? Characteristics of MoJo Functions and Prospects, MoJo's Impact on Traditional Journalism, The Shaping of Journalism for Mobile News Platforms.

Unit II Working with Mobile Phones: Importance of Video Literacy in MoJo, Hassenzahl's Model of User Experience, Technical Requisites for MoJo: Phone, features, Microphone, Camera Cradles, Lenses, Tripods, Lights and Gimbals, Editing Applications and Software.

Unit III Storytelling Through Mobile Phones: The Mobile Journalist: Roles and Responsibilities, Basic Steps of Mobile Reporting, Storytelling through Mobiles: Content Creation, Theoretical Approaches to Storytelling: Vladimir Propp, Joseph Campbell, Writing Effective Stories: Story Focus, Character Focus, Story Event, Structural Focus, Actuality Focus, Production Focus.

Unit IV Mojo in the Age of Social Media : Changing Role of Audience: Gatekeepers, Content Producers, Consumers, Adapting to A 'Mobile' Audience: Evolving Business Models, Impact of Mobile Journalism on Society, Social Media and Mobile Journalism, Citizen Journalism in an Age of Mobile Media, Case Studies, Ethical Concerns and Laws.

References:
1. Burum, I., & Quinn, S., MOJO: The mobile journalism handbook: How to make broadcast videos with an iPhone or iPad. CRC Press, 2015.
2. Adornato, A., Mobile and social media journalism: A practical guide. CQ Press, 2017.
3. Rheingold, H., Smart mobs: The next social revolution. Basic books, 2007.
4. Westlund, O., & Quinn, S., Mobile journalism and MoJos. In Oxford Research Encyclopedia of Communication, 2018.
5. Charles, A., & Stewart, G. A., The end of journalism: news in the twenty-first century. Peter Lang, 2011.
6. Salzmann, A., Guribye, F., & Gynnild, A., Adopting a mojo mindset: Training newspaper reporters in mobile journalism. Journalism, 2021.

JC7144: Media Analysis [2 0 2 3]

Unit I Media Analysis Approach: Concept and Need of Media Analysis, Historical Context, Social context of Media Analysis, Media Literacy

Unit II Language of Print Media: Contemporary World Media Scenario, Media Merging, Prominent Print Media Houses, Publications & their Policy, Prominent Electronic Media Organizations, Prominent New Media Ventures, Contemporary Issues affecting Mass Media Organizations.

Unit III Introduction to Media Analysis Techniques: Textual Analysis, Semiotic Analysis, Rhetoric & Narrative Analysis, Marxist Criticism Psychoanalytic Criticism.

Unit IV Analysing the Media Content: Analysing Print Media Text: Photograph, Headline, Intro, Body, Analysing Visuals, Analysing Spoken Worlds of Radio Programs, Analysing New Media Content, Analysing Web Content and Television Content.

References:
1. Annual FICCI KPMG Report
2. Berger, A. A. (2013). Media Analysis Techniques. Sage Publications
3. Wimmer, R., & Dominick, J. (2013). Mass Media research: An introduction. Cengage learning.
4. Krippendorff, K. (2012). Content Analysis: An Introduction to its Methodology. Sage Publications.

JC7145: Advertising: Theory and Practice [2 0 2 3]

Classification, Integrated Marketing Communication, Functions and Types of Advertising, Advertising and Society Case studies of John Powers and Early Advertisements.

Unit II Advertising Strategy: Identifying Target Audience Understanding Consumer Behaviour Advertisement Objectives and Media Brief, Creative Writing and Designing: Print, Radio, TV, Web Media Selection, Case Studies of David Ogilvy and Leo Burnett.

Unit III Understanding Marketing: 5p's of Marketing, Product, Brand Image & Identity, Product Life Cycle, Brand Personality and Equity, Structure of Ad Agency, Case Study Public Service Advertisements.

Unit IV Advertising Ethics: Ethics in Advertising, Codes & Regulations, Effects of Advertising, Recent Trends in Advertising, Case Study: Landmark Advertising.

References:

1. Sandage, Fryburger and Rotzoll (l996). Advertising Theory and Practice. AAITBS Publishers
2. Stansfield, Richard (1985). Advertising Managers Handbook. UBBSPD Publications. Third Edition
3. Advertising Handbook: A Reference Annual to Press TV, Radio and Outdoor Advertising. Different Years ATLANTIS Publications
4. Mohan, M. (1989). Advertising Management: Concepts and Cases. Tata McGraw-Hill Education.
5. Jewler, E (1998): Creative Strategy in Advertising. Thomson Learning.

JC7146: Digital Media Marketing [2 0 2 3]

Unit I Introduction to Digital Media Marketing: Origin and Growth of Digital Media Marketing, Digital vs Traditional Marketing, Digital Marketing Channels.

Unit II Marketing Planning: Creating Initial Marketing Planning, Content Management, SWOT Analysis, Target Group Analysis.

Unit III Creative Strategy Planning and Creating a website, Search Engine Optimization, Search Engine Marketing, Copywriting and Designing.

Unit IV Social media marketing: Undersatnding social media platforms, web analytics, Affiliate marketing, online reputation management.

References:

1. D. Kosorin, Introduction to programmatic advertising, Lightning Source, 2016,
2. J. Zimmerman & D. Ng, Social Media Marketing All in one for dummies, John Wiley & Sons, 2017.
3. E. Enge, S. Spencer, J. Stricchiola, *The Art of SEO*, O'Reilly Media, 2015.

JC7104: Communication Research [2 0 4 4]

Unit 1 - Research Classification - Paradigms, and Social Sciences, Positivist Paradigm, Natural Sciences, Interpretive Paradigm, and Social Sciences, Critical Paradigm, and Social Sciences, Epistemology – Theory of Knowledge, Ontology – Nature of being, Axiology, Praxeology, Research Classification – Basic Research, Applied Research

Unit 2 - Introduction to Sample, and Sampling Techniques - Introduction to Sampling, Sampling Procedure, and Techniques, Types of Probability Sampling, Types of Non- Probability Sampling, Factors affecting the choice of sample design, Factors determining sample size

Unit 3 - Quantitative Research Methodology, and Methods - Introduction: What is Methodology? Why study Methodology?, Research Design, Content analysis – Quantitative: Steps for conducting quantitative content analysis, Elements of Research Design, Constructs, Variables, and Definitions Measurement, Reliability: Sources of error, types, and assessment, Validity: Types and assessment Comparative and non-comparative scales, Data analysis, Statistical tools for media research

Unit 4 - Qualitative Research Methodology, and Methods - Qualitative Research Methodology, and Methods, What is Qualitative Research Methodology?, Characteristics of Qualitative Research

Difference between Quantitative Research, and Qualitative Research, Grounded Theory, Ethnographic Study, Content Analysis – Qualitative, Elements of Research design

References:

1. Bryman, A. (2012). Social Research Methods. New Delhi: Oxford University Press.
2. Geertz, C. (1973). The Interpretation of Cultures: Selected Essays. New York: Basic Books Inc. Publishers. Retrieved May 27, 2021, from Philpapers: https://monoskop.org/images/5/54/Geertz_Clifford_The_Interpretation_of_Cultures_Se lected_Essays.pdf
3. Neuman, W. L. (2014). Social Research Methods: Qualitative and Quantitative Approaches. Essex: Pearson.
4. Pathak-Shelat, M., & DeShano, C. (2013). Digital youth cultures in small town and rural Gujarat, India. New Media & Society, 983-1001. doi:10.1177/1461444813496611
5. Stanford Encyclopedia of Philosophy. (2005, December 14). Epistemology: Stanford Encyclopedia of Philosophy. Retrieved from Stanford Encyclopedia of Philosophy: https://plato.stanford.edu/entries/epistemology/
6. Stanford Encyclopedia of Philosophy. (2018, March 21). Social Ontology: Stanford Encyclopedia of Philosophy. Retrieved from Stanford Encyclopedia of Philosophy: https://plato.stanford.edu/entries/social-ontology/

7. ZeePedia. (n.d.). Theory, Paradigm, Model: ZeePedia. Retrieved May 27, 2021, from ZeePedia: https://www.zeepedia.com/read.php?theory_paradigm_and_model_i_positivistic_persp ective_critical_perspective_theories_of_communication&b=81&c=2

JC2170: Summer Internship – I [0 0 8 4]

Students are required to do the summer internships after the completion of second semester. The student has to complete an internship of 7 to 9 weeks as an intern in any of the media outlet and evaluation of the same will be carried out in the third semester.

Minor Specialization

JC7260: Strategic Communication [2 0 4 4]

Unit 1 - An Introduction to Strategic Communication, Concept & Rationale for Strategic Communication, Characteristics of Strategic Communication, Theories & paradigms involved with Strategic Communication; critical thought process engaged with this communication, Epistemic views & Ontological network of Strategic Communication Soft power in Public Diplomacy; the role of Strategic Communication, Scope of Strategic Communication

Unit 2 - Political Communication, Communication Strategy of Political parties & Political leaders, with political ideology. Advocacy groups, Strategic Communication for political consensus, Political decisions and its Communication Strategy, Political Communication strategy during Elections, Political Strategic Communication in international politics Communication strategy Vs. Populism, Political Strategic Communication & Media Recent Trends

Unit 3 - Strateginc Communication in Defence Sector, Strategic Communication in Defence Sector, Dealing with Pubic Representative, Common Masses & Media, Strategic Communication during Wartime, internal unrest, Guerilla War, Indian context

Unit 4 - Other Important Se, Strategic Communication in Disaster Management, Strategic

Communication in Foreign Affairs, Strategic Communication in NGO Sector, Strategic communication in Public Diplomacy: Opportunities, and Challenges, Other Sectors association with change management

References:
1. Banerjee, M. (2014). Why India Votes? New Delhi: Routledge.
2. Hallahan, K., Holtzhausen, D., Ruler, B. v., Verčič, D., & Sriramesh, K. (2007). Defining Strategic Communication. INTERNATIONAL JOURNAL OF STRATEGIC COMMUNICATION, 3-35. doi:10.1080/15531180701285244
3. Holtzhausen, D., & Zerfass, A. (Eds.). (2015). The Routledge Handbook of Strategic Communication. New York: Routledge.
4. Mallick, M. (2018). Strategic Communications Opportunities and Challenges. Graduate Certificate in Strategic Studies organized by Takshashila Institution, (pp. 1-78). New Delhi. Retrieved from https://strategicstudyindia.blogspot.com/
5. Mallick, M. (2021). China's Cyber-Influence Operations. New Delhi: Vivekananda International Foundation. Retrieved May 27, 2021, from https://www.vifindia.org/sites/default/files/China-s-Cyber-Influence-Operations.pdf
6. McNair, B. (2018). An Introduction to Political Communication. London: Routledge.
7. Müller, J.-W. (2017). What is Populism? New Delhi: Penguin Books.
8. Panizza, F. (Ed.). (2005). Populism and the Mirror of Democracy. London: Verso.
9. Saeed, S. (2013). Screening the Public Sphere: Media and Democracy in India. New Delhi: Routledge.
10. Stanford Encyclopedia of Philosophy. (2005, December 14). Epistemology: Stanford Encyclopedia of Philosophy. Retrieved May 27, 2021, from Stanford Encyclopedia of Philosophy: https://plato.stanford.edu/entries/epistemology/
11. Stanford Encyclopedia of Philosophy. (2018, March 21). Social Ontology: Stanford Encyclopedia of Philosophy. Retrieved from Stanford Encyclopedia of Philosophy: https://plato.stanford.edu/entries/social-ontology/

JC7261: Health Communication [2 0 4 4]

Unit 1 – History and Concept of Health Communication- History and Development of Public Health Communication., Health communication: Meaning and Concept, Addressing health literacy, Interpersonal Communication in Health Communication., Public Relations and Public Advocacy, Community Mobilization, Professional Medical Communications

Unit 2 - Theories and organizational structure Concept of educational technology., Policy issues related to educational technology., ICTs useful for providing education and training., Smart Classrooms, Computer as a system and its utility for teaching and learning.

Unit 3 - Design of Health Messages: Analytical reporting and its importance, Investigative reporting, reporters introduction to social science methods to investigate data, Ethics and concerns.

Unit 4 – Campaign Evaluation: Admission planning: Concept, Need and Importance, Advertisement Planning for admission campaign, Definition and Meaning of audio-visual aids,Types of A.V. Aids, Publicity, Promotion and Public relations for admission campaign

References:

1. Berry, D. (2006). Health communication: Theory and practice: Theory and practice. McGraw-Hill Education (UK).
2. Cho, H. (Ed.). (2011). Health communication message design: Theory and practice. Sage Publications.
3. de Souza, R. (2009). Creating "communicative spaces": A case of NGO community organizing for HIV/ AIDS prevention. Health Communication, 24, 692-702.
4. Eisenberg, E. M., Murphy, A. G., Sutcliffe, K., Wears, R., Schenkel, S., Perry, S., & Vanderhoef, M. (2005). Communication in emergency medicine: Implications for patient safety. Communication Mongraphs, 72, 390-413.
5. Hargie, O. (2016). Skilled interpersonal communication: Research, theory and practice. Routledge.
6. Kreps, G. L. (2015). Health communication inquiry and health promotion: A state of the art review. Journal of Nature and Science, 1, 1-12.
7. Maibach, E. W., & Parrott, R. (1995). Designing health messages: Approaches from communication theory and public health practice. Sage.
8. Olufowote, J. O. (2014). Organizations and health. In T. L. Thompson (Ed.), Encyclopedia of health communication (Volume 2, pp. 1007-1010). Thousand Oaks: Sage.
9. Olufowote, J. O., & Airhihenbuwa, C. O. (2014). Nigeria. In T. L. Thompson (Ed.), Encyclopedia of health communication (Volume 2, pp. 944-945). Thousand Oaks: Sage.
10. Parvanta,C., Nelson,D.E, Parvanta, S.A, & Harner, R.N.(2011). Essentials of public health communication. Sudbury MA: Jones and Bartlett Learning.
11. Rice, R. E., & Atkin, C. K. (Eds.). (2012). Public communication campaigns. SAGE publications.
12. Schiavo, R. (2013). Health communication: From theory to practice (Vol. 217). John Wiley & Sons.
13. Stocklmayer, S. M., Stocklmayer, S. M., Gore, M. M., & Bryant, C. R. (Eds.). (2001). Science communication in theory and practice (Vol. 14). Springer Science & Business Media.
14. Von Wagner, C., Steptoe, A., Wolf, M.S., & Wardle, J. (2009). Health literacy and health actions: A review and a framework from health psychology. Health Education and Behavior, 36, 860--877.
15. Wood, R., Hall, D. M., & Hasian, M. (2008). Globalization, social justice movements, and the human genome diversity debates: A case study in health activism. In H. M. Zoller & M. J. Dutta (Eds.), Emerging perspectives in health communication: Meaning, culture, and power (pp. 431-446). New York, NY: Routledge.
16. Zoller, H.M. (2010). What are health organizations? Public health and organizational communication. Management Communication Quarterly, 24, 482-490.

JC7262: Educational Communication [2 0 4 4]

Unit 1 – Concept: Meaning and Concept, Nature and impact of Educational Communication, need for and importance of Educational Communication, Pedagogic foundations of technology mediated with Educational Communication., Communication between the teacher and the learners., Classification of learning according to Blooms taxonomy.

Unit 2 - Technology in Educational Communication. Concept of educational technology., Policy issues related to educational technology., ICTs useful for providing education and training., Smart Classrooms, Computer as a system and its utility for teaching and learning.

Unit 3 - Materials and Communication: Analytical reporting and its importance, Investigative Reporting, Reporters Introduction to Social Science Methods to Investigate Data, Ethics and Concerns.

Unit 4 - Admission Campaign : Admission planning: Concept, Need and Importance, Advertisement Planning for admission campaign, Definition and Meaning of audio-visual aids,Types of A.V. Aids, Publicity, Promotion and Public relations for admission campaign

References:

1. Eisenstadt, M., and Vincent, T. (1998).The Knowledge Web. Learning and Collaborating on the Net. London: Kogan Page Limited.
2. Ely, D. P. (1983). The use of educational communication media in different cultures.
3. Forsyth, I (1996). Teaching and Learning materials and the Internet, London: Kogan Page Limited.
4. Hanson, E. M. (1996). Educational administration and organizational behavior. Allyn & Bacon, A Simon & Schuster Company, 160 Gould Street, Needham Heights, MA 02194-2310Jonassen, D. H. (Ed.). (2004).

Handbook of research on educational communications and technology. Taylor & Francis.L Ekol, G. (2018). Educational Communication.

5. Lasswell, H. (1964).The Structure and function of communication in society. In W.Schramm (Ed.), Mass Communications.Urbana, IL: University of Illinios Press.Maier, P., Barnett, L., Warren, A., and Brunner, D (1998).Using Technology in Teaching and Learning, UK: Kogan Page Limited.
6. Mc Donald, I and Hearle, D (1984).Communication Skills for Rural Development, Nairobi: Evans Brothers (Kenya) Limited.
7. Najjar, L. J. (1998). Principles of educational multimedia user interface design. Human factors, 40(2), 311-323.
8. Rebore, R. W. (2003). A Human Relations Approach to the Practice of Educational Leadership. Allyn & Bacon/Longman Publishing, a Pearson Education Company, 1760 Gould Street, Needham Heights, MA 02494. Web site: http://www. abacon. com.
9. Schramm W. (1954) quoted in McQuail & Windahl (1981) Communication Models for the Study of Mass Communications, Harlow, UK: Longman.

JC7263: Corporate Communication [2 0 4 4]

Unit 1 - Defining Corporate Communication, Evolution of Corporate Communication, Corporate Communication in India, Trinity in Corporate Communication, Scope and Functions of Corporate Communication

Unit 2 - Understanding Media Relations, Media Characteristics, Reach and Accessibility, Media Relations: How it Works, Writing for Media, Benefits of Media Relations

Unit 3 - Understanding Corporate Reputation Management, Requisites of Reputation Management, Image Repair Theory, Imperatives of Reputation Management, Building Corporate Identity and Brand Image, Corporate Advertising

Unit 4 - Community Relations and Corporate Social Responsibility, Employee Communication, Investor Relations, Government Relations, Crisis Communication, Customer, Dealer and Vendor Relations

Unit 5 - Importance of Research in Corporate Communication, Image Surveys, Communication Audit and Community Surveys, Corporate Communication and Digital platforms, Corporate Communication and Social Media platforms

Unit 6 - Ethical Concerns in Corporate Communication, Legal Aspects of Corporate Communication, Corporate Laws, Professional Bodies in PR/ Corporate Communication – PRSI, IPRA, Professional Code of Ethics

References:

1. Jethwaney, Jaishri, Corporate Communication – Principles and Practice, Oxford University Press, 2010.
2. Sachdeva, Iqbal S., Public Relations – Principles and Practices, OUP, 2009
3. Craige, Carroll, Corporate Reputation and the New Media. Taylor and Francis, 2011.
4. Antony, Young, Brand Media Strategy. Palgrave Macmillan, 2010.
5. Fernandez, Joseph, Corporate Communications: A 21st Century Primer. Response Books, 2004.
6. John, Foorley and Fred, M. Garcia, Reputation Management, the Key to successful Public Relations and Corporate Communication. Routledge, 2007.

JC7264: Data Journalism [2 0 4 4]

Unit 1 - Understanding data: What is Data? Types of Data, Understanding the Difference between Data and Big Data, Different Kinds of Data that Journalists Deal with Regularly, Need for Data Driven Journalism, Scope, Functions Of Data Journalism.

Unit 2 - Introduction to Data journalism Defining Data Journalism, Data Literacy, Data Sources for Stories, Prerequisites for Data Journalism, Importance of Data Journalism, Scope and Functions of Data Journalism

Unit 3 - News Reporting and Investigative Probe: Analytical reporting and its importance, Investigative Reporting, Reporters Introduction to Social Science Methods to Investigate Data, Ethics and Concerns.

Unit 4 - Working with Data: Compile, Clean, Context, Combine, Communicate, Sorting Data – Tools and Techniques, Basics of Analytical Writing, Visualization of Data – Infographics, Bubble plots, Interactive Visualization

Unit 5 - Dealing with Different Data Sets Datasets used by Governments: Development Data, Census, etc. Accessing Data through Right to Information Act, 2005, Dealing with Economic and Financial Data by Journalists, Understanding Different Social Datasets released by the Government and other Agencies: Sex Ratio, Health, Literacy, Employment/Unemployment, Human Development Index, etc.

Unit 6 - Writing Analytical stories: Writing Data Driven News Story, Contemporary Examples, Case Studies

References:

1. Gray, J., Chambers, L., & Bounegru, L., The data journalism handbook: How journalists can use data to improve the news. O'Reilly Media, Inc., 2012.
2. Houston, B., Data Journalism. The International Encyclopedia of Journalism Studies,1- 9, 2019.
3. Vallance-Jones, F., McKie, D., Wolfe-Wylie, W., & McGregor, G., The data journalist: getting the story. Oxford University Press, 2017.Khan, K. A. W., & PANHWAR, S. H., Facts are Sacred. Jaun Publishers, 1986.
4. Mair, J., Keeble, RL, Lucero, M.(eds.), Data Journalism: Past, Present and Future. Abramis Academic Publishing, 2017.

5. Craig, D., and L. Zion, Ethics for Digital Journalists: Emerging Best Practices, (1st ed.). Routledge, 2015.
6. Meyer, P., Precision Journalism: A Reporter's Introduction to Social Science Methods. Rowman & Littlefield Publishers, 2002.
7. Heravi, B. R. (2019). 3WS of Data Journalism Education: What, where and who? Journalism Practice, 13(3), 349-366.

SEMESTER-IV

JC7201: Script and Screen Writing [1 0 2 2]

UNIT -I Writing for Radio, Basic Skills for Audio Writing, Radio Talk, Radio News Bulletin, Radio Features, Interactive Writing for Radio Jokey

UNIT -II A/V Script Writing (Non Fiction), Visual Writing, Writing TV News Package: Anchor Link, Voice Overs, Byte, PTC, Correlation with Research for Documentary, Essential Elements of Documentary Script, Documentary Scriptwriting

UNIT – III A/V Script Writing (Fiction), Concept of Screen writing, Writing Premise Characters: Arch Types of Campbell, Conflict in Story, Three Act Play, Writing Dialogues, Writing Script for Short Film

UNIT IV - Writing for Convergence Media, Concept of Convergence Writing, Link Writing, Gen Z Psyche & Writing, Types of New Media Writing: Factual, Narrative & Projective, New Media Writing and Contemporary Concerns

References:
1. Meekey, Milan D., Copy Writing for Electronic Media, A Practical Guide, Google Books
2. Das, Trisha, How to Write Documentary Scripts, UNESCO Publication
3. Campbell, Joseph, The Hero with thousand faces, Perseus Books Group
4. Carroll Brian, Writing for digital Media, Google Books
5. Joshi, Monahar Shyam, Patkatha Lekhan: Ek Parichay, Rajkamal.

JC7202: Economic Structure and Current Affairs [2 0 0 2]

UNIT I - Indian Economy, Overview of Indian Economy, Market Size, Recent, Developments, Features, Liberalization of The Indian Economy, Role of Reforms

UNIT II- Concept of Economic Development, Economic Development, GDP – Private and Public Sector, GNP, Rural Development, Rural Economy Role of Agriculture

UNIT III - Future of Indian Economy, Challenges and OpportUnities for Indian Economy, Economic Policies and Interventions, Government and Economic Policies, Role of International Organisation, NGOs and Indian Economy

UNIT IV - Current Affairs, National and International Economic Issues ASEAN, WTO, IMF, World Bank, G20, Recent Economic Developments Economic Summits

References:
1. Anwer, Ejaz. (2019). Agriculture and economic development in India. New Century Publications: Delhi.
2. Srirangam Sri Ram, Manish Kumar and Rohit Deo Jha. (2020). Indian economy; Principles, policies and progress. Pearson Education: Delhi
3. Rakesh Mohan. (2018). India transformed: Twenty five years of economic reforms. Brookings Institution Press: Washington, D.C.

JC7203: Basics of Audio & Video Editing [0 0 4 2]

UNIT – I Components of Sound, Need of Audio Editing, Frequency, Pitch, Amplitude, Loudness, Sound Wave, Wavelength, Acoustics: Direct Sound, Reverberations, Echo, Recording Systems

UNIT – II Sound Recording, Audio Production Techniques: Microphone Placement, Monitoring, Field/Studio Considerations, Recording, Equalizing, Noise Reduction, Location Research, Creating Sound: Sound Effects, Silence, Functions of Sound in Relation to Pictures, Sound Parallel to Picture, Sound Defines Picture, Picture Defines Sound, Etc.

UNIT – III Video Editing, Camera Language, Shot Classification, Media Files and Clips, Import and Analyse Media, Organize Media

UNIT -IV Editing & Production, Edit the Project on Timeline, Edit Audio, Add Titles and Add Effects, Keying, Masking and Compositing, Colour Correcting, Exporting Project

References:
1. Modern Recording Techniques; David Miles Huber, Robert E Runstein
2. David E Reese, Lynne S Gross; Radio Production Worksheet; Studio and Equipment
3. Carl Hausman, Philip Benoit, Lewis B O Donnell; Modern Radio Production; Programming and Performance
4. Chignell, Hugh.key concepts in radio studies.London;routledge

5. Fleming ,Carole.RadioHandbook.london;Routledge.
6. K.M. Shrivastava, News Writing for Radio and T.V., Sterling Publication New Delhi

JC7204: Film Appreciation [1 0 2 2]

UNIT – I History of Cinema, Concept of Moving Images, Invention of Cinematograph Silent Era, Cinema and Sound, Case Studies: Arrival of the Train, The Great Train Robbery, The Passion of Joan of Arc

UNIT – II Language of Cinema, Shot, Scene, Sequence, Mise-en-scene, Montage theory, Use of Sound and Colour, Film Form, Film Transitions, Case Studies: Battleship, Potemkin, Apocalypse Now, Writing Reviews and Analysing Films for Audio and Audio- Visual Media

UNIT – III Cinema Movement, Film Noir, Italian Neo Realism, German Expressionism, French New Wave, Non-Fiction Cinema, Case studies: Bicycle Thieves,

UNIT – IV Introduction to Indian Cinema, Dada Saheb's Mythological Movies & Studio Era, Golden Age of Indian Cinema, Parallel Cinema Movement, Contemporary Indian Cinema, Case Studies: Pather Panchali, Meghe Dhaka Tara, Mother India.

References:

1. Robert Clyde Allen, Douglas Gomery, Film history: theory and practice, The University of California Press, 1985.
2. Ashish Rajyadhyaksh, Encyclopedia of Indian Cinema, Routledge, London,1994.
3. K. Moti Gokulsing, Wimal Dissanayake, *Indian Popular Cinema: A Narrative of Cultural Change*, Trentham Books, 1998.
4. Rajesh K. Pillania, The Globalization of Indian Hindi Movie Industry, Management Development Institute, India, 2008.
5. Pavan Duggal, Changing Face of Indian Cinema, Govt. of India Publication, New Delhi, 2009.

JC7205: Dissertation [0 0 12 6]

Dissertation is being offered to the students to equip them in understanding the media research and also for writing a dissertation as part of their curriculum.The student has to submit an in-depth original contribution to media literature at the end of fourth semester and the viva-voce and evaluation of the same will be carried in the same semester.

Final Media Project	
Medium Wise	**Beat Wise**
JC7270: Print production **JC7271: Audio Production** **JC7272: A/V Production** **JC7273: Website Management**	**JC7274: Social** **JC7275: Political** **JC7276: Cultural** **JC7277: Business** **JC7278: Sports** **JC7279: Science**