

## Syllabus 2022

### M.A. in Mass Communication and Journalism

#### Assam Women's University

#### Note on Overall Programme:

The post graduate Master of Arts in Mass Communication and Journalism is a relevant and requisite programme in the contemporary world where almost all aspects of human life is touched by its interactions with communication technology and mass media. Borne out of the thrust towards research in media effects and cultural studies in the second half of the twentieth century in Western universities, mass communication vis-à-vis media studies was and is a response towards understanding the dynamics between media, entertainment, news and culture industries and society at large. As decolonization processes took root after European imperialism, developing countries like India adopted a development oriented and nation building role for its mass media which was reflected in mass communication programmes adopted by the universities too. Later with globalization, mass media have developed a mercantile nature which has influenced even policy thinking on mass communication programmes purely in terms of its utility value. However, market-centric and a nation-building understanding of media, both lead to limited appreciation of the transformative and democratic possibilities of a robust mass media system in a changing world. Hence, the mass communication programme at Assam Women's University is designed to develop critical and open thinking on media theory and practice so that it can shape generations of media literate and socially responsible communicators for the current social flux. In other words, the purpose of this programme is to train batches of upcoming youngsters or Human Resources in the field of media and communication.

#### Programme Objectives:

- to harness the existing knowledge on media and communication theory and research and lead towards new investigation and thinking on media.
- to create expert professionals to offer services in all the fields mass communication
- to encourage research on media, gender, society, culture and development from local and regional perspectives.

#### Programme Outcome:

- It is expected that the programme will create graduates equipped with the knowledge and skills for the media, communication and journalism industry.

- The program will train the learners with adequate theoretical and research capacities for a meaningful career in communication for development, public relations and corporate communication.
- As a post graduate programme, MA in Mass Communication and Journalism at AWU paves the way for creating communication teachers and researchers with a futuristic perspective.

### Mass Communication and Journalism Proposed Course/Programme Outline

SEME STER	PAPER TYPE	PAPER CODE	PAPER TITLE	CREDIT (S)	CREDIT DISTRIBUTION (L+T+P)
1 <sup>st</sup>	CORE	MMCC1401	Introduction to Mass Communication	4	3+1+0
		MMCC1402	Introduction to Journalism	4	2+1+1
		MMCC1403	Advertising	4	2+1+1
	DISCIPLINE SPECIFIC COURSE	MMCE1404	Photography and Photo Journalism	4	2+0+2
		MMCE1405	Media Literacy	4	3+1+0
		MMCE1406	Current Affairs and Mass Media Perspectives	4	3+1+0
		MMCE1407	Journalism In Assam and North East India	4	2+2+0
	GENDER SENSITISATION	GSCC1201	Gender Sensitisation	2	1+1+0
	ABILITY ENHANCEMENT	MMCA1208	Language For Media	2	1+0+1
	SKILL ENHANCEMENT	MMCS1209	Basics Of Computer	2	1+0+1
	2 <sup>nd</sup>	CORE	MMCC2401	Mass Communication in India	4
MMCC2402			Communication For Development	4	2+1+1
MMCC2403			Public Relations	4	2+1+1

	<b>DISCIPLINE SPECIFIC COURSE</b>	MMCE2404	Introduction to New Media	4	2+1+1
		MMCE2405	Electronic Media	4	2+1+1
		MMCE2406	Media Management	4	2+1+1
		MMCE2407	Opinion and Analytical Writing	4	3+1+0
	<b>ABILITY ENHANCEMENT COURSE</b>	MMCF2208	Creative Writing	2	1+1+0
	<b>SKILL ENHANCEMENT COURSE</b>	MMCF2209	Understanding Media	2	1+1+0
<b>3<sup>rd</sup></b>	<b>CORE</b>	MMCC3401	Media Law and Ethics	4	3+1+0
		MMCC3402	Film Studies	4	3+1+0
		MMCC3403	Communication Research	4	3+1+0
		MMCC3304	Internship	3	0+0+3
	<b>DISCIPLINE SPECIFIC COURSE</b>	MMCE3405	Print Media	4	2+1+1
		MMCE3406	Audiovisual Production-I	4	2+0+2
		MMCE3407	Science Communication	4	3+1+0
		MMCE3408	Corporate Communication	4	2+1+1
	<b>GENERIC ELECTIVE</b>	MMCG3209	News Reading and Anchoring	4	2+0+2
	<b>4<sup>th</sup></b>	<b>CORE</b>	MMCC4601	Dissertation/Audiovisual Project	6
MMCC4402			Women, Communication and Media	4	3+1+0
MMCC4403			International Communication	4	3+1+0
<b>DISCIPLINE SPECIFIC COURSE</b>		MMCE4404	Printing Art and Technology	4	2+1+1
		MMCE4405	Audio-visual production-II	4	2+0+2
		MMCE4406	New Media Production	4	2+0+2
		MMCE4407	Advertising Production	4	1+1+2
<b>GENERIC ELECTIVE</b>		MMCG4408	Assamese Journalism	4	2+1+1

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# MASS COMMUNICATION AND JOURNALISM

## FIRST SEMESTER

### CORE

#### MMCC1401: Introduction to Mass Communication

**Credit: 4**

**Credit Distribution: 3+1+0=4 (L+T+P)**

#### INTRODUCTION:

The course will provide a fundamental initiation to approaches and perspectives on understanding communication in a holistic manner.

#### OBJECTIVE:

- The paper will introduce the fundamental and essential concepts, issues, models and theories related to mass communication and media studies.

#### OUTCOME:

- The learners are to arrive at a firm and clear grasp of the concept of communication and its types in their social and human contexts.
- The learner must also display a familiarity with the critical terminology associated with communication studies in general.

#### COURSE OUTLINE

Module I – Understanding communication: concept, types, functions. Mass Communication: definition, process. Concepts of ‘mass’, mass media, audience, mediated communication, culture, mass culture, popular culture.

Module II – Models of communication; Shannon-Weaver, Lasswell, Osgood & Schramm, Newcomb, Westley-Maclean, Gerbner. Berlo. Easterns Models of Communication. Normative theories of media. Mass Society Theories.

Module III – Media Effects studies: Hypodermic Needle theory; Two Step Flow Theory; Limited –Effects paradigm; Cultivation Theory; Social Learning Theory; Spiral of Silence theory; ; Agenda Setting theory; Uses and Gratification Approach, Bias of Communication , Agenda Building theory.

Module IV – Alternative perspectives to the dominant paradigm of media studies. Functionalist theory of media. Neo-Marxist/the Frankfurt School/Critical Theory perspectives. Critical and Cultural Theories/Perspectives on media & communication. Signs, meaning & communication.

Module V – McLuhan's views on media culture; Mass media and postmodern culture, New Media & Communication theory; Future of Mass Communication.

**INTERNAL ASSESSMENT** (In-semester examinations, assignments, leadership qualities, team spirit, seminar paper presentation, punctuality)

**References:**

- Baran, J. Stanley & Davis, K. Dennis. Mass Communication Theory: Foundations, Ferment & Future. Ontario: Wadsworth. 2000.
- Daniel Chandler & Rod Munday. Oxford Dictionary of Media & Communication. Oxford University Press, 2011.
- Fiske, John & Hartley, John. Communication, Media and Cultural Studies: The Key Concepts. Routledge, 2002.
- Fiske, John. Introduction to Communication Studies. New Delhi, Routledge, 2010.
- McQuail, Denis & Windahl Swen, Communication Models for the Study of Mass Communication, Longman, 1993.
- McQuail, Dennis. McQuail's Mass Communication Theory. New Delhi: Sage, 2010.
- Price, Stuart. Communication Studies. Longman, 1998.
- Stevenson, N. Understanding media culture: Social theory and Mass communication. Sage, 1997.

**MMCC1402: Introduction to Journalism**

**Credit: 4**

**Credit Distribution: 2+1+1=4 (L+T+P)**

**INTRODUCTION:**

This course is designed as an introductory course on journalism. It provides preliminary idea about different aspects of journalism. Discussions on the importance of journalism in democracy and the types of prevailing journalism are included along with hands on training of photography and photojournalism.

**OBJECTIVES:**

The course is designed to

- Introduce various aspects of Journalism

- Acquaint learners with different types of Reporting
- Introduce students to the different trends of present-day journalism.

### **LEARNING OUTCOMES:**

After completion of this course, the students will be able to:

- Learn theories and practices of journalism.
- Write different types of news.
- Handle digital camera for journalistic photography

### **COURSE OUTLINE**

Module 1 – Introduction to Journalism (Journalism as a profession), Importance of Journalism in democracy

Module 2 – Concept of News (Definition, types of news – hard and soft news, Breaking news, exclusive news, news writing, structure of news, Inverted pyramid style, news values, different types of leads)

Module 3 – Reporting (Types of Reporting – objective, Investigative, interpretative, Reporting beats), Editing (Concepts, Newsroom, editorial set up, reporting set up, Style sheet, editing symbols, news paper vocabulary, editorial, op-ed, Structure of the edit page)

Module 4 – Recent trends in Journalism, Convergent Journalism, Data Journalism etc.

Module 5 – Photo-journalism

**INTERNAL ASSESSMENT** (In-semester examinations, assignments, leadership qualities, team spirit, seminar paper presentation, punctuality)

### **References:**

- Dettrani, Jason R. Journalism: Theory and Practice, Apple Academic Press Inc. 2011
- Harcup, Tony. Dictionary of Journalism Book Information, Oxford University Press,
- Kamath, M. V. Professional Journalism, New Delhi; Vikas Publishing House Pvt. Ltd, 2005.
- Kamath, M. V. The Journalist's Handbook, New Delhi; Vikas Publishing House Pvt. Ltd. 2004.
- Kessler, Lauren & McDonald, Duncan . When Words Collide: A Media Writer's Guide to Grammar and Style. Belmont, California: Wadsworth, 1996.

- Dilwali, Ahok, NBT. All About Photography, New Delhi; 2018

### **MMCC1403: Advertising**

**Credit: 4**

**Credit Distribution: 2+1+1=4 (L+T+P)**

#### **INTRODUCTION:**

This is an introductory paper for students aiming to pursue a career in mass communication and journalism, acquainting them with the concept of advertising and providing them with the basic skill set to foray into this field. The paper is designed to explore internationally recognized major theoretical concepts and applications of communication studies in subfields of advertising. This domain draws heavily from associated fields such as management, psychology, economics, sociology et al. in forming and presenting a holistic overview of the field. Hence this paper will take a multidisciplinary theoretical approach and impart the course elements.

#### **OBJECTIVES:**

The paper aims –

- To acquaint the learners with the art and science of advertising.
- To introduce advertising as a component of Mass Communication.
- To understand advertising as a viable field of profession

#### **OUTCOME:**

By the end of the course, students will be able to –

- understand the essence of advertising as a practical discipline within the organization
- be aware of its functions, strategies and particular techniques
- be aware and understand how advertising works internationally and across the globe
- be aware of primary and secondary stakeholders in the advertising
- be able to hone the skills required to thrive in the advertising
- have a critical understanding of the business and the social components of advertising

#### **COURSE OUTLINE**

Module I – **Introduction to advertising:** Advertising (definitions, key players, nature and scope, evolution, functions of advertising, classification of advertising, advertising appeals). Differences between advertising and other related concepts such as

publicity, propaganda, sales promotion, Advertising effectiveness-meaning and measurement.

**Module II- Advertising as communication and marketing tool:** Advertising as a communication tool, Advertising as a marketing tool: price, place, promotion and branding elements, Advertising research: consumer, market and product, advertising communication models- AIDA, DAGMAR, Maslow's Hierarchy Model.

**Module III- Advertising Agencies:** What is an Advertising Agency, Functions of an Advertising Agency, Types of Advertising Agencies, Structure of an Advertising Agency, Client-Agency-Media interface.

**Module IV- Creativity and Legal Issues in Advertising:** Concept of creativity, idea generation, the creative brief. Types of copy preparation ad copy, copy and script writing for various mass media, Storyboard, audio-video copy formats, Advertising for various media: outdoor and indoor, Media planning, Legal aspect of advertising, Codes and Guidelines for advertising (AAAI, ASCI). Importance of self-regulation in advertising.

**INTERNAL ASSESSMENT** (based on In-semester examinations, assignments, Class participation, team spirit, seminar paper presentation, punctuality)

**References:**

- Chunawalla, S. A. *Advertising Theory and Practice*, Himalaya, 2001.
- Dutta, Kirti. *Integrated Marketing Communications*, Oxford University Press, 2016
- Gupta, Ruchi. *Advertising Principles and Practice*, New Delhi S. Chand & Company Ltd, 2008.
- Moriarty, Sandra. *Advertising & IMC: Principles & Practice*, Pearson Education India, 2016
- Valladares, A. June. *The Craft of Copywriting*,

**DEPARTMENT SPECIFIC ELECTIVE**

**MMCE1404: Photography and Photojournalism**

**Credit: 4**

**Credit Distribution: 2+0+2=4 (L+T+P)**

**INTRODUCTION:**

This course is designed to introduce the different types of cameras and their uses in photography. Both theory and practical classes are included in this course. It aims to provide hands on training in photography.

### **OBJECTIVES:**

This course is designed to:

- Introduce students to Photography in both theoretical & practical aspects.
- Impart various skills for photography and photography techniques.
- Develop broad understanding on photography and cinematography.

### **LEARNING OUTCOMES:**

After completion of this course students should be able to:

- Shoot different types of photographs.
- Apply the art and skills to become professional photographer.
- Make use of photography editing techniques and image processing.

### **COURSE OUTLINE**

Module I - Basics of Photography, Art and science in photography, Photography using film process and digital process

Module II - Understanding Camera, Camera types, exposure, ISO, White balance & Depth of Field, Types of Lenses and their uses, Camera support system

Module III – Composition, Various rules of composition, Genres of Photography, Space and angles, Motion Blur, Lighting; Lighting Principles, Types of Studio Light, In built & External Flash, Inverse Square Law, Various types of lighting

Module IV - Basic Digital Image Post Processing, File formats, Interpolation, Editing techniques.

### **References:**

- Adobe CreativeTeam (2012). Adobe Photoshop CS6 Classroom in a Book. California: Adobe Press
- Ang, Tom (2014). Photography: The Definitive Visual History. London: DK Publishers
- Ang, Tom. (2013). Digital Photography Masterclass. London: DK Publishers
- Davis, Harold and Davis Phyllis. (2011). The Photoshop Darkroom 2. London: Focal Press

- Freeman, Michael (2007). The Photographer's eye. London: Focal Press
- Kelby, Scott. (2011). Light it, Shoot it, Retouch it. San Fransisco: New Riders
- Langford Michael, Fox Anna and Sawdon Smith Richard. (2010). Langford's Basic Photography -The Guide for Serious Photographers (9th Ed). London, UK: Focal Press

## **MMCE1405: Media Literacy**

**Credit: 4**

**Credit Distribution: 3+1+0=4 (L+T+P)**

### **INTRODUCTION:**

This course is designed to inculcate the critical thinking among the students. Instead of believing what media shows, one should dive deeper to discover the truth from a dozen of misleading news.

### **OBJECTIVE:**

The purpose of the paper is

- to develop a critical understanding of media literacy and its uses
- to make the students media literate.

### **OUTCOME:**

- The learner must be able to apply and display concrete critical media literacy skills.
- They are expected to become media literate

## **COURSE OUTLINE**

Module I – Understanding media literacy; building blocks of media literacy; its scope, uses and relevance.

Module II – Audiences: types, Individual and industry perspective on audience; children audience, audience psychology.

Module III – Nature of mass media industries; understanding the economics of media, ownership of media and its implications.

Module IV – Media/news content and reality; Understanding news & views, entertainment, genre; media as text and narrative, Mass media and democracy; freedom of speech, information and reply; new media (Internet, social media etc) and public sphere.

### **References:**

- Abreu, Belinha S. De, Media Literacy Education in Action: Theoretical and Pedagogical Perspectives, Routledge.
- Baran, Stanley J., Introduction to Mass Communication : Media Literacy and Culture, McGraw Hill, 2011.
- Buckingham, David (2007). Media education : literacy, learning and contemporary culture (Reprinted. ed.). Cambridge [u.a]: Polity Press. ISBN 0745628303
- Potter, W. James, Media Literacy, Sage Publication, 2015

### **MMCE1406: Current Affairs and Mass Media Perspectives**

**Credit: 4**

**Credit Distribution: 3+1+0=4 (L+T+P)**

#### **INTRODUCTION:**

The course is designed to give a wide exposure to students related to the relevant topics of current affairs, topical news stories etc and shall be aimed at ensuring that the students keep themselves abreast of various news stories as they develop, form regular media tracking habits and engage with issues of the day.

#### **COURSE OBJECTIVES:**

The course is designed to

- Make students understand national, international and regional issues of importance.
- Familiarize the students with major issues and events of political and social importance.
- Develop a familiarity with major news publications, Television and Radio news networks and Web News Portals.

#### **COURSE OUTCOMES:**

After completion of the course students will be able to:

- Develop comprehensive understanding of the major issues.
- Improve their knowledge on current affairs.
- Develop wide ranging knowledge among students so that they are in a position to contextualize information and observation.

#### **COURSE OUTLINE**

There is no specific topic for the course. The course will cover wide range of topics at international , national and especially at regional level in the fields of politics, socio-economic, sports and topics beginning from history to gender issues to caste debates to issues

of identity and nation- building.

Reference Readings:

National Dailies and Publications:

The Hindu, The Indian Express, Times of India, India Today, Outlook Frontline etc.

Regional Dailies:

Dainik Janambhumi, Amar Asom, Asomiya Pratidin, The Assam Tribune

Web News Portals: The Print, The Wire, Scroll.in, The Gurdian etc.

News Agency Websites: REUTERS, AFP, UNI, PTI etc.

Books on Current Affairs.

### **MMCE1407: Journalism in Assam and North East India**

**Credit: 4**

**Credit Distribution: 3+1+0=4 (L+T+P)**

**INTRODUCTION:**

Media of Assam has a history of more than 150 years. This course is designed study the history and the role of mass media in North East India throughout the years. It tries to trace the different trends in the media in NE India.

### **OBJECTIVES:**

This course is designed to

- Introduce the learners with the media in Assam and North East India
- Give an Idea about the history and course of evolution of Journalism in North East India
- Introduce with the recent trends in the journalism in Assam and North East India

### **LEARNING OUTCOMES:**

After completion of this course, the students will be able to

- Know about the history and growth of journalism in Assam and North East India
- Know about different trends in journalism in NE India.
- Learn current status of journalism in Assam and NE India

### **COURSE OUTLINE**

Module I - Origin and growth Journalism in Assam and NE India: Trends of disseminating information in ancient and medieval Assam, Baptist Missionaries and their contribution, Newspaper as a means of spreading religion and science

Module II – Role of Newspapers and periodicals in the development of Assamese Language, Literature and Society.

Module III – Role of Newspapers of Assam and NE in Indian Freedom Movement, Professionalism in the field of Journalism in Assam and NE India

Module IV – Present Day scenario of Journalism in Assam and NE India

### References:

- Alam, Zakirul, ed. Journalism and Media Industry of North East India, EBH Publishers (India), Guwahati-1, 2014
- Barua, Sunil Pawan , Press in Assam : Origin And Development, Bhabani Books, Guwahati, 2021
- Borua, Profulla Chandra, (1997), A Short History of Assamese Newspapers (1846-1947), Sahitya Ratna Prakashan, College Hostel Road, Panpazar, Guwahati - 1
- Borpujari, H.K. ed. The Comprehensive History of Assam, Vol I-V, Publication Board Assam, Guwahati-21, 2007
- Neog, Maheswar, ed. The Orunodoi 1846-1854, Publication Board Assam, Guwahati-21, 2008
- Rajkumar, Sarbananda, Itihase Soaura Chashata Bachar, Banalata, Dibrugarh -1, 2000
- Sarma, Gobinda Prasad, ed. 150 years of Journalism in Assam, Media Trust, Assam, Guwahati-32, 2007
- Dutta, Nabajyoti, Sangbadikata Aru Asomiya Sangbadikata, S.I. Publicaiton, Jorhat-01

## ABILITY ENHANCEMENT COURSE

**MMCA1208: Language for Media**

**Credit: 2**

**Credit Distribution: 1+1+0=2 (L+T+P)**

### INTRODUCTION:

This course is designed to enhance the language skills of the students. They are supposed to use the language correctly while writing after completion of this course.

## **OBJECTIVES**

The course is designed to:

- Introduce students to an art professional writing.
- Improve students' writing, spoken and aural language skills.
- Impart training on how to write for multimedia.

## **LEARNING OUTCOMES**

After completion of this course students will be able to:

- Write correctly using proper grammar, vocabulary, syntax, spellings and punctuation.
- Write news for different media.
- Differentiate between writing for print media, electronic and digital media.

## **COURSE OUTLINE**

Module I - Essentials of Good Writing , Types of writing: Writing to Inform , Writing to Describe, Writing to Persuade , ABCD of Media Writing: Accuracy Brevity: Clarity: Discernment, An overview of Listening, Speaking Reading for Writing

Module II - Spelling and Sentence, Common errors, UK and US spellings, Sentences: Active & Passive, Simple Complex, Compound, Statements (Positive/Negative), Imperative, Interrogative, Exclamatory

Module III - Paragraph & Punctuation, Organizing & developing a paragraph,

Module IV - Critical Reading, Spoken language, Translation, Basics of translation, Write essays and features stories, Business Letter or email/ Press Release, Editorial/Analytical/Interpretative writing, Letters-to-the-editor.

## **References:**

- Balasubramanian, T. (1981).A Textbook of English Phonetics for Indian Students. Macmillan Press.
- Lewis, Norman. (2011). Word Power Made Easy. Goyal
- Wood, F.T. (2014).A Remedial English Grammar for Foreign Students. Trinity Press
- Wren, Martin. (2016).High School English Grammar and Composition. S. Chand and company.

## **SKILL ENHANCEMENT COURSE:**

### **MMCF1209: Basics of Computer**

**Credit: 2**

**Credit Distribution: 1+0+1=2 (L+T+P)**

### **INTRODUCTION:**

The course is designed to give an overview of the use of computer application using MS office and to acquaint students with the basics of computer application for media research.

### **COURSE OBJECTIVES:**

- To provide an overview of functional use of computer applications including MS Office, Internet and Social Media.

### **COURSE OUTCOMES:**

After the completion of the course, students will be able to:

- Use different computer application and softwares.
- Comprehend the concept of computer applications for research writing.
- Upload videos, create blogs, podcasting etc.

### **COURSE OUTLINE**

Module I – **Introduction to Computers:** Definition, Basic components of computers, hardware and software, input and output devices, Operating system

Module II – **Microsoft Office Tools and Software:** MS Word, MS Power Point, MS Excel, use of web- 2 tools for research, SPSS, PSPP etc.

Module III- **Application of Internet:** Introduction to World Wide Web, Internet Protocols, Electronic mail ( e- mail), videos, social networking sites, Cyber Security.

Module IV – **Practical:** Application of various MS office, Blogs, E- mails, Video Conferencing.

### **Reference:**

- Dolores, J. Wells. Computer Concepts BASICS. Course Technology.
- Jain, S. (2011). Basics of Computer Course: BPB Publications.
- Miller, M (2013) Computer Basics: Absolute Beginners' Guide: Pearson India

- Sinha, P.K. (2004). Computer Fundamentals. BPB Publications

## **MASS COMMUNICATION AND JOURNALISM**

### **SECOND SEMESTER**

#### **CORE**

#### **MMCC2401: Mass Communication in India**

Credit: 4

Credit Distribution: 3+1+0=4 (L+T+P)

#### **INTRODUCTION:**

The paper is designed to introduce and understand various means of communication media in the Indian context. The course will provide a clear socio-historical understanding of the origin and growth of different mass media in India, thus also acquainting the students with the changing trends of the media scenario nationally.

#### **COURSE OBJECTIVES:**

- To understand the growth and phases of development of mass media in India.
- Acquaint the students with the changing scenario of media growth.

#### **COURSE OUTCOMES:**

After completion of the course students will be able to:

- Comprehend the evolution of Indian mass media.
- Develop critical thinking on the development, characteristics and trends of mass communication in India
- Understanding the changing nature mass media over time and their role in national developments.

**INTERNAL ASSESSMENT** (based on In-semester examinations, assignments, seminar paper presentation, participation, discussions & punctuality.)

## COURSE OUTLINE

Module I- History of Communication: Early communication modes, Types of Communication, the Oral and written communication , Development of printing, History of newspapers and other periodicals in the world. Coming of the printing press in India; origin and growth of newspapers in India, Colonial India and the press. Press in Assam: origin and growth, Role in Assamese literature, culture & society.

Module II- Growth and Development of Radio and Television: History and Development of Radio and Television in the world. Origin and development of radio and Television as a mass medium in India; Radio and Television for national development; FM revolution and community radio; Radio in the age of new media, SITE, KHEDA experiments, Role of satellites, Role of public broadcasting, Growth of private television, Its impact, Social influence of television

Module III- Development of Photography: Emergence of photography, Photography in everyday life, Photojournalism in India; Newsreels.

Module IV- Growth and Development of Telecommunications in India, Emergence and Development of New Media, Internet and its impact, growth of the Internet in India, convergence in Indian media: Recent trends, Information society.

### References:

- Arvind M. Singhal & Everett M. Rogers. (2001). India's Communication Revolution: From Bullock Carts to Cyber Marts. Sage.
- Natarajan, S.(1962). A History of the Press in India. Asia Publishing House. Bombay.
- Brigs, A. (2008). Social history of the Media: From Gutenberg to Internet, Third Edition. Polity press.
- Natarajan, J. (2010). History of Indian Journalism, Ministry of Information & Broadcasting. New Delhi.
- Marshall T. Poe.(2010). A History of Communications: Media and Society from the Evolution of Speech to the Internet, Cambridge University Press, 2010.
- Bhargava, G. S. (2012). The Press in India. National Book Trust.Delhi.
- Vilanilam, V.J. (2006). Mass Communication in India: A Sociological Perspective. New Delhi: Sage.

## **MMCC2402: Communication for Development**

**Credit: 4**

**Credit Distribution: 2+1+1=4 (L+T+P)**

### **INTRODUCTION:**

This paper is designed to introduce the learners to the domain of communication as a tool for development globally, known as the area of C4D. With the world moving towards information-heavy and development-focused workings, the field of communication as a tool for and of development has gained more and more attention. The paper encompasses the vast field of development communication and its professional actualization in the field of communication in general.

### **OBJECTIVES:**

The paper aims –

- to acquaint the learner with the fast-developing domain of communication for development
- to have a basic understanding of socio-economic and political relation to the concept of development
- to understand and use effective communication for developmental activities

### **OUTCOME:**

By the end of the course, students will be able to –

- understand the Role of effective communication in the development
- be aware of C4D as a discipline
- learn and understand world organizations to the concept of development and the importance of communication for smooth functioning of the same
- learn the difference between communication and effective communication when it comes to development
- develop a sense of righteousness and social responsibility in the profession of development communicator

### **COURSE OUTLINE**

Module I – **Understanding development:** Introduction to the concept and approaches of

Communication for Development, Origin and history of C4D, Characteristics, Role and functions,

Module II- **Organizations in development:** United Nations, Amnesty International, Greenpeace, Reporters Without Borders, the concept of Third World versus the developed nations, GDP, Human Development Index. Development Theories, strategies, development communication policy, action plan, democratic decentralization, Panchayati Raj system, Agricultural Communication and rural development, agricultural extension education programmes.

Module III – **Approaches in Development Communication:** Dominant Paradigm, Alternate Paradigm, Participatory Paradigm, Role of media in development communication, Development Communication in India and Third World countries, Planning Commission, NITI Aayog, Social, Cultural and economic barriers of development, Diffusion of innovations.

Module IV – **Strategies for development Communication:** Problems and issues in development communication, characteristics of developing societies, development dichotomies, the gap between developed and developing societies and the role of communication in bridging them. Development support communication (DSC). Development reporting, current practices and trends, Role, functions and desirable qualities of a Development Communicator, Writing of Development messages for rural and urban audiences, specific requirements of media writing with special reference to radio and TV.

**INTERNAL ASSESSMENT** (based on In-semester examinations, assignments, Class participation, team spirit, seminar paper presentation, punctuality)

**Reference:**

- Gupta, VS *Communication, Development and Civil Society: Essays on Social Development and Civil Society*, Concept Publishing Co, 2004
- Melkote, Srinivas. *Communication for Development in the Third World: Theory and Practice for Empowerment*, Sage India, 2001
- Preston, PW. *Development Theory*, Blackwell, 1997
- Ravindran, RK *Media in Development Arena*, Indian Publishers Distributors, 2000
- Schramm, Wilber. *Mass Media and National Development: The Role of Information in the Developing Countries*, Stanford University Press, 1965

## **MMCC2403: Public Relation**

**Credit: 4**

**Credit Distribution: 2+1+1=4 (L+T+P)**

### **INTRODUCTION:**

This is an introductory paper for students aiming to pursue a career in mass communication and journalism, acquainting them with the concept of public relations and providing them with the basic skill set to foray into this field. Effective public relations skills are essential to much business and personal success. Public relations efforts address how we wish to present ourselves to others and how to deal with the perceptions of whom others believe we are. Public relations tactics are just as useful for large international corporate projects as personal networking. Most communications courses are based on addressing how we relate to others. The field of public relations takes the theories of human interaction and applies these theories to real-life results. This paper will help prepare students to conduct public relations suitable for small start-up businesses, international companies, political campaigns, social programs, personal development, and other outreach projects. Many tools are useful for conducting effective public relations. The students may develop their public relations portfolio, including news releases, pitch letters, biographies, position papers, crisis communications, and other strategic public relations kit tools.

### **OBJECTIVES:**

The paper aims –

- to acquaint the learners with the art and science of public relations
- to introduce public relations as a component of Mass Communication
- to understand public relations as a viable field of profession

### **OUTCOME:**

By the end of the course, students will be able to –

- Understand the historical background and Role of Public Relations in various areas.
- Have insight into the use of the technological advancements in Public Relations.
- Comprehend tools of Public Relations in order to develop the required skills.
- Understand the ethical aspects and future of Public Relations in India.
- Develop writing skills for newspapers and creation of Blogs.

## COURSE OUTLINE

Module I- **Introduction to Public Relations:** Concept of Public Relations, Public Relations and its History, Functions of Public Relations, Models and roles of Public Relations. Structure of PR. Department, Duties, responsibilities and qualities of a PRO. Internal and External Publics, PR and publicity, PR. and advertising, PR. and public opinion, persuasion, lobbying marketing etc.

Module II – **Media Relations:** Understanding Media relations, Benefits of Media Relations, Tools and Techniques of Media Relations, Organizing Press Conferences, Event management, Writing Press Releases. Effective Public Relation Writing.

UNIT III- **PR theories and Crisis Communication:** Excellence theory, Theories relating to organizations, Systems Theory, Situational Theory, Grunig and Hunt's models of Public Relations. Defining 'Crisis', Kinds of Crisis, Role of PR in Crisis Management and Communication, Preparing a Crisis Management Plan.

Module IV- **PR Agencies and Apex Bodies:** Structure and Functions of PR Agency, Client Servicing, Apex bodies, IPRA, PRSI, Creating PR campaigns, Corporate Social Responsibility, PR in the digital age, every employee as a PR person/executive, Ethics of PR as a profession.

**INTERNAL ASSESSMENT** (based on In-semester examinations, assignments, Class participation, team spirit, seminar paper presentation, punctuality)

### References:

- Dutta, Kirti. *Integrated Marketing Communications*, Oxford University Press, 2016
- Ghosh, Subir. *Public Relations Today in the Indian Context*, Rupa Publication, 2001.
- Sachdeva, Iqbal S. *Public Relations Principles and Practices*, OUP, India, 2012.
- Valladares, A. June. *The Craft of Copywriting*, Sage Response
- Swarup K. Goyal, Event Management - Adhyayan Publisher - 2009

- Fearne, Banks, Kathleen, Crisis Communications, Evbaum Associates, 2007

## **DEPARTMENT SPECIFIC COURSE**

### **MMCE2404: Introduction to New Media**

**Credit: 4**

**Credit Distribution: 2+1+1=4 (L+T+P)**

### **INTRODUCTION:**

This paper is an introduction to the emerging and dynamic field of new digital mode of communication technology. With the world moving towards being an information global village the tussle of ownership on information can be seen with the media platforms making their digital and online presence. Information and communication technologies are no longer a choice but an essential part of human lives. The way media or news is produced, distributed and consumed have taken on a digital shape. Keeping in mind this trend, the following paper aims to equip the students taking this paper with basic arsenal to flourish in this digitally charged media environment.

### **OBJECTIVES:**

The paper aims –

- to introduce the learners to the digital world of new media
- to update the learners in the workings of today's media environment

### **OUTCOME:**

By the end of the course students will be able to –

- distinguish between old and new media
- understand the specific requirements of the digital media age
- understand the concept of ICT and its relation to media

## **COURSE OUTLINE**

Module I – Introduction to the concept of New Media, basic types of new media, characteristics - convergence, interactivity, immediacy, personalization, units of new media, computer mediated communication – concept, characteristics, role and function, History and development of Internet (world and Indian context), Internet Regulating bodies and laws

Module II – Access modes, units of digital measurement, different protocols, Internet standards – addressing methods, different classes of addresses

Module III – Internet behaviour and characteristics, Internet as a medium of communication, types of internet network, different internet topologies, Internet interactivity, old versus new media

Module IV – Digital superhighway, advantages and disadvantages, basic internet terms and their meanings, citizen journalism, socio-political ramifications of the internet, digital revolution and social development, ethics of new media (political/legal/social issues), Mobile phone as a medium of communication, Mobile revolution, potential role of mobile in digital divide, future trends in mobile communication.

**INTERNAL ASSESSMENT** (based on In-semester examinations, assignments, Class participation, team spirit, seminar paper presentation, punctuality)

**Reference:**

- Goel, S.K. *Communication Media and Information Technology*, Commonwealth, 1999
- Huckerby, Martin. *The Net for Journalists*. Unesco & Thompson Foundation, 2005
- Leon, Alexis. *Internet for Everyone*, Leon Techworld, 1998
- Lievrouw, Leah A. & Livingstone, Sonia. *Handbook of New Media*, Sage Publication, 2006
- Manovich, Lev, Roger F. Malina, Sean Cubitt. *The Language of New Media*, MIT Press, 2002
- Narayan, Sunetra Sen, Shalini Narayanan. *India Connected: Mapping the Impact of New Media*, Sage Publications India Private Limited, 2016

**MMCE2405: Electronic Media**

**Credit: 4**

**Credit Distribution: 2+1+1=4 (L+T+P)**

**INTRODUCTIN:**

This course is designed to give a preliminary idea about the functioning of electronic media. Popularity of electronic media is undeniable in present time. So, this course will provide an overview of electronic media and the interested students will decide after going through it whether they will go for specialisation (department specific courses) related to electronic media in the next semester.

**OBJECTIVES:**

The course is design to

- Give an introductory idea about electronic media
- Train up students to write for electronic media
- Introduce the process of Electronic Media Production

### **LEARNING OUTCOMES:**

After completion of this course the learners are expected to be

- Able to write for both TV and Radio programmes
- Received some idea about Electronic Media Production

### **COURSE OUTLINE**

Module I - Introduction to Electronic Media, Categorization, Concept of programmes of news and non-news, entertainment, edutainment, infotainment, films, documentaries.

Module II - Various programme formats for Radio and TV and emerging innovations, Programme production and post production editing for TV/Radio, Exercises in digital sound editing.

Module III - Writing skills for Radio: Writing for the ear, narration and sound effects. Voice diction, articulation, pronunciation before the mic. Speaking and listening skills. Writing for TV news, fiction and non- fiction.

Module IV - Programme planning and production, Studio and location practice. Recording interviews in studio and on location.

### **Reference:**

- Baruah, U.L.: This is All India Radio, Publications Div. Ministry of I and B, Govt of India(1983)
- Beamen, Jim : Interviewing for Radio, (2000) Routledge
- Belavedi, Vasuki, Video Production, OUP
- Hyde, Stuart : Television and Radion Announcing, (2001) Houghton Mifflin
- Hyde, Stuart: Television and Radio Announcing, (2001),Houghton Mifflin
- Kaushik, S: Script to Screen, (2000) Macmilan
- Shelley, SL: A Practical Guide to Stage Lighting, (1999). Focal Press
- Zetl, H. Television Production Handbook, (1999), Wadsworth

**MMCE2506: Media Management**

**Credit: 4**

**Credit Distribution: 2+1+1=4 (L+T+P)**

**INTRODUCTION:**

Media Management is an essential learning area for students of Mass Communication. This paper deals with organizing and supervising teams of media professionals, various mass communication channels and technologies, media and entertainment productions, and more. Media managers use organization skills, marketing strategies, media planning, and the knowledge of different software tools utilized in media productions.

**OBJECTIVES:**

The paper aims –

- To focus on a general idea of management method and technique
- To understand the functioning of different types of media
- Understand communication and competitive strategies, media marketing models, corporate responsibility, intellectual property law and more.

**OUTCOME:**

By the end of the course, students will be able to –

- explore a range of management careers within the media sector or similar disciplines
- to understand the financial aspect of media and be able to navigate it as an industry
- research the workings of the media industry

**COURSE OUTLINE**

**Module I – Meaning and Scope:** Principles of media management. Media as a business - evolution, characteristics, past and current trends. Overview of the media industry and ownership pattern.

**Module II – Media industry and its Regulations:** Market structures in the media industry, determinants of market structure in the media industry, structure of newspaper organizations and functions of the various departments, the organizational structure of TV, Radio, FM radio, functions of various departments. Social media management.

**Module III – Brand management:** ICT and media convergence, advertising industry, Brand image and brand management.

Module IV – **Media Marketing:** Media industry research (market/sales), media campaign strategy and design, Audience research, the concept of entrepreneurship, media entrepreneurship in Northeast, Cross Media Ownership – concept and implication, policies across a few major nations, professional and business ethics, Organization/industry visit.

**INTERNAL ASSESSMENT** (based on In-semester examinations, assignments, Class participation, team spirit, seminar paper presentation, punctuality)

**Reference:**

- Albarran, Alan. *Management of Electronic Media*, Cengage Learning, 2007
- Chaturvedi, B. K. *Media Management*, Global Vision Publishing House, 2014
- Gyamfi, Albert (Ed), Idongesit Williams (Ed). *Evaluating Media Richness in Organizational Learning (Advances in Knowledge Acquisition, Transfer, and Management)*, IGI Global, 2017
- Kohli-Khandekar, Vanita. *The Indian Media Business*, Sage Publications India Private Limited, 2017
- Menon, Arpita. *Media Planning and Buying: Principles and Practice in the Indian Context*, McGraw Hill Education, 2017

**MMCE2507: Opinion and Analytical Writing**

**Credit: 4**

**Credit Distribution: 3+1+0=4 (L+T+P)**

**INTRODUCTION:**

Media provides scope for subjectivity along with objective expressions. So, it is a platform for expressing one's thoughts too. The newspapers provide room for the individuals for letting out their thoughts in the form of opinion writings. Therefore, it is an integral part of a newspaper. This course is designed to introduce the different genres of opinion writing.

**OBJECTIVES:**

This course is designed to:

- Introduce the students with different kinds of opinion writings
- Discuss the role of opinion and opinion page in a newspaper
- Discuss the Editor's responsibility in forming opinion

**LEARNING OUTCOMES:**

After the completion of this course, the learners will

- Have the idea of different kinds of opinion writings
- Be able to write opinion pieces
- Be able to know how the editorial page and op-ed page of a newspaper is designed

## **COURSE OUTLINE**

Module I: Understanding opinion and analytical writing, role of opinion in journalism, Concept of Public Affairs and analysis

Module II: Editorial page as a package of opinions, views, analysis, perspectives, encouraging debates, political analysis, participation of audience in content development, lead article, side articles, columns, role of letters to the editor in a newspaper, style of editorial writing.

Module III: Editor as thinker, adviser, sentinel of issues concerning public as opinion leader for the nation and society, Editor as the leader in increasing popularity and circulation of the paper/news channel.

Module IV: Column writing, Syndicated columns, Narrative journalism.

### **Reference:**

- Aldisert, Ruggero J: Opinion Writing, Carolina Academic Press, 2012, ISBN-10: 1611631238
- Maur, Suzan St. : Writing Your Own Scripts and Speeches for Corporate Television, Audio-Visual, and Live Presentations Hardcover – August, 1991 McGraw Hill Book Co. Ltd
- Rinehart and Holt, Magazine article writing: Substance and style, Thomson Learning (March 1980)

## **ABILITY ENHANCEMENT COURSE**

### **MMCF2208: Creative Writing**

**Credit: 2**

**Credit Distribution: 1+1+0=2 (L+T+P)**

### **OBJECTIVES**

The course is designed to:

- Introduce creative writing process and techniques

- Familiarize the students with different kinds of writing
- Understand different genres of writing

### **LEARNING OUTCOMES**

After completion of this course students will be able to:

- Make use of techniques for creative writings.
- Effectively communicate creative idea in writing forms.
- Engage with different audiences through different writing styles

### **COURSE OUTLINE**

Module I- Basics of writing, Types of writing, Principles of writing, Elements of Writing: Form, Content, Audience, Style & Structure

Module II- Creative Writing, Meaning of creative writing, Creative process and abilities for writing, Challenges in Creative Writing

Module III - Process of Writing, Sketching the plot, characterization, conflict, climax, resolution, Action Description, Point of View, Dialogue, Setting atmosphere

### **References:**

- Earnshaw, Steven. (2007). The Handbook of Creative Writing. Edinburgh University Press.
- Geraghty, Margret. (2006). The Five Minute Writer. Oxford: How to Books
- Harper, Graeme. (2010). On Creative Writing. Bristol: Multilingual Matters
- LaRocque, Paula. (2003). The Book on Writing: The Ultimate Guide to Writing Well. Marion Street Press Inc.
- Morley.(2012).The Cambridge Companion to Creative Writing South Asian Edition.Cambridge University Press
- Ramet, Adele. (2007). Creative Writing – How to unlock your imagination, develop your writing skills – get published (7th Ed). Oxford: How to Books

### **SKILL ENHANCEMENT COURSE:**

**MMCF2209: Understanding Media**

**Credit: 2**

**Credit Distribution: 1+1+0=2 (L+T+P)**

**Introduction:** The paper is designed to acquaint and update students with certain basic yet changing terms and trends in the media scenario and to understand them through a critical lens and language of contemporary media studies.

**OBJECTIVE:**

- The purpose of this paper is to provide a basic understanding of mass media and its dynamics in modern society.

**OUTCOME:**

- The learner should arrive at a firm and clear grasp of the nature and character of media in a changing world.

**INTERNAL ASSESSMENT** (based on In-semester examinations, assignments, seminar paper presentation, participation, discussions & punctuality.)

**COURSE OUTLINE**

Module I – Mass media: definition, types, function and features

Module II – Role of mass communication media in society, culture, politics and environment.

Module III – Nature of mass communication in the contemporary world, journalism, mass media industries; ownership of media and its implications.

Module IV – Emergence of Internet and its impact on media, convergence, understanding social media.

**References:**

- Baran, Stanley J., Introduction to Mass Communication: Media Literacy and Culture, McGraw Hill, 2011.
- Campbell, Richard, Media and Culture: Mass Communication in a Digital Age, Bedford/st Martins, 2017
- Pavlik, V. John & McIntosh, Shawn; Converging Media: A New Introduction to Mass Communication, 2018.
- Paxson, Peyton, Mass Communications & Media Studies: An Introduction, Bloomsbury, 2018.

# MASS COMMUNICATION AND JOURNALISM

## THIRD SEMESTER

### CORE

#### **MMCC3401: Media Law and Ethics**

**Credit: 4**

**Credit Distribution: 3+1+0=4 (L+T+P)**

**Introduction:** The paper is designed to introduce and understand various models and theories of media ethics. In essence, the course will try to provide a clear sighted initiation into debates and perspectives surrounding media ethics and regulation.

#### **OBJECTIVE:**

The purpose of the paper is to provide a critical understanding of the media laws and regulations governing mass media systems with special reference to India.

#### **OUTCOME:**

The learners must arrive at a critical understanding of persistent and elusive ethical debates surrounding media and communication laws and governance.

**INTERNAL ASSESSMENT** (based on In-semester examinations, assignments, seminar paper presentation, participation, discussions & punctuality.)

### COURSE OUTLINE

Module I: Basic ideas of the Indian Constitution, Emergency provisions and media.

Module II: Ethics concept, philosophical and practical angles; Media structure & performance, Media economics & governance, Press Council of India – codes, guidelines and recommendations. Accountability and independence of media. Code of conduct by associations of media professionals.

Module III: Laws related to press/mass media in India: Fundamental Rights, Official Secrets Act, Right to information Act, Contempt of Courts Act, 1971, civil and criminal law of defamation – relevant provisions of Indian Penal Code with reference to sedition, crime against women and

children; laws dealing with obscenity; Press & Registration of Books Act, 1867, Working Journalists' and Other Newspaper Employees (Conditions of Services & Miscellaneous Provision) Act 1955, Cinematograph Act 1953, Plagiarism and Intellectual property right/copyright issues, Cable TV act, Media and Public Interest litigation Act, Cyber/IT laws and other important legislations relating to media and communication. Colonial character of Indian press/media laws; critique of Indian press laws. Reports of the press commissions of India. Self-regulatory bodies of mass media in India

Module IV: Ethical aspects in media including truth, fairness, objectivity, sensitivity, privacy, sting journalism, right to reply. Reporting crime, gender, children's issues etc; Media & democracy, Freedom of speech & freedom of press, self-regulation, press freedom in India, parliamentary reporting. Understanding media trials. Paid news & its impact on journalism & democracy. The web & ethics.

Module V: Media market, market pressures in the newsroom & ownership issues with reference to the Indian media. Press ombudsman.

#### **References:**

- Basu, D.D. Introduction to the Constitution of India. Prentice-Hall of India.2004.
- Fackler, Mark et. al. Media Ethics -Cases and Moral Reasoning, Longman.1995.
- Guha Thakurta, Paranjoy. Media Ethics: Truth, Fairness and Objectivity, New Delhi: OUP. 2011
- McQuail, Denis. Mass Communication Theory, Sage.2010.
- Retief, Johan. Media Ethics: An Introduction to Responsible Journalism, Cape Town: OUP.2002.
- Richards, Ian. Quagmires & Quandaries: Exploring Journalism Ethics. Anmol Publications.Delhi.2006.
- PCI Report on paid news, 2010

#### **MMCC3402: Film Studies**

**Credit: 4**

**Credit Distribution: 3+1+0=4 (L+T+P)**

#### **INTRODUCTION:**

The paper is designed to introduce and understand various approaches and theories on film as an art. In brief, the course will provide an understanding of the various theories and schools of thought associated with studying film as an object of socio-cultural and artistic enquiry.

**OBJECTIVE:**

The primary objective of the paper is to provide a basic understanding of the important film theories and movements

**OUTCOME:**

The learners must develop close reading skills of film texts and application of theories for purposes of analysis.

**\*INTERNAL ASSESSMENT** (based on In-semester examinations, assignments, seminar paper presentation, participation, discussions & punctuality.)

**COURSE OUTLINE**

Module I: Film Studies: Scope, issues and ideas, Understanding mise-en-scene, Mise-en-scene analysis of films.

Module II: Understanding film form, Film & Narrative, Structural elements of Narrative, Story and Plot. Different types of Editing: Soviet montage, continuity editing etc. Ideas of Eisenstein, Dovzhenko, Vertov.

Module III: Film Genres, Characteristics of different genres, Study and analysis of major/classic genre films.

Module IV: Major Film Movements: Avant-garde European cinema (before 1930), Italian neo-realism, French New Wave, Indian Parallel Cinema, New Hollywood, Third Cinema etc. World Cinema.

Module V: Theory and Film -, Auteur theory, Psychoanalytical criticism, Issues in realism, Feminism, gender & cinema, Film & ideology, Semiotics and film, Screen theory.

**References:**

- Dix, Andrew. Beginning Film Studies. Viva Books. 2010, New Delhi.
- Hill, John & Gibson, Pamela Church. Oxford Guide to Film Studies. OUP, 2000.

- Monaco, James. How to Read a Film, Oxford University Press.1981.
- Andrew Dudley, J. The Major Film Theories: An Introduction, OUP, 1976.
- Stam, Robert. Film Theory: An Introduction. BlackWell Publishers, 2000.
- Thoraval, Yves. Cinemas of India, Macmillan India.2000.

**MMCC3403: Communication Research**

**Credit: 4**

**Credit Distribution: 3+1+0=4 (L+T+P)**

**INTRODUCTION:**

The course is designed to introduce the students to the basics of social science research in general and media and communication research in particular. The course would develop the students into an understanding of various types of social science research methods practised in communication and media research and eventually create the capacity to carry out basic communication projects.

**COURSE OBJECTIVES:**

- To introduce students to the basics of Communication Research, methods and applications.
- Provide both theoretical and applied knowledge on communication research.
- Develop a scientific temperament as well as train them to analyze data.

**LEARNING OUTCOMES:**

After completion of the course, students will be able to:

- To broaden their mindset on media studies.
- Develop skills in different kinds of research methodologies and
- Provide theoretically and applied knowledge on communication research.

**COURSE OUTLINE**

**Module I- Definition and Elements of Research:** concept and characteristics, history of communication and media research, social science perspectives and its relevance for mass communication research, Elements of research: Variables, Hypothesis, Induction, deduction, Theoretical framework.

**Module II - Types of Research:** Pure and Applied, Exploratory, Experimental, Descriptive, Historical, Qualitative and Quantitative Research; Research Problem: Formulation of the research problem, Conceptualization and definition, Research question, Problem statement, Hypothesis formulation; Research process: Various steps in the research process, Measurement of research variables, Research proposal, Research Design; Review of literature: the importance of literature review, Sources of literatures, How to write a review of the literature.

**Module II I- Research Methods:** Methods of Research- Pilot Study, Survey, Content analysis, Case study, Ethnography, Sampling- Sample, Universe/population, Sampling frame, Sampling size, Probability sampling method, Non-probability sampling method. Data Collection methods- Primary and Secondary data, Observation, Focus Group Discussion, Questionnaire, Interview Schedule, Triangulations.

**Module IV - Data Analysis and Report writing:** Descriptive and Inferential statistics, Tabulation, Codification, Measures of central tendency, Co-efficient of Correlation, SPSS, Referencing and Citation Style, Ethical perspectives of mass media research.

**References:**

- Hansen Anders, Cottle Simon, Newbold Chris, (1998), *Mass Communication Research Methods*. New York University Press.
- Jensen, Klaus Bruhn. (2002). *A Handbook of Media and Communication Research- Qualitative and Quantitative Methodologies*. Routledge.
- Kothari, C.R. (2013). *Research Methods: Methods and Techniques*. New Delhi: New Age
- Kothari, C.R. (2013). *Research Methods: Methods and Techniques*. New Delhi: New Age.
- Murthy, DVR. (2008). *Media Research: Themes and Applications*. New Delhi: Sage
- Mython, Graham. (2015). *Media Audience Research: A Guide for Professionals*. Sage
- Walliman, Nicholas. (2011). *Research Methods: The Basics*. London: Routledge.
- Wimmer and Domnick. (2011). *Mass Media 'Research: An Introduction*, 10<sup>th</sup> edition. Boston: Wadsworth.

**MMCC3304: Internship**

**Credit: 3**

**Credit Distribution : 0+0+3= 3**

**Introduction:** The course is designed to gain exposure and experience in the media industry through a fixed training period of one month after the completion of the second semester. After

completion of the internship, students have to submit a report of their activities and learning during the time period. They also require to give a presentation in front of the students of the first semester during the third semester.

**COURSE OBJECTIVES:**

- To gain knowledge about practical industry skills.
- To familiarize oneself with daily media routines and processes.

**COURSE OUTCOME:**

- After completion of the course the students are expected to:
- Arrive at an understanding of functioning and demands of media industry.

**ELECTIVE**

**MMCE3405: Print Media**

**Credit: 4**

**Credit Distribution: 2+1+1=4 (L+T+P)**

**INTRODUCTION:**

The course is designed to introduce students to graphic designing and layout. Print Media Graphics will introduce the fundamentals of printing, image manipulation, font management and typography.

**COURSE OBJECTIVES:**

- To introduce students the relationship between newspaper contents and its layout design.
- Use of digital technology and software used in graphic designing.
- Importance of graphics in communication process.

**LEARNING OUTCOMES:**

After completion of the course students will be able to:

- To create effective design and layout for newspapers and magazines.
- Make use of skills and techniques of graphic designing.
- Discuss the use of typography in enhancing the beauty of a newspaper page.

**COURSE OUTLINE**

Module I- Introduction to Design & Graphic: Meaning, Purposes, Understanding the language of type and typography, Interplay of text and images – books, newspapers, magazines, advertisements, etc, Fonts & Type face, Classification of different types with their names and character. Technological Developments, Market- Readership changes.

Module II - Graphic Communication Techniques: Elements of Design- Line, Shape, Forms, Space, Colors, Unity, Harmony, Balance, Rhythm, Perspective, Emphasis, Orientation, Radiation, Repetition and Proportion.

Module II I- Layout and Design in Print Publications: Layout for newspapers: Standard format, Masthead, Headlines, Placement of photographs and cartoons, Columns – pica, points, Kinds of layouts- Modular, Horizontal, Vertical, Static, Dynamic, etc Special features of front page, sports page and supplements. Magazine layout: use of text, font, photos, graphic tools. Use of industry accepted software for layout and design. Cover page and its importance,

Module IV - Printing Technology: Electronic revolution and the newspaper industry, using electronic equipments in the newspaper design, Different types of printing & publishing technology, Different kinds of papers, Printing color schemes and modes

References:

- Adobe Creative Team. (2012). Adobe Photoshop CS6 Classroom in a Book. California: Adobe Press.
- David, Dabner, Sanra, Stewart & Eric, Zempol. (2014). Graphic Design School. Thames & Hudson.
- Ellen, Phillips & Jennifer, C. P. (2015). Graphic Design: The New Basics: 2nd Edition. UK: Princeton Architectural Press
- Evans, Poppy, Sherin Aaris. (2013). The Graphic Design: Reference & Specification Book Sixth edition 1998. US: Rockport Publishers.
- Sharma, M.C. (2009). Corel Draw Graphics Suite X4 :BPB

### **MMCE3406: Audiovisual Production-I**

**Credit: 4**

**Credit Distribution: 2+0+2=4 (L+T+P)**

#### **INTRODUCTION:**

The course gives an exposure to students about the process of making various types of audio and video programmes and the techniques of Programme Production. It can be treated as the extension of the Electronic Media course in 2<sup>nd</sup> Semester.

**OBJECTIVE:**

The course is designed to:

- Provide basic knowledge about the functioning of different camera
- Provide hands on training to record video
- To introduce students the elements of Radio Production
- To give a wide exposure to the students about the different formats of Radio and the techniques of Radio Programme Production.

**LEARNING OUTCOMES:**

After the completion of the course the students will be able to

- Learn to handle equipments used in video production
- Learn to record quality videos for documentary and short films
- Record sounds with sound recorder
- To identify the principles and practice of Radio broadcasting.
- To write effectively for Radio Production and Presentation.
- To develop skills pertaining to Radio Production.

**COURSE OUTLINE**

Module I: Introduction to TV Production – Basics of working with camera

Module II: Various types of microphones and their applications in different situations

Module III: Lighting for video production

Module IV: Basic Concept of Audio: Sound and its importance, Microphones and its uses, The process of Recording and Editing Sound, The Process of Radio Broadcasting. Voice Training: Effective use of voice, enunciation, pronunciation and modulation, Interview techniques, skills for radio discussion programmes.

**References:**

- Before the Headlines; Singh, C.P; New Delhi, Macmillan India Limited
- Belavedi, Vasuki, Video Production, OUP
- Broadcasting Journalism; Dash, A; Discovery Publications, New Delhi
- Hyde, Stuart: Television and Radio Announcing, (2001),Houghton Mifflin
- Kaushik, S: Script to Screen, (2000) Macmilan
- Manual of Film Editing; Hudson, T &Crittenden, R; Acford
- Mass Media Research; Dominick, Wimmer; Wadsworth
- Radio Production; Mcheish, Robert; Oxford, Focal Press

- Shelley, SL: A Practical Guide to Stage Lighting, (1999). Focal Press
- Zettl, H. Television Production Handbook, (1999), Wadsworth

### **MMCE3407: MMCE2405: Science Communication**

**Credit: 4**

**Credit Distribution: 3+1+0=4 (L+T+P)**

#### **INTRODUCTION:**

Science communication is a growing area of practice and research. The course is designed to make students raise the awareness of science. The course explores social issues in science and technology and the communication and controversies surrounding them. The course aims to foster students the skills necessary to be competent, confident and effective communication of science and technology to the general public.

#### **COURSE OBJECTIVES:**

- To make students explore various social issues in science and technology.
- To make students aware of sociological issues pertaining to the communication of scientific knowledge.
- What kind of scientific research would be appropriate for news stories.

#### **COURSE OUTCOMES:**

- Students will raise their awareness regarding environmental issues, including the strategies and arguments used by groups, institutions and the media.
- Develop their idea of how scientists and politicians persuade the public about the environmental issues, thereby enhancing the effectiveness as a citizen.
- Develop the idea to describe, analyze, and evaluate public communication.

#### **COURSE OUTLINE**

Module I- Concept of Science Communication: What is Science Communication, Characteristics of Science Communication, Models of Science Communication and their merits and demerits.

Module II- Science Writing: Basic techniques of science writing, Transforming scientific developments into stories understandable for mass readers, Sources of data, Science writing for a common reader, Important achievements in development of science and technology, Latest

trends, Styles of presentation, Study of different scientific journals – Down to Earth, Bigyan Jeuti etc. Role of media in creating scientific temperament in society.

Module III- History and development of Science Communication in India

Module IV- Environmental Reporting, Indian context of Environment related movements: Chipko Movement, 1973; Silent Valley Project 1978; Jungle Bachao Andolan 1980s; Development Alternative, 1983; Narmada Bachao Andolan 1985 etc, Case Studies of environmental activism.

**Reference:**

- Cox, J Robert: Environmental Communication and the Public Sphere; SAGE Publications, Third Edition Edition, 2012, ISBN-10: 1412992095
- Hayden, Thomas: The Science Writers' Handbook: Everything You Need to Know to Pitch, Publish, and Prosper in the Digital Age; Paperback ; 2013
- LeeAnn Kahlor and Patricia Stout: Communicating Science: New Agendas in Communication (New Agendas in Communication Series) 2009, ISBN-10: 0415999596
- Nancy Sami Reist: Environmental Communication and the Media (Routledge Studies in Environmental Communication and Media) ISBN-10: 0415727197
- V.K. Singh: Handbook of Science Communication, ADB Publishers, 2011, ISBN-10: 8183763499
- Wilson, Anthony: Handbook of Science Communication, CRC Press, first edition, 1998

**MMCE3408: Corporate Communication**

**Credit: 4**

**Credit Distribution: 2+1+1=4 (L+T+P)**

**INTRODUCTION:**

This paper is designed for the students to examine communicative practices in the corporate environment, including internal communication, image management, crisis communication, advertising, public relations, and new communication technologies. Corporate communication theories, case studies, and practical applications are employed.

**OBJECTIVES:**

The paper aims –

- to become familiar with the key questions, assumptions, problem areas and potential of corporate communications
- to understand matters tied to corporate reputation

- to develop communication strategies, policies, performance metrics, and feedback loops for building desired corporate reputations and avoiding undesirable ones
- to gain experience with the variety of methodologies that can be applied to the measurement and management of corporate reputation
- to develop one's sensitivity, moral compass, ethical framework, and values as a foundation for corporate reputation development and change
- develop skills by writing and proposing a strategic communication plan focused on corporate reputation plan, including formative and evaluative research, strategy, and tactics

### **OUTCOME:**

By the end of the course students will be able to –

- learn how, where, and why corporate reputations emerge,
- what the organizational, communicative, and relational consequences are,
- learn how organizations should respond, and
- understand how one should lead the organization's responsive process

### **COURSE OUTLINE**

Module I – **Introduction to corporate communication:** Defining Corporate Communication, evolution of Corporate Communication, Corporate Communication vis-à-vis Public Relations, Scope, functions.

Module II – **Media Relations:** Understanding media relations, Benefits of media relations, Public Relations and Media, Media Relations tools and techniques, Essentials of Media Relations, Writing for media relations.

Module III – **Corporate Reputation Management and Crisis Communication:** Reputation, Imperatives of Reputation management, Image repair theory, Building corporate identity, Facing crisis, kinds of crisis. Crisis management - crisis vs. problem, typology of crisis phases, Guidelines for preparedness and planning, Crisis Response Strategy.

Module IV – **Applications of Corporate Communication:** Corporate Social Responsibility, Corporate Communications in relation to Investor and Government Relations, brand promotion, ethical aspects.

**INTERNAL ASSESSMENT** (based on In-semester examinations, assignments, Class participation, team spirit, seminar paper presentation, punctuality)

### **Reference:**

- Argenti, Paul A., Courtney M. Barnes. *Digital Strategies for Powerful Corporate Communications*, McGraw Hill Education, 2009
- Cornelissen, Joep P. *Corporate Communication: A Guide to Theory and Practice*, SAGE Publications Ltd, 2017
- Hart, Roderick P. (Editor). *Communication and Language Analysis in the Corporate World*, Idea Group, U.S, 2014
- Jethwaney, Jaishri. *Corporate Communication: Principles and Practice*, SAGE Publications Pvt. Ltd, 2018
- Rath, Pragyam, K. Shalini, Debankita Ray. *Corporate Communication*, Cengage Learning India Private Limited, 2018

## **GENERIC ELECTIVE**

### **MMCG3409: News Reading and Anchoring**

**Credit: 4**

**Credit Distribution: 2+0+2=4 (L+T+P=2)**

#### **INTRODUCTION:**

News reading and anchoring as a profession requires a definite set of skills and expertise and this paper aims at providing, teaching and training the students in them. Reading the news off a teleprompter may sound easy, but it's actually more complicated than it seems. Anchors and reporters have to develop a reading style that seems natural, but isn't too fast, too slow, too nuanced, too accented, too high-pitched, too quiet, or any other extreme. Reading news like a professional news anchor requires skill, practice, and training which the paper aims to address and impart.

#### **OBJECTIVES:**

The paper aims –

- to acquaint the learners with the nuances of news reading and anchoring
- to enable the students with the skills required for commanding news reading and anchoring

#### **OUTCOME:**

By the end of the course students will be able to –

- learn the ropes of news reading and anchoring
- explore career options as news readers and anchors
- enhance their careers if already in the field of communication and journalism

## **COURSE OUTLINE**

Module I – Introduction to the concept of news reading, anchoring, key points, essential desired qualities, news reading and anchoring for different media (television, radio, new media, podcasts), interviewing techniques and skills, TV jockeying, radio jockeying, online platform based anchoring, Research and preparation before coming on camera.

Module II – Voice – modulation, quality, control, volume

Module III – Diction – grammar, pronunciation, language usage, journalistic style and jargon

Module IV – Visual Presence – attire, expression control, gesture control, body language presentation, various interview techniques and types, content specific persona in anchoring, developing presence of mind and multitasking

**INTERNAL ASSESSMENT** (based on In-semester examinations, assignments,  
Class participation, team spirit, seminar paper presentation, punctuality)

### **Reference:**

- Dutt, Bindiya. *Anchoring TV and Live Events*. Pustak Mahal, 2013
- Ghose, Supatro. *A Textbook of Interview Journalism and Television Anchoring*, Dominant Publishers & Distributors, 2011
- Kalra, Richa Jain. *The Abc of News Anchoring*, Pearson Education, 2012
- Rahman, Samia. *Cracking The Secrets of TV Presentation*, Createspace Independent Pub, 2016
- Zachariah, Aruna. *Radio Jockeying and News Anchoring*, Kanishka Publishing House, 2009
- Thapar, K. *Sunday Sentiments*, Wisdom Tree, 2006

## **MASS COMMUNICATION AND JOURNALISM**

### **FOURTH SEMESTER**

#### **CORE**

## **MMCC4401: Dissertation/Audiovisual Project**

**Credit: 6**

**Credit Distribution: 0+2+4=6 (L+T+P)**

Each student of the course must prepare a dissertation in any specific topic preferably directly related to mass Communication and media under guidance of a faculty member. This would help the students in gaining effective in-depth knowledge in that topic and be helpful to him in his career. Care should be taken for choosing a topic where there can be good scope for publishing the findings as an article/feature later on.

In lieu of the dissertation, in this paper students may produce a programme for electronic media – radio or TV or may be both. Like the dissertation project, here also the students would think of innovative topics and idea for producing the programme – either a radio feature/ a TV programme of one hour (may be revised suitably depending upon resources and availability of time). It is advisable that the students would prepare script, capture visuals; record voices and also edits the programmes on their own from start to finish.

These projects should preferably be evaluated by an external examiner will also take the viva voce examination and he will test the students' knowledge on the project as well as he will test the overall grasp of the students regarding the entire syllabus and should be allowed to ask question from any paper or any topic of the syllabus.

There will be three stages of evaluation of the research work:

- a) preparation of synopsis
- b) data collection, analysis, preparation of the full dissertation
- c) viva voce (with external expert) and marks for the final dissertation copy/audio or audiovisual project.

## **MMCC4402: Women, Communication and Media**

**Credit: 4**

**Credit Distribution: 3+1+0=4 (L+T+P)**

### **INTRODUCTION:**

Building equal free, and democratic states is one of the priorities of modern societies. Mass media and the image it presents and represents go a long way in shaping the opinion of the masses. The domain of gender and women studies has really come up in the academic plane, demanding attention and research. Recent conventions on media and gender have voiced

opinions on shattering stereotypes by bringing in change in media policy in relation to gender. Anchoring on this scenario, this paper aims to question and enquire regarding the role and place of women in media and communication.

### **OBJECTIVES:**

The paper aims –

- to locate and address the place of women in communication and media
- to address the prevalent perceptions of women in media
- to have a feminist view of media and communication
- to have a gender-specific enquiry into communication and media.

### **OUTCOME:**

By the end of the course, students will be able to –

- discern gender stereotypes and biased representations in communication and media
- have a gendered view of communication and media
- understand and research how concepts of gender influence communication and mediessages
- understand gender-related concepts such as feminism, patriarchy
- be able to develop as a gender-sensitive communication professional

### **COURSE OUTLINE**

Module I – **Contextualizing women and communication:** language and women, communication rights & women, gender, sexuality, identity, patriarchy & related concepts.

Module II – **Understanding women's movements** – feminism, suffrages, women's movements in post-colonial societies, women in India with special reference to the origin and growth of women's organizations and movements in India such as SEWA, National Commission for Women, the impact of liberalization, privatization and globalization on women.

Module III– **Gender-sensitive reporting:** reporting on women, reporting on violence and sexualabuse, missing women in media narratives of disasters, Gender division at work (media production site), representation of women in mass media/popular culture, sexual politics in media narratives.

Module IV – **Understanding gender issues:** Concept of gender and sex and its representation in media, LGBT rights and media, section 377 of IPC, Transgender rights, gender and power relations, Post-Feminism, intersectional feminism.

**INTERNAL ASSESSMENT** (based on In-semester examinations, assignments, Class participation, team spirit, seminar paper presentation, punctuality)

**Reference:**

- Beauvoir, Simone de. *The Second Sex*, RHUK, 2010
- Butler, Judith. *Gender Trouble: Feminism & the Subversion of Identity*, Routledge, 1990.
- Durham, Meenakshi Gigi & Douglas Kellner (eds.). *Media & Cultural Studies: Key Works*, Wiley-Blackwell, 2001
- Foucault, Michel. *The History of Sexuality Volume 1: An Introduction*, London: Allen Lane, 1979
- Hartley, John, Jason Potts, Stuart Cunningham, Terry Flew, Michael Keane, John Banks. *Key Concepts in Creative Industries (SAGE Key Concepts)*, SAGE Publications Ltd, 2012
- Mary Gallagher (ed.) *Women and Media Decision Making: The Invisible Barriers*, Sterling Publishers Pvt. Ltd., New Delhi, 1989.
- Mulvey, Laura (Autumn 1975). "Visual pleasure and narrative cinema". *Screen* (Oxford Journals) 16 (3): 6–18.
- Sharma, Kalpana (ed). *Missing: Half the Story: Journalism as If Gender Matters*, Zubaan, New Delhi, 2010
- Wollstonecraft, Mary. *A Vindication the Rights of Woman*, Ed. Deidre Shauna Lynch. 3rd ed. New York: W. W. Norton and Company, 2009.
- Woolf, Virginia. *A Room of One's Own*, New York: Harcourt Brace & Co., 1989

**MMCC4403: International Communication**

**Credit: 4**

**Credit Distribution: 3+1+0=4 (L+T+P)**

**INTRODUCTION:**

The paper is designed to introduce and understand the origin and development of international communication. Issues and theoretical approaches on global media and communication will be discussed in this course.

**OBJECTIVE:**

- The paper will attempt to delve into key dimensions of international communication as manifest primarily in mass communication

**OUTCOME:**

- The learners should arrive at a critical understanding of the historical as well as contemporary changes in global communication structures.

**COURSE OUTLINE**

Module 1: International communication: definition and context; Historical, social, economic and cultural aspects; role of telecommunications and satellites in the creation of a global communication infrastructure. Growth of news agencies and their role; Internet & international communication.

Module II: The debate on the formation of a New World Information and Communication Order (NWICO); MacBride Commission's report. Non-aligned news agencies and media pool– its vision and challenges.

Module : III: Communication as a human right – UNO's Universal Declaration of Human Rights and communication. The foreign correspondent and their rights; Violation and curtailment of communication and journalistic rights in certain contexts like conflict zones and autocratic regimes; war/peace/ embedded journalism.

Module IV: Issues in global media/international communication–propaganda in global media; communication and information as tools of power, equality and exploitation, global news agenda & western news values; imbalance in media flow & growth – international & regional disparities; contraflow in global media. Capital, convergence & synergies in global media market.

Module V: Approaches to theorizing international communication: free flow of information, modernization theory, dependency theory, cultural imperialism, hegemony, media systems, information society, globalization, mediascape, cultural studies perspectives.

**\*INTERNAL ASSESSMENT** (based on In-semester examinations, assignments, seminar paper presentation, participation, discussions & punctuality.)

### References

- Appadurai, Arjun, *Modernity At Large: Cultural Dimensions of Globalization*. Minneapolis: University of Minnesota Press. 1996.
- Edward S. Herman, and Noam Chomsky, *Manufacturing Consent: The Political Economy of the Mass Media*, New York: Pantheon Books, 2002.
- Freedmen, Des , ed. *War and the Media*, Sage, 2003.
- Mohammadi, Ali, *International Communication & Globalization*, Sage Publications, 1997.
- Thussu, Daya Kishan, ed. *International Communication: A Reader*, Routledge, 2012.
- Thussu, Daya Kishan, *International Communication: Continuity and Change*, Hodder Arnold Publication, 2006.

### GENERIC ELECTIVE

#### MMCE4404: Printing Art and Technology

**Credit: 4**

**Credit Distribution: 2+1+1=4 (L+T+P)**

#### INTRODUCTION:

This course is designed to introduce the different aspects of printing process. After completion of this course the students will acquire the skill of printing different publications.

#### OBJECTIVES:

This course is designed to

- Introduce the history of Printing
- Introduce to the different types of printing and printers.

#### LEARNING OUTCOME:

After completion of this course the learner will be able to

- Understand the process of printing
- Learn about different kinds of printing

#### COURSE OUTLINE

Module I- Overview of printing technology

Module II - Printing Process

Module III - Different types of printing & publishing technology, Offset Printing, Screen Printing, Introduction to 3D Printing

Module IV - Different kinds of papers, Printing color schemes and modes

**References:**

- Adams Michael J. 2016 Printing Technology (Design Concepts) Printing technology: A medium of visual communications 12 Dec, 2016
- Fielmon, Ben Redwood. The 3D Printing Handbook: Technologies, design and applications – 2017
- NIIR Board of Consultants & Engineers (Author): Handbook on Printing Technology (Offset, Flexo, Gravure, Screen, Digital, 3D Printing with Book Binding and CTP) 4th Revised Edition Paperback – 2019
- Robert Leach (Editor), Ray Pierce (Editor). The Printing Ink Manual Paperback –2014
- Smyth, Clifford T .Functional Design for 3D Printing: Designing 3d printed things for everyday use - 3rd edition Paperback – 1 Jun 2017
- Sarkar, N. N, *Art and Print Production*, OUP, 2013

**MMCE4405: Audiovisual production-II**

**Credit: 4**

**Credit Distribution: 2+0+2=4 (L+T+P)**

**INTRODUCTION:**

This course may be treated as the continuation of the course Audiovisual Production I. Those completing the Audiovisual Production I should study the course for further in depth knowledge in Audiovisual Production.

**OBJECTIVES:**

The course is designed to:

- Provide students with the knowledge and skills and to meet the demands of electronic media.
- Develop an understanding of sound and video technology.
- Equip students with knowledge and skills required for digital video and audio editing.

**LEARNING OUTCOMES**

After completion of the course students will be able to:

- Edit audio and video for news production, television programs and films.
- Learn the aesthetics of non-linear editing, offline editing and online editing

- Understand different video/audio formats and digital audio video editing.

## **COURSE OUTLINE**

Module I- Proposal Development: Research, Planning for Proposal Development, Budget and crowd sourcing

Module II - Art & Set Design, Components, Composition of Ambience & Mood

Module III - Video Editing Principles, Cut to Cut Editing , Parallel Editing , Cross Cutting , Montage , Video Effects and Transition

Module IV - Publicity Design, Continuity Stills, Posters, CD Cover, Social Media Publicity, Media Release, Trailer, Participation in film festivals

Module V - Project: Music Video, Short Film, EFP, Promotional Videos, PSM

### **References:**

- Allen, Louise C. (2012). Radio and Television Continuity Writing. Literary Licensing, LLC
- Belavadi, Vasuki, Video Production, OUP India, 2013.
- Block, Mervin and Durso, Joe Jr. (1998). Writing News for TV and Radio. Age Publications Inc.
- Browne, Steven E. (1998). Nonlinear Editing Basics: A Primer on Electronic Film and Video Editing. Focal Press.
- Chandler, Gael. (2012). Cut by Cut: Editing Your Film or Video. Second Revised Edition. Michael Wiese Productions.
- Field Syd. (2005) Screenplay: The Foundations of Screenwriting . Paperback
- Field Syd. (2006) The Screenwriter's Workbook. Penguin Random House
- Goodman, Robert. McGrath, Patrick. (2002). Editing Digital Video: The Complete Creative and Technical Guide. McGraw-Hill Education.

### **MMCE4406: New Media Production**

**Credit: 4**

**Credit Distribution: 2+0+2=4 (L+T+P)**

### **INTRODUCTION:**

This paper aims to deal with the production and practical component of content development for new media platforms. It not only introduces the various productions that new media deals with but also the essential and effective media messages that are to be creative to cater to new media consumers.

### **OBJECTIVES:**

The paper aims –

- to introduce the learners to the production aspect of new media
- to enable the learners for creating new media content

### **OUTCOME:**

By the end of the course students will be able to –

- design and create content for new media platforms
- manage new media platforms such as online journal and social media
- gauge new media content requirement and effective way to disseminate messages via new media platforms

### **COURSE OUTLINE**

Module I – Meaning of new media production, video and multimedia productions, advantages and disadvantages of new media productions, convergence media content creation

Module II – Computer as a tool of new media production, digital audio, video, image, text creation for distribution in digital platforms, use of word, excel, photoshop, pagemaker amongst others

Module III – Digital bookmarking, social bookmarking, internet groups, forums, blogging, vlogging, influencers, differences between blog and website, Political, legal and ethical issues related to new media

Module IV – Social media platforms, different types, history, basic characteristics, content creation tailored for each medium, specified

**INTERNAL ASSESSMENT** (based on In-semester examinations, assignments, Class participation, team spirit, seminar paper presentation, punctuality)

### **Reference:**

- Goel, S.K. *Communication Media and Information Technology*, Commonwealth, 1999
- Huckerby, Martin. *The Net for Journalists*. Unesco & Thompson Foundation, 2005
- Leon, Alexis. *Internet for Everyone*, Leon Techworld, 1998
- Lievrouw, Leah A. & Livingstone, Sonia. *Handbook of New Media*, Sage Publication, 2006
- Manovich, Lev, Roger F. Malina, Sean Cubitt. *The Language of New Media*, MIT Press, 2002
- Narayan, Sunetra Sen, Shalini Narayanan. *India Connected: Mapping the Impact of New Media*, Sage Publications India Private Limited, 2016

**MMCE4407: Advertising Production**

**Credit: 4**

**Credit Distribution: 1+1+2=4 (L+T+P)**

**INTRODUCTION:**

This paper deals with the practical component of advertising or the process of making an ad. The paper considers the major media platforms such as print, radio, television and online media and the specific requirements for an effective ad. A student wishing to take this paper must have a basic knowledge and understanding of the field of advertising.

**OBJECTIVES:**

The paper aims –

- to instruct the student in the creation of ads for various media platforms
- to instruct the students on the specific characteristics of each media platform and their unique requirements in terms of ad
- to understand advertising as a tool for effective message sharing and stimulating creative thinking in the field of advertising

**OUTCOME:**

By the end of the course, students will be able to –

- understand the essence of the advertising-making process
- be able to create ads for different media platforms such as print, radio, television, newmedia
- be able to devise and plan effective advertising campaigns

- understand advertising as a creative endeavour and provide client satisfaction

## COURSE OUTLINE

Module I – **Introduction**: Basic introduction to advertising for various media platforms (print, radio, television, online), what makes advertising effective, general elements of a good ad, elements of copywriting and ad appeals

Module II – **Introduction to print advertising**: elements of a print ad copy, layout, advantages and disadvantages, creating print ad copies using software

Module III – **Introduction to radio and television advertising**: elements of a radio ad copy, radio ad scripting, advantages and disadvantages, creating radio ad copies using sound editing software. Elements of a television ad copy, television ad scripting, advantages and disadvantages, creating television ad using software

Module IV – **Introduction to online advertising**: elements of an online ad copy, online ad scripting, advantages and disadvantages, creating an online ad using the software.

**INTERNAL ASSESSMENT** (based on In-semester examinations, assignments, Class participation, team spirit, seminar paper presentation, punctuality)

### References:

- Chunawalla, S. A. *Advertising Theory and Practice*, Himalaya, 2001.
- Dutta, Kirti. *Integrated Marketing Communications*, Oxford University Press, 2016
- Gupta, Ruchi. *Advertising Principles and Practice*, New Delhi S. Chand & Company Ltd, 2008.
- Moriarty, Sandra. *Advertising & IMC: Principles & Practice*, Pearson Education India, 2016
- Valladares, A. June. *The Craft of Copywriting*, Sage Response, 2000
- Tiwary, Avinash. *Know Online Advertising: All Information about Online Advertising at One Place*, Zaccheus Entertainment, 2016
- Weinberger, Marc G., Leland Campbell, Beth Brody, Elizabeth Brody. *Effective Radio Advertising: A Guide to Winning Customers with Targeted Campaigns and Creative Commercials*, Lexington Books; Har/Com edition, 1994

## **GENERIC ELECTIVE**

### **MMCG4408: Assamese Journalism**

**Credit: 4**

**Credit Distribution: 2+1+1=4 (L+T+P)**

#### **INTRODUCTION:**

The medium of this course is Assamese. A basic knowledge of Assamese journalism, its theory and practices have been discussed in this course.

#### **OBJECTIVES**

- Introduce students to basics of Assamese journalism.
- Develop professional skills for writing for Assamese news media.

#### **LEARNING OUTCOMES**

- Demonstrate writing competencies in Assamese language.
- Work in Assamese language media.

#### **COURSE OUTLINE**

Module I - History of Assamese Journalism, 19th Century, Pre-Independence Period, Post Independence Period

Module II - Recent Trend and Tendencies of Assamese Journalism, Print Media, Television, Radio, New Media

Module III - Writing for Media in Assamese Print Media, News/ News Features, Articles, Opinion, Interview Electronic Media, Television/Radio : News, Documentary

Module IV - Practical

#### **References:**

- Baishya, Paresh. (2014). Asamar Batarikakat – Alochanir Itihas: A History of Newspapers and Literary Magazines of Assam (1846-2014). Guwahati: Assam Publishing Company.
- Baruah, P.C. (1997). A Short History of Assamese Newspapers: 1846-1947. Lawyers Book Stalls
- Bhagavati, M. Radhika. (2005). Sambad Sambadpatra Aru Sambadikata. Guwahati: Assam Publication Board.
- Bordoloi, Pratap. (2012). Itihashor Patot Asomar Sangbad Aru Sangbadikota. Guwahati: Publication Board of Assam.

- Neog, Maheswar. Nika Asamiya Bhasa.
- Saikia, Chandra Prasad. Asamiya Batorikakator 150 basariya itihash
- Sarma, P.G. (2007). 150 Years of Journalism in Assam. Guwahati: Media Trust
- Dutta, Nabajyoti. (2017). Sangabadikata Aru Asomiya Sangbadikata, SI Publication, Jorhat 1