

Department of Mass Communication, Aligarh Muslim University
M.A (Mass Communication) CBCS Syllabus
w.e.f. 2020-21
(Approved in the B.O.S dated 10.10.2019)

SEMESTER-I

Principles of Mass Communication (MCM1001)

Course Objectives:

- *To learn about the historical development of mass communication theory*
- *To develop in-depth understanding of mass communication concepts and theories*
- *To introduce various aspects of communication theory*
- *To develop a scientific approach and learn its methods.*
- *To make students understand and analyze media content critically.*

UNIT I

Nature and process of human communication, functions of communication, verbal and nonverbal communication, intra-personal communication, small group, public and mass communication. Functions of mass communication, mass media audiences.

Models: SMCR, Shannon and Weaver, Lasswell, Osgood, Newcomb, Westley-Maclean & HUB

UNIT II

Theories of communication: Hypodermic Needle, Two-Step/Multi-Step Flow Theory, Cognitive Dissonance, Cultivation Theory, Gate-keeping Function, Uses and Gratifications, Agenda Setting, Framing, Diffusion Of Innovations, Spiral of Silence.

UNIT III

Media systems and theories: authoritarian, libertarian, soviet-socialist, social-responsibility, development, participatory. Mass media public opinion and democracy.

Frankfurt school of thought, Toronto school of thought. Cultural hegemony, Public Sphere.

Books for Reference:

1. McQuail D.(2003). *Mass Communication Theory: An Introduction*. Vistaar Publications, New Delhi
2. Baran, S. J. & Davis, D. K. (2012). *Introduction to Mass Communication Theory: Foundations, Ferment and Future*, 5th Indian Edition. Cengage Learning.
3. Narula, U. (2006), *Handbook of Communication*. Atlantic Publishers
4. DeFleur, M.L & Rokeach, S. (1989). *Theories of Mass Communication*. Longman

Development of Media (MCM1002)

Course Objectives:

- *The course intends to acquaint the learners with various media of communication;*

- *It will make the learners understand the historical roots and evolution of different streams of mass media;*
- *The course also introduces the learners to technologies which shaped different generations of media;*
- *It will make the learners understand the role of the Indian press in the Indian freedom struggle, and its role in tackling the post-independent social, economic, and political issues;*
- *The course also highlights the problems faced by different media and their future prospects.*

UNIT I

Early efforts to publish newspapers in India; Origin and growth of the Indian language press-contributions of Raja Ram Mohan Roy and Sir Syed Ahmed Khan; Indian press and freedom movement-Mahatma Gandhi and his journalism; Indian press after independence-growth, dominant trends, and role.

UNIT II

Genesis and evolution of radio broadcasting; Origin and growth of Radio broadcasting in pre-independence India; Development of radio broadcasting after independence; Growth of radio broadcasting in the liberalized era.

Origin and growth of television as a medium of mass communication in India; Growth of Cable & Satellite Television; Enquiries into Broadcasting-Broadcast autonomy and Prasar Bharati.

UNIT III

Origin and Growth of cinema in pre-independent India-silent Era and Talky Films; Growth of Indian cinema after independence; The Growth of Indian Documentary and Parallel cinema. Indian folk media-form, contents, and characteristics; Folk media in an age of electronic communication.

Growth of new media - technology milestones-social media.

Books for Reference:

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

Natarajan, J. (1955). *History of Indian Journalism*, New Delhi, Publications Division, Government of India.

Parthasarathy, Rangaswami(1991).*Journalism in India: From the Earliest Times to the Present Day*, New Delhi, Sterling Publishers Pvt. Limited

Chaterjee, P.C. (1990). *Broadcasting in India*, New Delhi: Sage Publications.

Reporting (MCM1003)

Course Objectives

The course focuses on fundamentals of news reporting, which includes among others components of reporting, such as, understanding the concept of news, identifying sources, news

gathering methods and writing news stories and features for the news media in a professional manner. The course will enable the students to:

- *Understand the basic concepts relevant to contemporary news media and journalism profession;*
- *Develop thorough understanding about the concept of news;*
- *Cultivate necessary skills relevant to finding, choosing, gathering and presenting news;*
- *Develop an understanding about different beats reporting and feature writing;*
- *Develop analytical and critical thinking ability through classroom interactions, reading, writing, and field assignments.*

UNIT I

Introduction to reporting; Definition of news; Elements of news; Sources of news; Structure of news: Inverted pyramid and alternative forms; Writing leads; Different types of leads; Newsgathering methods.

UNIT II

Kinds of reporting: Objective, Interpretative, Investigative, Development and In-depth; covering different beats: crime, weather, speech, accident, disaster, conflicts, and obituary.

UNIT III

Feature and Column writing; Kinds of features; Specialized reporting – Science, Sports, Education, Politics, Economic, Legislature, Court, Elections, Gender and allied areas; Reporting for magazines.

Books for Reference

1. Burns, L.S (2002) *Understanding Journalism*, Vistaar, New Delhi
2. Contractor, H. (2004) *The Art of Feature Writing*, Icon Publishing, New Delhi
3. Friedlander, E.J & John Lee (3011) *Feature Writing: The Pursuit of Excellence*. PHI Learning Pvt. Ltd, New Delhi
4. Stein, M.L & S.F. Paterno (2003) *The News writer's Handbook*, Surjeet Publications, New Delhi
5. Mollenhoff, Clark (1981) *Investigative Reporting*, Mac Millan, New York
6. Neal, J. & S.S. Brown (1976) *News Writing and Reporting*, Surjeet Publications, New Delhi
7. Wulfemeyer, K.T (2005) *Beginning Radio and TV New Writing*, Surjeet Publications, New Delhi
8. Kamath, M.V. (1983) *The Journalist's Handbook*, Vikash Publishing House, New Delhi
9. Kamath, M.V. (1983) *Professional Journalism*, Vikash Publishing House, New Delhi
10. MacDougall, C.D. (1957) *Interpretative Reporting*, MacMillan, New York

Editing (MCM1004)

Course Objectives:

- *To acquaint the learners with fundamentals of Journalism.*
- *To provide an understanding of hierarchy and workflow in a print news-room.*
- *To provide hands-on-training in writing news stories, articles, features etc.*
- *To provide hands-on-training in editing news text.*
- *Explain and acquaint the learners with newspaper page make up.*

UNIT I

Editing: Meaning, symbols, tools, lead, body, paragraphing. Standfirst.

UNIT II

Headlines – Technique, style, kinds of headlines. Dummy page make-up, layout. Principles of photo editing

UNIT III

Magazine editing, layout, graphics. Editorial, feature and article writing

Books for Reference

1. News Editing by Fried Fedddlar
2. News Writing by Lyle Spencer
3. Modern Newspaper Production by F.W. Hodgins
4. Sub Editing by John Mansfield
5. A Textbook of Editing by Anirudh Choudhary
6. The Art of Editing by Floyd K. Baskette, Jack Z. Sissors and Brian S. Brooks

Practical (Reporting) (MCM1071)

This segment will mainly consist of practical in various areas of reporting enumerated in the theory paper. At least five assignments mentioned in the first semester will be given to the students on each topic. All topics, including feature writing, interviewing, assignments on investigative, sports, commerce, reviewing, court, legislative and other allied areas of reporting will also be evaluated by internal/external faculty.

Practical (Editing) (MCM1072)

Not less than five assignments in each area of editing will have to be completed by the students, and assessed by internal/external faculty. They will also have to bring out practice journals, min/lab newspapers and magazines and do page make-up and lay-out exercises. Assignments will also be given and assessed in news selection, subbing, editorial and article writing. Besides the above, the students have to appear at a practical examination at the end of the I semester.

Elective

Science and Technology Communication (MCM1011)

Course Objectives:

- *To acquaint the learners with fundamentals of Science Journalism and introduce researching and writing on science for journalism.*

UNIT I

Introduction to Science communication, Models of science communication: Deficit, Dialogue, Contextual and Participation; What is meant by Public Understanding of Sciences (PUS), How to promote the PUS; Scientific literacy, Scientific culture, Scientific thinking and attitude; Globalization and changing attitudes towards science; Role of S & T in modern society.

UNIT II

Scientific Discourses and Public Scientific Controversies:

Classification and brief description of different genres of scientific writing. Popular science, science fiction and science journalism. Relationship between science and the public, Role of media in public scientific controversies.

UNIT III

Science and technology communication:

Researching and writing science news stories. Important media for communicating science. Major science based programmes on radio, television, films and internet. Writing features on science, writing science for the masses. Aims and objectives, problems and difficulties. Issues that interest the society-environment, health, genetic engineering.

Books for Reference

1. Science In Public: Communication, Culture, And Credibility by Jane Gregory and Steve Miller (Basic Books, 2000)
2. Handbook of Public Communication of Science and Technology by Massimiano Bucchi (Routledge, 2014)
3. Public Understanding of Science: A History of Communicating Scientific Ideas by David Knight (Paperback, 2011)
4. Science Communication and Development by JV Vilanilam (Sage Publication, 1992)
5. Communicating Science by Eileen Scanlon, Roger Hill, Kirk Junker (Taylor & Francis, 1999)
6. Models of Public Understanding: The Politics of Public Engagement by Bruce V. Leivenstein (ArtefaCTos, December, 2010)

Elective

Writing for Mass Media in Urdu (MCM1012)

Course Objectives:

- *Since there is a renewed interest in Urdu media and frequently used Urdu words, the journalism industry looks for people with professional understanding of Urdu journalism. This course intends to train students in Urdu journalism.*

UNIT I

Sahafat Kya Hai: Tarooif aur maqasid – Sahafat aur adab ka rishta – Urdu sahafat ki muqtadit tareekh- urdu sahafat azadi ke baad, urdu sahafat ke naye rujhaanat. Khabar: Tareef, lavazim, Huaool ke zaraey aur aqsam – khabar ki zabab – akhbari zaban ke imtiyazi sifat – khabar nigari kya hai – khabar dikhane ke tareeqe – khabar ka dhancha – ibtidayia aur matan.

UNIT II

Khabar nigari ke aqsam – maroozi khabar nigar – tashreehi khabar nigari – jamey khabar nigari, tafteshi khabar nigari, taraqqiati khabar nigari – sports khabar Nigari – feature nigari.

UNIT II

Fan-e-Idarata– Idarat ka mafhoom– Sub editing ke usool aur fazaryat – Jumlon ka sakhat, matan ki tarteef – surkhi hai – surkhi banane ke usool. Nashriyati sahafat – radio news – talk, drama, script writing – T.V. News T.V. Script T.V. Script – Commercials.

UNIT III

Tarajuma Kaya Hai – English Se Urdu – Hindi Se Urdu Aur Urdu Se English Aur Hindi MainkTarjuma. Tarjuma Ke Masayal Shafti Aur Abdi Tarjuma.

Books for Reference

1. Rahbar-e-Akhbar by Navesi Iqbal Qadri
2. Khabar Nigari by M. Shafey Kidwai
3. Fan-e-Sahafat by Miskeen Hijazi
4. Urdu Sahafat by Anwar Dehelvi
5. Urdu Sahafat ki Tareekh by Anwar Ali Sabri

Elective

Human Rights and Media (MCM1013)

Course Objectives:

- *The course intends to educate the learner about the history and philosophy of human rights.*
- *It is aimed to make the student aware about the role of media in human rights promotion.*
- *The course will acquaint the learner about the tools and techniques of human rights reporting and nuances of human rights journalism.*
- *The student will learn the intricacies of web based and social media based human rights journalism.*
- *The course will also highlight the contemporary human rights issues and their relation to media.*

UNIT I

Concept, nature and scope of human rights, origins and evolution of Human Rights. Philosophical foundations of human rights. The UN declaration on human rights. Human rights under Indian constitution.

UNIT II

Media- Human Rights Interface: A Brief History. The role of media in protecting human rights, writing and reporting on human rights, challenges of human rights reporting, Johan Galtung's War and Peace Journalism: concept and application. Human rights and media during war on terror.

UNIT III

Contemporary human rights issues; national and global, Media activism. Social media and Human rights. Fake News, propaganda, and its effects on human rights reporting. Open-source investigation in journalism: tools and applications.

Books for Reference

- 1) *The History of Human Rights: From Ancient Times to the Globalization Era* by Micheline Ishay: University of California Press
- 2) *Human Rights: Tasks, Duties and Functions* by A. N. Roy: Aavishkar Publications
- 3) *Human Rights and Media* by Diana Papademas : Emerald Group Publishing Limited

SEMESTER-II

Advertising (MCM 2001)

Course Objectives

- *To provide hands on training in creating advertising content and to provide a detailed understanding of the working of an advertising agency.*

UNIT I

Definition of advertising – relevance of advertising in the marketing mix – classification of advertising – various media for advertising, socio-economic effects of advertising.

Ad agency management, organization and staff functions of ad agency: (account planning, account servicing, creative, media planning, HRD, etc.), agency revenue earning and sources, ASCI codes of advertising.

UNIT II

Defining creativity, stages in the creative process, creative brief, advertising appeals, language, kinds of layout (Thumb nail, rough and comprehensive) kinds of copy, advertising campaigns. Graphics: design principles, use of colour in design.

UNIT III

Media planning, media strategies, budgeting and presentation to client. Brand Management: definition, concepts and evolution of brand management

Advertising research: scope and objectives – research as a decision making tool. Market research and advertising research – types of research: target marketing research, positioning research – pre-test research, post-test research, audience research.

Books for Reference

1. Advertising by James S. Norris: Prentice Hall, 1997
2. Advertising by Wright, Winter and Zeigler: Tata Mc Graw Hill, 1982
3. Foundations of Advertising :Theory and Practice by Chunawala Sethia: Himalaya Publishing House, 1985
4. Advertising by Otto Klepner : Prentice Hall, 1986
5. Essentials of Advertising by Louis Kaufman: Houghton Mifflin Harcourt, 1980
6. Contemporary Advertising by Arens, Weigold and Arens : Tata Mc Graw Hill , 2010

Public Relations & Corporate Communication (MCM2002)

Course Objectives:

- The course intends to acquaint learners with the concepts of corporate communication & Public Relations, its historical origins and evolutionary role;
- It will instill in the learners essential journalism and communication skills to enable them to develop quality communication support material, and build corporate identity;
- The course will develop in the learners analytical skills to enable them to understand and manage a corporate crisis, and create effective strategies for corporate image building;
- The course will empower the learners with research and analytical skills to establish quantitatively how the discipline adds value to a company.

UNIT I

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

UNIT II

Developing effective corporate communication strategy; Managing corporate image, identity and reputation; Issue management; corporate advertising; media relations; employee relations; customer relations; investor relations; government relations; community relations-corporate social responsibility; crisis communication.

Strategic PR/CC and Management: Defining Strategy and its Relevance in Public Relations and Corporate Communication, Campaign Planning, Management and Execution.

UNIT III

Organising press conference, open house, facility visit and special event programmes; planning and production of house journal; writing press release, backgrounder, press brief, rejoinder; Role of new media in corporate communication.

Government public relations-media units of the Governments; Law and ethics in public relations-PRSI Code of Ethics.

Books for Reference:

1. Cutlip, Scott M., Allen, H., and Broom, Glen M. (1985). *Effective Public Relations*, Englewood Cliffs, New Jersey: Prentice Hall International Edition.
2. Argenti, Paul A. (1998), *Corporate Communication*, McGraw Hill, Boston.
3. Kaul J.M., *Public Relation in India*, Calcutta: Noya Prakash
4. Hendrix, Jerry. (2001). *Public Relations cases*, Australia, Wadsworth-Thomson Learning.

5. Jethwaney, Jaishri. (2011). *Corporate Communication-Theory and Practice*, USA: Oxford University Press.
6. Lesley, Philip. (2002). *Handbook of Public Relations and Communication*, Jaico Publishing House, Mumbai.
7. Treadwell, Donald and Jill B. Treadwell. (2005). *Public Relations Writing*, New Delhi: Response Books.

Development Communication (MCM2003)

Course Objectives:

- *To introduce the concept of development.*
- *To introduce and explain the concept and philosophy of development communication.*
- *Explain the Indian perspective on development and development communication*
- *Acquaint the learners with content and message design in development communication.*

UNIT I

Development: Definition, concept; process; different approaches to development; characteristics of developing societies; development dichotomies – gap between developed and developing societies; Globalization and its impact on development.

UNIT II

Development communication: Definition, concept; communication approaches to development – dominant paradigm, alternative approaches and development support communication, Development communication policy, strategies and action plans.

UNIT III

Development Communication Applications: Indian perspective on development communication; Development support communication the agriculture, population, health, education and environment; designing messages for development.

Books for Reference

1. Melkote, S. R. & Steeves, L. H (2001). *Communication for Development in the Third World*. Sage Publications
2. McPhail, L. T (2009) *Development Communication*. Wiley Blackwell
3. Narula, U. & Pearce, W.B. (1986) *Development as Communication: A Perspective on India*. Southern Illinois Press
4. Mody, B. (2003) *International & Development Communication: A 21st Century Perspective*. Sage Publications

International & Intercultural Communication (MCM2004)

Course Objectives:

The course introduces students to the phenomenon of culture in the broad sense of the term. Students in this paper will engage in a critical assessment of international and intercultural communication theories and applications through multiple and diverse readings, reflexive writing assignments, research activities, classroom discussions, and in-class activities. The course will enable the students to:

- *Understand the importance of international communication in the contemporary world*
- *Develop proper understanding about various perspectives and dimensions relevant to international communication;*
- *Explain the role of cultural patterns, verbal and nonverbal codes in the development of intercultural interpersonal relationships;*
- *Describe obstacles to effective intercultural interaction and develop communication skills that improve competence in intercultural communication.*
- *Develop skills to observe, analyze and interpret communication both in everyday life situations, popular media, and other mediated discourse;*

UNIT I

International Communication: Concept and Definition; International Communication theories: Modernization theory, Dependency theory, World systems, Structural imperialism, Hegemony, Electronic colonialism, Technological Determinism, Globalization and Cultural Imperialism; Universal Declaration of Human Rights and communication

UNIT II

Imbalance in International Information flow, The New World Information and Communication Order (NWICO), MacBride Commission's report-Nonaligned news agency pool. International news agencies. Broadcast networks: Cable News Networks (CNN), British Broadcasting Service (BBC) and Al Jazeera. Impact of new communication technology on news flow. Transnational media ownership.

UNIT III

Culture: Concept, Definition, Elements and Characteristics. Intercultural Communication: Concept and Definition: Cultural Symbols in Verbal and Non-verbal Communication; Impact of New Technology on Culture, Mass Media as a Culture Manufacturing Industry. Barriers in Intercultural Communication. Media and Intercultural Conflicts

Books for Reference

1. William B. Gudykunst, and Bella Mody (2002) *Handbook of International and Intercultural Communication*, Sage publications

2. William B. Gudykunst (2003) *Cross-Cultural and Intercultural Communication*, Sage publications
3. Ingrid Piller (2011) *Intercultural Communication: A Critical Introduction*, Edinburgh University Press
4. Adrian Holliday, Martin Hyde and John Kullman (2004) *Intercultural Communication: An Advanced Resource Book*, Routledge
5. Thomas L. McPhail (2010) *Global Communication: Theories, Stakeholders, and Trends*, John Wiley & Sons
6. Daya Kishan Thussu (2000) *International Communication: Continuity and Change*, Bloomsbury Academic
7. Denis McQuail (2010) *McQuail's Mass Communication Theory*, SAGE Publications Ltd

Practical (Advertising) (MCM2071)

Practical aspects of media planning, designing, creative briefs, identifying advertising appeals, drawing advertisement layout, writing advertisement copy, practical aspects of graphics and use of colour, undertaking advertising research, conducting pre-test, post-test and audience research, designing strategies for brand management

Practical (Public Relations & Corporate Communication) (MCM2072)

Designing strategies for effective communication with various publics; designing strategies for building corporate image; designing corporate identity; Crisis communication strategies.

Production of house journal, corporate Video Magazines, Corporate films; Designing corporate/institutional advertisements, posters; writing press release, press notes, rejoinders, backgrounders, mission and vision statements.

Organizing press conference, special events, Fairs and exhibitions, open house.

Elective

TV News and Current Affairs Production (MCM2011)

Course Objectives:

- *To introduce the basic concepts and principles related to television journalism.*
- *To develop expertise in the production of news stories for visual medium.*
- *To provide hands-on training to the students.*
- *To make them understand the functioning of newsrooms and their operations.*
- *To understand the rapidly changing nature of visual medium and adapting to it accordingly.*

UNIT I

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

UNIT II

The visual grammar: Basic shots, camera movement, location shooting, multiple camera and one camera shoot, screen direction, camera angles.

Introduction to Visual Stories, news package: lead, visual proof, piece to camera, writing from visuals. Introduction to news bulletins: types and formats

UNIT III

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

Books Recommended:

1. Television Production, by Jim Owens and Gerald Millerson, Taylor and Francis
2. Broadcast Journalism: Techniques of Radio and Television News, by Andrew Boyd, Peter Stewart, Ray Alexander
3. Writing for Broadcast Journalists, by Rick Thompson

Elective

Film Studies (MCM2012)

Course Objectives

- *The course has been designed to introduce the students to the techniques of film analysis;*
- *It intends to familiarise the learners with the various nuances of film making;*
- *It also introduces the learners to the essential theoretical underpinnings to explain film language and genres.*

UNIT I

Film language and genres; Film Theories: Aesthetic, Soviet Formalist, Semiotic, Ideological; Psychoanalytic approach; Film & Society; Film movements; New wave films. Elements for an Indian Film Theory.

UNIT II

The Cinemas of India: Prehistoric era; Silent era; Talkies; Hindi Cinema and Regional Cinema; Parallel Cinema; Eminent Film personalities of India.

UNIT III

Film audiences; Film censorship; Regulation and finance of film production; Film magazines; Film festivals; Film awards; Review of selected Indian and Foreign Films.

Books for Reference

1. Dhar, V.P (2012). *The Art of Film Making*. Viking Books

2. Gianetti, L. (1996). *Understanding Movies*. Prentice Hall
3. Renov, M. & Donald, J. (2008). *The SAGE Handbook of Film Studies*. SAGE publications

Elective

Women, Children and Media (MCM2013)

Course Objectives:

- *To learn the core concepts in the field of women and children studies*
- *To critically analyze the representation of women and children in the media*
- *To understand the relevance of communicating such issues as per the evolving needs of the society.*

UNIT I

Status of women in Indian society; Problems faced by Indian women-female infanticide and feticide, child marriage, dowry, divorce, widowhood, rape, prostitution, domestic violence, problems of old age women, single women and working women, gender discrimination; problems of children- child labour, abuse of girl child.

UNIT II

Remedy on discrimination against women- constitutional and legal protections; National Commissions on Women and state level women's commissions and their role and functions; National human rights commission's role on protection of rights of women and children; Rights of children and their protection- constitutional and legal provisions-child labour prohibition (regulation) act, 1986.

UNIT III

Reporting of issues related to women and children in the news media.

Gender stereotyping, Objectification of women; portrayal of women in media, women in advertising; Programmes on women and children on radio and television; Women, children and Indian Cinema.

Issues and Challenges faced by women media professionals; impact of media on women and children; media and women empowerment.

Books for Reference

1. *Women and Media- Changing Roles, Struggle and Impact*, by Pooja Kataria, Regal Publications, 2007
2. *Women and Media: Challenging Feminist Discourse*, by Kiran Prasad, The Women Press, 2010
3. *Women Empowerment: Emerging Dimensions in 21st Century*, by Pulla Rao, The Associated Publishers, 2011
4. *Women, Democracy and the Media*, by Sonia Bathla, Sage Publications, 1998.
5. *Children, Adolescents and the Media*, by V.C. Strasburger and Barbara J. Wilson, Sage Publications, 2002.
6. *Child Rights in India- Law, Policy and Practice*, by Asha Bajpai, Oxford University Press, 2003.

SEMESTER-III

Radio Production (MCM3001)

Course Objectives

- *The course has been designed to familiarise the learners with the various nuances of radio programme production;*
- *It introduces the learners with the various formats of radio programmes;*
- *The course also intends to make the students learn the essentials of writing for radio, especially its grammar.*

UNIT I

Radio programme production process. Aspects of sound recording – types of microphones and their uses – field recording skills; radio feature production; radio documentary production.

UNIT II

Using sound bites and actualities; space-bridge with field sources of news; production of radio newsreel and current affairs programmes – formats of radio programmes – studio interviews – studio discussions – phone-in programmes.

Field reporting, voice dispatches; interview techniques; presentation; structuring a radio report – news capsuling and radio commentary. Effective use of voice –enunciation, flow, pronunciation, modulation.

UNIT III

Spoken language, writing for radio, news writing – structuring radio-copy; editing agency copy, reporter's copy – compiling radio news programmes; writing into bytes – writing headlines, teasers and promos, radio commercials, illustrating copy with sound effects.

Books for Reference

1. Boyd, A. *Broadcast Journalism: Technique for Radio and Television News*. Focal Press
2. Smith, L. *Perspectives on Radio & TV*. Helper & Row
3. Starkey, K. *Radio in Context*. Palgrave Mc Millan
4. Hyde, S. *Television & Radio Announcing*. Kanishka
5. Rivers, W. L. *Mass Media: Reporting, Writing, Editing*. Joanna Cotler Books

Television Production (MCM 3002)

Course Objectives:

- *To guide the students for using the technical equipment efficiently.*
- *To make them understand the aesthetics related to video production.*
- *To help them learn the fundamentals of storytelling through television.*
- *To learn creative decision making*
- *To develop employable skills on a par with industry standard.*

UNIT I

Visual communication – shooting with TV camera – camera mounting. colour balance, basic shots and camera movement.

Basics of TV Production: TV lighting in field, using reflectors. Lighting grid –luminaries.

Studio lighting – three-point lighting - high key and low-key lighting; properties, studio sets and make-up.

UNIT II

Video editing techniques – transitions; digital effects and post production -planning location shoots – storyboard – single camera shooting – multi camera shooting- studio production — planning studio programmes- role of functionaries

Formats of TV programmes: studio interview, studio discussion, studio chat shows with audience participation, studio quiz program with audience participation. TV documentary production – corporate video production.

UNIT III

Writing for television: Writing television programmes script – research, visualization and production script.

Television reporting: ENG, news package, research, investigation, interview techniques; piece to camera and voice over. Writing lead-in/intro to news packages, headlines writing, teasers and promos.

Television news editing: sequencing and editing news packages, compilation of news programmes.

Television anchoring.

Books for Reference

1. Television Production, by Jim Owens and Gerald Millerson, Taylor and Francis
2. Television Production Handbook, Herbert Zettl, Wadsworth, Belmont
3. Broadcast Journalism: Techniques of Radio and Television News, by Andrew Boyd, Peter Stewart, Ray Alexander
4. Writing for Broadcast Journalists, by Rick Thompson
5. Broadcast News: Writing, Reporting and Producing, Ted White and Frank Bernas, Focal Press, Focal Press, Oxford, 2010

Communication Research (MCM-3003)

Course Objectives

This course is designed to provide knowledge and skills that are necessary to understand and prepare quality research works. It provides an overview of the concepts, methods, and tools by which communication research is designed, conducted, interpreted, and critically evaluated. This course will enable the students to:

- *Master the concepts and jargons that are used in communication research;*
- *Understand different methods and tools that are used in communication research;*
- *Develop skills necessary for conducting communication research;*

- *Plan and develop a research project;*
- *Develop the ability to clearly communicate, both orally and in writing, the findings of original communication research to a lay audience.*

UNIT I

Research: Concept and Characteristics; Overview of Communication Research; Variables; Levels/Scales of Measurement; Sampling Methods; Review of Literature; Hypothesis; Reliability and Validity.

UNIT II

Qualitative and Quantitative research; Experimental and Quasi Experimental Studies; Longitudinal Studies: Trend studies, Panel studies, Cohort Analysis; Survey Method, Content Analysis; Case Study Method.

Unit III

Tools for Data Collection: Observation Methods; Questionnaire and Schedules; Diary method; Field Studies; Focus Groups; Telephone Surveys; Online Polls; People's Meter; Statistical Analysis- Non-Parametric Statistics, Chi-Square Test; Parametric Statistics.

Books for Reference:

1. Frey, L., Botan, C. H., & Kreps, G. (2000). *Investigating communication: An introduction to research methods*. NY: Allyn & Bacon.
2. Wimmer, R., & Dominick, J. (2013). *Mass media research: An introduction*. Cengage learning.
3. Kothari, C. R. (2004). *Research methodology: Methods and techniques*. New Age International.
4. Krippendorff, K. (2012). *Content analysis: An introduction to its methodology*. Sage publications.
5. Fowler Jr, F. J. (2013). *Survey research methods*. Sage publications.
6. Berger, A. A. (2013). *Media analysis techniques*. Sage Publications.

New Media (MCM 3004)

Course Objectives

- *The course intends to acquaint the learners with the concepts of New Media as a new generation of media that emerged through progressive convergence of Computer and telecommunication;*
- *It will familiarise the learners with the evolution of Information & communication technologies, and the technology milestones behind the advent of New Media;*
- *The students will learn the characteristic features of New Media as compared to the conventional media;*
- *The course will acquaint the learners with the Internet and its applications and seeks to empower them to use Internet tools as alternative modes of self-expression;*
- *The students will also learn various social media tools and their pro-social use to make the world a better place to live.*

UNIT I

New Media: Definition, Scope and Characteristics; Brief history of new media-key technology milestones; media convergence, Mobile communication.

Application software: MS Office-MS Word, MS Excel, MS PowerPoint;

Media production software- QuarkXPress, Photoshop; Multimedia concept and applications.

UNIT II

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

UNIT III

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

Books for Reference:

1. Logan, Robert K., (2001). Understanding New Media, New York: Peter Lang.
2. Tanenbaum, A.S. *Computer Networks* 3rd Edition, New Delhi: Prentice Hall International
3. Mirabito, Michael M.A (1997)., *the New Communications Technologies*, Boston: Focal Press
4. Lievrouw, Leah A and Sonia Livingstone (2006). *The Handbook of New Media*, London: Sage Publications Ltd
5. Friend Ceilia and Jane B. Singer. (2007). *Online Journalism Ethics: Traditions and Transitions*, New Delhi: PHI Learning Pvt Ltd.
6. Flew Terry: *New Media an Introduction*(Oxford University Press,2002)
7. Hinton Sam and Hjorth Larissa: *Understanding Social Media* (Sage Publications India, 2013)
8. Lister Martin, Dovey Jon, Giddings Seth et.al.: *New Media: A Critical Introduction* (Routledge Taylor and Francis Group, London and New York, 2003 ed.)

Practical (Radio and Television Production) (MCM3071)

Writing Script for Radio programmes, Preparing and compiling radio news bulletin, Production of Radio programmes in different formats.

Practical aspect of camera mounting, colour balancing, shots and camera movement, lighting, video editing, cut, mix, dissolve, planning shoots, developing story board, cues and commands, writing scripts, voice over, sequencing and editing news packages, compilation of news programmes, writing leads, headlines, teasers and promos, television anchoring.

Practical (New Media) (MCM3072)

Creation and formatting of MS Word, Excel, and PowerPoint Documents.
Designing print publications - Quark X press.
Photo editing and designing- Adobe Photoshop.
Creation and updating of social network accounts.
Networking with special interest groups.
Establishing and maintaining e-mail Id
Creating and writing a blog.
Searching the internet-advanced search techniques.
Production of data-intensive stories.
Multimedia content production and packaging.
Website planning and content design.

Open Elective

Writing for Mass Media (MCM 3011) **(For Students of Other Departments only)**

Course Objectives

Through this course, students are able to develop proper understanding about mass media and develop necessary skills to become professional writers. The course will enable the students to:

Know the basics relevant to mass media and journalism profession;

- *Develop proper understanding about the news and news media;*
- *Understand the formats and style of news writing;*
- *Develop better understanding about articles, features, and editorials that are published in the media;*
- *Understand the art of writing for broadcast media and Web platforms.*

UNIT I

Journalism-Meaning and Purpose; Concept and Definition of News; Basics of News Writing, 5W&1H, and Inverted Pyramid Style; Writing Headlines, Lead; Specialized News Writing; Ethical Issues in News Writing.

UNIT II

Principles of effective writing; Writing Features; Article writing; Editorial: meaning structure and kinds; Writing for magazines;

UNIT III

Photojournalism- photo as a news item; Writing for broadcast media; Writing for Web platforms; Freelance writing.

Books for Reference

1. Burns, L. S. (2002). *Understanding Journalism*. New Delhi: Vistaar.
2. Friedlander, E. J., & Lee, J. (2011). *Feature Writing: The Pursuit of Excellence*. New Delhi: PHI.
3. Neal, J. & Brown, S. S. (1976). *News Writing and Reporting*. New Delhi: Surjeet Publications.
4. Baskette, F. K., Sissors, J. Z., & Brooks, B. S. (2001). *The Art of Editing*. Boston: Allyn and Bacon.
5. Boyd, A. (1988). *Broadcast Journalism: Techniques of Radio and Television News*. Heinemann Professional Publishing: Oxford.
6. Smith, L. *Perspectives on Radio & TV*. Helper & Row
7. Starkey, K. *Radio in context*. Palgrave Mc Millan
8. Hyde, S. *Television & Radio Announcing*. Kanishka

SEMESTER-IV

Media Management, Laws and Ethics (MCM4001)

Course Objectives:

- *The course intends to acquaint learners with the concepts of media management, and the legal and ethical framework in which the media operates;*
- *It will familiarise the learners with the changing trends in the ownership and management of the Indian media and their implications for media performance;*
- *The course will acquaint the learners with the various constitutional and legal provisions about the press;*
- *It will familiarise the learners with the professional and ethical responsibilities of the free press in a liberal democracy;*
- *The students will also learn the role of the various professional bodies in the professional growth of the Indian media.*
- *The students will also learn various social media tools and their pro-social use to make the world a better place to live.*

UNIT I

Principles of media management and their significance; Functions of media managers; Ownership pattern of mass media in India; Emerging trends in media-cross media ownership-corporatization and the implications; Launching media ventures in India; Structure and functions of different departments of media; economics of print and electronic media; Programme management in media-production, scheduling, transmitting, quality control and cost-effective techniques; media marketing strategies.

UNIT II

Constitutional provisions on Freedom of press; Contempt of Courts Act 1971; Law of defamation – provisions of Indian Penal Code relating to Sedition; laws dealing with obscenity; Official Secrets Act 1923, Right to Information Act 2005; Press and Registration of Books Act, 1867. Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; Cinematograph Act, 1953; Prasar Bharati (Broadcasting Corporation of India) Act 1990; Information technology Act 2000; Cable Television Act 1994; Copyright Act.1957.

UNIT III

Ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; Press Council of India and its broad guidelines for the press, Press Commissions. Idea of Fair Trial/ Trial by Media; Codes for radio, television; ethical issues related with ownership of media.

Books for Reference:

1. Levine, John M, and Wackman, Daniel B.(1998)*Management of Media Organisations*, Newyork: Longman.

2. William, Herbert. (1978), *Newspaper organisation and management*, Delhi: Surjeet Publications.
3. Cottle Simon. (2003). *Media Organisation and Production*, New Delhi: Sage Publications.
4. Packard, Robert G. (1989). *Media Economics: Concepts and Issues*, Newbury Park, CA: Sage Publications.
5. Walker, James and Douglas Ferguson (1998). *The Broadcast Television Industry*, Boston: Allyn and Bacon.
6. Durga Das Basu (1996) *Law of the Press*, prentice Hall of India Private Limited, New Delhi.
7. M. Neelamalar (2009) *Media Law and Ethics*, PHI Learning Pvt. Ltd., New Delhi
8. Parvinrai Mulwantrai Bakshi (1986) *Press law: an introduction*, TRF Institute for Social Sciences Research and Education
9. Venkat Iyer (2000) *Mass Media Laws and Regulations in India*, India Research Press
10. Basu, Durga Das, *Shorter Constitution of India* (13th ed. 2001) (Wadhwa and Company, Law Publishers, Nagpur).

Dissertation (MCM4071)

Every student will have to prepare a dissertation/project report in any area of mass communication detailed in the curriculum under the guidance of regular faculty. The objective of the dissertation is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research-based effort and should endeavour to create new knowledge in any area of mass communication.

Viva Voce (MCM4072)

The grand viva-voce covers courses of all the four semesters.

Seminar Presentation (MCM4073)

(On Contemporary media issues)

Vocational Training and Media Production Work (MCM4074)

Each student will have to undergo a four-week or more attachment in any of the media such as newspapers, magazines, radio, television, agencies of advertising and public relations/ corporate communication, or any other media/communication entity identified by the student and faculty. The training shall commence soon after the examination of the second semester (during summer vacation).

Elective
Convergent Journalism (MCM4011)

Course Objectives:

- *The course aims to develop in the learners advanced skills for the converged multimedia news platforms;*
- *It will familiarise the learners with the unique nature of the Web Platforms, specialized skills needed for their content development;*
- *The students will also learn the essential software used in the development of various forms of media content, i.e., text, audio, video, graphics;*
- *The course will acquaint the learners with the authoring tools used in multimedia content development;*
- *The students will also learn website development and content management.*

UNIT-1

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

UNIT-II

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

UNIT-III

Storytelling with audio- recording and editing basic online interviews;
Storytelling with video - Collecting and editing of video content;
Multimedia journalism-Using multimedia and interactivity for online storytelling;
Using social media for news sharing- posting tweets, using retweets and Hashtags;
Developing online news packages;
Website planning and visual design (Web style guide);
Security and ethical challenges of publishing online.

Books for Reference

1. Convergent Journalism: An Introduction (writing and producing across media) By Stephen Quinn and Vincent Falk, Focal Press
2. Producing for the Web (Media Skills) -Jason Whittaker, 2000.
3. Writing for Multimedia and the Web – A practical guide to content development for interactive media – Timothy Garrand.

4. The Digital Designer: 101 Graphic Design Projects for print, the web, multimedia, and motion graphics – Stephen Pite.
5. Clear Blogging: How People blogging are changing the world and how you can join them – Bob Walsh.
6. Learning web design – A beginner’s guide to (X) HTML, Stylesheets and web graphics – Jennifer Niederst Robbins and Aaron Gustafson, 2007
7. Convergence Journalism: Writing and Reporting across the News Media By Janet Kolodzy,
8. Understanding Media Convergence By August E Grant, Oxford University Press
9. David Pogue's Digital Photography: The Missing Manual By David Pogue
10. Build a Better Photograph: A Disciplined Approach to Creativity By Michael Stern

Elective

Health Communication (MCM4012)

Course Objectives

This course explores the role of communication in health care delivery, health promotion, and disease prevention; the importance of communication in health care experiences at interpersonal, organizational, and cultural, media and on a social level. This paper will enable the students to:

- *Identify major health problems confronted by India and their implications on society, culture and economy.*
- *Understand different theories and models that are relevant to health communication;*
- *Develop necessary skills for designing messages for healthcare delivery in an efficacious manner.*
- *Understand the importance of communication skills in the healthcare industry, not just for health professionals providing care but for patients and their families in ensuring optimum care and are active care recipients;*
- *Identify the key steps in planning, implementing, and assessing health promotion campaigns.*

UNIT-I

Concept and Scope of health communication, Growing Importance of Public Health, Changing Dynamics of Health Needs and Importance of Health Communication, Evolution of Health Communication, Major Health Problems Confronted by India, Social and Economic Dimensions of Health Problems.

UNIT-II

Theories and Models of Health Communication: Therapeutic, Health Belief, King’s Interaction, and Northouse and Northouse Model of Health Communication; Communication Variables in

Health Care; Health communication Strategies for Risk Reduction among High-risk Populations; Parent-Child Communication in Drug Abuse Prevention among Adolescents.

UNIT-III

Health Communication Campaign Design; Community Health Improvement Process (CHIP) model; Role of Media in Health Communication; Reporting and Writing on Health Issues for Media; evaluation of health communication programmes; Ethics and Health Communication, Intercultural Communication and Health Care.

Books for Reference

1. Public Health Communication Interventions, by Nurit Guttman, Sage Publications
2. The Externet and Health Communication: Experiences and Expectations, by Ronald E. Rice, James E. Katz, Sage Publications
3. Health Communication: Strategies for Health Professionals, by Laurel Lindhout Northouse, Pearson Education, 3rd Edition
4. Health Communication- A Multicultural Perspective by Snehendu B. Kar, Thousand Oaks: Sage Publications

Elective

Sports Journalism (MCM4013)

Course Objectives

- *This course has been launched in order to cater to the ever-increasing demands of people fully acquainted with nuances of sports and sports writing.*
- *To provide insights and practical training in writing on various sports.*

UNIT-1

History of sport's role in society. Understanding and appreciating the importance of sport. The role of sport in the 21st Century. What makes a 'great' sporting event? India's rise as a sports power-major sports of India. Growth of sports coverage in the media.

Analysis of how sport is covered in the modern media – newspapers, radio, television and internet.

UNIT-II

What is important in reporting? Understanding your audience's requirements; Learning the process involved in reporting at matches; How to cover a post-match press conference.

Prioritizing and editing information into bulletins. How to say as much as possible in as few words as possible.

UNIT-III

Interview techniques- Different ways to interview? What makes a good interviewer? How to attain access to the interviewee?

Sports feature writing- Examination of sports feature writing. What makes a good sports feature? Learning to create your own style?

Books for Reference

1. Sports Journalism: A Practical Introduction, by Phil Andrews. Sage Publications, 2014
2. Sports and Media by Matthew Nicholson, Anthony Kerr, Merryn Sherwood. Routledge, 2015
3. Sports Journalism: A Multimedia Primer by Rob Steen, Routledge. 2014
4. Sports Journalism: Context and Issues, by Raymond Boyle, Pine Forge Press, Sage Publications, 2006

Elective

Environment and Media (MCM4014)

Course Objectives:

- *To understand the basics of environmental journalism*
- *To learn the tenets of environmental reporting*
- *To develop a nose for identifying environmental news around*
- *To be able to make use of various expert sources and information available*
- *To foster constructive discussion about environmental issues and their coverage in the media*

UNIT-I

Environment, Environmentalism, Environmental communication

Environmental journalism- concept, history and challenges. Relationship between media and environment. Journalism vs. Activism.

Cinema and environment. United Nations and the Environment

UNIT-II

History of environmental movement, Major environmental disasters

Key environmental issues: Climate change, deforestation, biodiversity and conservation of natural resources, ecosystem, wildlife conservation, environmental pollution, waste management, disasters, sustainable development.

UNIT-III

Environment Reporting: How to build an environment story. Finding an angle, broadening the lead, structuring a longer article (long-form journalism). Different types of environment stories -investigative, in-depth and interpretative.

Present state of environmental reporting in India

Books for Reference

1. Media and Environment: Conflict, Politics and the News. Libby Lester, Polity Press, 2010
2. Environment, Media and Communication, Anders Hansen, Routledge
3. Media and the Environment, Craig L LaMay, Island Press, 1991
