

M A Journalism and Mass Communication
OBE REGULATIONS AND SYLLABUS
(With effect from the academic year 2020-2021 onwards)

1. Preamble

The department of Journalism and Mass Communication is established in 1983 to train women in the knowledge and skills required to take up Journalism as a profession and contribute towards building a more aware, progressive and inclusive society. The department is one of the most dynamic ones in the University and provides women students with excellent opportunities for personal growth and professional excellence in the field of Journalism and Media management. The program meets the requirements of the media industry and a knowledge society by training students in the skills of reporting, writing, editing in print, radio and TV; advertising, public relations, media laws and ethics, photography, new media technology etc. The program will help students to work in media industry as content creators in print and broadcast media, media producers, media educators, media researchers, PR professionals, photojournalists, content creators for new media etc.

2. General Graduate Attributes

Core Attribute 1: Core Knowledge of major concepts in Journalism and various media industries

Core Attribute 2: Critical Thinking & Analysis

Critically thinks about the theoretical as well as practical phenomenon from a cause and effect perspective by analyzing various factors that might lead to creating media products and outcome of their distribution.

Core Attribute 3: Research Methods / Project / Practical Knowledge

Can carry out a research project by identifying the research need, formulate hypothesis, adopt appropriate research design, methods, and statistical tools and infer the outcome and present it in the form of a report.

Core Attribute 4: Professionalism and Values

Objectivity, fairness and unbiased ethical values reflect in the professional interaction in human as well as research context.

Core Attribute 5: Communication Skills

Listens and speaks effectively with intent knowledge of the subject matter and is convincing at individual, social and research setting.

Core Attribute 6: Learning and the Application

Learnt journalistic principles are applied to personal, social, and organizational issues, in the areas of media management, production and post production.

Core Attribute 7: Entrepreneurship

Theoretical, practical and production and professional skill sets are imparted to start an entrepreneurial venture like writing, reporting, editing and visual production as well as giving suitable employment.

3. Programme Specific Qualification Attributes

	CA 1	CA 2	CA 3	CA 4	CA 5	CA 6	CA 7
Knowledge (K1)	√	√	√			√	√
Understanding (K2)	√	√	√			√	√
Application (K3)		√	√		√	√	
Analytical (K4)		√	√			√	√
Evaluation capability (K5)		√	√	√	√	√	√
Scientific or synthesis (K6)	√	√	√	√	√		√

4.1 Vision

The Department of Communication and Journalism will set global standards for media education, research and extension by using technology-human interface to build a knowledge society on the highest principles of journalistic values and ethics by training students in developing skills required in media content creation, distribution and management .

4.2 Mission

- To provide skills required for working in various media industries.
- To train students to acquire skills required in media content creation, distribution and management.
- To preserve ethics and values in the field of journalism and work towards creating an informed, inclusive and egalitarian society.

5. Program Objectives and Outcomes

Program Educational Objectives (PEO)

PEO 1 To develop fundamental understanding of the way media functions

PEO 2 To obtain journalistic and media skills in order to create and distribute media content

PEO 3 To understand the practical application of development communication, research methodology and media ethics.

Program Specific Objectives (PSOs)

PSO 1 To develop skills required to work in mass media

PSO 2 To develop conceptualizing, writing and media content creation skills

PSO 3 To obtain audio-visual production skills

PSO 4 To train in advertising content creation, PR and corporate communication skills.

PSO5 To obtain fundamental understanding of research methodology, development communication and media ethics.

Program outcome (Master's program in Communication and Journalism)

PO1 Students learn the theoretical concepts in communication studies and apply them in problem solving, creative thinking and decision making in communication studies

PO2 Students understand the history, structure, function and manner of operation of media industries and the various laws related to media including new media

PO3 Students learn the effects of various types of influences such as politics, business, globalization on media industry

PO4 Students learn about types of content for various media and learn to create and analyze media content

PO5 Students acquire effective communication skills and soft skills

PO6 Understand the basics concepts of research methodology and learn to undertake research using the scientific method and statistical tools

PO7 Develop and use creative strategies for advertising, marketing, PR, brand positioning and marketing research

PO8 Analyze a business environment, recognize, develop and exploit strategies and methods to use opportunities in entrepreneurship

PO9 Learn skills of crisis communication and crisis management in organizations

PO10 Understand the theoretical concepts of development communication and the application of communication and its tools in the development process

PO11 Learn to work with new media including data interchange, creating content and e-business

PEO Vs PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
PEO1	√	√	√	√			√	√	√		√
PEO2	√	√	√	√	√		√	√	√		√
PEO3	√	√				√			√	√	√

PO Vs GA

	GA1	GA2	GA3	GA4	GA5	GA6	GA7
PO1	√	√	√	√	√	√	√
PO2	√	√		√		√	√
PO3	√	√	√	√		√	
PO4	√	√		√	√	√	√
PO5	√				√	√	
PO6	√	√	√	√		√	
PO7	√	√		√	√	√	√
PO8	√	√	√	√	√	√	√
PO9	√	√		√	√	√	
PO10	√	√	√	√	√	√	√
PO11	√	√	√	√	√	√	√

6. Candidate's eligibility for admission

Any graduate with 45% aggregate marks at graduate level and should have qualified the Entrance Test conducted by the University.

7. Duration of the program

Two years (four semesters)

8. CBCS- Structure of the Program

Course Component	No. of Courses	Hours of Learning per semester	Marks	Credits
Semester I				
Core Courses	4	18	400	16
Skill Development Course	1	6	100	4
Foundation Course	1	2		
Total	6	26	500	20
Semester II				
Core Courses	2	10	200	8
Skill Development Course	3	16	300	12
Skill Enhancement Course	2	Internship and field Work report	150	6
Foundation Course	1	2		
Total	8	28	650	26
Semester III				
Core Courses	2	12	200	8
Skill Enhancement Course	2	10	200	10
Elective Courses	1	6	100	4
Foundation Course	1	2		
Total	6	30	500	22

Semester IV				
Core Courses	2	12	200	8
Skill Enhancement Course	2	16	250	10
Skill Development Course	1	6	100	4
Internship	1	-	100	4
Field Work Report	1	-	100	4
Total	7	34	750	30
Grand Total	27	118	2400	98

9. Curriculum structure for each semester as per course alignment

Subject Type	Course Code	Title of the Course	Hrs./ Week T / P	Credits		Internal Assessment	External Exam	Total Marks
				Theory	Practical			
I Semester								
CC	MCJ 1.1	Introduction to Mass Media	4+0	4	0	20	80	100
CC	MCJ 1.2	Communication Theories	4+0	4	0	20	80	100
CC	MCJ 1.3	Reporting and Writing	2+4	2	2	20	80	100
SD	MCJ 1.4	Newspaper Editing and Production	2+4	2	2	20	80	100
CC	MCJ 1.5	Media Law and Ethics	4+0	4	0	20	80	100
CF	Foundation Course	Communicative English						
			16+8	16	4			500
II Semester								
CC	MCJ 2.1	Public Relations and Corporate Communication	2+4	2	2	20	80	100
SD	MCJ 2.2	Advanced Reporting and Editing	2+4	2	2	20	80	100
SD	MCJ 2.3	Radio Production	2+4	2	2	20	80	100
CC	MCJ 2.4	Research Methodology	4+0	4	0	20	80	100
SD	MCJ 2.5	New Media Technology	4+0	4	0	20	80	100
CF	Foundation Course	Computer Applications						
SE	Internship Report - I			0	2			50
SE	Field Work Report -			0	4			100

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	I							
			14+12	14	12			650
III Semester								
CC	MCJ 3.1	Communication for Development	2+4	2	2	20	80	100
SE	MCJ 3.2	Television Production - I	2+4	2	2	20	80	100
CC	MCJ 3.3	Media Globalization and Cultural Communication	2+4	2	2	20	80	100
SE	MCJ 3.4	Writing for Regional Media/ MOOC Course	4+0	4	2	20	80	100
Any one Elective	MCJ IEE 3.5.1	Photography	2+4	2	2	20	80	100
CC	MCJ IEE 3.5.2	Travel and Tourism Communication	2+4	2	2	20	80	100
SE	MCJ IEE 3.5.3	Anchoring for Radio and Television	2+4	2	2	20	80	100
SD	MCJ IEE 3.5.4	Event Management	2+4	2	2	20	80	100
CF	Foundation Course	Gender Studies						
			12+16	14	8			500
Semester IV								
CC	MCJ 4.1	Advertising and Market Research	2+4	2	2	20	80	100
CC	MCJ 4.2	Women and Media	2+4	2	2	20	80	100
SE	MCJ 4.3	Television Production - II	2+4	2	2	20	80	100
SD	MCJ IE 4.4.1	Soft Skills	2+4	2	2	20	80	100
SD	MCJ IE 4.4.2	Entrepreneurship and Innovation Development	2+4	2	2	20	80	100
SE	MCJ 4.5	Dissertation/Video Documentary/Radio Talk/Radio Program	2+8	2	4	50 (Viva voce)	100	150
SE	Internship Report - II				4		100	100
SE	Field Work				4		100	100

	Report - II							
				10	20			750
	Total		118	98 credits				2400

Subject Type: CC – Core Course
 CF – Compulsory Foundation
 SD – Skill Development Course
 SE – Skill Enhanced Course
 CE – Community Engagement
 IEE - Internal and External Elective

10. Credit and marks structure for each semester as per course alignment

Total number of credits and marks							
Course	No of courses	Core	Foundation Course	Skill development/ Skill Enhancement course	Elective course/ Internship/ Fieldwork	No of credits	Total marks
Semester 1	6	4	1	1		20	500
Semester 2	8	2	1	5		26	650
Semester 3	6	2	1	2	1	22	500
Semester 4		3	2		2	30	750
Grand total	20	11	5	8	3	98	2400

11. Credit Calculation

Method of teaching	Lecture	Tutorial/ Demonstration	Practical/Internship/Self-Learning
Hours	1	2	2
Credits	1	1	1

12. Examinations

Examinations are conducted in CBCS semester pattern. Continuous Internal assessment tests and end semester examinations are conducted during November/December for odd semesters and during April/May for even semesters. Candidates who fail to secure passing minimum marks in either theory or practical or project or internship will reappear as per University norms.

13. Scheme for Evaluation and Attainment Rubrics

The Continuous Internal assessment tests and end semester examination will be conducted adhering to the CBCS norms.

Attainment Rubrics for Theory Courses

Internal (Max. Marks: 20)

External (Max. Marks: 80)

End Semester Question Paper Pattern (Theory)

Section	Approaches	Mark Pattern	K Level
A	Short Answer Questions (Choice of 5 out of 8 questions)	5X4 = 20	K1-K2
B	Long answer Questions (Analytical type, Internal choice between two questions)	5X12=60	K3-K4

SEMESTER I

MCJ 1.1 INTRODUCTION TO MASS MEDIA (Core)

Course Objective: The paper introduces students to mass media, with emphasis on structure, organization and function of mass media

Learning Outcomes:

1. Students learn the basics of various types of mass media
2. They gain an understanding of the history of media in India
3. They understand how media works
4. They learn trends and emerging areas in mass media which will help them to advance into further aspects of media studies
5. They understand the use of new media in journalism

Unit I Mass Media

Characteristics of Mass Media, Different forms of Media, Their Strengths and Weaknesses, Functions of mass media, Media math

Unit II Print Media

History of newspapers in India, The way Industry Works, Costs and Revenues, Important Brands in Newspaper and Magazine Industry, Opportunities and Growth areas

Unit III Electronic Media

History of radio and TV in India, AIR, FM Radio, Satellite Radio, Community Radio, Doordarshan, Satellite TV

Unit IV Film Industry

History of Indian film industry, Trends in Indian cinema, opportunities and growth areas

Unit V New Media

Characteristics of New Media, Types of new media, New Media industries in India, Online journalism: emerging trends and growth areas

Practical Exercise: Gather a data bank of any four media organizations in your city. Collect advertising cost of a newspaper, radio and Television

Suggested Reading:

1. Vanita Kohli Khandekar (2013), The Indian Media Business, New Delhi, Sage.
2. Adrian Athique (2012), Indian Media, Polity Press.
3. David Croteau, William Hoynes (2006), The Business of Media: Corporate Media and the Public Interest, Sage.
4. McDowell S Walter (2006), Broadcast Television: A Complete Guide to the Industry, Peter Lang Publishing.
5. Richter A William (2006), Radio: A Complete Guide to the Industry, Peter Lang Publishing.
6. K. MotiGokulsing, WimalDissanayake (ed) (2013) Routledge, Handbook of Indian Cinema, Routledge.
7. Rini Bhattacharya Mehta, Rajeshwari V. Pandharipande (ed) (2011), Bollywood and Globalization: Indian Popular Cinema, Nation, and Diaspora, Anthem Press.
8. Gillian Doyle (2013), Understanding Media Economics, Sage.
9. Pramod K. Nayar (2010), An Introduction to New Media and Cyber cultures, Wiley Blackwell.
10. Erwin Alampay (2009), Living the Information Society in Asia, ISEAS Publishing.

MCJ 1.2 COMMUNICATION THEORIES (Core)

Course Objective: The paper provides students an understanding of the theoretical perspectives, issues, processes and effects of mass communication

Learning Outcomes:

1. Students understand the meaning and types of communication
2. They learn the various steps in communication flow and characteristics of print and audio-visual media
3. They learn the functions of the mass media and the theories of the press

4. They understand the scope and purpose of communication models
5. They gain knowledge of various theories of communication

Unit I Introduction to Communication

Introduction to the domain of communication, Kinds of communication, Intra-personal, Interpersonal, Group and Mass Communication, Verbal and non-verbal communication, Traditional Media

Unit II Characteristics of Communication

One step, two-step, multi-step flow of communication, Characteristics of print and audio-visual communication, Source credibility

Unit III Functions of Mass Media and Press Theories

Mass media and social change, Mass media and public opinion, political ideology, Press theories: authoritarian, communist, libertarian and social responsibility theories

Unit IV Communication Models

Scope and purpose of models, Shannon and Weaver, Lasswell, Osgood and Schramm, New Comb's ABX model and Gerbner's model

Unit V Communication Theories

Selective exposure, perception, and retention, Agenda-setting, Knowledge-gap hypothesis, Uses and gratification approach, Cultivation approach

Practical Exercise: Gather three news items in various newspapers and analyse the agenda setting theory of mass media

Suggested Reading:

1. Denis McQuail (2010) *McQuail's Mass Communication Theory*, Sage.
2. John F. Cragan, Donald C. Shields (1998) *Understanding Communication Theory: The Communicative Forces for Human Action*, Allyn and Bacon.
3. Katherine Miller (2002) *Communication Theories: Perspectives, Processes, and Contexts*, McGraw Hill.
4. McQuail, Denis and Sven Windahl (1981) *Communication Models for the Study of Mass Communication*, New York, Longman, Singapore publications.
5. Melvin I. DeFluer and Sandra J. Ball Rokeach (1989) *Theories of Mass Communication*, London, Longman Publications.
6. Robert S. Fortner (2014) *The Handbook of Media and Mass Communication Theory*, Wiley-Blackwell.
7. Stanley Baran, Dennis Davis (2012) *Mass Communication Theory: Foundations, Ferment, and Future*, Cengage Learning.
8. Sven Windahl, Benno Signitzer and Jean T. Olson (2009) *Using Communication theory*, Sage.
9. Tapories, Susan Cruenheck and James A. Cohen (1999) *Theories of Communication: A Short Introduction*, New Delhi, Sage.
10. Werner Joseph Severin, James W. Tankard (2010) *Communication Theories: Origins, Methods, and Uses in the Mass Media*, Addison Wesley Longman.

MCJ 1.3 REPORTING AND WRITING (Core)

Course Objective: The paper introduces the students the basics of news writing

Learning outcomes:

1. Students understand news values and elements
2. They gain skills in news and feature writing, opinion writing and narrative writing
3. They are able to write for various types of media
4. They gain important theoretical and practical knowledge in reporting
5. They understand the work process in newsroom and importance of journalistic ethics

Unit-I News and Elements of News

News – Definitions, elements and news values, Concepts of news and issues; structure of news, 5Ws and one H, selection of information-writing leads, body of the story; ensuring accuracy, objectivity and balance

Unit-II Writing for various formats

Writing Headlines, inverted pyramid style, feature style, sand clock style, nut graph; news features and non-news features – characteristics, types and writing style; opinion writing – editorial, Article, commentary, reviews, research – based and narrative writing

Unit-III News Gathering and Reporting

News gathering process-role and importance of sources-ethical aspects of sourcing news and reporting, qualities of a good reporter, different formats of news report- factual and routine news, analytical news, interpretative news, descriptive news, investigative news and sequential news; reporting interviews

Unit-IV Reporting and Beats

City and local news, crime, legal, politics and political parties, legislative, Economy and Finance; reporting conflict- Armed and social conflict, Region Community and Human Rights; specialized reporting – Defence, Science and Technology, Education, Art and culture, Environment, Fashion and Lifestyle, Entertainment and Sports

Unit-V Agenda Setting, Gate keeping and Ethics

Understanding Media – Agenda setting and gate-keeping roles; factors affecting news treatment, pressures in the newsroom – paid news, Advertorials; Ethics in news writing and reporting

Practical Exercise: Students cover beats and write reports / interview people, celebrities etc., and discuss on current affairs

Suggested Reading:

1. Reporting, B.N.Ahuja, 1990, Surjeet Publications, New Delhi.
2. Basic Journalism, Parthasarthy, 1997, Macmillan India Pvt. Ltd., New Delhi.
3. News Reporting & Editing, K.M.Srivastava, 1987, Sterling Pub. House, New Delhi.
4. Issues in Mass Communication by J. S. Yadava and Pardeep Mathur
5. News Writing by Haugh George A.
6. Tony Harcup, Journalism Principles and Practice, Vistaar, New Delhi, 2005.
7. Handbook of Journalism by Aggarwal Vir Bala, Gupta V.S.
8. Bill Kovach and Tom Rosenstiel, The Elements of Journalism: What News people Should Know and the Public Should Expect, New York: Crown Publishers, 2001.
9. M.V. Kamath, The Journalists Handbook, Vikas Publishing House Pvt. Ltd., New Delhi, 2009.
10. Paul Manning, News and News Sources, Sage Publications, 2004.

MCJ 1.4 NEWSPAPER EDITING AND PRODUCTION (Skill Development)

Course Objective:

The course imparts theoretical and practical skill of Editing

Learning Outcomes:

1. Students acquire skill and understand principles and techniques of editing
2. Students are skilled to edit various types of copies
3. Students are able to re-write Headlines, Intro and Re-organized stories
4. Students learn the editing process, layout and design of newspaper
5. Students learn importance of photographs and photo features

Unit-I Concept and Principles of Editing

Editorial Values : Objectivity, Facts, Impartiality and Balance - Understanding the Publication – its Audience and Demography, Gatekeeping : Fact checking, Editorial Ethics: Authenticity, Legal Aspect, Language, Style, Clarity, Democratic, Non-Racist, Non-Sexist, Social and Cultural Values - Editing Symbols/Proof Reading Symbols

Unit II Editorial Hierarchy and Role of various Functionaries

Editor: Essential Qualities, Role and Responsibilities, Challenges for the Editor: Bias, Slants and Pressures. Editor as a Thinker, Opinion Maker, Advisor, Newsman, Philosopher, Editor as Manager - Sub-Editor: Skills, Duties, Responsibilities of a Sub-Editor - Functioning of City Desk, Regional Desk and Central Desk etc., - Relation between Reporting Unit and Desk

Unit III Editing Process

News selection, Copy Editing and Rewriting- News Selection and Distribution for Editing: News Values and other Parameters - Art of Copy Editing, Managing the News Flow - Rewriting and Restructuring News Stories - Editing to fit available space: Summarization and Expanding Copy, Box Items - Headlines and intro

Unit IV Page Designing

Page Making, Layout and Design, Photo/ Graphics and Caricature selection- Principles and Process of Layout and Design - Planning and Designing the Front Page and Inside Pages, Designing Special Pages, Dummy, Pagemaking, Importance of Dummy in Page Making Process - Planning and Visualization of News, Preparations of Charts, Diagrams, Graphs, Illustrations, Caricature and Cartoons etc.

Unit V Photo Editing

Selection of Photograph, Techniques and Procedure of Cropping, Reducing and Enlarging of Photographs - Caption and Sub-caption Writing, Editing of photo features, Action and Attractive Photographs, Stylebook/ Style Sheet, Importance of Style Book

Practical Exercise: The students publish NewsJet – Lab newspaper at the end of the semester

Suggested Reading:

1. Aggarwal, V. B., & Gupta, V. S. (2001). Handbook of journalism and mass communication. New Delhi: Concept Publishing Company
2. Chaturvedi S. N. (2007), Cyber Tech Publications
3. Floyd K. Baskette (1997), The art of editing, Allyan and Bacon, Boston
4. Hicks & Homes, (2001). Sub-editing for Journalists, Routledge.
5. Itule & Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication
6. Jayapalan N.(2001) Journalism, Atlantic
7. Joseph M.K (2007). Outline of Reporting, Anmol Publications, India
8. Prasad, S. (1993). Editors on Editing/HY, National Book Trust.
9. Richard, K. (2000). The Newspaper's Handbook, Routledge Publication
10. Rogers, G. (1993). Editing for Print, McDonald Book.

MCJ 1.5 MEDIA LAW AND ETHICS (Core)

Course Objective: The paper introduces the students to the legal, ethical and policy issues related to mass media

Learning Outcomes:

1. Students gain a conceptual understanding of the Constitution of India
2. They learn important media legislations
3. They understand regulations and responsibilities of mass media
4. They learn the significance of media laws that impact the profession
5. They learn the various enactments related to electronic media

Unit I Indian Constitution and Freedom of Speech

Salient features of Indian Constitution, Fundamental Rights, Freedom of Speech and Expression in Indian Constitution, Issues of Privacy, Right to Information, Case studies on Media and Free expression

Unit II Media Law

Law of Defamation, Obscenity, Seditious, Privileges of the Legislature, Contempt of Court, Official Secrets Act, Working Journalists (Conditions of Service) Act, Press Council Act

Unit III Media Ethics

Media and Ethics, Self-Regulation & Legal regulations, Media & Human Rights

Unit IV Broadcasting Media Law

Licensing issues in Broadcast Sector, Prasar Bharathi Act 1990, Broadcasting Bill, Cinematography Act 1952, Cable T.V. Networks (Regulation) Act of 1995, The Drugs and Magic Remedies (Objectionable) Advertisements Act, Consumer Protection Act, Competition Bill and its impact on Advertisements

Unit V Media Policy and Regulations

Public policy issues on Airwaves, Telegraph Act, IT Act of 2000 and Media Regulatory Bodies, New Media Regulations

Practical Exercise: Application of Supreme Court precedent on free speech to your own public communication on internet, social media and other apps; Develop personal code of ethics for digital media for collection and public sharing of information; Verify online information e.g., photos and videos, with traditional and digital tools and contribute opinions

Suggested Reading:

1. David Gordon A., John Michael Kittross, John C. Merrill, William Babcock, Michael Dorsher (2012) Controversies in Media Ethics, Routledge.
2. Durga Das Basu: Commentary on Constitution of India (2012) LexisNexis India.
3. M. Neelamalar (2009) Media Law and Ethics, PHI Learning.
4. M.P.Jain (2012) Indian Constitutional Law, LexisNexis India.
5. Madhavi Goradia Divan (2006) Facets of Media Law, Eastern Book Company.
6. Monroe E. Price, Stefaan Verhulst, Libby Morgan (2013) Routledge Handbook of Media Law, Routledge.
7. Monroe Edwin Price, Stefaan G. Verhulst (2001) Broadcasting Reform in India: Media Law from a Global Perspective, Oxford University Press.
8. Patrick Lee Plaisance (2013) Media Ethics: Key Principles for Responsible Practice, Sage.
9. Tripura Sundari T. (2013), Press Freedom in India: Legal and Ethical Dimensions, Regal Publications
10. Venkat Iyer: Mass Media Laws and Regulations in India (2000), AMIC.

SEMESTER II

MCJ 2.1 PUBLIC RELATIONS AND CORPORATE COMMUNICATION (Core)

Course Objective: The paper trains the students in Public Relations and Corporate Communications

Learning Outcomes:

1. Students learn the role and scope of Public Relations and its various tools.
2. They understand the importance of PR profession in various areas of management.
3. They learn the evolution of Corporate Communication and its expanded role in organizational and marketing communication.
4. They understand the role of professional bodies of public relations.
5. They learn research and evaluation skills in corporate communication.

Unit I Public Relations – Basic Concepts

Concept, Definitions, Functions; Nature and Role of PR, Concepts of PR, Information, Publicity, Propaganda, Advertising and Lobbying

Unit II PR Elements and Process

PR Publics: Internal and External, PR Process, Four Stages of PR: Fact Finding, Planning, Implementation and Evaluation, PR Campaign Planning, PR Consultancy and PR Counselling

Unit III Corporate Communication

Corporate Communication, Corporate Identity, Corporate Relations, Corporate Social Responsibility, Crisis communication and Management, Designing PR Crisis Plan, Digital PR

Unit IV PR and Management

PR as management function, Employee Relations, Consumer/Customer Relations, Financial Relations, Community Relations, Media Relations, New media for PR

Unit V PR in Government and other professional bodies

Government Public Relations: State and Central Media Units: Structure and Functions, Public Relations in Public Sector Undertakings, PR Professional Bodies – IPRA, PRSI – Code of Ethics, PR Research, Evaluation and Case Studies

Practical Exercise: Identify different stakeholders to develop effective communication styles; Identification of best practices of corporate communications to understand competitive advantage

Suggested Reading:

1. Cornelissen, J (2004), Corporate Communications: Theory and Practice, London: Sage.
2. Cutlip & Cutlip (2013), Effective Public Relations: Pearson.
3. D.S.Mehta, Handbook of Public Relations in India, Allied Publishers Pvt. Ltd.
4. Deegan, D. (2001) Managing Activism, Kogan Page/CIPR, 2nd ed.
5. Edward L.Bernays, Public Relations: Kindle Edition.
6. Fearn-Banks, K. (2008) Crisis Communication Student Workbook. London: Routledge.
7. Heath, RL (2001) - Handbook of Public Relations, London: Sage Macmillan.
8. Iqbal S. Sachdeva (2009), Public Relations: Principles and Practice: Oxford Higher Education.
9. Jaishri Jethwaney, N.N.Sarkar (2015), Public Relations Management: Sterling Publishers, New Delhi.
10. L'Etang, J and Pieczka, M (eds.), Critical Perspectives in Public Relations London: Thomson – latest edition.

MCJ 2.2 ADVANCED REPORTING AND EDITING (Skill Development)

Course Objective: The course helps students learn through practice and to expose to situations and ideas

Learning Outcomes:

1. To develop crucial journalism skills involved in researching writing, editing and rewriting
2. To understand the different stages of journalism writing and production
3. To provide hands on training on the nuances of writing
4. To provide editing skills for print and online media
5. To develop skills in facing newsrooms and on field

Unit I: Writing For Magazines

News Angles - Special Reporting - Scoops, Exclusive, Specialized reporting - Science, Sports, Economic and Commerce, Development and Gender- Handling of Supplements & Magazine Space.

Unit II: Column Writing

Development, Criticism, Feature writing - News Analysis - Making Stories, Objective, Fair & Legally Safe, Restructuring / Rewriting, Interpretative & Investigative Approach Articles & Developing Stories; Reading Proofs

Unit III: Non-news Articles

Topical articles such as side articles, Biographies, Book Reviews, Film Reviews and Special articles

Unit IV: Interviews

Kinds of Interviews - Sources and Online Research, Story Organization, Strategies for effective interviewing and note taking, Interviewing Techniques

Unit V: Online Editing Processes

Writing for Web Media: Basic rules Do's and Don'ts, Writing News stories, Features and Articles on the Web - Impact of Web Journalism

Practical Exercise: At least one article of each type must be produced by the student. The student is expected to write interviews of 5 personalities in various fields.

Suggested Reading:

1. News Editing - Bruce H. Westley
2. Outline Of Editing - M.K. Joseph
3. The Journalist 's Handbook - M.V. Kamath
4. Advanced Editing - Adarsh Kumar Varma
5. The Making Of An Editor - Rahul Mudgal
6. Kamath, M. V. 'The Journalist's Handbook'. (Reprint). Vikas: New Delhi.
7. Barns, Margarita. 'The Indian Press'. George Allen and Unwin Ltd. Contractor,
8. Hured. 'The art of feature writing'. Icon Publications: Pune.
9. Wadsworth George T.J.S. 'Editing: A Handbook for Journalists'. IIMC, New Delhi.
10. Garcia, Mario R. 'Contemporary Newspaper Design: A Structural Approach'. Prentice Hall, USA Quinn

MCJ 2.3 RADIO PRODUCTION (Skill Development)

Objective: The paper introduces the students the concept of radio programming

Learning Outcomes:

1. Students understand how a radio station works
2. Students are able to produce various types of radio programs
3. They gain an understanding of media convergence and emerging opportunities in online radio

4. Students acquire technical skills in production and editing to produce programmes in various radio formats
5. Students understand commercial aspects of radio like advertising and research

Unit 1 Introduction to Radio and Various types of Radio

Radio as a medium- Understanding SW, MW & FM - Public Service Broadcasting - Public Service Model in India - Community Radio - Campus Radio - Organizational Structure and Management of Radio, Niche radio

Unit II Private Broadcasting and Emerging Trends

Private Broadcasting- Private Broadcasting Model in India and Policy- Media convergence - Online Radio, Emerging trends in Radio broadcasting

Unit III Radio Genres and Acoustics

Introduction to different genres & formats, Plays – Talk – Radio discussion- Features, Documentaries - Radio vox-pops – phone-in programmes- Jingles- Basics of field recording- Acoustics

Unit IV Radio Production Process

Stages of Radio Production Pre-Production – (Idea, Research, Script), Post-Production– Creative use of Sound and Using archived sounds - Recording, Audio Editing

Unit V Budget, Advertising and Research

Production of Radio programme -Budgetary planning, Radio advertising, Research and Feedback

Practical Exercise – Students will be producing programme in any Radio format (Duration - 5 minutes)

Suggested reading:

1. Aspinall, R. (1971), Radio Production, Paris: UNESCO.
2. Flemming, C. (2002), The Radio Handbook, London: Routledge.
3. Keith, M. (1990), Radio Production, Art & Science, London: Focal Press.
4. McLeish, R. (1988), Techniques of Radio Production, London: Focal Press.
5. Listening to various news bulletins and other news based programs of All India Radio and other FM channels
6. All India Radio, Audience Research Unit, Prasar Bharat, 2002
7. Michele Hilmes and Jason Loviglio, eds., Radio Reader: Essays in the Cultural History of Radio, Routledge, 2002.
8. Neelamalar M. "Radio programme production" PHI, 2018.
9. The Radio Handbook – Carole Fleming 2nd edition, Routledge , 2002
10. William Moylan "The art of recording" – 2002 edition. Focal Press,2001

MCJ 2.4 RESEARCH METHODOLOGY (Core)

Objectives: The paper introduces students to the basic principles of research methodology and enables them to apply research methods for conducting research

Learning Outcomes

1. Students understand the meaning, process and elements of research
2. Students learn the levels of measurement and different approaches to communication research
3. Students acquire skill to develop tools of data collection and determine sampling procedure
4. Students learn to apply statistics in research and use data analysis techniques
5. Students learn the use of SPSS in data analysis and learn steps in research report writing

Unit I Basic Elements of Research

Introduction: Definition of Research, Purpose of Research, Research Process-The elements of research; concepts, constructs and variables, types of variables – Hypothesis

Unit II Measurements and Types of Research

Nature and levels of measurement – Reliability and validity of measurements, Approaches to communication research - Historical Research, Focus group - Survey research - Content analysis - Laboratory and field experiments

Unit III Tools of Research and Sampling

Data Collection Techniques – Observation, Questionnaires, Interviews- Scales- Sampling; Definitions of Population and sample, probability and non-probability sampling, Characteristics of a good sample design

Unit IV Statistics in Research

Statistics in research, Descriptive statistics, Inferential statistics-Data analysis techniques; Classification, Tabulation, Frequency distribution and percentages, measures of central tendency, measures of dispersion, measures of relationship

Unit V Tests of Hypothesis and Research Report

Testing of hypothesis – t-test, chi square, ANOVA – Introduction to SPSS –Research Report
Writing - Bibliography and Index

Practical Exercise: To prepare a brief proposal for a research study.

Suggested Reading:

1. Bhattacharya, D.K. (2003). Research Methodology, New Delhi: Excel Books.
2. Brenner, M., J. Brown, J. and D. Cantor (eds.) (1985). The Research Interview, Uses and Approaches, London: Academic Press.
3. DeVaus, D.A. (1995). Surveys in Social Research (4th edition), St. Leonards, NSW: Allen & Unwin.
4. Gaur, Ajai S. and Sanjaya S. Gaur (2006). Statistical Methods for Practice and Research, New Delhi: Response Books.
5. Kothari, C.R. (2004). Research Methodology: Methods and Techniques, 2nd Edition, New Delhi: New Age International (P) Limited Publishers.
6. Singleton, Jr. R.A., B.C. Straits, and M. M. Straits (1993). Approaches to Social Research, New York, Oxford University Press.
7. Stemple, III G.H. and B.H. Westley (1992). Research Methods in Mass Communication, New Jersey; Prentice Hall.
8. Wimmer, R. and Dominic. J., (1992). Communication Research Methods. Wadsworth .
9. Klaus Bruhn Jensen (2011) A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies, Routledge.
10. Susanna Hornig Priest. (2009) Doing Media Research: An Introduction, New Delhi, Sage.

MCJ 2.5 NEW MEDIA TECHNOLOGY (Skill Development)

Objective: The paper provides an overview of new media and their applications and to train students in the use of New Media

Learning Outcomes:

1. Students gain understanding of New Media, theoretical underpinnings, growth and expansion
2. They understand the symbiotic relationship between New Media and Legacy Media
3. They determine the complete outline of New Media Industry
4. They cultivate Social Media skills
5. Students are able to write, produce and distribute content for the digital platforms

Unit I New Media Concepts

New media - Mapping, Meaning and Characteristics, Principles of New Media, digitization and convergence, Introduction to Internet, World Wide Web (WWW), Search Engines

Unit II Web Designing, Software and Licenses

Overview of New Media Industry, Introduction to Web-designing: Role of Navigation, Colour, Text, Images, Hyperlinks, Multimedia elements and Interactivity, Open source software and Licenses

Unit III Convergence Journalism

News on the web: Newspapers, magazines, radio and TV newscast on the web, Changing paradigms of news; emerging news delivery vehicles; integrated newsroom; Data Journalism, Challenges and opportunities for a newsperson

Unit IV Social Networking

Introduction to social profile management products - Facebook, Twitter, LinkedIn, Social Collaboration: virtual community- wikis, blogs, instant messaging, collaborative office and crowd sourcing, Whatsapp, Snapchat, Skype. Social publishing: Flickr, Instagram, Youtube, Sound cloud

Unit V Citizen Journalism and Security Concepts

Citizen Journalism: Concept, Case studies. Blogging; blogs as narratives, Bloggers as journalists and 'opinionates', Journalism ethics and restraint in new media, Security issues in using digital technology (Malware, Phishing, Identity Thefts)

Practical Exercise: Prepare a blog with at least 10 posts on a topic related to Communication/Journalism/Media. Each post must contain a write up of at least 500 words, three pictures and one video.

Suggested Reading:

1. Andrew Dewdney, Peter Ride (2009) The New Media Handbook, Routledge.
2. Deirdre K. Breakenridge (2008) New Media: New Tools, New Audiences, Pearson.
3. Francisco.J.Ricardo (2009) Cyberculture and New Media, Rodopi.
4. John.P.Pavlik (2013) Journalism and New Media, Columbia University Press.
5. Kevin Kawamoto (2003) Emerging Media and the Changing Horizons of Journalism, Rowman and Littlefield Publishers.
6. Kiran Prasad (2009).e-Journalism: New Media and News Media, BR Publishing Corporation, New Delhi.
7. Leah A Lievrouw, Sonia Livingstone (2011) Handbook of New Media: Student Edition, Sage.
8. Lev Manowich (2001) The Language of New Media, MIT Press.
9. Tery Flew (2005).New Media; An Introduction, 2nd edition Australia: Oxford University Press.
10. Wendy Hui Kyong Chun and Thomas Keenan (2006) New Media, Old Media: A History and Theory Reader, Psychology press.

SEMESTER III

MCJ 3.1 COMMUNICATION FOR DEVELOPMENT (Core)

Objective:

The course enables students to understand the inter-relationship between development and communication and apply various communication strategies for the study of development

Learning Outcomes:

Students will be able;

1. To understand the meaning, process and models of development
2. To explain role of communication in development
3. To describe the planning process and role of information in development
4. To explain the participatory approaches in communication for development
5. To discuss the coverage and reporting of various development issues in the mass media

Unit-I Models and Theoretical Orientations

The meaning and process of development- Human Development Index, Sustainable Development Goals, Models of development-The dominant paradigm - theoretical orientations of Rostow, Lerner, McClelland– Alternative development paradigms

Unit-II Development Support Communication

Role of Communication in social development- Radio Rural forums and Satellite communication – SITE, Kheda, Jhabua

Unit-III Development planning and Role of ICTs

Objectives, approaches and process to Development planning, Role of information in development, ICTs and new media in development

Unit-IV Participatory communication

Participatory communication in community development - Community Radio, Traditional media, extension communication, Role of NGOs in development- prospects and problems

Unit-V Development Issues in media

Reporting of development problems in agriculture, population and health, women's issues, environment and climate change

Practical Exercise: Study development reporting in mass media and prepare a brief report

Suggested Reading:

1. Jan Servaes (2013). Sustainable Development and Green Communication: Asian and African Perspectives, USA: Palgrave MacMillan.
2. Kiran Prasad (2018). Communication, Culture and Ecology: Rethinking Sustainable Development in Asia, Singapore: Springer.
3. Kiran Prasad (2009). Communication for Development: Reinvesting Theory and Action (2 volumes,) BRPC: New Delhi.
4. Kiran Prasad (2012). New Media and Pathways for Social Change: Shifting Development Discourses, BRPC: New Delhi.
5. Jan Servaes (2009) Communication for Development and Social Change, Sage Publications.
6. Srinivas Melkote (2008). Communication for Development in the Third world: Theory and Practice for Empowerment. Sage.
7. Kiran Prasad (2004). Information and Communication Technology: Recasting Development, BR Publishing Corporation, New Delhi.
8. K.Mahadavan, Kiran Prasad, Youichi Ito and Vijayan Pillai (2002). Communication, Modernisation and Social Development: Theory Policy and Strategies (2 volumes), BR Publishing Corporation, New Delhi.
9. Jan Servaes (2020). Learning from communicators in Social Change: The Power of Development, Springer, Singapore.
10. Jan Servaes (2017). Sustainable Development Goals in the Asian Context, Springer, Singapore.

MCJ 3.2 TELEVISION PRODUCTION - I (Skill Enhancement)

Course Objective: The Course provides complete understanding of the audio and video production process

Learning Outcomes:

1. Students gain knowledge of the history of television.
2. Students acquire an understanding of the basic elements of video production.
3. Students gain technical expertise in using video equipment and production techniques.
4. Students learn about job opportunities in the television industry.
5. Students learn to critically view television and media content.

Unit I Broadcasting in India, Policy and Laws

Public Service Broadcasting Model in India-Structure and Operation of Broadcast Studio – Global View of Public Service Broadcasting - Community TV in India - Case Study on Community TV- Debate on Critical Issues of Air and DD - Policy and Laws for Public and Private Broadcasters

Unit II TV Genres

Characteristics of Television as a Medium -ENG and EFP – Television Genres: Drama, Soap Opera, Comedy, Reality Television, Children Television, Animation, Prime Time and Day Time

Unit III Programme Production

Stages of Programme Production – Basics of Visual – Visual Grammar - Camera Mounts and Movements – Case Study on Private Partnership in Television Programmer – Writing and Editing Television News

Unit IV Audio Hardware and Software

Types of Microphones – Sound designing - Basic Editing Techniques – Software for Editing – Changing Character of Television News (24- Hours News Format, News Production Cycle, News Lingo)

Unit V Transmission technologies

Terrestrial transmission; Satellite and Cable broadcasting; Up linking and Down linking, Conditional Access System, DTH; IPTV

Practical Exercise: Students produce video documentaries and News bulletins.

Suggested Reading:

1. Alten Staley, Audio in Media, New Jersey, Belmont, 1981.
2. Andrew Utterback (2013) Studio Television Production and Directing, Taylor and Francis.
3. Gerald Kelsey (1990) Writing for Television, A and C Black, London.
4. Gerald Millerson (2013) Lighting for TV and film, CRC Press.
5. Glyn Alkin, Sound Recording and Reproduction, London, Focal Press 2000.
6. Herbert Zettl (2014) Television Production Handbook, Cengage.
7. Robert L. Hilliard (2003) Writing for TV, Radio and New Media, Thomson Publications.
8. Roger Shufflebottom (2013) Video Editing with Avid: Media Composer, Symphony Xpress, Taylor and Francis.
9. Rosemary Horstmann (1991) Writing for Radio, A and C Black, London.
10. Vasuki Belavadi (2013) Video Production, Oxford University Press.

MCJ 3.3 MEDIA GLOBALIZATION AND CULTURAL COMMUNICATION (Core)

Course Objective: The paper explores core topics and issues that will set the context for understanding the dynamics of international communication and global media

Learning outcomes:

1. Students will understand various theoretical orientations and key concepts that shape media in global or regional contexts
2. Students will develop their abilities to critically assess media globalization and its political, economic, social or cultural impacts
3. Students obtain overview of media structures across globe which helps to practice global journalism
4. The understanding of history of media hegemony and contribution of third world countries facilitate students to understand the role of media for development
5. Students will be able understand the cultural context of globalization of media which helps to become a responsible communicator

Unit I Media Globalization

Globalization- Nature of International Communication, Media colonialism to Globalization, Hegemony Technological convergence, Political economy of international communication

Unit II Overview of Media Systems

Media systems in USA, Europe, Arab Countries (Arab Spring), African nations, Latin America and Asian countries, Glocalization - Role of Social Media

Unit III Third World Countries and International Order

Third World Countries - Transnational flow and Third World Countries, New World Information Order – New World Economic Order – MacBride Commission Report, Critique of contemporary situation – an Indian experience

Unit V International Cooperation

Role of UNESCO, ITU, IPDC, NAMEDIA, SAARC, AMIC, Mass Media & Civil Society - Creation of local monopolies - Diasporic media

Unit V

Communication across Cultures- Transnational flow and Third World Countries, Communication Contexts, Cultural values, Cultural influence on perception, barriers to cultural communication, cultural hegemony, cultures within cultures, Indigenous culture.

Practical Exercise: Write a story on the cultural traits of any country other than India

Suggested Reading:

1. Bella Moody, William B. Gudykunst, Handbook of International and Intercultural Communication, Sage , 2001
2. DayaThussu, International Communication: Continuity and Change ,A Hodder Arnold Publication,2006
3. Denis McQuail, Mary Kelly, GianpietroMazzoleni,The Media in Europe: The Euromedia Handbook, Sage, 2004.
4. Fred E. Jandt (2007), an intercultural communication identities in a global community ISBN: 1-4129-1442-6
5. Noam Chomsky (2003), Media Control, The Spectacular Achievements of Propaganda, ISBN:81-8158-005-2
6. Ed Herman , Robert Waterman McChesney&Edward S. Herman, The Global Media: The Missionaries of Global Capitalism (Media Studies),1996, Sage
7. Korzenny Felipe, Stella Ting-Toorney and Elizabeth Schiff., Mass Media effects across cultures, New Delhi, Sage Publications (1992)

8. Thompson Kenneth, Media and Cultural regulation, New Delhi, Sage Publications (1997).
9. Yusuf Kalyango, Jr., African media and democratization : public opinion, ownership & rule of law, Peter Lang ,2011
10. William B.Gndykunst, Handbook of International and intercultural Communication, New Delhi, Sage Publications (1989)

MCJ 3.4 WRITING FOR REGIONAL MEDIA / MOOC COURSE (Skill Enhancement)

Course Objectives: The paper introduces students to understand the Structure and Style of Language and write for various media formats in regional language

Learning Outcomes:

1. Students understand growth and changes taking place in regional language
2. Students learn to work with structure and style of regional language
3. Students learn to use words and phrases in writing specialized news
4. They learn media- friendly paraphrasing
5. They develop writing ability for Print, Electronic and New Media

Unit I Language-Style, Structure, Grammar and Usage

Importance of Language in Communication: Growth and Development -Media Language: Changes in Structure and Style of Language, Emerging Trends in Media Language (Print To Online) - Importance of Grammar, Selection and Use of Phrases and Words - Writing for Print Media: Language for Writing, Word and Sentence Formation, Headline Writing -The Language of Journalism- Concrete, Specific, Active, Nonbiased, Clear, Democratic, Non-Sexist, Non-Racist, Non-Violent

Unit II Use of Language in Broadcast Media

Concept of Audio-Visual Language, Basic difference Between Print and Broadcast Language -Essentials of Writing for Radio -Essentials of Writing for TV - Use of English Words in regional Media, Creative Writing for Photo Feature, Caption Writing, Cartoon and its Language

Unit III Translation and Paraphrasing

Importance of Translation/Paraphrasing in Media, Effective Translation, Methods of Paraphrasing, Attribution and Quoting - Translating (Paraphrasing) News (English To Telugu and vice versa)- Translating (Paraphrasing) articles (English To Telugu and Telugu To English) - Preparing a Glossary of Phrases in Telugu and English

Unit IV Translation of various formats

Preparing Glossary of Words in Telugu-English from Business Pages - Preparing Glossary of Telugu-English Words Used in Political News Translating different News Items from Business Pages (Telugu-English) -Translating Political News Items (Telugu-English) - Translating Political and Business articles (Telugu - English)

Unit V Preparing Glossary and Translating News

Preparing a Glossary of Words (Telugu-English) from Sports Page - Translating News Items on Sports (Telugu-English) -Translating column articles of renowned persons in Sports (Telugu-English) -Translating Science News Items (Telugu-English) -Translating International News Items (Telugu-English)

Practical Exercise: Translation, paraphrasing exercises

Suggested Reading:

1. Andrew Bonime & Ken C. Pohlmann (1997). Writing For New Media: The Essential Guide To Writing For Interactive Media, Wiley, United States
2. James G Stovall (2014). Writing For the Mass Media, Pearson, New York.
3. Robert L. Hilliard (2010). Writing For Television, Radio, and New Media, Wadsworth Publishing Company Inc, USA.
4. Robert M. Knight (2010). Journalistic Writing: Building The Skills, Honing The Craft, Marion Street Press, Portland
5. Simeon Lindstrom (2015). Creative Writing – From Think to Ink, Createspace Independent Publishing Platform, Canada.
6. Usha Raman, (2010). Writing For The Media, Oxford University Press-New Delhi.
7. Bijay Kumar Das (2019) A Handbook of Translation Studies, Atlantic.
8. Jiri Levy (2017) The Art of Translation, Benjamins.
9. Bhasha – Adhunik Drukpadam (2018) Poranki Dakshina Murthy, Neelkamal Books.
10. Telugu-English Nighantuvu (2018) Telugu Academy, Hyderabad.

MCJ 3.5.1 PHOTOGRAPHY (Elective IEE) (Skill Enhancement)

Objective: The paper provides students with the essential skills to capture creative photographic images

Learning Outcomes:

1. Students learn to work with DSLR Camera
2. Students understand working of light and exposure
3. Students are able to compose and shoot professional quality photographs
4. They framing and photo composition
5. They learn to use various types of lenses

Unit I Digital Camera and Images

Camera Controls, Composing Images, Capturing Images, Image Sensors: Types, Image size, sizes and aspect ratio, sensitivity and noise

Unit II Exposure

Understanding exposure, how exposure affects images, Exposure controls: shutter and aperture, exposure modes, Using shutter speed and aperture together

Unit III Focus and Depth of Field, Composition

Controlling Sharpness: Eliminating blur, image stabilization, Increasing Sensitivity (ISO), Focusing: Plane of critical focus, focus areas and techniques, depth of field, circles of confusion, Photo Composition: Rules of composition

Unit IV Light and Colour

Capturing Light and Colour: White balance, Colour balance and time of day, Weather and Photography, Photographing at Night, Using Flash: Flash Power and Range, Controlling Flash Exposures

Unit V Lenses and Filters

Lenses: Understanding focal lengths, zoom lenses, normal focal lengths, short focal lengths, long focal lengths, Portraits and focal lengths, Macro mode and macro lenses, Filters: Types of filters, working with filters

Practical Exercise: Compose a photo feature on one topic with 15 photographs

Suggested Reading:

1. Brenda Tharp & Jed Man Waring (2012), Extraordinary Everyday Photography: Awaken Your Vision to Create Stunning Images Wherever You Are, Focal Press, ISBN-13: 978-0817435936
2. Brian Black (2017) DSLR Photography for Beginners, Penguin.
3. Bruce Barnbaum (2010), The Art of Photography: An Approach to Personal Expression, Rockynook.
4. Bryan Peterson (2016) Understanding Exposure, How To Shoot Great Photographs With Any Camera, Penguin Random House.
5. Craig Alesse (2001), Basic 35mm Photo Guide: For Beginning Photographers 5th Edition, Amherst Media.
6. David D. Busch (2010), David Busch's Mastering Digital SLR Photography, 3rd Edition, Cengage Learning.
7. Jim Miotke (2010), Better Photo Basics: The Absolute Beginner's Guide to Taking Photos Like a Pro, AMPHOTO books
8. Lee Frost (2009), 50 Photo Projects - Ideas to Kick start Your Photography David and Charles.
9. Michael Freeman (2007), The Photographer's Eye: Composition and Design, Focal Press, ISBN-13: 978-0240809342
10. Tom Ang (2009), How to Photograph Absolutely Everything: Successful Pictures From Your Digital Camera, DK Publishing House.

MCJ 3.5.2 TRAVEL AND TOURISM COMMUNICATION (Elective IEE) (Core)

Objective: The paper provides theory and skill based learning to meet the requirements of Tourism industry

Learning Outcomes:

1. Students learn basics concepts and ethical and legal issues of tourism
2. Students gain knowledge of tourism policies
3. Students understand the various types of tourism and operational techniques
4. Students gain knowledge of tour operations
5. Students obtain necessary skills to lead events and tourism activities

Unit I Basics of Tourism

Tourism Product and Services, Geography of Tourism, Ethical, business & legal environment of tourism, Communication Skills

Unit II Tourism Management and Policies, Types of Tourism

Travel trade management, Tourism Industry: Principles, Policies & Practices, Managerial Accounting for Tourism, Indian cultural heritage, Eco Tourism, Sustainable Tourism, Pilgrim Tourism, Health Tourism

Unit III Tourism Planning & Development

Planning for Tourism, co-ordination in planning, assessment of tourist demand & supply, establishing objectives, territorial planning, basic infrastructure, financial planning, human resource planning, Administrative structure, tourism marketing & Promotion

Unit IV Tourism Operations and Management

Travel Agency & Tour Operations, International Tourism & Ticketing, Human Resource Management, Tourism Finance, Transport Management

Unit V Measurement of Tourism

Need for measuring tourism phenomenon, importance of tourist statistics, general problems of measurements, types of tourist statistics and methods of measurement

Practical Exercise: Students will be asked to identify tourist places of importance and given assignments on cultural, art, biodiversity travel spots

Suggested Reading:

1. Peter Robinson, Michael Luck and Stephen Smith (2013) Tourism, CABI Publications.
2. Simon Hudson and Louise Hudson (2017) Marketing for Tourism, Hospitality & Events: A Global & Digital Approach, Sage.
3. David Weaver (2008) Eco Tourism, John Wiley & Sons.
4. Dallen J. Timothy (2011) Cultural Heritage and Tourism: An Introduction, Channel View Publications.
5. Alan Fyall, Patrick Legohérrel and Elizabeth Poutier (2013) Revenue Management for Hospitality and Tourism, Goodfellow Publishers Limited.
6. Philip L. Pearce (2005) Tourist Behaviour, Channel View Publications.
7. Bob McKercher and Du Cross Hilary (2015) Cultural Tourism, Taylor and Francis.
8. Larry Dwyer, Forsyth and Wayne Dwyer (2010) Tourism Economics and Policy, Channel View Publications.
9. David Weaver (2015) Sustainable Tourism, Taylor and Francis.
10. Simon Hudson and Louise Hudson (2015) Customer Service in Tourism and Hospitality, Goodfellow Publishers Limited.

**MCJ 3.5.3 ANCHORING FOR RADIO AND TELEVISION (Elective IEE)
(Skill Enhancement)**

Course Objective: The paper trains students in anchoring

Learning Outcomes:

1. Students will master the skill of use of voice and body language as well as expressions used for anchoring in radio and TV
2. Students will be able to work as anchors for radio and TV
3. Students learn about dubbing and writing scripts for Radio and TV
4. They acquire also the news reading and presentation skills
5. They know the techniques of talks show

Unit I

Voice Over: Rhythm of speech, Breathing, Resonance, VO for TV commercials/corporate videos/ radio commercials/ TV Documentaries

Unit II

Radio Presenter: Radio Presenting, Voice Projection, Scripting, Mike Technique, Public Speaking- holding attention of audience, awareness of voice and its function, controlling body language, Breathing and articulation, Acting and singing to strengthen personal and vocal confidence

Unit III

Theory of Dubbing, On-air Essentials, writing presenter scripts for TV, a look at personality, style and general show presentation, recording voice, digital editing & recording, studio autocue reading, audition techniques

Unit IV

News Reading for Radio & T, the basics of fluency, Voice: pitch/tone/intonation/inflection, Duties and responsibilities, Understanding the news scripts and news agenda

Unit V

Talk Show Host - Talk Radio & Presenting phone ins, TV Interviewing, presenting and reporting techniques, Multi-camera facing, Legal pitfalls in anchoring

Practical Exercise: Submit a recorded narration for a documentary/feature program in Telugu or English of not less than 15 min duration

Suggested Reading:

1. Alec Nibet, The Use of Microphones. Oxford: Focal Press, 2004.
2. Ann S. Uttarback, Broadcast Voice Handbook: How to Polish Your On-Air Delivery, Bonus Books (2nd Edition), 1995
3. Aruna Zachariah, Radio Jockeying and News Anchoring, Kanishka Publishing House, New Delhi
4. Basic TV Staging –Millerson Gerald, Focal/Hastings House, New Delhi. 2000.
5. Michael Talbot – Smith. Broadcast Sound Technology. Oxford: Focal Press. 2002.
6. Salkin, Glyn. Sound Recording and Reproduction. Oxford: Focal Press. 1996.
7. Sanjay Gaur, Radio jockey and t.v. anchoring, Gaurav Book Centre
8. Santosh Debnath, A Guide Book of Television And Radio Journalism
9. Strutt, John Williams, Baron. The Theory of Sound. Rayleigh. 1996.
10. TV Sound Operations –Glyn Alkin, Focal Press, 2000.

MCJ 3.5.4 EVENT MANAGEMENT (Elective IEE) (Skill Development)

Course Objective: The paper provides students an understanding of various aspects of event management, identify all facets of planning a program/event and address event details in a timely manner

Learning Outcomes:

1. Students acquire an understanding of the role and purposes of special events in Media organizations
2. Students acquire an understanding of the techniques and strategies required to plan successful and special events in different Industries
3. Students acquire the knowledge and skill required to promote, implement and conduct special events in media
4. Students acquire the knowledge and skill required to assess quality and success of special events
5. Students will learn on logistics of organizing various events

Unit I Type of events and Planning Events

Staff events, customer events, personal events, celebrity events, sports events, reason and need for events, role of Event Management Company, Introduction to planning: SWOT Analysis

Unit II Event Management Process

Planning an event: Determining the purpose of the event, Types of Events for Business, Goal of the Event, Understanding Event's Audience

Unit III Various types of Events

Events for increasing marketing and sales, events to start or enhance awareness, events to increase productivity, crossover events, identifying the scope and size of the event, social versus business aspects, outlining the company's needs, setting the vision of the event, assessment of information, design objectives for events

Unit IV Event planning process

Event planning process, creation of concept, brainstorming for concept, creativity, budgeting of event, the budget's purpose, budget line items, other costs to consider, angling for income,

drafting a budget, activating a budget, keeping a budget on track, the master plan creation of blue print, event calendar, creation of checklist, timeframes and deadlines

Unit V Logistics, Accountability and Responsibility

Staffing and vendors, logistic and staging, breaking down the event, outsourcing strategies, working with vendors, negotiating tactics, accountability and responsibility

Practical Exercise:

1. Apply SWOT Analysis to the event management company.
2. Plan and organise a celebrity/event corporate.

Suggested Reading:

1. Avrich, Barry Event and Entertainment Marketing, Vikas Publishing House New Delhi, 1994
2. C. Bladen et al (2012) Events Management – An Introduction Oxon, UK, Routledge.
3. D. Getz (2012) Events studies – Theory, Research and Policy for Planned events Oxon, UK, Routledge.
4. D.G. Conway (2009) The Event Manager's Bible: The complete guide to planning and organizing a voluntary or public event, Oxford, UK.
5. Doug Matthews (2007) Special event production: The Resources. UK, Elsevier.
6. Foley, M; McGillivray, D; McPherson, G (2012) Event Policy – From theory to strategy. Abingdon, Oxon, Routledge.
7. Lawson, F (2000). Congress, convention & exhibition facilities: Planning, Design & Management Oxford: Architectural press.
8. N. Ferdinand and P. Kitchin (2012) Events Management – an international approach London UK, Sage.
9. Raj, R., Walters, P. and Rashid, T. (2008) Events Management: An Integrated and Practical Approach. London, Sage.
10. Rogers, T. (1998, 2003). Conference & Conventions: A Global industry. Oxford: Butterworth – Heinemann.

SEMESTER IV

MCJ 4.1 ADVERTISING AND MARKETING RESEARCH (Core)

Objective: This paper provides a basic understanding of advertising and marketing research applications

Learning Outcomes:

1. Students learn the concepts and principles of Advertising
2. Students learn various advertising models and functioning of advertising agency
3. Students will be able to develop creative strategies for various media for brand positioning
4. Students will be able to apply research methods to evaluate advertising effectiveness to launch a campaign
5. Students will be able to use integrated marketing communications (IMC) in the process of creating valuable brands

Unit I Fundamentals of Advertising

Definition, Role of Advertising and Marketing in business, Economic aspects, Impact of economy and market growth on advertising, Impact of culture on advertisements, ethical issues of advertising, advertising on the Internet, Social Advertising

Unit II Overview of Advertising Management

Classification of Advertising, Product categorization, Product life cycle, USP, Brand Positioning, DGMAR approach, AIDA Model, Structure and functions of advertising agency, Campaign Planning, Types of appeals, Consumer Behaviour, allocation of advertising budget, Ad rates

Unit-III Advertising Copy Writing

Copywriting for Print Media, radio, Television and Internet, Outdoor and Transit media, Media Planning and Media Scheduling-Producing Commercials for Electronic Media and New Media

Unit-IV Advertising and Marketing Research

Process of Market Research and research methods in Market Research, Techniques of pre-test and post-test, Role of Advertising Agencies Association of India (AAAI) and Advertising Standards Council of India (ASCI)

Unit V Integrated Marketing and Ethics

Integrated Marketing Communications (IMC)-Indian & Global Brands, Direct marketing methods- Corporate Image- Media Strategies and execution, Client-Agency Relationship, account Planning, Ethics and social responsibility in IMC campaigns

Practical Exercise: Writing advertisements for Print, Radio, TV, Online and Outdoor media

Suggested Reading:

1. Batra (2009) Advertising Management, Pearson Education India.
2. Emmanuel C. Alozie (2009) Advertising in Developing and Emerging Countries: The Economic, Political and Social Context, Gower Publishing.
3. Jen Green (2013) Advertising, Rosengreen.
4. Julian Petley (2003) Advertising, Smart Apple Media.
5. Larry D Kelley, Donald W. Jugenheimer (2014) Cases in Advertising Management, Routledge.
6. Larry D. Kelley, Donald W. Jugenheimer (2008) Advertising Media Planning, ME Sharpe.
7. Larry Percy, Richard Rosenbaum-Elliott (2012) Strategic Advertisement Management, Oxford University Press.
8. Marla R. Stafford and Ronald J. Faber (2005) Advertising, Promotion and New Media, ME Sharpe.
9. Ray Wright (2000) Advertising, Prentice Hall.
10. Shintaro Okazaki (2012) Handbook of Research on International Advertising, Edward Elgar Publishing.

MCJ 4.2 WOMEN AND MEDIA (Core)

Course Objective: The paper introduce the issues concerning women and media

Learning Out Comes:

1. Students will be able to understand the status and role of women in society
2. They will acquire knowledge about women's movements globally and their role for women's development
3. Students will understand the portrayal of women in media
4. Students gain knowledge about the impact of new media on women
5. Student will understand the status of women in media

Unit I Women, Media and Society

Women, Media and society – Status of women in the Indian society – Role of media in development of women – National policy for empowerment of women – gender budget

Unit II Women and globalization

Women and globalization –national and international women movements – role of UN and world conferences for women development – role of media in women movements, Networking of women using new media.

Unit III Portrayal of women in media

Portrayal of women in Radio, TV and newspapers – women in advertisements – women supplements in news papers – depiction of women in TV programs and special audience programmes – women magazines

Unit IV Women and New Media

Women and New Media Technologies – Impact of new media on women- Opportunities and challenges by new media for women

Unit-V Women in Media Industry

Contribution of Women Journalists in India – Women and leadership roles in Media – Status of women in Radio, Public and Private Television Organizations and Print media, Protection of Women in Digital Media, Cyber crimes in IT Act 2000 (Sec.66A, 67 & 67A), Sexual Harassment at Work Place (Prevention, Prohibition and Redressal) Act 2013, Nirbhaya 2013 to Disha Act 2019

Practical Exercise: Study the media portrayal of gender values for a select issue or event

Suggested Reading:

1. Akhileshwari, R. (2013). Women Journalists in India: Swimming Against the Tide, New Delhi: The Women Press.
2. Ammu Joseph and Kalpana Sharma, (1994). Whose News? – The Media and Women's Issues New Delhi: Sage.
3. C.M. Byerly, (ed.) (2013). The Palgrave International Handbook of Women and Journalism. Basingstoke, UK: Palgrave Macmillan.
4. G. Dines and J. M. Humez, (eds). (2011). Gender, Race and Class in Media. Thousand Oaks: Sage.
5. Katharine Sarikakis and Leslie Regan Shade (2008). Feminist Intervention in International Communication: Minding the Gap, USA, Rowman and Littlefield.
6. Kiran Prasad (2005), Women and Media: Challenging Feminist Discourse. New Delhi: B.R. Publishing Corporation.
7. Pamela J. Creedon & Judith Cramer (2007). Women in Mass Communication, Sage.
8. Kiran Prasad (2006), Women, Globalization and Mass Media: International Facets of Emancipation, New Delhi, B.R. Publishing Corporation.
9. David Gauntlett (2002) Media, Gender, and Identity: An Introduction, Routledge.
10. Cynthia Carter and Linda Steiner (2004) Critical Readings: Media and Gender, Open University Press.

MCJ 4.3 TELEVISION PRODUCTION – II (Skill Enhancement)

Course Objective: Students acquire skills of video production

Learning outcomes:

1. Students learn management and organization of TV news channels
2. Students gain an overview of history of TV in India, laws, program formats, and impact on society
3. Students learn TV production process and interview techniques
4. Students learn types of camera shoots, working with production equipment and the post production techniques
5. Students learn creating and working with various types of TV program genres

Unit I Structure and Organisation of TV Channels

Major Indian news channels - Regional language Indian channels: their role, importance and impact - Local TV news operations; management of news channels, Organisational structure of news channels

Unit II Program Formats and Niche Programming

Overview and an Introduction to program format in fiction, non-fiction/ news based/ entertainment. Role and effect of TV on society- Creating niche television programming: Importance of niche content, niche content channels, producing niche content in wake of DTH connections, TV interview as a separate program format: indoor/outdoor; personality, opinion, sports, informative interviews

Unit III Production Equipment and Editing Process

Single camera, multi camera shoot, Talk shows, discussions, debates etc. - Production equipment: camera, mixer, lights, recorders- Editing process- Recording- Planning, shooting script - Editing, narration, background music

Unit IV TV Production

Process of television production- pre production, production, post production- Various shots and camera movement

Unit V TV Genres, Viewership Measurement

Creating Drama for TRPs: Building the story, herd culture existing in current times, breaking the barriers - Differentiation of infotainment, edutainment, entertainment, lifestyle genres: Differentiation of genres, Specialty of different genres, popularity of genres, content on demand, Study of BBC & Discovery, Television Entertainment: Emergence of new genres of programs; lifestyle, reality shows, game shows, etc, Success of niche channels with specialized content like shopping, travel & leisure ,nature. quick news, etc, Adoption of International formats of reality shows, remakes of films and old mythological serials, Concept of TRP, reach and viewership

Practical Exercise: Exercises on script writing, Short film shooting and making are given to students

Suggested Reading:

1. Andrew Boyd (2007) Broadcast Journalism, Focal Press.
2. Andrew Utterback (2013) Studio Television Production and Directing, Taylor and Francis.
3. Gerald Millerson (2013) Lighting for TV and film, CRC Press.
4. Gerald Millerson and Jim Owens(2010) Television Production, Taylor and Francis.
5. Gerald Millerson and Jim Owens(2012) Video Production, Taylor and Francis.
6. Gormly and Eric K, Ames (2012) Writing and Producing Television News.
7. Herbert Zettl (2014) Television Production Handbook, Cengage.
8. J.S. Yadava and Pradeep Mathur, ED.. Issues in Mass Communication Vol. 1 & 2, HMC, New Delhi, 1998.
9. Singh PP., Jonge De., Hakemulder, Jan (2005) Broadcast Journalism, Anmol Publications.
10. Vasuki Belavadi (2013) Video Production, Oxford University Press.

MCJ 4.4.1 SOFT SKILLS (Elective IE) (Skill Development)

Course Objective: This paper trains the students in various soft skills

Learning Outcomes:

1. Students will master soft skills essential for working in the industry.
2. They will be proficient in participating in group discussions, preparing for and facing interviews, using aptitude, reasoning and presentation skills
3. They will be able to develop an effective personality and deal with their roles and responsibilities in work and personal lives efficiently
4. Students will be able to acquire body language and other abilities of effective presentation
5. They learn the roles and responsibilities of family relations

Unit I Group Discussion and JAM

Group Discussion : Initiation/ Introduction, Body of the group discussion(GD), Summarization/ Conclusion, Rules, Timing, Flexibility in a GD, Taking the initiative, Assertiveness, Creativity/Out of the box thinking, Ability to Inspire, Art of listening, Job Analysis Meeting (JAM)

Unit II Interviews

Succeeding in Interviews: Importance of CV, Salient features, Contents of CV: Do's and Don'ts, Planning for interviews, Preparation for interviews, Facing interviews effectively: Do's and Don'ts, Post Interview follow-ups

Unit III` Aptitude, Reasoning & Numerical Ability

Numerical Ability, Test of Reasoning, Time bound examples varying from basics to university level, Shortcut methods, simple formulae, Mock Tests

Unit IV Presentation Skills

Preparing creative Presentations, Speaking with humour, Addressing gatherings, Tuning Body Language, Accent training, Corporate dressing

Unit V Effective Personality

Motivation, Positive attitude, Leadership, Goal setting & accomplishment, Team building, Life skills management: Family life stages, Roles and responsibilities, Family functions, Family problems and their management, Pre marital counselling and family counselling, Life skills management

Practical Exercise: Group discussion on a contemporary issue of National/International importance that is to be video recorded

Suggested Reading:

1. Crucial Conversations: Tools for Talking When Stakes Are High by Kerry Patterson, 2011.
2. Difficult Conversations: How to Discuss What Matters Most by Douglas Stone, 1999.
3. Emotional Intelligence: Why It Can Matter More Than IQ by Daniel Goleman 1995.
4. Ganguly, Anand (2004) Group Discussion: For admission and Jobs, Pustak Mahal.
5. How to Win Friends and Influence People by Dale Carnegie 1936.
6. Lea Pulkkinen, Avshalom Caspi (2002) Paths to successful development: personality in the life course
7. Lesikar, Marie Elizabeth Flatley (2005) Basic Business Communication: Skills For Empowering The Internet Generation, Tata McGraw Hill.
8. Soft Skills: The Software Developer's Life Manual by John Z. Sonmez, 2014.
9. The Definitive Book of Body Language by Allan Pease, 2004.
10. Thinking, Fast and Slow by Daniel Kahneman, 2011.

MCJ 4.4.2 ENTREPRENEURSHIP AND INNOVATION DEVELOPMENT (Elective IE) (Skill Development)

Course Objectives: The paper presents the various aspects of entrepreneurship, invention and importance of innovation in business management and expansion

Learning Outcomes:

1. Students Identify and apply the elements of Entrepreneurship
2. Students creatively analyze the business environment and recognize opportunities
3. Students make use of necessary resources for starting new ventures
4. Students learn the basic performance indicators of entrepreneurial activity
5. Students are able to prepare a Business Plan to start their own enterprises

Unit I Innovation in business

Innovation in business – the big picture –The IQ – Innovation Quotient – Stepping off the cliff – Establishing environments for creativity – Role of Entrepreneurship in Economic Development

Unit II Innovation and the Market

Innovation and the Market – Assessing the Risk - The Innovation Process – The Diagnosis – The Consultation Group – Selecting a Strategy – Preparing the Organization – Setting up the Investment, Acquiring Technological Innovation – Intellectual Property-Assessing an Enterprise's Innovation Culture

Unit III Types and Functions of Entrepreneur

Types and Functions of Entrepreneur- Characteristics of Entrepreneur, problems and prospects of micro, small and medium enterprises (msme's) in India in the era of globalization Scope, Opportunities for an Entrepreneurial Career, Women entrepreneurs-Problems, Recent trends in women entrepreneurship- ALEAP

Unit IV Project Formulation and Evaluation

Meaning of Project, Project Identification, Project Selection, and Project Formulation: Planning Commission's Guidelines for Formulating a Project Report, Specimen of a Project Report, Preparing Project Report, Costs of the Project – Evaluating the Impact of the Project

Unit V Financing of Enterprises

Financing of Enterprises: Need for Financial Planning, Sources of finance, Capital Structure, Term-loan, Sources of Short-Term Finance, Capitalization, Venture capital, Export Finance, Institutional Finance to Entrepreneurs

Practical Exercise: Develop a Business Proposal

Suggested Reading:

1. Bellon Whittington "Bruce R. Barringer and R. Duane Ireland (2005) Entrepreneurship: Successfully Launching New Ventures and One Key Course Compass, Prentice Hall.
2. Colin Barrow, Robert Brown, Liz Clarke (2006) The Successful Entrepreneur's Guidebook, Kogan Page Publishers.
3. E-Business: Entrepreneur's Step by Step Startup Guide (2012) Entrepreneur Press.
4. Entrepreneurship Development – Prepared By Colombo Plan Staff College For Technical Education Manila – Tata Mc-Graw Hill, New Delhi – 1998
5. Gideon Nieman, Marius Pretorius (2004) Managing Growth: A Guide for Entrepreneurs, Juta and Company Ltd.

6. Gideon Nieman, Marius Pretorius (2004) Managing Growth: A Guide for Entrepreneurs, Juta and Company Ltd.
7. Import/Export Business: Entrepreneur's Step-by-Step Startup Guide (2012) Entrepreneur Press.
8. Kasamsetty Sailatha (2012) Business Entrepreneurship, Lambert Academic Publishing.
9. Kuratko D. F., Rao T. V., "Entrepreneurship: A South Asian Perspective" – Cengage Learning.
10. Marc H. Meyer, Frederick G. Crane (2010) Entrepreneurship: An Innovator's Guide to Startups and Corporate Ventures, Sage.

MCJ 4.5 DISSERTATION / VIDEO DOCUMENTARY / RADIO TALK / RADIO PROGRAMME (Skill Enhancement)
