



Faculty of Mass Communication
Syllabus
for

Master of Arts (JMC)
(Journalism and Mass Communication)
(2 Years PG Program)
(w.e.f. 2023-24)

Approved by the Academic Council vide Resolution No. 45.03 dated March 2, 2023

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MAJMC Program

1. Introduction

Media, information and Communication Industry is fast moving not only at the urban level, but is making way to the grass root level where the people living. Into remote corners are keen to know what is happening around them. This quest for information has created new career opportunities not only in media field but in all other industries. Today numbers of reputed Universities are working on self-learning methodologies, at the levels of Certificate, Diploma, Degree and even Post Graduate studies providing opportunities to all strata of society in any part of country. Jagan Nath University Jaipur has evaluated the need of education in the field of communication & media for unemployed Youth, Women, Working Journalist & people working in any area of media, so that they can achieve, full potential of their skill & acquire better economic & social status in life. The master program in JMC is a two years course covering the understanding of all media & developing confidence in their search for growth.

2. Program Mission and Objectives

Jagan Nath University, Jaipur has been established by an Act of the Rajasthan State Legislature (Act No. 19 of 2008), approved under section 2(f) by the UGC Act, 1956, accredited by **NAAC (2nd Cycle) with "A" grade** in 2022 and is member of the Association of Indian Universities (AIU).

The University is offering **UG and PG** programs in the areas of Engineering & Technology, Architecture, Management, Law, Agriculture, Pharmacy, Physiotherapy, Paramedical Sciences, Education, Arts and Vocational Studies. The **Ph.D.** programs are offered in selected disciplines. The University has approval from various Statutory Regulatory Authorities (CoA, BCI, NCTE and PCI) for programs in respective disciplines.

The University has evolved a **Comprehensive Academic System** which incorporates the latest guidelines of NEP-2020 including CBCS, outcome based assessments, skill development, industry partnerships, holistic eco-system, research, extension activities with focus on promoting quality higher education and employability among students.

This program offers a high-quality Master Degree. The mission is to provide professionals opportunities to develop media and leadership skills for enhancing their career prospects. This will enhance their knowledge to latest ever moving media technologies.

The objectives of the program are

- Learn basic concepts of Media & Communication & use them in their everyday life & career
- Analyses the role played by media in society.
- Develop research methods for requirements of society and industry.
- Meet the needs of Media & Communication sector in our country and abroad.

3. Relevance of Program with Jagan Nath University, Jaipur Mission and Goals

The University Vision and Mission Statements read as under:

Vision

To develop the University as a Centre of Excellence for higher education and research committed towards quality education, skill development, industry integration and holistic eco-system for global competencies among youth and sustainable development of the Nation.

Mission

The University aspires to achieve its vision by:

- I. Innovative, job-oriented and professional academic programs for capacity building in view of the emerging trends of the economy.
- II. Enable students equipped with knowledge and competences to perform successfully in modern organizations in India and abroad.
- III. Training students in generic and life skills in addition to core discipline subjects to enhance employability in job market and for entrepreneurship.
- IV. Engaging students and faculty in research, extension services, consultancy, community development projects, curricular and extra-curricular activities for holistic education.
- V. Promoting use of digital technologies and self-learning resources like MOOCs, Coursera, Virtual Labs, Online Resources, Self-Learning, etc. for enriching information and knowledge.
- VI. Inculcating a culture of excellence among students and faculty.
- VII. Developing a sense of ownership and pride among employees to achieve organizational targets as well as their personal goals.
- VIII. Developing curriculum, training and internship programs to enhance global competencies of absolvent.

IX. Blending skill, entrepreneurship and capacity building for sustainable development coherent with environmental and economic sustainability.

Keeping in view the socio-economic realities of majority of the population in the region with focus on the personalized needs and addressing the working professionals across the globe is one of the missions of the Jagan Nath University as it tries to encourage student enrolment from among the learner aspirants.

This MA(JMC) program helps the learners to upgrade the knowledge and skills required in the area of Journalism and Mass Communication and to attain employment. Jagan Nath University plans to give a comprehensive education model to millions of students to train them for employability in job market and entrepreneurship.

4. Instructional Design

Online Learning Management System keeps track of delivery of e-learning Program, learns's engagement, assessment, results and reporting in one ceteralized location, is in place. All of the above can be delivered by online and other platforms without much loss of fidelity. Hence the MA (Journalism& Mass Commuication) program is suited for online mode of learning . The reading material supported by webinars, interaction, discussions and counselling program & online using social media.

Curriculum is designed by experts in the area of Journalism & Media subject wise, care has been taken to include contemporary and modern topics , as well as areas that in include environmental awareness , practical and production with virtual videos are provided for better understanding and current situation in media world. This curriculum and syllabus is approved by the Board of Studies and University Academic Council which consists of Experts from Academia and Industry.

6.1 Expected Program Outcomes

The following are the expected outcomes for MA (JMC) Program:

- I. Course content has been so designed that it provides specialized knowledge in Modern Media World.
- II. Special attention has been given to use and operate digital and social media so that student can work in the field of Cyber Media, Twitter, Instagram, Facebook, etc.
- III. The content will also give practical knowledge of different methods of communication and emphasis has been given on research based study with analytical skills.
- IV. The course will give opportunities to working media persons and will provide higher education to weaker section of society.
- V. The students getting this master degree will contribute in the growth and development of the country by taking the information to the grass root levels.
- VI. Program will provide facilities to students living in distant rural and urban areas to study at good university without being physically present for better life status.

6. Curriculums Design: Programs Offered

The proposed framework for Master of Arts (Journalism and Mass Communication) is as under:

6.1 Program structure and detailed syllabus

The proposed framework for Master of Arts (Journalism and Mass Communication) is as under:

Program Structure for 2 Years Master of Arts (Journalism and Mass Communication) as per NEP 2020

Multiple Entry / Exit and Choice Based Credit System

Program Structure for 2 Years MA(JMC) Program

First Semester Examination

| Code No. | Paper | Type | Internal Marks | External Marks | Total Marks | Credit |
|-------------|-------------------------------|------|----------------|----------------|-------------|-----------|
| MA(JMC) 101 | Changing trends in Journalism | Core | 30 | 70 | 100 | 4 |
| MA(JMC) 102 | Media Laws | Core | 30 | 70 | 100 | 4 |
| MA(JMC) 103 | Online Journalism | Core | 30 | 70 | 100 | 4 |
| MA(JMC) 104 | Radio Production | Core | 30 | 70 | 100 | 4 |
| MA(JMC) 105 | Radio Production LAB | Core | 30 | 70 | 100 | 4 |
| MA(JMC) 106 | Mass Media & Communication | SEC | 30 | 70 | 100 | 4 |
| | Total | | 180 | 420 | 600 | 24 |

NOTE *MA(JMC) 105 - No Midterm and External Written Exam for the particular Subject. Project/File-70 Marks and VIVA-30Marks

Second Semester Examination

| Code No. | Paper | Type | Internal Marks | External Marks | Total Marks | Credit |
|-------------|--|------|----------------|----------------|-------------|-----------|
| MA(JMC) 201 | Advertising Management | Core | 30 | 70 | 100 | 4 |
| MA(JMC) 202 | Gender Issues & Environmental Communication | Core | 30 | 70 | 100 | 4 |
| MA(JMC) 203 | Media Writing | Core | 30 | 70 | 100 | 4 |
| MA(JMC) 204 | Print Journalism | Core | 30 | 70 | 100 | 4 |
| MA(JMC) 205 | Media LAB | Core | 30 | 70 | 100 | 4 |
| MA(JMC) 206 | Elective Paper (choose any One) | SEC | 30 | 70 | 100 | 4 |
| | A. Advance Photography B. Digital Marketing | | | | | |
| | Total | | 180 | 420 | 600 | 24 |

NOTE *MA(JMC) 205 - No Midterm and External Written Exam for the particular Subject. Project/File-70 Marks and VIVA-30Marks

Third Semester Examination

| Code No. | Paper | Type | Internal Marks | External Marks | Total Marks | Credit |
|-------------|---|------|----------------|----------------|-------------|-----------|
| MA(JMC) 301 | Public Relations & Event Management | Core | 30 | 70 | 100 | 4 |
| MA(JMC) 302 | Media Management | Core | 30 | 70 | 100 | 4 |
| MA(JMC) 303 | Internship & VIVA VOCE | Core | 30 | 70 | 100 | 4 |
| MA(JMC) 304 | Television Production | Core | 30 | 70 | 100 | 4 |
| MA(JMC) 305 | Television Production LAB | Core | 30 | 70 | 100 | 4 |
| MA(JMC) 306 | Elective Paper (choose any One) | SEC | 30 | 70 | 100 | 4 |
| | A. Political Communication B. Business Communication | | | | | |
| | Total | | 180 | 420 | 600 | 24 |

NOTE* MA(JMC) 303 and 305-No Mid Term and External Written Exam for the particular Subject. Project/File-70Marks and VIVA-30Marks

Fourth Semester Examination

| Code No. | Paper | Type | Internal Marks | External Marks | Total Marks | Credit |
|-------------|--|------|----------------|----------------|-------------|-----------|
| MA(JMC) 401 | Hindi Journalism | Core | 30 | 70 | 100 | 4 |
| MA(JMC) 402 | Development Communication | Core | 30 | 70 | 100 | 4 |
| MA(JMC) 403 | Communication in International Media | Core | 30 | 70 | 100 | 4 |
| MA(JMC) 404 | Research Methodology | Core | 30 | 70 | 100 | 4 |
| MA(JMC) 405 | Dissertation | Core | 50 | 100 | 150 | 6 |
| MA(JMC) 406 | Elective Paper (choose any One) | SEC | 30 | 70 | 100 | 4 |
| | A. Film Appreciation B. Sports Journalism | | | | | |
| | Total | | 200 | 450 | 650 | 26 |

MA(JMC) 101: Changing Trends in Journalism

Course Objectives

This course enables the students:

1. To make the students aware from past to recent changes in Journalism.
2. To help the students to understand various dimensions of Journalism and Journalism Profession.

Course Content :

| | |
|------------------|---|
| Unit I | <u>Beginning of the Press in India</u> Technological development, invention of printing and movable type in Europe, early newspapers in England and America; |
| Unit II | the coming of printing press in India; Early Anglo-Indian newspapers, Hicky's Gazette, Buckingham's Journal, official press legislations from 1799 to 1878 |
| Unit III | Press: An instrument of social change: Birth and spread of vernacular press in India, Social reform movement and journalism- Raja Rammohan Roy, etc. |
| Unit IV | <u>Driving force of the freedom struggle (1885 to 1947)</u> National leaders and newspapers, Tilak (Kesari, Maratha), Surendranath Banerjee, Mahatma Gandhi (Harijan), |
| Unit V | Ghose brothers (Amrut Bazar Patrika), Benjamin Horniman (BoMA(JMC) y Chronicle), KasturiRanga (The Hindu), |
| Unit VI | Lala Lajpat Rai, Jawaharlal Nehru, S. Sadanand (Free Press Journal), Robert Knight (Times of India, Statesman), etc. |
| Unit VII | <u>Role of the language press with emphasis on Marathi newspapers and editors</u> Bal ShastriJambhekar, Lokhitwadi, Ranade, Tilak, Agarkar, N. C. Kelkar, S. M. Paranjape, Kolhatkar, Status of district newspapers, changing face of Marathi newspapers; prominent |
| Unit VIII | Hindi Journalism: beginning, growth, contribution; |
| Unit IX | Hindi Journalists. |
| Unit X | <u>Emergence of the fourth estate</u> Development of news agencies, changing role and nature of the press, Role and reports of press commissions |
| Unit XI | Government's newsprint policy, Emergency and the press, |
| Unit XII | Current trends in English and language journalism in India |
| Unit XIII | <u>Changing Indian Media scenario</u> Advent of electronic and online media, challenges before print media and its response; |
| Unit XIV | New technology in Indian media, changing media management, globalization and foreign investment |
| Unit XV | Complex social life and media. |

Practicals:

- Examining the challenges for the print media with the advent of online media.
- Analysing the role of press in government policy and emergency.

Learning Outcomes:

After the completion of the course student would be able to:

- Understand the invention of printing press ,role of newspaper for the freedom of India.
- Understand the changing Indian media scenario.

Suggested Readings:

- Mitra, Mohit and Sunil Basu. A History of Indian Journalism.
- Murthy, N.K. Indian Journalism,
- Miller, Carl G. and others. Modern Journalism.
- Parvate, T.V. Marathi Journalism.
- Padhy, Dr. Krushna Singh. The Indian Press: Role and Responsibility.
- Rau, Chalapthi. The Press. National Book Trust.
- Madhavrao L .R. Assessing the Trends in Journalism. Sumit Enterprises,2004.

MA(JMC) 102 : Media Laws

Course Objectives

This course enables the students:

1. To enable the student to understand various media law, policy and regulatory frameworks in India that affect media establishments' communication activities.
2. The course will examine the success or failure of existing media policy and regulations in a technologically dynamic media environment.

Course contents :

| | |
|------------------|--|
| Unit I | <u>Introduction to Indian Constitution</u> Directive Principles and Fundamental Rights, Federal Structure of India , Relations between Centre and State Governments |
| Unit II | Parliament and Judiciary Relations – Lok Sabha And Rajya Sabha, Basic terminology-affidavit, accused, acquittal |
| Unit III | bail, conviction, defendant, evidence, Plaintiff prosecution, prima facie, sub judice. |
| Unit IV | <u>Freedom of Speech and Expression</u> Scope and Importance of article 19 A & B, Social Responsibility and Press, Press Council of India, Understanding Defamation, Libel and Slander, Contempt of Court, |
| Unit V | Laws of Sedition, Cyber Laws, Working Journalist Act, Right to Information Act 2005, Official Secrets Act 1923 |
| Unit VI | Press Council of India – <i>Prasar Bharti</i> Act 1990, Cable and Regulation Act 1995, Telecom Regulatory Authority of India (TRAI)-1997, Cinematography Act-1952, Information Technology Act-2000, Convergence Bill, Copy Right Act: Main Features – Book and News Paper Registration Act |
| Unit VII | <u>Terminology</u> Bills and Acts, Ordinance, Amendments, Regulations, Statute, Code, Norms, Conventions, Historical Perspectives of Press Laws in India -Press laws before and after Independence, Press Commissions- First and Second. |
| Unit VIII | Committees- Chanda, P.C. Joshi Committee, Varghese Committee, Sen Gupta committee |
| Unit IX | Basic terminology-affidavit, accused, acquittal, bail, conviction, defendant, evidence, Plaintiff prosecution, prima facie, subjudice. |
| Unit X | <u>Press Code and Ethics</u> Journalistic Values, Journalistic Code of Conducts, Press Codes, Broadcasting Codes and Advertising Ethics |
| Unit XI | Press Council guide to Journalistic Ethics, Censorship and ‘Self- Censorship’, Ombudsman |
| Unit XII | Audit Bureau of Circulation (ABC), Editors Guild of India, National Broadcasters Association, Registrar of News Paper of India. |
| Unit XIII | <u>Major Debates and Court Cases</u> Dealing sensitively with women issues and other marginalized communities, Recent court cases new issues, |
| Unit XIV | Media Trails and Sting Operations Corrupt Practices: Paid news, Media Net, Private Treaty and Advertorials, |
| Unit XV | Cross Media Monopoly and Cross Media Ownership in India |

Practical Module:

- Write a case study on ethical & moral responsibility of media in India, using examples and other case studies for reference.

Learning Outcomes:

After the completion of the course student would be able to:

- Understand broad range of specific ethical and legal issues pertinent to various aspects of the media.
- Investigate and analyse techniques for dealing with moral problems and moral dilemmas that students may encounter in their professional lives.
- Examine and analyse the general nature of ethical, legal and moral discourse pertaining to professional communication.

Suggested Readings:

- Law and the Media – An Everyday Guide for Professionals –Crone
- Media and Ethics – S K Aggarwal
- Mass Media Laws and Regulations in India – K S Venkataramaiah
- Press and the Law – An Grover
- Press in Chains – Zamir Naizi
- Freedom of the Press – Some Recent Incidents – K S Venkataramaiah
- Mass Media and Freedom of Press in India – K S Padhy
- Battle for Freedom of Press in India – K S Padhy
- Laws of Press in India- R Chatterjee

MA(JMC) 103: Online Journalism

Course objectives

This course enables the students:

- To enable the students understand the importance and usefulness of online media.
- To tell the students about various social networking sites
- To educate them about the social media tools techniques

Course Contents

| | |
|------------------|--|
| Unit I | <u>Online Communication</u> Online Communication, Meaning & Concept, and Objectives. |
| Unit II | New media History and evolution of the internet Characteristics and emergence of new media Development of online Journalism: The new breaking news medium. Roles and Responsibilities of online journalist Types of online news Platforms, Traditional vs. online journalism, news content production. |
| Unit III | Internet for Interactivity: Introduction to internet application in media: Websites and portals: Static and dynamic websites. Various Internet tools for fast dissemination of news, video and pictures |
| Unit IV | <u>Writing for Online Media</u> Writing and editing for online newspapers-magazines & newsletters, |
| Unit V | Do and Don'ts for reporting and editing for e-paper ,websites and news portals, Format & style of writing, Language of news |
| Unit VI | Use of keywords in online writing, specialized reports, profile etc and basics of web writing |
| Unit VII | <u>Cyber Laws and Ethics</u> Cyber crimes and cyber security Cyber Laws ; IT ACT (2000) Piracy, copyright, copy left ,open source ,Digital archives ,need of cyber laws . |
| Unit VIII | Values and ethics for web Journalism, Freedom of media and press in online Journalism. |
| Unit IX | ICT : Definition, its applications ,need for national ICT policy |
| Unit X | <u>Internet and Social Activism</u> Digital divide: Problem of access and other issues; |
| Unit XI | Use of internet for development, by NGOs and E-governance; Politics 2.0 and Virtual Democracy; Social sharing to social activism |
| Unit XII | Online Social Movements and awareness based national and international campaigns on various issues: environment, human rights and other issues |
| Unit XIII | <u>Social Media Platforms</u> Importance and Usage ,Strength and weakness Growing personal sphere and online communities |
| Unit XIV | E- marketing and building brand on social media Use of key words |
| Unit XV | Introduction of web blogging: structure , types of online blogging websites |

Practicals:

- Write online news stories for a web portal within 300 words.(containing hard and soft news both)
- Write a web blog on any topic and promote it on social media platforms
- Prepare a multi media Presentation on role of internet in Journalism

Learning Outcomes:

After the completion of the course student would be able to:

- Learn about the importance of online media and its techniques
- Know about the various laws and ethics concerning to online media
- Learn the importance and working of different social media platforms

Suggested Readings:

- Online Journalism a Basic Text, Tapas Ray, Foundation Books, Delhi,2006.
- Journalism on the Web, James Glen Stovall, Publisher, Pearson Allyn & Becon, 2003.
- Nath, Shyam. Assessing the State of Web Journalism. Authors Press, New Delhi, 2002
- Chakravarthy, Jagdish. Net, Media and the Mass Communication. Authors press, New Delhi,2004
- Bhargava,Gopal. Mass Media and Information Revolution. Isha Books, New Delhi,2004
- Pavlik J.V. Media in the Digital Age. Columbia University Pres

MA(JMC) 104: Radio Production

Course Objectives

This course enables the students:

- To understand the evolution of radio.
- Radio as a medium of mass communication.
- To describe various formats of radio formats
- To describe the production process of radio program
- To understand the nuances of effective presentation on radio

Course Contents

| | |
|------------------|--|
| Unit I | <u>Understanding the Medium</u> Radio Broadcasting in India : Pre and Post-independence, Privatisation of radio broadcasting, Community Radio, Satellite Radio |
| Unit II | Radio as a medium of mass communication; Different Types of Radio Stations and Transmissions: On the Basis of Reach: National, Regional, Local and Community, On the Basis of Transmission Technology: AM, SW, FM, Web |
| Unit III | Organizational Structure and Functionaries of a Radio Station: Govt. and Private |
| Unit IV | <u>Program Formats</u> Radio Announcement and Links, Radio Talk, Radio Interview and Discussion Radio Play/Drama, |
| Unit V | Radio News, Radio Feature and Documentary, Radio Commentary |
| Unit VI | Radio Ads (Social and Commercial), Phone-in and Radio Bridge |
| Unit VII | <u>Writing for Radio</u> Elements of Radio Program; Principles of scripting for radio programs, Writing links and announcements |
| Unit VIII | Elements of radio script; Script writing ,Writing script for presenter |
| Unit IX | Writing four column script |
| Unit X | <u>Voice Personality & Presentation</u> Speech Personality: pitch, base, trebel |
| Unit XI | Voice modulation, rate of speech, pause; Pronunciation |
| Unit XII | Presentation Techniques & Style : RJ and News Reader |
| Unit XIII | <u>Radio Production and Transmission Process</u> Radio Production Process; Equipment used in Radio Production: Types of Microphones, |
| Unit XIV | Headphones and Talk Backs, Audio Mixers and Transmitters; Recording, Broadcasting and Troubleshooting |
| Unit XV | Indoor: Studio, Acoustics and Perspective, Outdoor: Ambience and Noise; Post |

| |
|--|
| Production: Editing, mixing, adding sound effect and music |
|--|

Practical Module:

- Write a report on the emerging trends in the radio industry.
- Listen and write a review of any two program formats on your favorite radio station.
- Listen to a radio program of your choice and write how effectively the elements of radio programs were used in it.
- Listen to your favorite RJ and review his style and presentation

Learning Outcome:

After the completion of the course student would be able to:

- Describe the evolution of radio as a medium of mass communication.
- Understand the development of radio in India.
- Understand and distinguish different formats of radio programs.
- Write scripts for different program formats.
- Present different programs.
- Learn the importance of voice modulation.
- Know the technical know-how involved in radio production.

Suggested Readings:

- Paul Chantler & Peter Stewart Basic Radio Journalism, Focal Press
- Uma Joshi Text Book of Mass Communication & Media Anmol Publication, Delhi
- R. Parthasarathy Journalism in India , Sterling Publishers
- H.R.Luthra Indian Broadcasting
- J Natrajan History of Indian Journalism, Publications Divisions, Ministry of Information of Broadcasting Government of India
- 6. S C Bhatt Indian Press since 1955, Publication Division, Ministry of Information of Broadcasting Government of India, New Delhi
- 7. P.K Ravindran . Indian Regional Journalism, Author Press, New Delhi
- 8. Parthasarthy Rangaswami Journalism in India, Sterling Publishers Private Limited, New Delhi
- Erta D Fossard, 2005. Writing and Producing Radio Dramas, New Delhi, Sage Publication.
- Chaltherji P.C.1991. Broadcasting In India, New Delhi Sage Publication
- Chandrashekar B.S. 1999. Changing Preferences The Indian Experience In Public Service Broadcasting, Singapore, AMIC.
- Luthana H.R. 1986. Broadcasting In India. Publication Division, New Delhi, Govt.Of India.

- Mathur J C & P Neuratha. 1959. An Indian Experience In Farm Radio Rural Forums, Paris UNESCO

MA(JMC) 105:Radio Production LAB

Objectives

This course enables the students:

1. Prepare an audio brief
2. Use different types of microphones for radio/audio productions
3. Apply various elements of radio production for producing different radio formats
4. Write effectively for radio
5. Record and edit radio programs
6. Produce radio interviews, discussions, features and documentaries
7. Cover events outside the studios
8. Effective presentation of programs

Course Contents

| | |
|------------------|---|
| Unit I | Prepare a radio news bulletin of 5-10 minutes of duration |
| Unit II | Production of radio talk show. |
| Unit III | Production of radio drama. (8-10 minutes) |
| Unit IV | Prepare a radio commercial. |
| Unit V | Write and record 5 radio jingles. |
| Unit VI | Prepare a radio interview of any personality (minimum 10 questions) |
| Unit VII | OB recordings |
| Unit VIII | Production of radio discussions |
| Unit IX | Presentation of various types of programs |
| Unit X | Production of social messages (max 30 seconds) |
| Unit XI | Production of radio documentary/feature. |

Learning Outcome:

After the completion of the course student would be able to:

- Learn about the importance of radio program production.
- Know about the various production techniques.
- Learn about the different recording techniques.
- Effective use of sound editing software's.

MA(JMC) 106: Mass Media and Communication

Course Objectives

This course enables the students:

- Understand the importance, functions & scope of communication and media.
- Describe the growth and development of communication and media.
- Understand the periodic changes in the media.

Course Contents

| | |
|------------------|--|
| Unit I | Communication Definition, Types, Processes, Role Meaning & Definition of Communication, Features of Communication, Different techniques & processes of Communication, Barriers, filters and noise in communication; |
| Unit II | Communication and Symbols; Language and Communication, Semiotics and Semiology |
| Unit III | Forms and levels of human communication: Verbal and non-verbal, Intra-personal, Inter-personal, Group, Organization and Public Communication. |
| Unit IV | Rise of Mass Communication Development of media technologies, Concepts of 'Mass' and 'Mass Society', Process and characteristics of Mass Communication. Rise of Mass Media, Journalism as part of mass communication, New interactive media and its characteristics. |
| Unit V | Understanding Media: McLuhan's perspectives (Medium is the Message), Media as a social institution, Media and democracy |
| Unit VI | Functions and dysfunctions of media, Mass communication and social change, Gender and Media. |
| Unit VII | Models of Communication Use and limitations of models in understanding theories, Development of communication models and thoughts, |
| Unit VIII | Different models: Aristotle's Rhetoric, Laswell, Mathematical theory, Shannon and Weaver, Osgood & Wilber Schramm's models, David Berlo |
| Unit IX | Dance's Helical Model, The Newcomb's ABX Model, Riley and Riley's Social System model, The Westley McLean Model, etc. |
| Unit X | Theories of Mass Communication Magic Bullet Theory, Cultivation Theory, Agenda Setting theory, Cultural Imperialism Theory, Spiral of Silence Theory, Media System Dependency Theory, |
| Unit XI | Normative Theories, Functionalist & Marxist Theory of Mass Media, Hypodermic Nee Theory, Two-step & Multi-step Theory |
| Unit XII | Play Theory, Individual Difference Theory, Diffusion of Innovation; Dominant Paradigm, Cultural Imp |

| | |
|------------------|---|
| Unit XIII | Audiences and Reception studies, Media audience Alternative concepts – as aggregate of spectators, readers, listeners and viewers, as mass, as social group, as niche, as market. |
| Unit XIV | Audience behaviour: Uses and gratification, Reception studies, Interpretive Communities |
| Unit XV | Passive versus active audience, Fragmentation of audience, Media users. |

Practicals:

Presentation exercises and written communication exercises.

Learning Outcomes:

After the completion of the course student would be able to:

- Understand and apply knowledge of human communication and language processes as they occur across various contexts, e.g., interpersonal, intrapersonal, small group, organizational, media, gender, family, intercultural communication, technologically mediated communication, etc. from multiple perspectives.
- Develop knowledge, skills, and judgment around human communication that facilitate their ability to work collaboratively with others. Such skills could include communication competencies such as managing conflict, understanding small group processes, active listening, appropriate self-disclosure, etc

Suggested Readings:

- McQuail Denis. Mass Communication Theory, 4th ed., Sage Publication Ltd., London, 2000.
- Rogers M. Everett. A History of Communication Study, New York, Free Press, 1997.
- Littlejohn, W. Stephen. Theories of Human Communication, 3rd ed., Belmont, California, 1989.
- Severin J. Werner, James W. Tankard Jr., Communication Theories – Origin, Methods, Uses, 2nd ed., New York, Longman, 1988.
- Kincaid, D. Lawrence, Communication Theory – Eastern and Western Perspectives, Academic Press Inc., San Diego, 1987.
- Kumar. J. Keval, 'Mass Communication in India, Jaico Publishing house, BoMA(JMC) y, (New Ed.)

Second Semester Examination

| Code No. | Paper | Type | Internal Marks | External Marks | Total Marks | Credit |
|-------------|--|------|----------------|----------------|-------------|-----------|
| MA(JMC) 201 | Advertising Management | Core | 30 | 70 | 100 | 4 |
| MA(JMC) 202 | Gender Issues & Environmental Communication | Core | 30 | 70 | 100 | 4 |
| MA(JMC) 203 | Media Writing | Core | 30 | 70 | 100 | 4 |
| MA(JMC) 204 | Print Journalism | Core | 30 | 70 | 100 | 4 |
| MA(JMC) 205 | Media LAB | Core | 30 | 70 | 100 | 4 |
| MA(JMC) 206 | Elective Paper (choose any One) | SEC | 30 | 70 | 100 | 4 |
| | A. Advance Photography B. Digital Marketing | | | | | |
| | Total | | 180 | 420 | 600 | 24 |

NOTE *MA(JMC) 205 - No Midterm and External Written Exam for the particular Subject. Project/File-70 Marks and VIVA-30Marks

MA(JMC) 201: Advertising Management

Objectives

This course enables the students:

- To understand concepts of advertising , marketing, digital advertising, budgeting and evaluation.
- To understand different elements in print and broadcast media.
- To introduce the ethical and moral perspective of advertising.
- To familiarize with working of advertising industry.
- To equip the students to take up a career in Advertising industry.

Course Contents

| | |
|------------------|---|
| Unit I | <u>Definition & Meaning of Advertising</u> Role and functions of Advertising- Classification of Advertising- advertising for monopoly organization, |
| Unit II | Social advertising - Advertising as a communication tool, communication process & advertising |
| Unit III | Models of Advertising Communication - AIDA -DAGMAR -Maslow's Hierarchy Model- Marketing Communication - IMC - marketing mix - segmentation-USP- Brand. |
| Unit IV | <u>Digital Marketing & Advertising</u> Defining digital advertising: Evolution and current status- Digital Media |
| Unit V | Landscape-Advertising on the web- Social Media Marketing-Mobile Marketing |
| Unit VI | Advent of Hybrid Advertising (Online merging with offline)-Brand presence on social media. |
| Unit VII | <u>Advertising Creativity</u> Advertising appeals - Elements of Print advertising - Writing advertisement copy for print media- Visualisation, Layout, Illustration, Colour |
| Unit VIII | Elements of advertisement copy: Heaine, Sub-heaine, Text, Slogan, Logo, Trade Mark.-Elements of Broadcast media– Television, Radio |
| Unit IX | Support Media – Out-of-home, in-store, transit, yellow pages, Movie theatre, in flight- Direct marketing. |
| Unit X | <u>Campaign Planning</u> Overview of Campaign Planning- Situation Analysis, Advertising Objectives |
| Unit XI | Planning advertising campaigns -Product Life Cycle - Budgeting for campaign - various methods of setting budget |
| Unit XII | Developing Media Plan- Media mix, media choices, media plan and media scheduling, media buying & selling |
| Unit XIII | <u>Research</u> Measuring advertising effectiveness- Pre and post test, Research methods and techniques, |
| Unit XIV | Media and Market research- Impact of advertising on society and business - Growth & Development of Advertising in India & World |
| Unit XV | Professional & Regulatory Bodies in Advertising- Ethics, morals, issues and problems in advertising - Future of Global marketing and advertising |

Practicals:

- Analysis of various award winning campaigns for advertising appeals.
- Discussion on impact of advertising on society.
- Prepare national Media Plan along with projected budget for a product.
- Create a print advertisement for a social cause
- Plan an advertising campaign for a product/service/an idea as per the following steps
 - Setting Objectives
 - Market Analysis
 - Creative Strategy
 - Budgeting
 - Media strategy
 - Implementation
 - Presentation

Learning Outcomes:

After the completion of the course student would be able to:

- Appreciate the role and impact of advertising in modern society.
- Understand the consumer decision making process and advertising appeals in order to create develop efficient advertising campaigns.
- Develop an understanding about functioning of advertising process form conceptualising to evaluation of advertisement.
- Create advertising campaigns for the target audience
- Prepare effective media plan based on relevant parameters.
- Develop and hone skills required for a career in advertising industry.

Suggested Readings:

- Gupta,Ruchi : Advertising Principles and Practice, S. Chand Publishing,2010
- Wells, Burnett : Advertising: Principles and Practice, Seventh Edition, Pearson Education, Singapore,2010
- Jethwaney J. and Jain Shruti : Advertising Management, Oxford University Press, New Delhi, 2006
- Batra Myers and Aaker :Advertising Management, Prentice Hall;New Delhi, 1996
- Kotler Philip :Marketing Management, Pearson Prentice Hall, 2002
- Bhatia K.Tej: Advertising and Marketing in Rural India, Macmillan India Ltd. 2007.
- Ghosal, Subhash: Making of Advertising ,McMillan 2002
- Gerard J. Tellis : Effective Advertising, Response books.
- Subroto,Sengupta :Positioning , Tata-Mcgraw Hill, New Delhi 1990.
- Gupta ,OM :Advertising in India, Kalpaz publications, 2005.
- Tiwari ,Sayay: The (un) Common Sense of Advertising, Response Books, 2003.
- Brierley Sean: The Advertising Handbook, Routedges, 2002.
- Kanuk, Leslie Lazer & Schiffman; Leon : Consume behaviour, Prentice Hall, New Jersey,1982.

MA(JMC) 202 : Gender Issues & Environmental Communication

Objectives:-

- To identify the gender impact of public and private sector actions (and inactions)
- To analyse contemporary issues from a gender perspective and apply gender analysis to the research of a contemporary issue
- Develop a public policy proposal that addresses a gender-related issue or which takes gender issues into account in its analysis
- Public understanding of environmental issues; public participation in environmental decision making; expert-public-government dialog, Environmental risk communication, Communication in environmental advocacy, deliberation, and public relations

Course Contents:

| | |
|------------------|--|
| Unit I | <u>Status of Women and Mass Media</u> Role of media in the development of women, Women & media: Opportunities & challenges, Commodification of women |
| Unit II | National women commission & their agencies Theoretical perspectives on women studies |
| Unit III | Classical, Marxist, Feminist, Emerging trends |
| Unit IV | <u>Media & Gender Consciousness</u> Media projection on domestic Violence & sexual harassment, image of women in advertisement, Communal riots & Women |
| Unit V | Understanding Social Equality: caste, gender, ethnicity and class as distinct categories and their relations |
| Unit VI | Human rights and marginalised groups. |
| Unit VII | <u>Communicating Environment</u> Introduction, Environmental Laws in India Environmental Ethics |
| Unit VIII | Environmental Education, Role of Mass Media in Creating Environmental Awareness |
| Unit IX | The Environment as News: News Values, News Media & Journalism Practices |
| Unit X | <u>Environmental Policy of Govt. of India</u> Environmental Issues, Population Growth & Environmental Quality, |
| Unit XI | Pollution & Waste Management, Environment Degradation-Habitat destruction |
| Unit XII | Resource Depletion-Exploration of Natural Resources, Urbanization & Industrialization |
| Unit XIII | <u>Global and Local Issues</u> Nuclear & Radiation-related Issues, Climate Change, Global warming coverage |
| Unit XIV | Role of United Nations, World Wide Summits & Conferences |
| Unit XV | Role of Judiciary in Environmental Governance, Environmental Disputes & litigations |

Practicals:

- Students will work to develop a communication awareness proposal that addresses a gender or environment related issue or which takes gender/ environment issues into account in its analysis.

The report must include-

- A description of the issue
- Existing approaches and challenges to dealing with the problem
- A policy proposal
- Benefits and drawbacks to the proposal

Learning Outcomes:

- The students will be able to demonstrate an understanding of how women, men and transgender individuals are impacted differently in a wide variety of settings and issues and be able to discuss gender discrimination and contemporary gender issues in an informed manner
- The students will be able to demonstrate an understanding of critical and cultural approaches to environmental communication and gender communication.
- The students will be able to identify and implement communication skills relevant to disseminating environmental information in organizational, political, and international contexts and also identify key issues in environmental conflicts, risk communication, and democratic participation in policy-making

Suggested Readings:

- The second sex, by Simon DeBeauvoir.
- Marriage, Migration and Gender by RajniPatriwala& Patricia Oberoy, SagePublication.
- The Kaleidoscope of gender, Joan Z. Spade, Catherine G.Valentine
- Deay Laws & Jealous Reformers, Madhu PurnimaKishwar.
- Shantakumar S., Introduction to Environmental Law: LexisNexis Butterworths
Wadhwa, 2008; Nagpur
- Hansen Anders, Environment, Media & Communication: Routledge Taylor & Francis
Group, 2010; New York
- Tiwari A K, Environmental Laws in India: Eastern Book Corporation, 2006; New Delhi

MA(JMC) 203: Media Writing

Course objectives

This course enables the students:

- 1. Define and write editorials
- Understand the significance of features, columns and reviews
- Conduct and report interviews
- To introduce essentials of technical writing.
- To write and edit technical documents.

Course Contents

| | |
|------------------|---|
| Unit I | Writing for media I - Editorial & Column Definition, Purpose, Types and style of writing; Editorial Page: Importance, Needs, Contents, Typography, Layout, Main Contents of Editorial page |
| Unit II | Editorial Policy: Concept, nature and applications; Difference between Editorial and other type of writing |
| Unit III | Column writing: Definition, Purpose, Types and style of writing, defining columnist. |
| Unit IV | Writing for media II - Feature, Interview & Review Feature writing: Definition and Types, Pitching story ideas, research, writing process, editing, getting published |
| Unit V | Reviews writing: Definition, Do's and Don'ts, Format of writing Books, Films, Food, Music, Theatre, Products etc. reviews |
| Unit VI | Interviews: Definition, Types and Steps involved in planning an interview; AP style of writing. |
| Unit VII | Nature and scope of technical writing Differences between technical writing and other forms of writing; Glossary of technical writing and application. |
| Unit VIII | Technical Writing Team Roles and transportation of technical document editors, writers and managers |
| Unit IX | Documents, testing and revision; Documents formats-hard and soft versions. |
| Unit X | Technical reports Project proposals, project abstracts, project documents and manuals-technical, installation and end-user. Principles of Technical Writing; Styles in Technical Writing; Clarity, precision, coherence and logical sequence in writing |
| Unit XI | The writing process- aim of writing, knowing the writing assignment, its clients and end users; Gathering facts/data; planning the documents content |
| Unit XII | Document design; Writing the draft; Draft revision; use of graphic/illustrations. |
| Unit XIII | The technical editing process Review of the document aim, content and its organization; |
| Unit XIV | Editing for accuracy of technical details, language style and usage |
| Unit XV | Editing tables, graphs/illustrations, copy fitting, design and layout of documents; Online editing. |

Practicals:

- Go through the editorial written on same issue by two national dailies and analyse it on following parameters:
 - Slant/ stand on the issue.
 - Type of editorial
 - Writing style.
- Write editorial on current issue.
- Write a column, feature on any topic
- Review a film and a book
- Convert any news story into feature
- Interview a personality & create a write up for the same, club it with photos.
- Prepare a project proposal using techniques of technical writing.

Learning Outcomes:

After the completion of the course student would be able to:

- Understand and write editorial, feature, columns and reviews
- Conceptualize, plan and take interview
- Prepare project proposal

Suggested Readings:

- Raman, Usha, Writing for the Media, Oxford University Press, 2010 Pape, Susan, Feature Writing: An Introduction, Sage Publication, 2006
- Bob Dematteis, Andy Gibbs Michael Neustel (Eds). 2004. The Patent Writer; How to Write Successful Patent Applications. London Square One Publishers.
- Gerald J. Alred, Charles T. Brusaw, Walter E. Oliu, St. Martin's, Hand Book of Technical Writing Press. London St. Martin's Press.
- David Ingre Survivor's Guide To Technical Writing, London. South--Western Educational Publishing,
- Bruce Ross-Larson, Writing For The Information Age. London W.W. Norton & Company.
- Jason Whittaker Web Production for writer & Journalist, London Routledge.
- Matt Young Technical Writer's Handbook: Writing With Style and Clarity, New York University Science Books.
- William Sanborn Pfeifler Technical Writing: A Practical Approach (5th Edition) New York Prentice Hall.
- Brain R Honaway. Technical FVriting Basics: A Guide to Style and Form (2nd Edition).

MA(JMC) 204: Print Journalism

Course Objectives:

The course enables the students to:

- To introduce students to skill of writing for the print media
- To introduce students to specialized reporting skills and reporting analysis.
- To acquaint the students with new age news room operations.
- To make them aware of newspaper design

Course Contents

| | |
|------------------|---|
| Unit I | <u>Understanding news</u> Definitions, purpose and importance of news, Qualities of news- accuracy, clarity, objectivity, balance, media-specific nature of news |
| Unit II | Evaluating news: News sense and news values, 5 Ws and 1H |
| Unit III | changing concepts: readers, relationship, relevance and utility, Types of News: Hard and Soft, Difference between News, Features, Articles and Backgrounders |
| Unit IV | <u>News reporting, gathering and Sources</u> Basic tools for information gathering: maintaining a diary, taking notes, use of computer, internet, mobile and other gadgets, using maps, history and archives; News Sources: Attribution and its types |
| Unit V | Credibility and Quotations, By Line, Credit Line and EMA(JMC) rgo, News Reporting: Reporting for Various Beats, Types of News Reports: Objective, Investigative and Interpretative |
| Unit VI | Reporting for Newspapers, Magazines and News |
| Unit VII | <u>Structure of a News Room</u> Set up and functions of a City Reporting Room in a Daily and a Bureau; Functions and Responsibilities of a News Editor, Sub-Editor and Chief Sub-Editor |
| Unit VIII | Categories: staff reporter, stringer, correspondent, chief reporter, principal correspondent, bureau chief |
| Unit IX | Foreign correspondent; their functions and responsibilities, Qualities of a news reporter, rights and responsibilities; Convergent Newsroom |
| Unit X | News Writing Inverted pyramid and Chronological style of Writing, Types of Heaines, Guidelines for Heaine; Writing Leads and Body, types of leads, changing trends in news writing: new styles, diminishing importance of inverted pyramid; |
| Unit XI | Style sheet: Definition, Purpose and Relevance; Creative sub- editing, not just news- relevant information, value addition, use of additional sources, Adopting new technology, special stories-planning and coordination |
| Unit XII | Specialized subbing: metro (city), sports, crime, business, science, columns, reviews and features; Readers' letters and photos, utilizing feedback, Citizen journalism, reader-generated content |
| Unit XIII | Design and Layout for Newspaper and Magazine Newspaper design: writing and editing copy with a view to its final display and layout, , Cartoons and Info graphics in Print |
| Unit XIV | news list and dummy, placing ads, editorial sequence, proof reading symbols, |

| | |
|----------------|---|
| | Advent of Electronic Editing, Use of Graphics |
| Unit XV | Use of numbers, graphs, photos and maps Photo Caption and Cutline: Definition and Relevance |

Practicals:

- Differentiate between reporting for newspaper, magazine and news agency. Also write the similarities amongst them.
- Describe the working of a city newspaper of a daily.
- Write various types of leads
- Report and file story for each of the beats: Political, Entertainment, Business, Education and Crime
- Translate a news story from English to Hindi and vice - versa
- Rewrite any five photo captions and cut lines

Learning Outcome:

After the completion of the course student would be able to:

- Define Print Journalism and News
- Describe techniques of reporting & writing for various beats
- Explain the structure, working and functions of a news room
- Understand editing & designing of a print layout of newspaper and magazine

Suggested Readings:

- Lewis James. The Active Reporter. Vikas Publication
- Warren Carl. Modern News Reporting. Harper and Row.
- Ranga Swami, Partha Sarathy. Basic Journalism. Mac millan India.
- Saxena Sunil. Heaines Writing. Sage publication.
- T.J.S. George: Editing – A Handbook for Journalists

MA(JMC) 205: Media LAB

Course Objectives

The course enables the students:

- To Become well versed in Computer designing software's
- Apply knowledge gained of designing softwares for design and layout
- Demonstrate proficiency of skills in designing and creating layouts using page layout software for different media

Course Contents:

| | |
|------------------|--|
| Unit I | SOFTWARE'S TO BE TAUGHT: <ul style="list-style-type: none"> · MS Publisher · Scribus · Photoshop CS 3 · Indesign · Inkscape |
| Unit II | EXERCISE / ASSIGNMENTS Prepare a two page supplement , magazine or a tabloid |
| Unit III | Design a Poster, ,Web Banner ,Logo and Invitation Card |
| Unit IV | Using Photoshop design the following <ul style="list-style-type: none"> ➤ Design a Brochure ➤ Design the front page of a Newspaper ➤ Design an Invitation Card ➤ Design a Logo ➤ Design a Calendar |
| Unit V | Design a Cover page of a Book |
| Unit VI | Create and maintain Blogs |
| Unit VII | Design a logo, badge and a greeting card |
| Unit VIII | Add Effects to a Photograph (Minimum 5) |
| Unit IX | Students in group should create a Dynamic Website |

Learning Outcomes:

After the completion of the course student would be able to:

- Design and create Layouts for different mediums
- Work on various designing software
- Illustrate the professional designing skills
- Use new media tool proficiently

MA(JMC) 206A : Advance Photography

Course Objectives

This course enables the students:

- Describe photography
- Explain parts of film & digital camera, its functions and use of accessories
- Describe lights and lighting application for indoor and outdoor
- Explain steps involved in printing a digital photograph.

Course Content :

| | |
|------------------|--|
| Unit I | <u>Defining Photography</u> Brief History of photography |
| Unit II | Working of a camera, role & importance of photography |
| Unit III | Principles of Camera Obscura |
| Unit IV | <u>Camera</u> Explain Camera, Basic Parts of single lens reflex (SLR) [film & digital] :Lens , Film Chamber (CCD & CMOS), Aperture, Shutter, View finder , Pentaprism, Memory (Internal & External) |
| Unit V | Camera formats – 35mm, medium format, large format, Camera design & its working – simple camera, compact camera, view camera, range finder & reflex camera TLR, SLR, polaroid |
| Unit VI | Underwater camera & digital camera, lenses – controlling the image, Lens perspective, film speed, flash gun, light meter Exposure. |
| Unit VII | <u>Principles of photography</u> Focal length, controlling exposure Aperture, shutter, ISO. Depth of field |
| Unit VIII | White balance , Color temperature, Characteristics of an effective cameraman. Qualities of cameraman |
| Unit IX | Various types of photography Portrait, Wildlife, Nature, Photo journalism, Advertising and Night ,Social ,Fashion , Crime, Still life/Street life , Food, Editorial ,Fine art , Landscape, Model , Life style , Flat lay, Portrait & wedding |
| Unit X | <u>Lighting</u> Sources of light : Natural & Artificial, Nature and physical properties of light,. |
| Unit XI | Direction & angle of light : Front, side, top & back, Lighting contrast and its control by fill in lights One, two & three point lighting : Key, fill and back light |
| Unit XII | Lighting Equipment. |
| Unit XIII | <u>Digital photographs</u> Steps involved in printing of digital photographs : manipulation, choice of paper and choice of printers |
| Unit XIV | Converting developed photograph into digital photograph, Photo appreciation |
| Unit XV | Different problems related to Photography |

Practicals:

- Making a photo feature on a specific topic by using self-clicked photographs from digital or mobile camera.
- Capture three photographs at normal, telephoto and wide angles respectively by changing the focal length.
- Capture three photographs at correct, under and over exposure respectively by changing the aperture.
- Capture three photographs at correct, under and over exposure respectively by changing the shutter speed.
- Capture three photographs at correct, under and over exposure respectively by changing the ISO.

Learning Outcomes:

After the completion of the course student would be able to:

- Develop appropriate and innovative solutions, working within the dynamics of the target market, with consideration for the requirements of an employer or client.
- Incorporate the knowledge of photography theories, principles and historical practices into the conceptualization and development of effective photographs.
- Understand both advanced digital and analog camera operations with an understanding of formats, photographic exposure, depth of field, and, shutter speed, and illustrate proper placement of plane of focus.
- Apply the principles of lighting and colour theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light and colour to create quality images.
- Apply principles of composition to produce professional images.
- Select and use photographic equipment and technologies appropriate to the task.
- Integrate the principles of photographic language and design as well as knowledge of contemporary visual culture, into the creation and evaluation of one's own work (in traditional and emerging media) and into the assessment of the work of others.

Suggested Readings:

- O.P. Sharma- Practical Photography, Hind Pocket Books
- Michael Langford- Basic Photography, Focal Press
- James A. Folts Ronald P. Lovell- Handbook of Photography,
- Lee Frost - Photography, Hodder Heaine

MA(JMC) 206B : Digital Marketing

Course Objectives

This course enables the students:

- The student should be able to describe the concept of social media marketing or Digital marketing for online communication.
- Explain the concept of social business
- Utilize knowledge gained to create and maintain social networking platforms for business

Course Content :

| | |
|------------------|---|
| Unit I | <u>Digital Media Marketing</u> Digital Marketing, Meaning & Concept, and Objectives. Tools and techniques for online marketing, |
| Unit II | Difference between traditional marketing and online marketing ,Introduction of social networking sites, Role of social networking sites in the process of digital marketing |
| Unit III | Social Media & Social Network:-Brief history, Meaning and definition, Features of Social Media and Social Network, Types of Social Networking Sites, Social Media & Issues ,Social Consumers and Social Influencers |
| Unit IV | <u>Branding on Digital Media</u> Digital Branding -Process and Techniques, Audience Research for branding on digital platform and Engagement in Glocal environment |
| Unit V | Storytelling and User Generated Content on Digital Media ,Content creation |
| Unit VI | Different ways to write content for different platforms, social media content, website content, and more |
| Unit VII | <u>Online Entrepreneurship</u> Introduction of Online Entrepreneurship , Advantages of online Entrepreneurship and key challenges involved in Online Entrepreneurship |
| Unit VIII | E-Commerce & Start-ups: Ideation, Plan and Management, Lead Generation and Personal Branding |
| Unit IX | Building a Multi-platform Social Media Marketing Strategy, Mobile Apps: M-Commerce and App Monetization |
| Unit X | <u>Content creation and Promotion</u> Search Engine Optimization (SEO), Search Engine Optimization (SEM), Keywords:-definition and importance of keywords in content creation |
| Unit XI | Viral Marketing, E-mail Marketing;-types of E-mail marketing and tools for e-mail marketing |
| Unit XII | Zero Moment Of Truth (ZMOT) :- Concept and types of ZMOT ,importance of zmot to know about the consumer behavior in online marketing |
| Unit XIII | <u>Social Media Measurement and Metrics</u> Data Mining for Digital Media: Google Analytics, Website Audience Measurement (WAM) |
| Unit XIV | Monetizing Social Media: ROI Role of Social Media in Marketing Research |
| Unit XV | Case Studies on Digital Media Marketing:-Digital India, Make in India, Skill |

| |
|--|
| India, Start up India and Stand up India |
|--|

Practicals:

- Create and maintain promotional or corporate blog for an organization/product
- Create an account on at least 5 social media platforms and promote your blog/vlog
- Create a multi-media presentation on Social Media Marketing Strategy for promotion of corporate blog for an organization/product

Learning Outcomes:

After the completion of the course student would be able to:

- Learn about the importance of Digital marketing and its tools
- Know about the techniques of content creation and promotion as well

Suggested Readings:

- Barker, M. S., Barker, D., Bormann, N. F., & Neher, K. (2013). *Social Media Marketing: A Strategic Approach*. Mason, OH: South-Western Cengage Learning.
- Charlesworth, A. (2014). *An introduction to social media marketing*. London: Routledge.
- Parkin, G. (2009). *Digital Marketing: Strategies for Online Success*. London: New Holland.
- Qualman, E. (2009). *Socialnomics: How Social Media transforms the way we Live and do Business*. Hoboken, New Jersey's: Wiley.
- Singh, S., & Diamond, S. (2012). *Social Media Marketing for Dummies*. Hoboken, New Jersey's: Wiley.

Third Semester Examination

| Code No. | Paper | Type | Internal Marks | External Marks | Total Marks | Credit |
|--------------|---|------|----------------|----------------|-------------|-----------|
| MA(JMC) 301 | Public Relations & Event Management | Core | 30 | 70 | 100 | 4 |
| MA(JMC) 302 | Media Management | Core | 30 | 70 | 100 | 4 |
| MA(JMC) 303 | Internship & VIVA VOCE | Core | 30 | 70 | 100 | 4 |
| MA(JMC) 304 | Television Production | Core | 30 | 70 | 100 | 4 |
| MA(JMC) 305 | Television Production LAB | Core | 30 | 70 | 100 | 4 |
| MA(JMC) 306 | Elective Paper (choose any One) | SEC | 30 | 70 | 100 | 4 |
| | A. Political Communication B. Business Communication | | | | | |
| Total | | | 180 | 420 | 600 | 24 |

NOTE* MA(JMC) 303 and 305-No Mid Term and External Written Exam for the particular Subject. Project/File-70Marks and VIVA-30Marks

MA(JMC) 301: Public Relations & Event Management

Course Objectives

The course enables the students:

- To sensitize students to public relation and its critical role in corporate organizations.
- To prepare students for corporate communication challenges.
- To impart knowledge about tools of PR and enable them to produce relevant institutional publications
- To train the students to device PR campaign.
- To make students aware of intricacies of successful event planning and execution

Course Contents

| | |
|------------------|---|
| Unit I | <u>Nature and scope of public relations</u> Definition of PR, relevance of public relations in modern societies; Principles of public relations; role of public relations in corporate organizations |
| Unit II | Attributes of public relations practitioner. Differentiating public relations from propaganda, advertising and publicity: Code of conduct for PR professionals |
| Unit III | Types of PR Publics: Internal publics and external publics. |
| Unit IV | <u>Tools & process of public relations</u> Institutional publications: House journals; House advertisements; Print and electronic media, Social media; Corporate advertising. |
| Unit V | Photographs, films, Audio-visual displays, New media and new communication technologies: News releases and press conferences; Media tours, Public service announcements/ads |
| Unit VI | Special events: open house-exhibition-demos; PR Process: Fact-finding, planning, implementation and evaluation; Organizational structure of PR Department and its functions. In-house Department and PR firms: advantages and limitations |
| Unit VII | <u>Stakeholder Relations</u> Employees relations; Stockholder relations; Customer relations |
| Unit VIII | Community relations; Supplier relations; Government relations |
| Unit IX | Investors relations; Media relations; Recent trends in PR strategies |
| Unit X | <u>Corporate Communication</u> Corporate public relations; Corporate credibility; Challenges of corporate public relations |
| Unit XI | Establishing corporate credibility; Restoring corporate credibility: openness and honesty, consistent action, corporate social responsibility |
| Unit XII | Corporate Communication strategies in the context of Globalization; Crisis management. |
| Unit XIII | <u>Events</u> Defining an event, Types of events, Role of events in promotion, Conceptualisation and event planning, setting objectives , tools of planning |
| Unit XIV | Budgeting, sources of revenue and types of costs; Staffing for the event; Event promotion |
| Unit XV | Evaluation of an event; Visitor survey, feedback, attendance analysis, preparation of report. |

Practical:

- Preparing various types of PR materials - Press release, backgrounder, house journal, etc.
- Choose any crisis and create crisis management plan
- Plan and organize an event.
- Plan a PR campaign for a product or service as per the following steps
 - Setting the objectives
 - Market Research
 - Identifying the Publics
 - Creative Planning
 - Media Strategy
 - Implémentation

Learning Outcomes:

After the completion of the course student would be able to:

- Develop an understanding of PR and its tools
- Plan and produce PR material.
- Identify and research about various publics
- Plan and execute event.

Suggested Readings:

- Kutlip Centre & Broom Effective Public Relations, Prentice Hall, New Delhi
- Venkataratnam (Edt). 2003 Industrial Relations, New Delhi Oxford University Press
- Rene A Henry (Edt) 2001. Marketing Public Relations New Delhi, Oxford University Press.
- D S Mehta Handbook of Public Relations in India, Allied Publication Ltd., MuMA(JMC) i, 1998
- Bruce E Skinner, Event Sponsorship, Publisher Wiley 2002 Vladimir Rukavina
- Anton Shene, Bryn Parry Successful Event Management, Thomson Learning, 2004
- Judy Alley Event Planning, John Wiley and Sons, 2000
- Anil Basu, Practical Public Relations.
- Balan K.R., Chemistry of Public Relations.
- Narasimha Reddy, How to be a good PR.
- Sam Black, Practical Public Relations, Universal Book House, New Delhi, 1976.
- Essentials of Corporate Communications and Public Relations – Harvard Business School Press (Author) and Society for Human Resource Management (Author)
- Organizational Communication- Gary L.Kreps
- Inside Organizational Communication- Gary L.Kreps
- Managerial Communication: Strategies and Applications – Geraldine E. Hynes and Geraldine Hynes
- The Power of Corporate Communication: Crafting the Voice and Image of Your Business – Paul A.Argenti
- Corporate Conversations: A Guide to Crafting Effective and Appropriate Internal Communications – Shel Holtz
- Corporate Communications: Theory and Practice – Joep P.Cornelissen
- The Practice of Public Relations, by Seitel, P. Fraser.

- Public Relations in India, J.M. Kaul

MA(JMC) 302: Media Management

Course Objectives:

- To introduce students principles of Media business management
- To familiarize students to Indian media organization and their management practices.
- To make students understand the concept of FDI in India Media
- To make acquainted with the new trends in media industry

Course Contents

| | |
|------------------|---|
| Unit I | <u>Principles of management</u> Definitions, need and Principles, Management Functions: Planning, Organizing, Directing, Staffing, Controlling and Coordination |
| Unit II | Management: Responsibility, Authority and Accountability |
| Unit III | Leadership: Importance, Needs and Types, Conflict Management and Motivation |
| Unit IV | <u>Media organizations and structures</u> Organizational structures of Indian media-Print and electronic media |
| Unit V | organizational structure and management of Indian news agencies: ownership patterns of India media |
| Unit VI | Cross Media Ownership, Media Conglomerates; Vertical and horizontal integration |
| Unit VII | <u>Global Communication Giants</u> Media Imperialism & Localisation of Global Media, |
| Unit VIII | International Multimedia Giants: NEWSCORP, DISNEY, AOL-TIMEWARNER, VIACOM, Star Network, Global Television |
| Unit IX | Cultural Imperialism: CNN and MTV, International Practices on Visual Coverage and Regulations in Media Exchange |
| Unit X | <u>Economics of media</u> Economics of newspaper, production costs, operation, non-operation, Economics of electronic media |
| Unit XI | radio and television, production costs, operation and non operation, Film distribution and commission |
| Unit XII | Film exhibition, theatre hire and commission, Export market for Indian films. FDI and Indian Media, FDI influences on Indian media |
| Unit XIII | <u>New trends in Media Management</u> Media Business- Innovation and Entrepreneurship, Media Entrepreneurship and its Challenges, Emerging Trends in Entertainment and Media Industry |
| Unit XIV | Establishing a Media Organization or Start Up: Steps Involved |
| Unit XV | Methods of Revenue Generation by Media Organizations and Start Ups, Managing Cost and Revenue Relationship |

Practicals:

- Prepare a file on media conglomerates of world
- Collect and compare the organizational structure of any two media organization on India
- Collect the information about FDI norms of any two countries other than India.

Learning Outcomes:

On the completion of this course student would be able to

- Describe the principles and functions of management
- Describe the organization structure of various media organizations
- Explain the media conglomerates of world
- Explain the concept of entrepreneurship and importance of revenue generation for media organizations

Suggested Readings:

- Albarran, A. B., Chan-Olmsted, S. M., & Wirth, M. O. (2006). Handbook of Media Management and Economics. Mahwah, NJ: L. Erlbaum Associates
- Herrick, D. F. (2003). Media Management in the age of Giants: Business Dynamics of Journalism.
- Mass Media in India 1994-95. (1995). New Delhi: Publications Division, Ministry of Information and Broadcasting, Government of India
- Philip Kotler: Marketing Management, William Stanton and others; Fundamental Marketing
- Vanita Kohli: Khandekar 2006: The Indian media Business, New Delhi- Sage Publication.

MA(JMC) 303: Internship & Viva Voce

Course Objectives:

- Apply classroom-based education for practical work experience in the industry
- Utilize current standards and recent advances in media and entertainment organization network with the industry professionals.

Course Outline

- After the Second Semester End-Term Examination, students will undergo training/ internship in Media and Entertainment Organization (Print/Electronic/Online) and will submit a Training Report (TR) along with a multimedia presentation incorporating the work done during the training/internship.
- Students have to prepare a Training Report in a format given by the concerned faculty. In the training report students have to write all the activities accomplished and tasks performed by them during the internship.
- Students have to prepare a multimedia presentation incorporating the work done during the training/internship.
- Students have to submit the internship certificate by the end of the semester.
- The hard and soft copy of the TR (in duplicate) is to be submitted along with a soft copy of multimedia presentation at least 3 weeks before the commencement of End Term Examination of the Third semester.

Practical:

- Prepare a Training Report (comprising all the tasks and activities performed during the training, and practical experience obtained during training)
- Prepare a multimedia presentation to showcase all the learning obtained from the training.

Learning Outcome

- Get familiar with the working environment of the media organizations.
- Learn professional skills and practices.
- Obtain knowledge of professional ethics and codes.
- Grasp knowledge about industry oriented software and hardware.

MA(JMC) 304: Television Production

Course Objectives:

- Understand the characteristics of TV as a medium of mass communication
- Understand the stages of TV production
- Understand the language of composition i.e. types of shots, angle, rules of composition
- Understand lighting techniques and approaches
- Understand nuances of editing

Course Contents

| | |
|------------------|--|
| Unit I | <u>Basics of Production</u> TV as a medium of communication: characteristics and importance |
| Unit II | TV production formats; Key personnel involved in TV production |
| Unit III | Impact of new media in TV production |
| Unit IV | <u>Understanding TV Program Productions</u> Pre production – idea, outline, research, screenplay, script, storyboard, breakdown of the script, proposal writing, budget, floor plans |
| Unit V | Production – single camera techniques, multi camera techniques; Post production – editing, dubbing, voiceover, music and sound mixing |
| Unit VI | Publicity and distribution : various methods of advertising, publicity material |
| Unit VII | <u>Language of Camera and Composition</u> Types of shots, Angle of shots. Movement of camera, Focus effects: deep focus, shallow focus, shifting focus |
| Unit VIII | Lens perspective; Meaning of composition, importance and functions of composition |
| Unit IX | Rules of composition: emphasis/point of interest, headroom, rule of thirds, diagonal rule, contrast, looking and walking space etc; Role of light in composition |
| Unit X | <u>Lighting Techniques</u> Lighting in a studio: Lighting approach: one point, two point and three point lighting |
| Unit XI | Specific lighting techniques: flat lighting, continuous action lighting, large area lighting, cameo lighting, silhouette lighting, chroma key area lighting, controlling eye and boom shadows |
| Unit XII | Outdoor lighting, Indoor lighting, lightning at night; Special lighting effects: day for night, lighting for rain, smoke and fire sequences |
| Unit XIII | <u>Editing Aesthetics</u> Language and grammar of editing; Role of the editor – creative editor, technical editor, editor as graphic artist; |
| Unit XIV | Theory of editing – continuity editing, montage, Eisenstein/Pudovkin/ Kuleshovstyle Functions of the editing – combine, shorten, correct, build; Types of continuity and montage |

Unit XV

Transition and effects; Sound in editing; Graphics and design

Practicals:

- Discuss the characteristics of TV as a medium of mass communication
- Discuss in detail various stages of production involved in producing a music video.
- Discuss why a cameraman must follow the rules of composition while composing a frame.
- Write short note on Specific Lighting Techniques
- Discuss the importance of continuity in editing.

Learning Outcomes:

After the completion of the course student would be able to:

- Describe characteristics of TV in as medium of mass communication
- Describe stages of production
- Describe and implement types of shots, angle, rules of composition
- Describe and apply types of lighting techniques
- Describe and apply nuances of editing.

Reference books :

- Mitch Mitchel, Visual 2004. Effects for Film Television. Singapore Focal Press.
- Roger Laycock 1999 Audio Techniques For Television Production, Singapore Focal Press.
- Rod Fainweather, (Edt) 2002. Basic Studio Directing, Singapore Focal Press.
- Tony Grant, (Edt) 2000 Audio for Single Camera Operation, Singapore Focal Press.
- Robert L Hartwig (Edt), 2004. Basic T.V Technology, Singapore Focal Press.
- Bernard Wilkie (Edt) 2006. Creating Special Effects for T.V & Video, Singapore Focal Press.
- Gerald Millerson, (Edt) 2000. Effective T.V Production, Singapore Focal Press.
- Gerald Millerson, (Edt) 2000. Lighting for Video, Singapore Focal Press.
- Patric Morris, (Edt) 2000. Nonlinear Editing, Singapore Focal Press.
- Glyn Alkin, (Edt) 2006. Sound Recording and Reproduction, Singapore Focal Press.
- Peter Ward (Edt) 2005. Studio and Outside Broadcast Camerawork, Singapore Focal Press.
- Gerald Millerson, (Edt) 2000. Video Camera Technologies, Singapore Focal Press.
- Peter Ward (Edt) 2003. T.V. Technical Operations, Singapore Focal Press.

MA(JMC) 305: TV Production LAB

Course Objectives:

- To prepare a video brief.
- Have various aspects of TV production and direction.
- Write scripts for TV.
- Use sound and light.
- Apply production and post-production technique effectively to produce a video program.

Practical:

- Six Shot Exercise- The students need to film any subject related to daily routine, using the 6-shot system. And Further edited in a sequence to form a short story (15 to 30 second).
- Students create an anchor-based program (Audio Visual) of 1 to 3 minutes.
- Prepare a Script and Audio Visual for a TV News 1 to 2 minutes.
- Prepare a Script and Audio Visual for a Short film 1 to 2 minutes.
 - i) Writing the synopsis.
 - ii) Make a storyboard.
 - iii) Write a screen play.
- Prepare a PSA 1 to 2 minutes.
- Prepare a trailer for any film of 1 to 3 minutes
- Create an interview based program (Audio Visual) of 2 to 4 minutes.

Learning Outcome:

- Learn about the importance of Television program production.
- Know about the various production techniques.
- Learn about the different recording techniques.
- Effective use of video editing software's.

MA(JMC) 306A: Political Communication

Course Objectives:

- To become well-versed in the basics of political communication.
- To learn about the latest research and trends in political communication research.
- To practice and think about political communication theory and research critically

Course Contents

| | |
|------------------|---|
| Unit I | <u>Introduction to political communication</u> Democratic process- media in modern times- how media shape public perceptions.. |
| Unit II | Target audience- Habits, age group and status |
| Unit III | Political communications- Different theories- agenda setting- priming- framing- impacts of media in the formation and change of political attitudes |
| Unit IV | <u>Human Rights and United Nation</u> Declaration of Human Rights, National Human Rights Commission: National and State, States and Union Territories |
| Unit V | Three Tier Legislative System: Federal, State and Local Government – <i>Panchayat Raj</i> and District Administration: <i>Zilla Parishad</i> and <i>Gram Panchayat</i> –Urban Governance and Municipal Authorities |
| Unit VI | Understanding the concept of Secularism, Role of Identity Politics, Civil Society Movements |
| Unit VII | <u>Political News Coverage</u> Media bias- Press as Fourth Estate – watchdog of democracy- relation between Legislature-Executive-Judiciary and Issues with Political Parties and Elections Press-Electioneering and poll campaigns in democratic set-up |
| Unit VIII | Role of media in elections- Role of media in political parties' participation in elections and media coverage. |
| Unit IX | Media and Political ownership- Agenda setting- social media and its impact on politics and its power in democracy- case studies. |
| Unit X | <u>Foreign policy of the country and its impact on Mass Media</u> Mass Media as an instrument of foreign policy |
| Unit XI | Influences of Global media on political communication- FDI in media |
| Unit XII | Governmental policies in the sphere of media. |
| Unit XIII | <u>Online media and political communication</u> Diverse use of internet and mobile phones in political arena |
| Unit XIV | Online political campaigns- political communication by civic actors |
| Unit XV | Social movements and NGOs. |

Practicals:

- Weekly News Summary Given that this is a political communication course, you should expect to follow politics pretty closely during this semester. Make sure that you either read a daily newspaper (paper version or online) or watch the national television news everyday.
- You are required to submit a typed news summary (1 to 2 pages, double spaced), that lists the top three political news stories each week and provides a brief discussion of how this news affected political parties and government, using the concepts and ideas learned in class.

Learning Outcomes:

After the completion of the course student would be able to:

- To provide an overview of political communication theories, modes, means and institutions.
- It will help to understand interpersonal and mass communication in the political context.
- Students will learn the key areas that are covered by the course include prevalent political communication theories and trends, the role and impact of communication in public opinion process, elections, debates, political campaigning and advertising, political socialization, education, politics and popular culture.

Suggested Readings:

- Bennett, .W. L; Entman, R M (Ed.s) (2004). Mediated Politics: Communication and Future of Democracy, Cambridge: Cambridge University Press.
- Graig, G (2004). The Media, Politics and Public Life, Auckland: Allen and Unwin.
- Darren G. Lilleker (2006). Key Concepts in Political Communication, New Delhi: Sage Publications Ltd.
- Esser, F; P fersch B (Ed.s) (2004). Comparing Political Communication: Theories, Cases and Challenges, Cambridge University Press, Cambridge.
- Foster, S (2010). Political Communication- Politics Study Guides, Edinburgh: Edinburgh University Press.

MA(JMC) 306B: Business Journalism

Course Objectives:

- To acquaint the students with the fundamentals of Economics & Business.
- To understand emerging sectors of the economy and laws / policies governing them
- To comprehend business environment and its impact on business and industry
- To make students familiar with latest changes in business arena.
- To train students in writing for business journals

Course Contents

| | |
|------------------|---|
| Unit I | <u>Fundamentals of Economics</u> Demand, Supply, Equilibrium; Price Mechanism and Elasticity |
| Unit II | Forms of market and their working |
| Unit III | Inflation, Deflation, Recession, Depression ,Stagflation |
| Unit IV | <u>Overview of Micro and Macro Economics</u> Economic theories and policies |
| Unit V | Indian economic policies after economic liberalization, ExIm Policies, Industrial Policies; Fiscal and Monetary Policies |
| Unit VI | LPG Reforms; Salient features of Companies Act and Labour Act of Centre and State Govt |
| Unit VII | <u>Basic concepts of Financial Markets</u> Understanding and analysis of budget and the Share market |
| Unit VIII | Glossary of stock market; Analyzing annual reports |
| Unit IX | Financial Institutions; Foreign Exchange and Balance of Payment problems |
| Unit X | <u>Business Environment</u> Meaning, Definition, Types, Components and Significance of Business Environment |
| Unit XI | Factors effecting business environment - Economic, Cultural Social, Political, Technological, Legal |
| Unit XII | External Factors Influencing Business Environment, Dimensions of International Business Environment, Challenges |
| Unit XIII | <u>Mass media and business</u> Budget / Stock market reporting Reporting proceedings of the meetings of Stock Holders |
| Unit XIV | Takeover, mergers and acquisitions, Analysing and Reporting Business, Industry, Economy Trends |
| Unit XV | Corporate Governance, CSR. |

Practicals:

- Attend a conference / seminar related to commerce & business and write article on it.
- Weekly assignments on various topics related to business/industry trends
- Analyse annual reports of a company and write an article on it

Learning Outcomes:

After the completion of the course student would be able to:

- Develop an understanding about business, Industry and Economy as a whole.
- Identify the factors affecting businesses in an economy and their interlinkages
- Aware of various laws/policies impacting business
- Able to analyse various trends and write articles.

Suggested Readings:

- Harcourt J (Edi) 1991. Business Journalism, South-Western Publishing Co. Cincinnati, Ohio
- Udaya Sahay 2006 Making News: Hand Book Of The Media In Contemporary India, New Delhi, Oxford Publication.
- Mary Ellen Guffery 2004. Business Communication, Process And Product, Thomson South Western, Singapore,
- Raymond Lesik(Edt) 2000. Basic Business Communication. New Delhi, Tata Macgraw Hill.
- Hmai Pradhan(Edt)2000. Business Communication, BoMA(JMC) y Himalaya Publishing House.

Fourth Semester Examination

| Code No. | Paper | Type | Internal Marks | External Marks | Total Marks | Credit |
|-------------|--|------|----------------|----------------|-------------|-----------|
| MA(JMC) 401 | Hindi Journalism | Core | 30 | 70 | 100 | 4 |
| MA(JMC) 402 | Development Communication | Core | 30 | 70 | 100 | 4 |
| MA(JMC) 403 | Communication in International Media | Core | 30 | 70 | 100 | 4 |
| MA(JMC) 404 | Research Methodology | Core | 30 | 70 | 100 | 4 |
| MA(JMC) 405 | Dissertation | Core | 50 | 100 | 150 | 6 |
| MA(JMC) 406 | Elective Paper (choose any One) | SEC | 30 | 70 | 100 | 4 |
| | A. Film Appreciation B. Sports Journalism | | | | | |
| | Total | | 200 | 450 | 650 | 26 |

MA(JMC) 401: Hindi Journalism

Objectives: (उद्देश्य)

- पत्रकारिता में हिंदी भाषा के महत्व को समझाएं।
- हिंदी में पत्र लेखन की प्रक्रिया का वर्णन करें।
- हिंदी में समाचार लेखन प्रक्रिया की व्याख्या कीजिए।
- हिंदी में रेडियो / टीवी कार्यक्रमों के विभिन्न स्वरूपों का वर्णन करें।

Course Contents

| | |
|------------------|---|
| Unit I | <u>भाषा ,भाषा – शैली</u> भाषा ,भाषा की विशेषताएं। भाषा के रूप , भाषा के भेद। |
| Unit II | हिंदी भाषा - शैली।- पत्र – लेखन और पत्र लेखन के प्रकार। |
| Unit III | <u>प्रिंट माध्यम और संचार - भाषा</u> प्रिंट माध्यम के लिए लेखन। समाचार पत्र और पत्रिकाओं की भाषा। |
| Unit IV | समाचार लेखन। सम्पादन के मूल भूत सिद्धांत। |
| Unit V | <u>रेडियो माध्यम और भाषा</u> रेडियो लेखन की अवधारणा। रेडियो लेखन के तत्व। |
| Unit VI | रेडियो लेखन की प्रक्रिया एवं रेडियो कार्यक्रमों की पटकथा(स्क्रिप्ट) रेडियो समाचार लेखन |
| Unit VII | <u>टेलीविज़न माध्यम और भाषा</u> टेलीविज़न लेखन की अवधारणा। टेलीविज़न कार्यक्रमों के प्रकार। |
| Unit VIII | टेलीविज़न लेखन की प्रक्रिया एवं प्रकार। टेलीविज़न समाचार लेखन। |
| Unit IX | <u>जनसम्पर्क और विज्ञापन एवं भाषा</u> जनसम्पर्क - परिचय ,परिभाषा। जनसम्पर्क के लाभ। |
| Unit X | विज्ञापन - परिचय , परिभाषा एवं उद्देश्य। विज्ञापन की भाषा। |

Practicals:

- भाषा और हिंदी भाषा शैली से आप क्या समझते हैA
- समाचार लेखन की प्रक्रिया समझाते हुए संपादन के सिद्धान्तों को स्पष्ट कीजिएA
- भाषा के भेद बताइयेA
- पत्रकारिता से आप क्या समझते हैA
- पत्रकारिता के प्रकारों पर विस्तार से चर्चा कीजियेA
- विज्ञापन किसे कहते हैA

- विज्ञापन की भाषा कैसी होनी चाहियेA

Learning outcome ¼अध्ययन के परिणाम)

- छात्रों को सामान्य हिंदी का मूलज्ञान मिलेगा
- यह विषय छात्रों को हिंदी व्याकरण को समझने में मदद करता है।
- छात्र हिंदी में पत्र लेखन की मूल बातें सीखते हैं।
- छात्र हिंदी भाषा के विषय में जानते हैं।
- छात्र हिंदी विज्ञापन को समझ सकेंगे।

Suggested Readings: (सन्दर्भ पुस्तकें)

- नए जन संचार माध्यम और हिंदी – सुधीर पचोरी
- विज्ञापन और ब्रांड –संजय सिंह बाघे
- विज्ञापन बाजार और हिंदी – कैलाशनाथ पांडेय
- मीडिया के वर्तमान सन्दर्भ – चक्रधर कंडवाल
- टेलीविज़न और क्राइम रिपोर्टिंग – वर्तिका नंदा
- वर्तमान परिदृश्य में हिंदी – मनिला कुमारी

MA(JMC) 402: Development Communication

Course Objectives:

- To enable students get an appreciation of the role of information, communication and the media in development.
- To facilitate students' appreciation of the dimensions of development and introduce them to the development policy frameworks.
- To give students an understanding of key issues in sustainable development as a basis for engaging in effective development communication.

Course Contents

| | |
|------------------|--|
| Unit I | <u>Concepts of Development</u> Approaches to development, Complexities of development indicators; Economic growth theories; Paradigms of development- dominant and alternative paradigms. |
| Unit II | Cultural model, Participatory model, Concept of development; Measurement of development – HDI, PQLI, Theories and paradigms of development– Dominant Paradigm, Dependency paradigm, New/alternative Paradigm |
| Unit III | UN millennium development goals |
| Unit IV | <u>Social Change</u> Its meaning, nature, direction and process |
| Unit V | Theories of social change, Role of communication in social change, Diffusion of innovation concept of modernization and post-modern, Approaches of Development Communication (Empathy, Diffusion, Magic Multiplier) |
| Unit VI | Development Support Communication-Definition, genesis, areas, Wood's Triangle |
| Unit VII | <u>Mass Media as a tool for development</u> Development support Communication, Message Design strategies and Problems with the use of media for development |
| Unit VIII | Communication scenario; Role & performance record of each medium-Print, Radio, TV, traditional media, documentaries on development issues. ICT & development, Role of development agencies and NGOs in Development Communication |
| Unit IX | Development support communication in India as applied to agricultural extension, health communication, population control, education and environment |
| Unit X | <u>Alternative Theories of Communication for Development</u> Strategies for participatory communication. |
| Unit XI | Ethical perspective, Need for alternative communication. Critical appraisal of mainstream media reportage of rural and tribal problems and issues |
| Unit XII | Major development Issues in India-agriculture, health & family welfare, population, women empowerment, poverty, unemployment, energy and environment, community development, literacy |
| Unit XIII | <u>Development paradoxes and skewed disparities</u> Rural & Urban development; Cyber media & development; e-governance, digital democracy & e-chaupal, Development & human rights |
| Unit XIV | Civil society & good governance, Role of RTI in development communication Critical appraisal of development communication programs in India such as |

| | |
|----------------|---|
| | SITE, Kheda, Jhabua projects |
| Unit XV | Govt. Programs and Schemes- MNREGA, Community Radio |

Practicals:

The students will submit a report of critical review of mainstream media reportage of rural and tribal problems and issues.

Learning Outcomes:

On the completion of this course student would be able to

- The students will have an appreciation of the role of information, communication and the media in development and social change.
- The students will be conversant with the dimensions of development and the development policy frameworks.
- The students will have an understanding of key issues in sustainable development as a basis for engaging in effective development communication.

Suggested Readings:

- Communication for development in third world – Srinivas R. Melkata
- India’s information revolution – M. Rogers and Ana Aravind Singh lal.
- Design and development message – Bella Modi.
- Development commercial – Uma Navula.
- Interdependent development – Naold Brookfield.
- Definition of innovations – Everest M Roger.
- Folk media for development – N. Usha Rani.
- Community Radio – M. Abdul Rehaman Pasha

MA(JMC) 403: Communication in International Media

Course Objectives:

- To analyze and explain the role of international communication in global society.
- To demonstrate an ability to apply communication to the solution of global problems.
- To evaluate the process of international communication within the framework of social, cultural, political, religious and economic division of the world.

Course Contents

| | |
|------------------|--|
| Unit I | <u>Globalization and challenges of governance</u> What is globalization and the implications of this phenomenon to the developed and developing nations. |
| Unit II | Impact of Globalization on Administration – E-Governance – Administrative Corruption – Terrorism – |
| Unit III | People’s Participation in Administration – Youth development and Governance – Governance at the grassroots level – Foreign Direct Investment |
| Unit IV | <u>Political Environment -Economic Environment – Legal Environment</u> The Determinants of Economic Development - States in Transition. |
| Unit V | International Actors: UN, IMF, World Bank, WTO, GATT and World Trade, Regional Organizations like SAARC, ASEAN, etc. |
| Unit VI | <u>Modernity and sustainable development</u> What is development and its patterns. |
| Unit VII | Issues of development like underdevelopment and uneven development - India, China. Issues of development and dependency |
| Unit VIII | An introduction to sustainable development - Economic, Financial, Environmental Issues and challenges. |
| Unit IX | <u>Indian Foreign Relation</u> India & China, India & USA, USSR& Bangladesh UN and SAARC |
| Unit X | India and its neighbors, Current National and International events |
| Unit XI | Reporting International Issues and Conflicts |
| Unit XII | <u>Difference in Culture:</u> Introduction – Social Structure - Religion - Language - Education |
| Unit XIII | Culture and the Workplace - Cultural Change -Cross-Cultural Literacy |
| Unit XIV | Culture and competitive Advantage - Risks in international business & risk evaluation |

Practicals:

The students will be asked to demonstrate their understanding of international communication in written reports, oral presentations, class participation and discussions.

Learning Outcomes:

On the completion of this course student would be able to

- The students will provide students with an understanding of international and intercultural communications in a multimedia world. Through a combination of research projects, discussions, and case studies.
- The students will be able to learn a variety of global issues including: diversity of news and mass communications; emerging trends in global business communication and media; advances in technology; global sources and systems of communication, world-system; ethical and legal issues.

Suggested Readings:

- Ahyar Kamlipur Global Communication, Wadsworth Publication
- Dr. K. Chandra kanan& Dr. S. Palaiswamy Advances in Communication Technology, Indian Publisher Distributor, New Delhi
- Belmont C.A Technology Communication Behavior, Wads worth Publication, New Delhi
- [Henry Jenkins](#), [Sam Ford](#) & [Joshua Green](#) , Spreadable Media: Creating Value and Meaning in a Networked Culture, New York University Press,2013
- Sharma, Shashikant Nishant, Current Affairs: News Perspectives on old issues, Create space Publishing, 2013 Laxmikanth, Public Administration, Tata McGraw Hill Education Pvt. Ltd., New Delhi,2011.
- [Michel Henry Bouchet](#), Ephraim Clark & Bertrand [Gros Lambert](#), Country Risk Assessment: A Guide to Global Investment Strategy, The Wiley Finance Series,2013

MA(JMC) 404: Communication in International Media

Course Objectives:

- To enable the students understand the importance of research in communication.
- To understand process of research and the research methods
- To tell the students about various techniques of data collection, also the data analysis
- To teach the students intricacies of communication research and its applications
- To make use of research methodology for studying the market

Course Contents

| | |
|------------------|--|
| Unit I | <u>Research: Basic concepts and methods</u> Concepts : Meaning of research, Process of research, Research problem, Research design, |
| Unit II | Sampling, Hypothesis Methods, Process research, Anthropological research |
| Unit III | Historical research, Experimental research, Other types |
| Unit IV | <u>Data collection techniques and analysis</u> Survey: Schedule, questionnaire, Audience surveys: NRS-IRS, TAM-TRP, |
| Unit V | Election related surveys: opinion poll, exit poll, National sample survey: collection of data by NSSO |
| Unit VI | Case study, Intergenerational research, Cross-cultural research, Observation ; Interview ; Data analysis methods |
| Unit VII | <u>Communication research</u> Message Analysis, Discourse and semiotic analysis , Channel/ medium analysis: characteristics, access, appropriateness and coverage |
| Unit VIII | Audience analysis: quantitative and qualitative techniques |
| Unit IX | Content Analysis : Definition and uses, Quantitative and Qualitative approach, Steps in Content Analysis, Limitations of Content Analysis |
| Unit X | <u>Media & Market Research</u> Formative Research, Feedback and summative research, |
| Unit XI | Market segmentation, buying motives, purchase intent, Target audience / market, message research, concept research, copy research, Relevance of market research in media studies |
| Unit XII | Ethics in research: Need, scope and function of product, consumer and Ad research, Product testing, test marketing |
| Unit XIII | <u>Report Writing</u> Interpretation: meaning, purpose, techniques, precautions; |
| Unit XIV | Significance of Report Writing, Different Steps in Writing Report, Layout of the Research Report, Types of Reports |
| Unit XV | Presentation, Mechanics of Writing a Research Report, Precautions for Writing Research Reports |

Practicals :

- Design a questionnaire comprising 15-20 questions to ascertain the pattern of social media among your peers.
- Analyze the data collected through above questionnaire and interpret results.
- Compare any two national dailies of your choice and analyse the coverage of health issues in them.

Learning Outcomes:

After the completion of the course student would be able to:

- Develop abilities to identify and frame research objectives
- Student is able to decide and administer appropriate data collection tool
- To understand and apply data analysis methods and interpret results
- To be able to conduct projects and dissertation studies.

Suggested Readings:

- Kothari, CR; Research Methodology, Methods and Techniques Calcutta, Wiley Eastern Ltd., 1985.
- Judith Bell : Doing Your Research Project, Viva Books Private Limited, 1999
- Wimmer Roger D, Dominick Joseph R : Mass Media Research, Thompson, New York, 2004
- Philip Mayer : Precision Journalism : A reporters 'introduction to social science methods, Rowman and Littlefield, Lanham, MD, 2005
- Sharon Lorio: Qualitative Research in Journalism : Taking it to the streets, Lawrence Erlbaum, Mahwah: NJ, 2004
- Uma Joshi : Media Research- Cross Sectional Analysis, Authors Press, 2002
- G K Parthasarthy : Electronic Media and Communication Research Methods, Authors Press, New Delhi, 2006
- Hansen, Anders& et al Mass Communication Research Methods London, Mc Millan, 1988.

MA(JMC) 405: Dissertation

Course Objectives:

- Understand nuances of research
- Explain the process involved in Media Research
- Write research report writing Exercises/Assignments

1. Using any of the research techniques the student will conduct media research culminating into hard and soft copies of the dissertation. The dissertations must follow these steps:

- Selection of a research topic
- Write Research Proposal/ Abstract/ Synopsis
- Introduction to the topic
- Formulate the research problem
- Significance of the study
- Set the objectives and hypothesis of the research
- Review of literature
- Application of methods and tools for data collection
- Data tabulation and analysis
- Write a research report and draw a conclusion on the research conducted
- Write bibliography and references according to APA style format

Internal Assessment:

Students should be evaluated on the basis of a media research dissertation prepared by him/her after conducting the assigned project as mentioned above.

An internal faculty will be assigned as a Research Guide by the Director/ Principal of the institute/college for each student.

The written dissertation will be evaluated by the Research Guide and External Examiner appointed by Jagan Nath University along with the internal guide.

Viva- voice based on discussion shall be conducted by the panel consisting of Research Guide and External Examiner

Learning Outcomes:

After the completion of the course student would be able to:

- Apply research techniques in pre-testing and evaluation of media material
- Conduct media research and write a report.

MA(JMC) 406A: Film Appreciation

Course Objectives:

- To understand evolution of film
- To develop an understanding of a film as a medium of mass communication
- To develop an understanding of different components of film
- **To understand the nuances of film appreciation**

Course Contents

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| Unit I | <u>History and development of cinema</u> Various Movements in Cinema: Expressionism, Italian Neo Realism and French New Wave. |
| Unit II | Types of cinema (Silent, Sound, Art, popular, mide and parallel cinema). Film as a Medium of Communication: Concept, Strengths & Limitations |
| Unit III | Components of Film: Script:, screenplay, storyboard. Visual Language: Shot, Scene, Sequence, Montage and Continuity Dialogue. Light, Sound and Music |
| Unit IV | <u>Film Genres</u> Impact of cinema on society: positive and negative. Adaptations, |
| Unit V | Basic genre conventions and their variations, Westerns and Gangster Films, Mysteries and Film Noir |
| Unit VI | Horror, Fantasy and Science Fiction, Romantic Comedy, Musicals and Documentaries |
| Unit VII | <u>Film Production Department</u> Production Personnel & Responsibilities, Role of production team, Producer, Director , Screenwriter , , |
| Unit VIII | Production department., Script department., Location department., Camera department., Sound department, Grip department, Electrical department, Art department, Hair and make up department, wardrobe department, post production and other production crew |
| Unit IX | Choosing appropriate equipment and criteria |
| Unit X | <u>Film Appreciation</u> Film Appreciation: concept, need, elements and Cinematic Language. |
| Unit XI | Film Review: Critical Appreciation of Cinema as a text, Discourse and Narrative. |
| Unit XII | <u>Trends in Indian Cinema</u> Emerging Trends in Contemporary Indian Cinema: Computer Generated Imagery (CGI) |
| Unit XIII | Crossover and Experimental Cinema. Censorship: Need and CBFC standards |
| Unit XIV | An Overview of Contemporary Indian Film Industry: Multiplex culture, Piracy and Statistics |

Practicals:

- Write an article on 100 years of Indian Cinema.
- ‘Films have an impact on society.’ Justify this statement by taking helpful examples. Also discuss how effective the film was to bring about change.
- Write 5 examples each for each genre.
- Write a short note on Multiplexes.
- Write/ record/ shoot review any recently released film and upload it on an online platform

Learning Outcomes:

After the completion of the course student would be able to:

- Describe film as a medium of communication
- Describe the evolution of World Cinema
- Explain the emerging trends in contemporary Indian cinema
- Utilize knowledge gained to appreciate and review a film

Suggested Readings:

- J., Saldi, R., & Manjula, S. (New Delhi). Indian Cinema through the Century.
- Gazetas, A. (2000). An Introduction to World Cinema. Jefferson, NC:McFarland
- Garga, B.D. (2008). So Many Cinemas: The Motion Picture in India Eminence Designs.
- Nowell-Smith, G. (1995). The Oxford History of World Cinema. Oxford: Clarendon Press
- Phillips, L. R., & Phillips, J. M. (1979). Film Appreciation. New York: Gordon Press.

MA(JMC) 406B: Sports Journalism

Course Objectives:

- Define Sports Journalism
- Explain types and techniques of sports reporting and writing
- Describe the importance of Sports Management and regulatory organizations
- Utilize knowledge gained to promote physical and mental wellbeing through sports

Course Contents

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| Unit I | <u>Defining Sports Journalism</u> Role and functions of International Sports Organizations: FIFA, ICC, IOC, International Paralympic Committee, Commonwealth Games Federation, |
| Unit II | Asian Games Federation, National Games, Sports Authority of India (SAI), its importance in the promotion and management of sports |
| Unit III | News Sources for Sports Journalism |
| Unit IV | <u>News Values and Ethics for Sports Reporting and Writing</u> Types and techniques of writing sports stories: Feature, Interviews, Advanced Story, Trend Story, Column, News Story and Game Story |
| Unit V | Sports Photography: Equipment, Editing, Publishing and Uploading, Editing and Use of Info-graphics |
| Unit VI | Layout of Sports News |
| Unit VII | <u>Understanding Sports Management:</u> Planning, Organizing, Coordinating and Controlling Pre |
| Unit VIII | During and Post Event Issues, Sports Marketing |
| Unit IX | Promotion: Sponsors, Sports Management Companies, Spectators, Sports Personalities and Media |
| Unit X | <u>Sports writing for Print, Broadcast and Online</u> Commentaries; Live Telecast, Sportscast, Web Commentaries and News Alerts for Mobiles New Trends in Sports Journalism |
| Unit XI | E-magazines and Blogs Role of Sports Journalist in promoting Physical and Mental Wellbeing through Sports |
| Unit XII | Future of Sports Journalism and Career Opportunities |
| Unit XIII | <u>Emerging Professional Sporting Leagues</u> Pro Kabaddi League, Indian Super League (ISL), Indian Premier League (IPL), Indian Hockey League (IHL) |
| Unit XIV | The role, significance, functions and need of WADA (World Anti-Doping Agency) and NADA (National Anti-Doping Agencies) |

Practicals:

Students will be asked to write two journalistic pieces.

- The individual day trips to the major sporting events and focus on a match or performance of an individual athlete or team. The articles will be 800-900 words in length.
- Students will need to write an opinion piece (1000 words) on a sporting theme such as drug taking in sport or why a particular player or athlete stands out from the rest.

Learning Outcome:

After the completion of the course student would be able to:

- Students will develop knowledge, skills and techniques of sports reporting and writing.
- Students will understand the importance of Sports Management and regulatory organizations

Suggested Readings:

- Armstrong, J. R., & Tucker, W. E. (1964). Injury in Sports. Springfield, IL: C.C. Thomas.
- SHANK, M. D. (2009). Sports Marketing: A strategic Perspective. Upper Sade River, NJ: Pearson Prentice Hall.
- Parks, J. B., Zanger, B. K., & Quarterman, J. (1998). Contemporary Sport Management. Champaign, IL: Human Kinetics.
- Sports Journalism: A Practical Introduction. (2013). London: Sage Publications.
- Steen, R. (2014). Sports Journalism. London: Taylor & Francis.
- Craig, S. (2002). Sports Writing: A Beginner's Guide. Shoreham, VT: Discover Writing Press.
- Thakur, K. C. (2010). Sports Journalism. New Delhi, India: Cyber Tech Publications