



M.A. in Mass Communication

Syllabus

Nature: Two years full time course

Eligibility: Bachelor Degree in any discipline

No. of Seats: 30

Session: 2017-18

Course Description

This programme provides a firm foundation to those wishing to become media professionals. The curriculum is a combination of theory and practice and is designed with an objective to equip the students with a judicious blend of knowledge, skills and attitude to become media professionals with social commitment. The programme takes care of the requirements of the ever changing media industry as well as the social needs. The courses are designed to impart intensive knowledge and training in print, electronic and new media.

Centre for Mass Communication

School of Mass Communication and Media Technologies

Central University of Jharkhand

(Established by an Act of Parliament of India, 2009)

Brambe, Ranchi - 835205, Jharkhand

Website: www.cuj.ac.in

Syllabus Outline

Name of the Course: M.A. in Mass Communication

Duration of the Course: Two years

No. of Seats: 30

Course Objectives

This course aims to provide the students with an in-depth learning in the areas of print journalism, broadcast journalism, web journalism, photo journalism, documentary production, development and corporate communication. Professionalism and critical evaluation skills will be imparted through practical training and also through learning of the research techniques and application of these in the chosen field of specialization.

First Semester

Core Papers

Sr. No.	Paper	Credit	Marks
1.1	Basics of Communication	4	60+40=100
1.2	History of Media	4	60+40=100
1.3	Writing for Media	4	60+40=100
1.4	Advertising & Public Relations	4	60+40=100
1.5	New Media	4	60+40=100

Second Semester

Core Papers

Sr. No.	Paper	Credit	Marks
2.1	Communication Research	4	60+40=100
2.2	Reporting & Editing	4	60+40=100
2.3	Visual Communication	4	60+40=100
2.4	Media Laws & Ethics	4	60+40=100
2.5	Science and Technology Communication	4	60+40=100

Specializations: Broadly Centre will offer three specializations i.e. Print Media, Electronic Media and Corporate Communication to the students during third and fourth semester. Each student will opt for only one specialization which will be taught in both the semesters.

Third Semester

Core Papers

Sr. No.	Paper	Credit	Marks
3.1	Cinema Studies	4	60+40=100
3.2	Communication Technology	4	60+40=100
3.3	Development Communication	4	60+40=100
3.4	Research Project –I	4	60+20+20=100

Specialized Papers

Print Media

Sr. No.	Paper	Credit	Marks
3.5	Political Reporting	4	60+40=100
3.6	Editing and Layout Designing	4	60+40=100

Electronic Media

Sr. No.	Paper	Credit	Marks
3.5	Television Production	4	60+40=100
3.6	Web Journalism	4	60+40=100

Corporate Communication

Sr. No.	Paper	Credit	Marks
3.5	Business Communication	4	60+40=100
3.6	Integrated Marketing Communication	4	60+40=100

Fourth Semester

Core Papers

Sr. No.	Paper	Credit	Marks
4.1	Media Management	4	60+40=100
4.2	International Communication	4	60+40=100
4.3.	Major Production Project	4	80+20=100
4.4	Research Project-II	4	60+20+20=100

Specialized Papers

Print Media

Sr. No.	Paper	Credit	Marks
4.5	Sports Journalism	4	60+40=100
4.6	Business Journalism	4	60+40=100

Electronic Media

Sr. No.	Paper	Credit	Marks
4.5	Television Journalism & Documentary Production	4	60+40=100
4.6	Radio Production	4	60+40=100

Corporate Communication

Sr. No.	Paper	Credit	Marks
4.5	Corporate Communication	4	60+40=100
4.6	Event Management	4	60+40=100

Each student would undergo an internship of minimum four weeks in any media organization during summer break and submit a report along with certificate of internship in the Centre for the evaluation in the last semester. S/he will also have to face a viva-voce about the internship.

Sr. No.	Paper	Credit	Marks
4.7	Industry Exposure/Internship	4	80+20=100

1.1 Basics of Communication

Objectives

The objective of the course is to develop and enhance students' understanding of basic concepts of communication. It also provides grounding in the basic models and theories of communication, particularly as it pertains to understanding the structure, content, process, and effects of communication.

Block I Introduction of Communication

Unit 1: Evolution of human communication

Unit 2: Elements and functions of communication

Unit 3: Various levels and forms of communication

Unit 4: Communication barriers, seven Cs of communication

Block II Models of Communication

Unit 1: Aristotle's model, SMCR model, Lasswell's model (1948), Braddock's model (1958)

Unit 2: Shannon and Weaver's model (1949), Schramm & Osgood's model (1954)

Unit 3: Newcomb's model (1953), Gerbner's model (1956), Berlo's model (1960)

Unit 4: Dance's model (1967), Westley MacLean's model (1957), Spiral of Silence model (1974), Convergence model (1981), Ecological Model (2004)

Block III Theories of Communication

Unit 1: Individual difference theory – selective exposure and selective perception

Unit 2: Personal influence theory - Two-step flow and multi-step flow

Unit 3: Sociological theories – cultivation theory, agenda setting theory, Diffusion of innovation

Unit 4: The uses and gratification theory, Dependency theory, Critical theory, Behavioural Theory

Block IV Asian Perspectives of Communication

Unit 1: Concepts of communication in ancient Indian texts

Unit 2: The concept of *Sadharanikaran*

Unit 3: Modern Indian thoughts on communication

Unit 4: Asian perspectives of communication

Suggested Readings:

- Denis McQuail, **Mass Communication Theory**, Sage Publication, 2010
- R. John Bittner, **Mass Communication, an introduction, Theory and practice of mass media in society**, Prentice Hall, 1989
- Rowland Lorimer and Paddy Scannell, **Mass Communications: A Comparative Introduction**, Manchester University Press, 1994
- Melvin DeFleur, **Understanding Mass Communication: A Liberal Arts Perspective**, Houghton Mifflin (T) Publisher, 1993
- Arthur Asa Berger, **Essentials of Mass Communication Theory**, Sage Publication Inc, 1995.
- Vijaya Somasundaram, **Principles of Communication**, Authors Press, 2006.
- Uma Narula, **Dynamics of Mass Communication (Theory and practice)**, Atlantic Publisher, 2006.
- समकालीन संचार सिद्धांत, सुष्मिता बाला, डीपीएस पब्लिशिंग हाउस, नई दिल्ली, 2007
- जनसंचार विश्वकोष, प्रो. रमेश जैन, नेशनल पब्लिशिंग हाउस, नई दिल्ली, 2007
- जनसंचार माध्यमों का वैचारिक परिपेक्ष, जवरीमल्ल पारख, ग्रंथ शिल्पी, नई दिल्ली, 2000

Web Resources:

- www.zeepedia.com
- www.manage.gov.in
- www.sagepub.in
- www.nos.org
- www.buffalostate.edu/smithrd/UAE%20communication

1.2 History of Media

Objectives

The objective of this paper is to introduce students to the growth and development of various media especially newspaper, cinema, radio, television and telecommunications in India. This paper gives an overview of the major phases in the historical development of media.

Block I: Newspapers

Unit 1: Development of newspaper in India - pre and post-independence era

Unit 2: Introduction to main newspapers and pioneers of Indian journalism

Unit 3: Development of Indian and global news agencies

Unit 4: Growth of magazine in India

Block II: Cinema

Unit 1: Early days of Indian cinema: silent era and talkies

Unit 2: Major trends in the history of Indian cinema

Unit 3: Significant movements in Indian and world cinema

Unit 4: Introduction to Indian documentaries

Block-III Radio

Unit 1: Growth and development of All India Radio

Unit 2: Development of private FM channels

Unit 3: Main radio personalities and programmes

Unit 4: Community radio stations in India

Block-IV Television and New Media

Unit 1: Growth and development of Doordarshan, SITE and Kheda Project

Unit 2: Chanda Committee, Verghese Committee, Joshi Committee and Vardhan Committee

Unit 3: Growth of private television channels, cable and DTH industry

Unit 4: Growth of computers and internet, telecommunications revolution, music industry

Suggested Readings:

- J. Natarajan, **History of Indian Journalism**, Publication Division, 2000
- Rangaswamy Parthsarathi, **Journalism in India**, Sterling Publishers, 1989.
- Report of First Press Commission, (1952-54).
- Report of Second Press Commission, (1980-82).
- P. C. Chatterjee, **Broadcasting in India**, Sage, New Delhi, 1990
- Robin Jeffrey and Assa Doron, **Cellphone Nation**, Hachette Publisher, 2013
- DevVrat Singh, **Indian Television – Content, Issues and Debate**, Har-anand Publications, New Delhi, 2012
- भारतीय इलेक्ट्रॉनिक मीडिया, डॉ. देवव्रत सिंह, प्रभात प्रकाशन, 2010
- भारत की समाचार पत्र क्रांति, रोबिन जैफरी, भारतीय जनसंचार संस्थान, 2004
- आज की हिन्दी पत्रकारिता, सुरेश निर्मल, अमित प्रकाशन, नई दिल्ली, 2009
- भारत में पत्रकारिता, आलोक मेहता, नेशनल बुक ट्रस्ट, नई दिल्ली, 2006
- ग्लोबल मीडिया टेलीविजन, कृष्ण कुमार रत्तु, के के पब्लिकेशन्स, नई दिल्ली 2008
- हिन्दी के प्रमुख समाचारपत्र और पत्रिकाएं (4 खण्ड), अच्युतानन्द मिश्र, माखनलाल चतुर्वेदी पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल 2010
- हिन्दी पत्रकारिता का वृहद इतिहास, अर्जुन तिवारी, हिन्दी बुक सेन्टर, 2013

Web Resources:

- www.ftiindia.com Film and Television Institute of India
- www.indiatelevision.com Indian Television
- www.filmsdivision.org Films Division, Ministry of Information and Broadcasting
- www.zeepedia.com

1.3 Writing for Media

Objectives

The objective of this paper is to develop an understanding of language as an effective tool of communication. Along with developing a flair for writing this paper provides an exposure to the students about various forms of media writings and stresses upon developing writing skills required for print, broadcast and online media.

Block-I Basics of Language

Unit 1: Meaning and importance of language

Unit 2: Language and communication

Unit 3: Signs, symbols, codes and signification

Unit 4: Essentials of good writings

Block-II Electronic Media

Unit 1: Writing for mass communication

Unit 2: Features of spoken language

Unit 3: Concept of visual language

Unit 4: Writing for visuals

Block-III Print Media

Unit 1: Writing news for newspaper

Unit 2: Importance and types of lead and heading

Unit 3: Writing articles, features, editorials and news analysis

Unit 4: Writing reviews and travelogue

Block-IV Forms of Media Writing

Unit 1: Writing for television news and documentary

Unit 2: Writing for radio news, talk and features

Unit 3: Characteristics of new media writings

Unit 4: Techniques of translation

Suggested Readings:

- Rich Carole, **News Writing and Reporting**, Wadsworth Publications, 2010
- June A. Valladares, **Craft of Copywriting**, Sage Response Books, 2000
- Robert L. Hilliard, **Writing for Television, Radio and New Media**, Wadsworth Pub. 2008
- Milan D. Meeske, **Copy Writing for Electronic Media: A Practical Guide**, Wadsworth Publications, 2006
- Bruce Bartlet, Et. AL, **Writing for Visual Media**, Focal Press, 2013
- Nirmal Kumar Chawdhary, **How to Write Film Screenplays**, Kanishka Publication, 2009
- Lee Goldberg & William Rabkin, **Successful Television Writing**, Wiley, 2003
- Usha Raman, **Writing for the Media**, Oxford University Press, 2009
- Hunter Johnson Claudia, **Crafting Short Screenplays that Connects**, Focal Press, 2009
- पटकथा लेखन- एक परिचय, मनोहर श्याम जोशी, राजकमल प्रकाशन, नई दिल्ली, 2002
- समाचार अवधारणा और लेखन प्रक्रिया, संपादक- सुभाष धुलिया व आनन्द प्रधान, भारतीय जनसंचार संस्थान, 2004
- पत्रकारिता में अनुवाद, जितेन्द्र गुप्ता, प्रियदर्शन व अरुण प्रकाश, राधाकृष्ण प्रकाशन, 2006
- आधुनिक मीडिया दृष्टि- समाज, भाषा, मीडिया और अनुवाद, कृष्ण कुमार रत्तु, बुक एनक्लेव पब्लिशर, नई दिल्ली, 2005
- समाचारपत्र लेखन एवं सम्पादन, रमेश मेहरा, जैन बुक एजेन्सी, 2008
- फीचर लेखन- स्वरूप एवं शिल्प, मनोहर प्रभाकर, राधाकृष्ण प्रकाशन, नई दिल्ली, 2005

Web Resources:

- www.zeepedia.com
- www.cengagebrain.com
- www.manage.gov.in
- www.universityofcalicut.info
- www.writing.umn.edu

1.4 Advertising and Public Relations

Objectives

This paper will introduce to the students the basic concepts and their functions in advertising and public relations. It will also impart the understanding of the process of advertising and public relations and different issues influencing the same.

Block I Introduction to Advertising

Unit 1: Advertising – definition, functions and classification

Unit 2: History of advertising, various media for advertising

Unit 3: National and global advertising scene, socio-economic effects of advertising

Unit 4: Structure and functioning of ad agency

Block II Process of Advertising

Unit 1: Segmentation of the consumer; positioning of the product; USP, ad appeals

Unit 2: Product life cycle; advertising spiral and evaluation of advertisements

Unit 3: Advertising expenditure; process of budgeting

Unit 4: Client related issues and the process, business development; pitching for accounts

Block III: Introduction to Public Relations

Unit 1: Public Relations – meaning, definition, functions and history

Unit 2: Concept and types of publics, public opinion, persuasion and negotiation

Unit 3: PR and publicity, propaganda, lobbying, advertising

Unit 4: PR in government, public, private and NGO sector

Block IV: Process of Public Relations

Unit 1: PR and various media, importance of media relations

Unit 2: Writing for public relations, corporate social responsibility

Unit 3: PR as a profession, qualities required for a PRO

Unit 4: Crisis management, PR strategy and campaign

Suggested Readings:

- Keval J. Kumar, **Mass Communication in India**, Jaico Publishing House, New Delhi, 2012
- Al Ries, Jack Trout, **Positioning: The Battle for Your Mind**, McGraw-Hill, 1st Edition, 2000
- S A Chunawala, **Foundations of Advertising: Theory and Practice**, Himalaya Publishing House, New Delhi
- Jaishri Jethwaney, Shruti Jain, **Advertising Management**, 2nd Ed., Oxford University Press, New Delhi, 2012
- Philip John Jones, **The Ultimate Secrets of Advertising**, Sage Publication, New Delhi, 2002
- Jaishri Jethwaney, **Public Relations, Concepts, Strategies and Tools**, Sterling Publishers, 1994
- Wilcox, Ault and Agee, **Public relations, strategies and Tactics**, Pearson Publication, 2003
- Philip Lesley, **Handbook of Public Relations and Communication**, Jaico Publishing House, 2007
- आधुनिक विज्ञापन, कृष्ण कुमार मालवीय, इलाहाबाद साहित्य संगम, इलाहाबाद, 2007
- विज्ञापन एवं जनसंपर्क, जयश्री जेठवानी, सागर पब्लिकेशन, नई दिल्ली
- जनसंपर्क, जयश्री जेठवानी, स्टर्लिंग पब्लिकेशंस, नई दिल्ली
- राज्य सरकार और जनसम्पर्क, रघुनाथ प्रसाद तिवारी, महेन्द्र मधुप व काली दत्त झा, राजकमल प्रकाशन, नई दिल्ली 2003
- भेंटवार्ता और प्रेस कॉन्फ्रेंस, नन्द किशोर त्रिखा, राधाकृष्ण प्रकाशन, नई दिल्ली, 2003

Web Resources

- The Advertising Standards Council of India; www.ascionline.org.
- Advertising Agencies Association of India (AAAI); www.aaaindia.org.
- Ogilvy & Mather; www.ogilvy.com.
- Campaign India; www.campaignindia.in.
- www.isanet.org.in
- www.prsi.co.in
- www.prcai.org
- www.ipra.org

1.5 New Media

Objectives

This paper introduces students to new media and its theoretical and implication part. A number of new communication technology areas such as computer-mediated communication, social networks, blogs, and online journalism will also be explored.

Block I: Concept of New Media

Unit 1: Meaning, definitions and characteristics of new media

Unit 2: Growth and development of new media

Unit 3: Microsoft Office- MS Word (Hindi & English Typing), MS Excel, MS PowerPoint

Unit 4: Introduction to Adobe Photoshop and Adobe Audition

Block II: New Media as News Media

Unit 1: New media content and issues of trustworthiness, evaluating information quality

Unit 2: Multimedia newsgathering, content searching, writing and editing

Unit 3: Writing for news website, user generated content and citizen journalism

Unit 4: Web team members – project manager, graphics designer, animator, audio-video expert, webmaster, content writer, content editor

Block III: Social Media

Unit 1: Social media – meaning, definition, characteristics and functions

Unit 2: Evolution and growth of social media

Unit 3: Important social networking sites, blogging and micro-blogging

Unit 4: Social media literacy, impact on human relationships and ethical issues

Block IV: Applications of New Media

Unit 1: Virtual games, podcasting, live-casting, health information online

Unit 2: E-democracy, e-governance, e-commerce, e-banking, e-learning

Unit 3: Smart phones as platform for digital services, products and governance

Unit 4: Homepage analysis of popular news websites

Suggested Readings:

- Nicholas Gane and David Beer, **New Media- The Key Concepts**, Oxford New York, 2008
- Glen Creeber and Royston Martin, **Digital Cultures**, Open University Press, McGraw-Hill Education, 2008
- RC Ramanujan, **Multi Media Journalism**, APH Publication, 2009
- Tapas Ray, **Online Journalism: A Basic Text**, Cambridge University Press, 2006
- Anty Bull, **Multi Media Journalism**, Routledge Publication, 2010
- SK Bansal, **Information Technology in Journalism**, APH Publishing Corporation, 2009
- Cathorin Kellison, **Producing for TV and New Media**, Focal Press, 2013
- Stephen Quinn and Stephen Lambie, **Online Newsgathering: Research and Reporting for Journalism**, Focal Press, 2002
- संचार टेक्नोलॉजी, गौरीशंकर रेना, श्री नजराज प्रकाशन, नई दिल्ली,
- समाचार लेखन और वेब पत्रकारिता, अपूर्वा कुलश्रेष्ठ, श्री नजराज प्रकाशन, नई दिल्ली

Web Resources:

- www.thehindu.com
- www.timesofindia.indiatimes.com
- www.traai.gov.in
- www.mib.nic.in
- www.dot.gov.in
- www.digitalindia.gov.in

2.1 Communication Research

Objectives

The objective of this paper is to help students understand the importance of research in media studies. It discusses various approaches, data collection techniques, statistical tools, and data analysis methods used in communication research. This paper also provides the necessary knowledge base required for budding communication researchers and prepares them to pursue research in their chosen areas.

Block I Introduction to Research

Unit 1: Research – meaning, definition and elements

Unit 2: Types of research, research approaches, methods & methodology, research process

Unit 3: Defining research problem, review of literature, formulating hypothesis

Unit 4: Communication research – evolution, growth and areas

Block II Research Design

Unit 1: Research design- meaning, functions & characteristics, basic components

Unit 2: Sampling: meaning, basic principles & advantages of sampling

Unit 3: Sampling methods; probability & non-probability sampling, sampling errors

Unit 4: Media monitoring systems

Block III Data Collection & Processing

Unit 1: Data Collection: primary & secondary data, questionnaire & schedule, in-depth interview, observation, focus group discussion, case study, content analysis, experiment

Unit 2: Data processing & analysis: editing, coding, classification & tabulation

Unit 3: Statistical techniques: measures; mean median, mode, standard deviation, coefficient correlation, chi square test, t-test, ANOVA, parametric and non-parametric testing, differential and non-differential techniques

Unit 4: Presentation and interpretation of data, use of SPSS

Block IV Report Writing and Ethics

Unit 1: Report writing process, format and planning for report writing,

Unit 2: Referencing, footnote, bibliography and evaluation

Unit 3: Citation and referencing use of APA style

Unit 4: Ethical considerations in communication research

Suggested Readings:

- C.R Kothari, **Research Methodology: Methods and Techniques**, New Age International, 2004
- Dominick and Wimmer, **Mass Media Research- Processes, Approaches & Applications**, Cengage Learning, 2011
- J.S Yadava, **Communication Research : Some reflection**, IIMC Mineo
- Ranjit Kumar, **Research Methodology– A Step-by-Step Guide for Beginners**, Pearson, 2005
- Gerard Guhrie, **Basic Research Methods: An Entry to Social Science Research**, SAGE, 2010
- Vijayalaxmi and Sivapragasam, **Research Methods, Tips and Techniques**, MJP Publisher, 2008
- Horning Priest Susanna - **Doing Media Research**, SAGE, 1996
- मीडिया शोध, मनोज दयाल, हरियाणा साहित्य अकादमी, चंडीगढ़, 2004
- शोध प्रक्रिया, सरनाम सिंह शर्मा, के.के. पब्लिकेशन, नई दिल्ली, 2016

Web Resources:

- www.wimmerdominick.com
- www.cengagebrain.com

2.2 Reporting and Editing

Objectives

The objective of this paper is to impart theoretical and practical knowledge about reporting and editing in the field of journalism. Emphasis will be given on developing basic skills and strategies required for information gathering, processing and editing.

Block-I Basics of Reporting

Unit 1: Basic concepts and principles of reporting

Unit 2: Characteristics and qualities of a reporter

Unit 3: Writing lead and sourcing facts, hard and soft news writing

Unit 4: Various reporting beats – politics, crime, sports, business, life style, health, education, legal, rural etc.

Block-II Reporting Process

Unit 1: Interview – types and process

Unit 2: Collection and presentation of facts, press release,

Unit 3: Covering press conference and press briefing

Unit 4: Investigative and Interpretative Reporting

Block-III Basics of Editing

Unit 1: Editing – meaning, principles and process

Unit 2: Structure and functioning of a newsroom

Unit 3: Qualities of a sub editor, style sheet and computer based editing

Unit 4: Headline – meaning, significance, types, writing effective headlines

Block-IV Editing Process

Unit 1: Dealing with redundancies and importance of brevity

Unit 2: Copy writing, copy editing, re-writing, integration and translation

Unit 3: checking accuracy of facts and language editing

Unit 4: Introduction to layout designing and page makeup process

Suggested Readings:

- Kamath M. V, **Professional Journalism**, Asia Publishing House, 1963
- Melvin Mencher, **Basic News Writing**, Brown Publishers, 1989
- Fleming Carole, **An Introduction to Journalism**, Sage Vistaar, 2006
- Aggarwal S.K, **Investigative Journalism in India**, Mittal Publication, 1990
- Stovall James Glen, **Journalism: Who, What, When, Where, Why & How**, Pearson, 2005
- Franklin Bob, **Key Concepts in Journalism Studies**, Vistaar Publication, 2005
- Spark David, Harris Geoffrey, **Practical Newspaper Reporting**, Sage (fourth Edition), 2010
- Varma Adarsh Kumar, **Advanced Journalism**, Har-Anand Publications, 2001
- सूचना प्रौद्योगिकी और समाचारपत्र, रविन्द्र शुक्ला, जैन बुक एजेन्सी, 2008
- आधुनिक पत्रकारिता, अशोक कुमार शर्मा, जैन बुक एजेन्सी, 2015
- आंचलिक संवाददाता, मधुकर खेर व सुरेश पंडित, जैन बुक एजेन्सी, 2006
- रिपोर्टिंग- व्हट इज न्युज, कुमार पंकज, जैन बुक एजेन्सी, 2006
- सम्पादन कला, राजशेखर मिश्रा, जैन बुक एजेन्सी, 2006
- भेंट वार्ता एवं प्रैस कॉन्फ्रेंस, मनोहर प्रभाकर, राधाकृष्ण प्रकाशन, नई दिल्ली, 2003

Web Resources:

- www.nos.org
- www.zeepedia.com
- www.indiastudycenter.com

2.3 Visual Communication

Objectives

This paper introduces students to basic visual and technical skills necessary to understand and appreciate photography and videography. This paper will cover all aspects of digital photography and videography involving camera operation, exposure control, composition and presentation of the final product.

Block-I Introduction to Photography

Unit 1: Visual Communication: visual perception, cognition and conceptualization

Unit 2: Introduction to visual semiotics

Unit 3: Photography-elements, principles and rules of composition

Unit 4: Types of photographic cameras and their structure

Block-II Basics of Photography

Unit 1: Lenses: types and their perspective

Unit 2: Exposure triangle, focus, depth of field, reciprocity and exposure metering

Unit 3: Introduction to Photo Editing: Basics of Photoshop and Light room

Unit 4: Portrait, nature, food, street, wildlife, night, product and fashion photography

Block III Lighting for photography and videography

Unit 1: Lighting- types and properties

Unit 2: Studio and outdoor lighting

Unit 3: Lighting techniques

Unit 4: Lighting equipment

Block IV Basics of Videography

Unit 1: Videography- concept, scope and limitations

Unit 2: Rule of thirds, Depth of field, White balance, Rack focusing and use of filters

Unit 3: Types of camera, lenses, tapes, view finders and imaging devices

Unit 4: Camera shots, movements and angles

Suggested Readings:

- Bo Bergström, **Essentials of Visual Communication**, Laurence King Publishing, 2009.
- John Berger, **Ways of Seeing**, Penguin UK, 2008.
- Michael Langford, **The Story of Photography: From Its Beginnings to the Present Day**, Focal press, 1997.
- William S. McIntosh, **Classic Portrait Photography: Techniques and Images from a Master Photographer**, Amherst Media, 2004.
- Kirk Tuck, **Commercial Photography Handbook: Business Techniques for Professional Digital Photographers**, Amherst Media, 2009.
- Chris Nelson, **Master Guide for Glamour Photography: Digital Techniques and Images**, Amherst Media, 2007.
- James Williams, **Master Guide for Team Sports Photography**, Amherst Media, 2007.
- Kenneth Kobre, **Photojournalism: The Professionals' Approach**, Volume 1, Focal Press, 2004.
- Martin Keene, **Practical Photojournalism: A Professional Guide**, AE Publications, 2015.
- Gerald Millerson, **The Technique of Television Production**, Focal Press, UK, 2005
- फोटो पत्रकारिता, नवल जायसवाल, माखनलाल चतुर्वेदी पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल
- फोटो पत्रकारिता, मनोहर प्रभाकर, राधाकृष्ण प्रकाशन, नई दिल्ली, 2003
- प्रसारण ऑफ फोटो पत्रकारिता, डॉ. माला मिश्रा, ज्योति फाउंडेशन, नई दिल्ली, 2010
- वीडियो प्रोडक्शन, डॉ. परमवीर सिंह, कल्पना प्रकाशन, नई दिल्ली, 2016

Web Resources:

- www.bestphotolessons.com
- www.cambridgeincolour.com
- www.photonaturalist.net

2.4 Media Laws & Ethics

Objectives

This paper is aimed at introducing various relevant media laws and ethical aspects to the students and helping them to understand various limitations of media persons and act consciously while working in the media profession.

Block-I Constitution and Other laws

- Unit 1: Constitution and freedom of speech and expression
- Unit 2: Defamation, obscenity and sedition
- Unit 3: Right to Information Act 2005
- Unit 4: Contempt of court and legislature, Public Interest Litigations

Block-II Print Media Laws

- Unit 1: Press and Registration of Books Act 1867
- Unit 2: Working Journalists Act 1955
- Unit 3: Copyright act 1957, Press Council Act 1978
- Unit 4: Report of wage commissions and Government's Newsprint Policy

Block-III Electronic Media Laws

- Unit 1: Cinematography Act 1952, Prasar Bharti Act 1990
- Unit 2: Cable Television Networks (Regulations) Act 1995
- Unit 3: Information Technology Act 2000
- Unit 4: Guidelines for up-linking, IPTV and Community Radio Stations

Block-IV Media Ethics

- Unit 1: Fundamentals of Journalistic ethics: objectivity, balance, accuracy and fairness,
- Unit 2: Invasion of privacy, plagiarism, vulgarity, bias, portrayal of violence and sex
- Unit 3: Gifts and payments for news, ethics of 'sting operations' and fairness in editing
- Unit 4: Various ethical codes – ASCI Code, Doordarshan programme and advertising code, News Broadcasters' Association Code

Suggested Readings:

- Ram Jethmalani and D. S. Chopra, **Cases and Material on Media Law**, Thomson Reuters South Asia Pvt. Ltd., New Delhi, 2012
- Durga Das Basu, **Laws of the Press**, Lexis Nexis Butterworths Wadhawa, Gurgaon (Haryana), Fifth edition, 2010
- Nand Kishore Tripathi, **Press Laws**, 2014
- Paranjay Guha Thakurta, **Media Ethics**, Oxford University Press, 2011
- Day Louis A., **Media Communication Ethics**, Wadsworth Publications, 2009
- सूचना का अधिकार, अरविन्द केजरीवाल व विष्णु राजगढ़िया, राजकमल प्रकाशन, नई दिल्ली
- कॉपीराइट, कमलेश जैन, राजकमल प्रकाशन, नई दिल्ली, 2008
- भारत में मीडिया कानून, रमेश जैन, हिन्दी बुक सेन्टर, 2009
- भारत में प्रेस कानून, मधुसुदन त्रिपाठी, हिन्दी बुक सेन्टर, 2010
- मीडिया का अन्डरवर्ल्ड, दिलीप मंडल, हिन्दी बुक सेन्टर, 2011

Web Resources:

- www.indiankanoon.org
- www.indiacode.nic.in
- www.constitution.org
- www.cablequest.org
- www.cofiindia.org

2.5 Science and Technology Communication

Objectives

This paper motivates the students to take special interest in communication of science and technology related issues, news and stories.

Block I: Science and Technology

Unit 1: What is science and technology?

Unit 2: Need for science and technology communication

Unit 3: Historical background of science and technology communication

Unit 4: Institutions and organisations for science and technology communication

Block II: Overview of Science and Technology Communication

Unit 1: Science and technology in print media

Unit 2: Science and technology in radio and audio

Unit 3: Science and technology in television

Unit 4: Science and technology in internet and online

Block III: Science and Technology Writing

Unit 1: Why write science and technology issues?

Unit 2: Forms for science and technology writing

Unit 3: Survey of the types of writings available in print media

Unit 4: Writing exercises: article, feature, Interview

Block IV: Science and Technology in Visual Medium and Internet

Unit 1: Television and science and technology communication

Unit 2: Survey of TV platforms for science and technology exhibition; Non- TV

Platforms for science and technology exhibition

Unit 3: Websites for science and technology

Unit 4: Survey of content of websites for science and technology

Suggested Readings:

- Sisir Basu(Ed.), **Science Communication: A Reader**, Banaras Hindu University, Varanasi, 2013
- Jyoti BhusanDas Gupta (Ed.); **Science, Technology, Imperialism and War**, 1st Ed., Pearson Longman, New Delhi, 2007
- D M Bose, S N Sen, Subbarayappa (Ed.), **A Concise History of Science in India**, 2nd Edition, Indian National Science Academy, Universities Press, Hyderabad, 1971
- Sundar Sarukkai, **Indian Philosophy and Philosophy of Science**, Centre for Studies in Civilizations, New Delhi, 2005
- हिन्दी में विज्ञान की पत्रकारिता, सतवीर सिंह, स्वराज प्रकाशन, नई दिल्ली, 2015
- हिन्दी विज्ञान पत्रकारिता, बजरंग लाल जेठुक, निकिता प्रकाशन, जयपुर, 2014
- विज्ञान एवं प्रौद्योगिकी संचार, डॉ. मनोज पट्टेरिया, माखनलाल चतुर्वेदी पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल

Web Resources:

- Department of Science and Technology, GOI; www.dst.gov.in.
- National Council for Science & Technology Communication (NCSTC); www.dst.gov.in/scientific-programme/s-t_ncstc.htm.
- Council of Scientific and Industrial Research; www.csir.res.in.
- National Institute of Science Communication and Information Resources; www.niscair.res.in.

3.1 Cinema Studies

Objectives

This paper will engage students in appreciating the basic nuances of film making and help them see films from the perspective of a language. It will also develop an understanding in the students about various movements of cinema and the linkage between cinema and culture.

Block I: Understanding the Film Art

- Unit 1: Film language as an art form – signs and syntax
- Unit 2: The emergence and development of cinema in diverse contexts
- Unit 3: The question of national cinemas
- Unit 4: Major film movements in the world

Block II: Film Theories

- Unit 1: Expressionism, realism, neo realism, auteur, ideological
- Unit 2: Marxism, feminism, structuralism
- Unit 3: Psychoanalysis and post-colonialism
- Unit 4: Montage, *mise-en-scene* and contemporary theory

Block III: Production, Distribution and Exhibition

- Unit 1: The studio-system, major film genres
- Unit 2: Digitalisation of cinema and integration of cinema markets
- Unit 3: Multiplex revolution and distribution process
- Unit 4: Contemporary trends in film advertising, promotion campaigns, new exhibition technologies

Block IV: Auteurs, Stars and Fans

- Unit 1: History of stardom, power of the star in film production
- Unit 2: Film appreciation
- Unit 3: Cinephilia/ Cinepolitics
- Unit 4: Fan activities

Suggested Readings:

- Susan Hayward, **Key Concepts in Cinema Studies**, Routledge, London, 2004
- Geoffery Nowell-Smith (Ed.), **The Oxford History of World Cinema**, Oxford University Press, 2005
- Mihir Bose, **Bollywood A History**, 1st Edition, Roli Books Pvt. Ltd., New Delhi, 2006
- Ashish Rajadhyaksha, **Encyclopaedia of Indian Cinema**, 2nd Ed., British Film Institute, 1999.
- James Monaco, **How to Read Films, 30th Ed.**, Oxford University Press, 2009.
- Bordwell, David & Thompson, Kristin, **Film Art: An Introduction**, Mc Graw Hill: Boston, 2004
- Monaco, James, **How to Read a Film: Movies, Media, and Multimedia**, Oxford University Press: Oxford, 2000
- Corrigan, Timothy and White, Patricia, **The Film Experience: An Introduction**, Bedford/St Martin's: Boston, 2004
- Nelmes, Jil, **Introduction to Film Studies**, Routledge: New York, 1999
- Panjwani, N. **Emotion Pictures: Cinematic Journeys into the Indian Self**, Ahmedabad, Rainbow Publishers, 2006
- सत्यजीत रे पाथेर पांचाली और फिल्म जगत, महेन्द्र मिश्रा, राजकमल प्रकाशन, 2007
- सीनेमा और संस्कृति, राही मासूम रज्जा, वाणी प्रकाशन, नई दिल्ली, 2003
- फिल्म पत्रकारिता, विनोद तिवारी, वाणी प्रकाशन, नई दिल्ली, 2007
- हॉलीवुड बॉलीवुड, अनवर जमाल व सैबल चटर्जी, वाणी प्रकाशन, नई दिल्ली, 2006
- सीनेमा के बारे में, जावेद अख्तर व नसरीन मुन्नी कबीर, राजकमल प्रकाशन

Web Resources:

- Film | Cinema | Movies – Telegraph; <http://www.telegraph.co.uk/culture/film/>
- Film and Television Institute of India; www.ftiindia.com/
- British Film Institute; www.bfi.org.uk/

3.2 Communication Technology

Objectives

This paper gives a brief introduction to various technological innovations and their evolution with an objective to help students understand the nature of various media along with their specific nature in the context of communication and media.

Block-I Basic Communication Technology

Unit1: Evolution of communication technologies

Unit 2: Printing processes – letter press, lithography, offset press, screen printing

Unit 3: Recording technologies –still camera, cine-camera, video camera, audio recorder

Unit 4: Various digital Recording technologies

Block-II Radio Technology

Unit 1: Technology of radio – narrowcasting and broadcasting

Unit 2: Frequency Modulation and Amplitude Modulation

Unit 3: Various radio frequencies and bands

Unit 4: Mobile communication technologies – CDMA and GSM

Block-III Television Technology

Unit 1: Broadcasting technologies- terrestrial, satellite and webcasting

Unit 2: Display technologies – CRT, LCD, LED, Plasma Screen, 3D TV,

Unit 3: Television standards: NTSC, PAL, SECAM and HDTV

Unit 4: Distribution technologies – cable television, DTH, optical fiber, IPTV

Block-IV New Media Technology

Unit 1: Types and functioning of Satellites

Unit 2: Structure and functioning of World Wide Web

Unit 3: Interactive television, hologram technology, virtual reality

Unit 4: New emerging information technologies

Suggested Readings:

- Ashok V Desai, **India's telecommunication industry**, Sage Publication, 2006
- Angust E. Grant & Jennifer H. Meadows, **Communication Technology update & fundamentals**, Focal Press, 2008
- NIIR Board, Handbook of printing technology, Asia pacific business press, new delhi, 2012
- Neil Heller, **Understanding Video Equipment**, Knowledge Industry Publication Inc.(KIPI), 1994
- Ian Poole, **Basic Radio: Principle and Technology**, Newnes, 2000
- Martin Lister, Jon Dovey, **New Media- A critical introduction**, Routledge, 2009
- John Arnold, Michael Fraser, Mark Pickering, **Digital Television: Technology and standards**, Wiley, 2007
- Art and Print Production, NN Sarkar, Oxford Publication,
- मुद्रण के तकनीकी सिद्धांत, नवीन चंद्र पंत, तक्षशीला प्रकाशन, नई दिल्ली, 1990

Web Resources:

- www.epanorama.net/links/video.html
- www.webopedia.com
- www.nos.org
- www.zeepedia.com

3.3 Development Communication

Objectives

The objective of this paper is to illuminate the linkages between development and communication. It discusses the different perspectives on development, specific national development issues and programs and the role of communication and media in it. It will help students understand the use of media for development.

Block I: Understanding Development

Unit 1: Development: meaning, concept and approaches

Unit 2: Development indicators, millennium development goals, sustainable development

Unit 3: Theories and models of development: dominant paradigm, concept of modernization

Unit 4: Diffusion of Innovation, trickledown effect, dependency, participatory model

Block II: Development Planning in India

Unit 1: Planning in India and new government schemes for development

Unit 2: Issues of development in India – health, education, poverty, unemployment, agriculture, corruption etc.

Unit 3: *Gandhian, Nehruvian and Deendyal Upadhayay* thoughts on development

Unit 4: Globalization and development

Block III: Development Communication

Unit 1: Development communication – meaning, importance and philosophies

Unit 2: Development support communication, C4D and green communication

Unit 3: Present state of development journalism in India

Unit 4: Change agents: NGO, SHG, Community Radio, RTI and opinion leader

Block IV: Development Message and Implementation

Unit 1: Creation of development messages and evaluation

Unit 2: Media and development: SITE and *Kheda* project, *Gyandoot* Project, SWAN Projects, DD Kisan Channel

Unit 3: ICT and development, e-governance, e-democracy

Unit 4: Use of traditional media for rural development

Suggested Readings:

- Kiran Prasad, **Communication For Development**, BR Publishing Corporation, Delhi, 2004
- P.Sainath, **Everybody Loves a Good Drought**, Pearson, 2000
- Srinivas R. Melkote&Steeves, **Communication for Development in the Third World**, SAGE, 2001
- Karin Gwinn Wilkins, Thomas Tufte, Rafael Obregon, **The Handbook of Development Communication and Social Change**, Wiley-Blackwell, 2014
- Paolo Mefalopulos, **Development Communication Sourcebook- Broadening the boundaries of Communication**, The World Bank, 2008
- O.P. Dahama, OP Bhatnagar, Education and Communication for Development, Oxford & IBH Publishing Co. Pvt. Ltd. New Delhi, 2009
- Emile G. McAnany, **Saving the World- A brief history of Communication for Development & Social Change**, University of Illinois Press, 2012
- Tim Unwin, **Information and Communication Technology for Development**, Cambridge University Press, 2009
- विकास संचार (आलोचनात्मक परिपेक्ष में), धर्मनंद सिंह, नेहा पब्लिशर्स एण्ड डिस्ट्रीब्यूटर्स, नई दिल्ली, 2013
- विकास संचार विविध परिचय, चन्द्र शेखर यादव, हेमाद्री प्रकाशन, नई दिल्ली, 2012
- पत्रकारिता एवं विकास संचार, अनिल उपाध्याय, के. के. पब्लिकेशन, नई दिल्ली, 2007

Web Resources:

- www.nos.org
- www.unesco.org

3.4 Research Project- I

Objective

The basic purpose of this research project is to develop research aptitude and skills among students and help them become a better media person. In the process of doing this project students will endeavour to solve various problems and find empirical data about the issues related to media and society.

Introduction

After having the orientation about communication research methodology in the eighth semester students will take up small individual research projects on the topics related to media and communication. S/he will come up with three chapters in this semester:

- Introduction (including aim and objectives)
- Review of Literature
- Research Methodology (including fully developed instruments)

The final section would be the fully developed instrument/s which must be pre-tested. This would be the part of methodology. These three chapters will be submitted for evaluation. While writing proposal students will follow APA referencing style.

Selection of Topic

In the beginning, each student will develop at least three topics of her/his interest, out of which one will be finalized by the concerned supervisor. The synopsis of the research topic would also be presented before the faculty for further feedback and opinion.

Evaluation

After submission of research proposal, each student will give a presentation, preferably in a PowerPoint format, before a panel. This panel would consist of all the supervisors of the Centre. Concerned supervisor will also assess the student out of 20 marks on the basis of his/her sincerity, dedication, punctuality and seriousness to the research work.

Marks Distribution

Research proposal submitted - 60 Marks

Supervisor's assessment – 20 Marks

Presentation - 20 Marks

Total Marks – 100 Marks

3.5 Political Reporting

Objectives

The paper will develop critical thinking skills about Indian political issues and dynamics. It will train students in finding good political stories and write them sharply. The paper will also develop their ability to cover political issues within a deadline.

Block I: National Politics

Unit 1: Nature of national politics in India

Unit 2: Interplay of three pillars democracy; Executive, Legislative and Judiciary

Unit 3: Major national parties and their main leaders

Unit 4: Contemporary political issues

Block II: State Politics

Unit 1: Introduction to the state politics: key issues in Vidhan Parishad and Vidhan Parishad

Unit 2: Introduction to state political parties

Unit 3: Introduction to state political parties

Unit 4: Writing skills required for covering politics

Block III: Local Politics

Unit 1: Introduction to local politics: key issues in *Panchayati Raj* and Municipal Corporation

Unit 2: Introduction to municipal corporations of metropolitan cities in India I: Municipal Corporations of Delhi, Mumbai, Chennai and Kolkata.

Unit 3: Covering press conference and briefing

Unit 4: Dos and Don'ts for political reporter

Block IV: Specialised Reporting Techniques

Unit 1: Covering parliament and legislative assembly Covering parliamentary elections and political rallies

Unit 2: Covering legislative elections and public meetings

Unit 3: Covering local bodies' elections

Unit 4: Exit poll, opinion poll, spins doctors, lobbying

Note: List of national, state and regional parties to be updated as per criteria in the course curriculum time to time.

Suggested Readings:

- Peter Ronald DeSouza, E Sridharan (Editor), **India's Political Parties**, SAGE, 2007.
- Hasan Zoya (Editor), **Parties and Party Politics in India: Themes in Politics**, Oxford India, 2004.
- Rajni Kothari, **Politics in India**, Orient Longman, 1970.
- O. P. Gauba, **An Introduction to Political Theory**, Macmillan Publisher, 2013
- Ursula Rao. **News As Culture: Journalistic Practices and the Remarking of Indian Leadership**, New York Berghahn Books, 2013
- Ben H. Badikian, **On Political Reporting, Newspaper Economics, Law and Ethics**, Texas Christian University Press, 1979.
- भारतीय संसद और मीडिया, देवेन्द्र उपाध्याय, सामयिक प्रकाशन, नई दिल्ली, 2008
- राजनीतिक पत्रकारिता, राकेश सिन्हा, प्रभात प्रकाशन, नई दिल्ली, 2007
- चुनाव रिपोर्टिंग और मीडिया, संतोष भारतीय, के.के. प्रकाशन, नई दिल्ली, 2011

Web Resources:

- www.zeepedia.com
- www.thenewsmanual.net
- www.knightpoliticalreporting.syr.edu

Print Media (Specialisation) –II
3.6 Editing and Layout Designing

Objectives

The paper will introduce editing as well as layout designing software in order to meet the need of the media industry. It also includes typing practice, printing technology and designing of various pages for newspaper and magazine.

Block I: Editing: An Introduction

Unit 1: Traditional vs. Mechanical Editing

Unit 2: Introduction to editing software: Word Express, News Wrap and News Pro

Unit 3: Introduction to Desktop Publishing

Unit 4: Hindi and English typing practice

Block II: Photo Editing and Layout Designing

Unit 1: Photo editing software: Adobe Photoshop

Unit 2: Layout Designing software-I: Quark Xpress

Unit 3: Layout Designing software-II: Adobe In-Design

Unit 4: Photo editing and layout designing exercises

Block III: Concepts of design

Unit 1: Basic principles of designing

Unit 2: Various design elements

Unit 3: Aesthetics in design

Unit 4: Design approaches

Block IV: Newspaper Layout Designing

Unit 1: Newspaper form and formats

Unit 2: Front page, business and sports page designing

Unit 3: Magazine designing

Unit 4: Poster, pamphlet and leaflet designing

Suggested Readings:

- N. N. Sarkar, **Art and Print Production**, Oxford Higher Education, 2008.
- Peter Bauer, **Adobe Photoshop CC for Dummies**, For Dummies Publisher, 2013.
- Scott Kelby, **The Adobe Photoshop CS6 book for digital photographers**, New Riders, 2012.
- Steve Johnson, **Adobe Photoshop CC on Demand**, Que Publishing; 2013.
- Noble Desktop, **Quark Xpress 9 Step by Step Training**, Noble Desktop Publisher, 2012.
- Kelly Kordes Anton, **Quark Xpress 8 : Essential Skills for Page Layout**, Peachpit Press, 2009.
- Face to Face: Galen Gruman, **Quark Xpress to InDesign**, John Wiley and Sons, 2005.

Web Resources:

- www.video2brain.com
- <http://www.webdesignerdepot.com>
- <http://www.designinginteractions.com>
- <http://www.slideshare.net>
- www.zeepedia.com

3.5 Television Production

Objectives

The objective of this paper is to introduce students with basics of television production. This paper deals with various aspects of television production like process of production, television formats, equipment required for production, camera set-up, set design and make up techniques for television production.

Block-I Production Basics

Unit 1: Idea generation- concept, importance and process

Unit 2: Concept, treatment and synopsis writing for television

Unit 3: Process of television production- pre production, production, post production

Unit 4: Production team members and their responsibility

Block-II Production Process

Unit 1: Television programme formats

Unit 2: Outdoor and indoor production,

Unit 3: Studio for television production

Unit 4: Cues and commands for television production

Block-III Camera Set-up, Set Design and Make-up

Unit 1: Equipment for television production- CCU, Vision mixer, audio console, recorders, talk-back system, CG generator, cables & connectors, OB Van

Unit 2: Single and multi-camera set-up

Unit 3: Set design for studio and outdoor shoot- Virtual studio

Unit 4: Make-up techniques for television

Block-IV Audio-Video Editing

Unit 1: Types of Editing- Online, Offline and Linear, Non-Linear

Unit 2: Basics of audio-video editing workstation

Unit 3: Process of video editing

Unit 4: Aesthetics in audio-video editing

Suggested Readings:

- Nancy Reardon, Tom Flynn, **On Camera: How to report, Anchor and Interview**, Focal Press, 2013
- Gretchen Davis & Mindy Hall, **The Makeup Artist Handbook**, Focal Press, 2012
- Shelly Palmer, **Television Disrupted**, Elsevier Publication, 2008
- Tomlinson Holman, **Sound for digital video**, Elsevier Publication, 2012
- Alec Sabin, **You are On! How to develop great media skills for TV, Radio and the internet**, viva, 2011
- Catherine Kellison, **Producing for TV and New Media**, Focal Press, 2013
- Andrew H. Utterback, **Studio Television Production and Directing**, Focal Press, 2015
- Frederick Shook, **Television Field Production and Reporting**, Pearson Publication, 2008
- Andrew Boyd, **Broadcast Journalism- Techniques for Radio and Television News**, Focal Press, 2008
- Lee Goldberg and William Rabkin, **Successful Television Writing**, Wiley, New Jersey, 2003
- टेलीविजन प्रोडक्शन, डॉ. देवव्रत सिंह, माखनलाल चतुर्वेदी पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल 2015
- वीडियो प्रोडक्शन, डॉ. परमवीर सिंह, कल्पना प्रकाशन, नई दिल्ली, 2016

Web Resources:

- www.cengagebrain.com.mx/content/zettl
- www.zeepedia.com
- www.cybercollege.com
- www.nos.org
- www.aboutvideoediting.com

3.6 Web Journalism

Objectives

This paper deals with the emerging trends of web journalism. The main objective of this paper is to introduce students with tools and techniques of online journalism. This paper also helps the students to learn about a new dimension of journalism that is web journalism.

Block I Basics of Web Media

Unit 1: Online media- online television, online radio, e-newspaper and e-zine

Unit 2: Web journalism- concept, practices and principles

Unit 3: Structure and functioning of web newsroom

Unit 4: Web production team members and their responsibilities

Block II Reporting and Writing for Web

Unit 1: Web reporting- features and skills

Unit 2: Content collection process

Unit 3: Content writing and editing

Unit 4: Writing for multimedia: photograph, graphics, slides, video and audio

Block III Web News Production

Unit 1: Ethics of web journalism

Unit 2: Packaging of web news

Unit 3: Integration of various media for web production

Unit 4: Creating hyperlinks for web content

Block IV Webcasting

Unit 1: Webcasting - technique, types and future

Unit 2: Webcasting software

Unit 3: Various mobile apps

Unit 4: Web rating techniques

Suggested Readings:

- RC Ramanujan, **Multi Media Journalism**, Aph Publication, 2009
- Rajiv Saxena, **Computer Application for Journalism**, Centurn Press
- Mike Word, **Journalism Online**, Elsevier India, 2002
- Tapas Ray, **Online journalism: A basic Text**, Cambridge university press, 2006
- Anty Bull, **Multi Media Journalism**, Routledge Publication, 2010
- Catherine Kellison, **Producing for TV and New Media**, Focal Press, 2012
- Nicholas Gane and DAvid Beer, **New Media**, Berg: Oxford, New York, 2008
- Martin Lister, **New Media: A Critical Introduction**, Routledge Publication, 2009
- Eli Noam, **Internet Television**, Lawrence Erlbaum Associate Publication, 2003
- Charles Miller, **The Future of Journalism**, Cojo Publication, 2009
- इलेक्ट्रॉनिक मीडिया एवं साइबर पत्रकारिता, राकेश कुमार, श्री नटराज प्रकाशन, नई दिल्ली, 2009
- वेब पत्रकारिता- नये मीडिया नये रुझान, शालिनी जोशी व शिवप्रसाद जोशी, राधाकृष्ण प्रकाशन, नई दिल्ली, 2012

Web Resources:

- www.timesofindia.indiatimes.com
- www.jagran.com
- www.bhaskar.com.
- www.mib.nic.in
- www.digitalindia.gov.in

3.5 Business Communication

Objectives

This paper enables students to fully understand the internal mechanisms needed for business communication and how to deal with different types of communication/writing skills necessary for successfully analysing and carrying out organizational processes.

Block I: Introduction to Business Communication

Unit 1: Definition, functions and principles of communication; importance of communication in business and communication structure

Unit 2: Oral and written communication, upward and downward communication, verbal and non-verbal communication, formal, informal and non-formal communication

Unit 3: Barriers in communication

Unit 4: Importance of body language, paralanguage, sign language, proxemics and audio – visual elements, listening skills

Block II: Applications of Business Communication

Unit 1: Interview and presentation skills

Unit 2: Group discussion and meetings

Unit 3: Public speaking skills, negotiations Skills

Unit 4: Business communication etiquette

Block III: Business Writing

Unit 1: Kinds of business letters

Unit 2: Structure and layout of business letters

Unit 3: Writing official letters

Unit 4: Report writing, importance and types of business reports, chairperson's speech.

Block IV: Business Communication and other media

Unit 1: Legal aspects of business communication

Unit 2: Forms of business communication (use of mainstream and social media etc)

Unit 3: Conducting press conference, writing press release, video press release

Unit 4: Cross-cultural communication

Suggested Readings:

- Nirmal Singh, **Business Communication: Principles, Methods and Techniques**, Deep & Deep Publication pvt. ltd., 2008
- Ajay Kumar Singh, Manish Bhardwaj, **Business Communication**, SBPD Publications, 2014
- Raymond V Lesikar, **Business Communication: Making Connections in a digital World**, MacGraw Hill, 2008
- Dr.Nageshwar Rao, Dr.RajendraP.Das, **Communication Skills**, Himalaya Publishing House, 2009
- R.K. Madhukar, **Business Communication**. Vikash Publishing Now pvt. ltd, 2009
- R.C. Sharma, Krishna Mohan, **Business Correspondence and Report Writing,” A Practical Approach to Business and Technical Communication**, Tata MacGraw Hill, 2002
- ArunaKoneru, **Professional Communication**, Tata MacGraw Hill, 2008
- व्यवसायिक संचार, विरेन्द्र सिंह पुनिया, दया पब्लिशिंग हाउस, 2011

Web Resources:

- www.dailywritingtips.com
- www.ficci.com
- www.forbes.com
- www.iabc.com
- www.g-wleaming.com

3.6 Integrated Marketing Communication

Objectives

This paper introduces the concept of integrated marketing communications (IMC) and how it has evolved. It will enable students to examine how various marketing and promotional elements must be coordinated to communicate effectively.

Block I: Introduction to Integrated Marketing Communication

Unit 1: Meaning, features, elements and objectives

Unit 2: Key concepts, theories and models

Unit 3: Contemporary trends

Unit 4: Benefits and barriers to effective integrated marketing communication

Block II: Understanding Promotional mix

Unit 1: Personal selling, advertising, public relations, sales promotion

Unit 2: Publicity

Unit 3: Direct and database marketing

Unit 4: Online, Interactive and mobile marketing

Block III: Market Segmentation, Targeting, Positioning

Unit 1: Marketing concept, segmentation, targeting and positioning, SWOT analysis

Unit 2: Corporate marketing strategies: ambush, viral, buzz and guerrilla marketing

Unit 3: Consumer Behaviour models

Unit 4: Branding

Block IV: Campaign and Media Planning

Unit 1: Developing IMC Plan, Campaign planning

Unit 2: Situation analysis, market research

Unit 3: Campaigning and media planning: selection, budgeting and scheduling

Unit 4: Evaluation, ethics and social responsibility of campaigns

Suggested Readings:

- Philip Kotler and Lane Keller, **Marketing Management**, Pearson Prentice Hall, 2009
- V.S.Ramaswamy and S Namakumari, **Marketing Management, Planning, implementation and control**, Macmillan, 2002
- Chris Fill, **Marketing Communications: Interactivity, Communities and content**. Prentice Hall, 2009
- David Pickton, Amanda Broderick, **Integrated marketing communications**, Pearsons, 2009
- John Egan, **Marketing Communications**, Thomson Learning, 2007
- Duncon, **Integrated Marketing Communications**, MacGraw Hill, 2008
- S.A. Chunawalla & K.C., Sethia, **Foundations of Advertising Theory & Practice**, Himalya publishing, 1997
- Richard Malcolm Sano Klilson, **Strategic Marketing Management: Planning, Implementation & Control**, Oxford, 1992

Web Resources:

- www.businessdictionary.com
- <http://www.admedia.org>
- www.managementstudyguide.com
- <http://www.managementstudyguide.com>
- <http://www.mediaocean.com>

4.1 Media Management

Objectives

The objective of this paper is to introduce basic concepts and principles of management along with various business aspects of media industry. It will provide understanding of the ownership patterns and marketing strategies prevalent in Indian media business. Students will learn to study media as a business.

Block I: Introduction

Unit 1: Media management – nature and characteristics

Unit 2: Overview of media as an industry

Unit 3: Ownership patterns, foreign equity in media and government policies

Unit 4: Major Indian media companies: The Times Group, Zee Group, Star Group, Network 18 Group, HT Media, Living Media Group, Sony Corporation, Prasar Bharti Corporation, Sun Network, Dainik Bhaskar Group, Deccan Chronicle, Jagran Group, The Hindu Group, Enadu Group, Patrika Group, NDTV Group.

Block II: Media Business

Unit 1: Print media business in India-problems and prospects

Unit 2: Film business in India – problems and prospects

Unit 3: Radio and music business in India – problems and prospects

Unit 4: Television and new media business in India – problems and prospects

Block-III Media Structure

Unit 1: Management patterns and internal functioning in media companies

Unit 2: Major heads of revenue in newspaper, cinema, radio, television and web

Unit 3: Media marketing – space and time selling, advertising rates

Unit 4: Recruitment, hiring, training, service conditions and work environment in media

Block-IV Media Marketing

Unit 1: Readership Survey, television ratings, listenership surveys, measuring web media

Unit 2: Entrepreneurship – meaning and skills required

Unit 3: Understanding media markets and handling media competitions

Unit 4: Targeting audience and designing marketing strategies

Suggested Readings:

- Vanita Kohli-Khandekar, **The Indian Media Business**, Response Books, 2014
- Susan Tyler Eastman/ Douglas A. Ferguson, **Media Programming: Strategies and Practice**, Wadsworth Publishing Co. 2006
- Gulab Kothari, **Newspaper Management in India**, Oscar Publications, 2005
- Virbala Aggerwal, V.S. Gupta, **Handbook of Journalism & Mass Communication**, Concept Publication, 2002
- B.K. Chaturvedi, **Media Management**, Global Vision, Publishing House, 2009
- Alan B. Albrann, **Management of Electronic Media**, Thomson Wadsworth, 2007
- Gillian Doyle, **Understanding Media Economics**, Sage Publication, 2002
- मीडिया मैनेजमेंट, डॉ. विजय अग्रवाल, माखनलाल चतुर्वेदी पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल,
- समाचारपत्र प्रबन्धन, गुलाब कोठारी, राजकमल प्रकाशन, 2008
- मीडिया प्रबन्धन, डॉ. टीडीएस आलोक, जैन बुक एजेन्सी, 2009
- कॉरपोरेट मीडिया- दलाल स्ट्रीट, दिलीप मंडल, राजकमल प्रकाशन, 2011
- बाजार के बाजीगर, प्रहलाद अग्रवाल, राजकमल प्रकाशन, 2007

Web Resources:

- www.forbes.com/management
- www.zoopedia.com
- www.mediajournal.org

4.2 International Communication

Objectives

The objective of this paper is to introduce students with wider and global perspectives of media. This paper gives an overview of various global media organizations along with main patterns, issues and trends emerging in the context of international communication emerged after the information revolution.

Block-I Global Media Scenario

Unit 1: Introduction to main newspapers: Yomiuri Shimbun (Japan), The People's Daily (China), Dawn (Pakistan), The Guardian (UK), Daily Mirror (UK), The Sun (US), The Washington Post (US), The New York Times (US), The Sydney Morning Herald (Australia)

Unit 2: Major television channels: BBC, CNN, NHK, CCTV and Al Jazeera

Unit 3: Major radio channels: BBC, Voice of America and Deutsche Welle

Unit 4: Global news agencies: Reuters, Associated Press (AP), United Press International (UPI), Agence France Presse (AFP), Itar -Taas,

Block-II Global Communication Flow

Unit 1: MacBride Commission report- key findings, importance and relevance

Unit 2: The New World Information and Communication Order (NWICO)

Unit 3: Non- aligned news agencies news pool and its success and failure

Unit 4: Information flow, information politics, information war and media imperialism

Block III: International Communication

Unit 1: Universal declaration of human rights and communication

Unit 2: Global and regional disparities and information flow

Unit 3: Democratization of information flow in the digital age

Unit 4: Cultural imperialism, information society, networked society

Block IV: International Media Systems

Unit 1: Professional standards, violence against media persons

Unit 2: Effects of globalization on media systems

Unit 3: Transnational media ownership and issue of sovereignty and security

Unit 4: International media institutions and professional organizations

Suggested Readings:

- Ali Mohammadi, **International Communication and Globalization : A Critical Introduction**, SAGE Publication, 1997
- Daya Thussu, **International Communication: Continuity and Change**, Bloomsbury Academic, 2006
- Daya Kishan Thussu, **International Communication: A Reader**, Taylor & Francis Group, 2009
- Bella Mody, **International and Development Communication: A 21st Century Perspective**, SAGE Publication, 2003
- Roland Robertson, **Globalisation**, SAGE Publication, 2000
- विदेश पत्रकारिता, रामशरण जोशी, राधाकृष्ण प्रकाशन, नई दिल्ली, 2005
- अन्तरराष्ट्रीय पत्रकारिता, भरत झुनझुनवाला, श्री नजराज प्रकाशन, नई दिल्ली 2005
- भूमण्डलीकरण और मीडिया, कुमुद शर्मा, के के पब्लिकेशन, 2003

Web Resources:

- International Communication Association; www.icahdq.org.
- The Universal Declaration of Human Rights; www.un.org/en/documents/udhr.
- Many Voices, One World - www.unesdoc.unesco.org/images/0004/000400/040066eb.pdf.

4.3 Major Production Project

Objective

The basic purpose of the major project is to give student hands-on experience of the entire process of media production so that sound understanding of production process and required specific media skills can be ensured. This project will give an opportunity to each student to convert her/his innovative ideas in to a complete production output that will ultimately enrich his/her portfolio.

Topic of the project

The project will be conducted under the supervision of a teacher. Topic of the project will be chosen by the student from his/her interest area in consultation with the concerned supervisor. Topic must be some production work related to media. Major project may be in the form of a print production, radio programme production, short movie production, advertising production, new media production, case study writing, graphic or visual production etc.

Evaluation

The student will submit the final output of the major project within a deadline. Production work will be evaluated by a panel of three teachers constituted by the Head of the Centre. Each student will also have to undergo a viva voce about his/her production. The viva-voce will be conducted by the same panel that will evaluate the production work.

Marks Distribution

Production – 80

Viva Voce – 20

Total marks -100

4.4 Research Project- II

Objective

The basic purpose of this research project is to develop research aptitude and skills among students and help them become a better media person. In the process of doing this project students will endeavour to solve various problems and find empirical data about the issues related to media and society.

Introduction

Half of the research work is to be completed in the previous semester. In this semester, students will complete rest of the work and submit the final report in the semester end for evaluation on the following pattern:

- Title of the Research
- Certification
- Content
- Introduction (including aim and objectives)
- Review of Literature
- Research Methodology (including fully developed instruments)
- Data Presentation and Analysis
- Discussion
- Conclusions and Key Findings
- References and Bibliography

Referencing Style

While writing the dissertation students will follow APA referencing style.

Evaluation

After submission of research report fulfilling all the standards specified by the Centre, each student will give a presentation, preferably in a PowerPoint format, before a panel of two members. This panel would consist of at least one external expert and head of the Centre. Concerned supervisor will also assess the student out of 20 marks on the basis of his/her sincerity, dedication, punctuality and seriousness towards the research work.

Marks Distribution

Research Report submitted - 60 Marks

Supervisor's assessment – 20 Marks

Presentation and Viva-Voce - 20 Marks

Total Marks – 100 Marks

4.5 Sports Journalism

Objectives

The paper will introduce various sports activities which are being played in the Indian sub-continent. It would provide information regarding national as well as international sports regulatory bodies and championships. This paper will also acquaint the students with all the norms of different sports for their applications in sports reporting and editing.

Block I: Sports in India

Unit I: Introduction to sports I: Cricket, Football, Hockey and Tennis.

Unit II: Introduction to sports II: Badminton, Table Tennis, Boxing and Wrestling.

Unit III: Introduction to sports III: Volleyball, Weightlifting, Power lifting and Archery.

Unit IV: Introduction to sports IV: Athletics, Taekwondo, Golf and Gymnastics.

Block II: Sports Regulatory Bodies

Unit I: Indian Sports Regulatory Bodies I: Ministry of Youth Affairs and sports, National Sports Federation (NSF) and Sports Authority of India (SAI) and National Institute of Sports (NIS)

Unit II: Indian Sports Regulatory Bodies II: Indian Olympic Association (IOA), Board of Control for Cricket in India (BCCI), Badminton Association of India (BAI), All India Football Federation

Unit III: International Sports Regulatory Bodies I: International Tennis Federation (ITF), International Hockey Federation (IHF) and Badminton World Federation (BWF)

Unit IV: International Sports Regulatory Bodies II: International Olympic Committee (IOC), International Cricket Council (ICC), International Federation of Association Football (FIFA).

Block III: Sports Championships/Tournaments/Cup

Unit I: National Sports Championships I: National Games, Cricket- Ranji Trophy, Irani Trophy, Duleep Trophy, Football-Federation Cup, Durand Cup, Indian Super League and Santosh Trophy.

Unit II: International Sports Championships: Olympic, Commonwealth Games, World Cups: Cricket, Football, Hockey, French Open, Wimbledon, US Open, Australian Open

Unit III: Special lecture series on various sports by experts

Unit IV: Workshop on sports reporting: copy writing and editing of international, national, state and local sports events

Block IV: Specialized Sports Communication

Unit I: Writing skills for Cricket and Football

Unit II: Writing skills for Tennis and Table Tennis

Unit III: Writing skills for Badminton and Hockey

Unit IV: Writing skills for Boxing, Wrestling, Weightlifting and Powerlifting

Suggested Readings:

- Srinivas Rao, **Sports Journalism**, Khel Sahitya Kendra, 2009.
- Phil Andrews, **Sports Journalism: A Practical Introduction**, 2013
- Prasad Kumar Mishra, **Sports Journalism**, Sports Publication, 2010.
- खेल पत्रकारिता, राजशेखर मिश्रा, डायमंड बुक्स, नई दिल्ली, 2014
- खेल पत्रकारिता, पदमपति शर्मा, प्रभात प्रकाशन, दिल्ली, 2009
- खेल पत्रकारिता, सुशील दोशी, राजकमल प्रकाशन, नई दिल्ली, 2003

Web Resources:

- <http://yas.nic.in>
- <http://goidirectory.nic.in>
- <http://india.gov.in>
- www.sportsauthorityofindia.nic.in
- <http://irenebakisan.weebly.com/>

4.6 Business Journalism

Objectives

The paper introduces Indian business and financial system which include economy, agriculture, industry, service, banking system, share market and national as well international financial institutions. It will provide an opportunity to understand all aspects of business atmosphere in India and write stories on those issues.

Block I: Indian Business Environment

Unit 1: Introduction to Indian economy; Sectors: service, agriculture, industry, infrastructure; new economic policy and reforms in India; FDI, Disinvestment.

Unit 2: Development planning in India; Industrial and agriculture policy, Rural Economy: Land Reforms, Small Scale Industry.

Unit 3: Trade organisations -World Bank; WTO, GATT, IMF, BRICS, SAFTA, ADB & UNDP, Policy institutions: *Niti Aayog*, Finance Commission

Unit 4: Writing skills required for industrial, agriculture, service, infrastructure sector; Do's and Don'ts for a business reporter.

Block II: Public Sector and Private Sector Corporations

Unit 1: Introduction to Public Sector Enterprises: *Maharatna*, *Navratna* and *Miniratna*

Unit 2: Writing skills required for *Maharatna*, *Navratna* and *Miniratna* enterprises

Unit 3: Introduction to Private Sector Enterprises in India: Reliance Industries Ltd., Tata Consultancy Services, Infosys Technologies Ltd., Wipro Ltd., Bharti Tele-Ventures Ltd., ITC Ltd., Hindustan Lever Ltd., TATA Steel Ltd., Ranbaxy Laboratories Ltd., Tata Motors Ltd. and L & T

Unit 4: Corporate Social Responsibility (CSR), writing for private sector enterprises.

Block III: Indian Financial System

Unit 1: Introduction to public and private sector banks and their contribution in Indian economy; writing for banking system

Unit 2: Stock Exchange - characteristics and functions, types of speculators and brokers. writing skills required for share market

Unit 3: Mutual Funds, bonds, equity, FD & insurance: schemes and investment patterns

Unit 4: Regulatory Institutions: RBI; SEBI; IRDA; FMC and PFRDA. credit rating agencies- CRISIL, ICRA, CARE

Block IV: Indian Taxation System and other aspects of Business

Unit 1: Introduction to Indian tax structure and its evaluation, direct or indirect taxes.

Unit 2: Demand and supply in market; price mechanism and elasticity; objectives and limitations of monetary and fiscal policies.

Unit 3: Inflation and deflation: types, causes, effects and control with specific reference to India

Unit 4: Writing skills for taxation, market, price mechanism, inflation and deflation.

Suggested Readings:

- Boveen and Thill: **Business Communication Today**, New York, 1995
- AshaKaul: **Business Communication, Prentice Hall of India**, New Delhi, 2000
- Murfy and Hildebrandt: **Effective Business Communication**, McGraw Hill, New York, 1991
- R. K. Madhulkar: **Business Communication**, Vikas Publishing, 2010
- Sushi Bahl: **Business Communication Today**, SAGE Publication, 1996
- Angela Wadia: **Successful Communication for Business Development**, Kanishka Publishers, 2000
- आर्थिक पत्रकारिता, भरत झुनझुनवाला, श्री नजराज प्रकाशन, 2005
- आर्थिक पत्रकारिता, आलोक पुराणिक, प्रभात प्रकाशन, नई दिल्ली, 2007

Web Resources:

- www.rbi.org.in
- www.sebi.gov.in
- www.irdaonline.org/
- www.fmc.com

4.5 Television Journalism and Documentary Production

Objectives

The objective of this paper is to introduce students to the basics of television journalism as well as documentary production. Along with theoretical aspects of television news, this paper focuses upon the functional aspects of news channels and stresses on skill development required for a television journalist. This paper also provides an overview of various aspects of documentary production. The objective of this paper is to introduce and acquaint students with the all aspects of television journalism and documentary production.

Block I Basics of television journalism

Unit 1: Structure and functioning of news channel

Unit 2: News team members and their responsibilities

Unit 3: Functioning of television news bureau

Unit 4: News sources, news values and major television news formats

Block II Reporting and Anchoring

Unit 1: Role and importance of anchor

Unit 2: Run down and structure of a news bulletin

Unit 3: Importance of piece-to-camera and vox pop

Unit 4: Doing television interview and live reporting-

Block III Basics of Documentary Production

Unit 1: Documentary- meaning, types and significance

Unit 2: Approaches of documentary production

Unit 3: Research and *recce* in documentary

Unit 4: Process of documentary production

Block IV Documentary Distribution

Unit 1: Documentary distribution- types and issues

Unit 2: Films for social and political campaigns

Unit 3: Types of film screening

Unit 4: Film festivals- national and international

Suggested Readings:

- Gerald Millerson, **The Technique of Television Production**, Focal Press, UK, 2005
- Herbert Zettel, **Television Production Handbook**, Thompson Wadsworth Pub, 2012
- Andrew Boyd, **Broadcast Journalism: Techniques of Radio & TV News**, Focal Press, 2005
- Peter Utz, **Studio and Camcorder Television Production**, Prentice Hall Pub. New Jersey, 2002
- Frederich Shook, **Television Field Production and Reporting**, Longman Publishers, USA, 2002
- Nalin Mehta, **India on Television**, Harper Collins, New Delhi, 2009
- Chanderkant Singh (1999), **Before the Headlines**, MacMillan publication, New Delhi, 1999
- Nilanjna Gupta, **Switching Channels - Ideologies of Television in India**, Oxford University Press, Delhi, 1998
- टेलीविजन और अपराध पत्रकारिता, वर्तिका नन्दा, भारतीय जनसंचार संस्थान प्रकाशन, नई दिल्ली, 2005
- टेलीविजन पत्रकारिता-एक परिचय, डॉ. देवव्रत सिंह व कीर्ति सिंह, नटराज पब्लिकेशन, नई दिल्ली, 2009
- खबरें विस्तार से, डॉ. श्याम कश्यप व मुकेश कुमार, राजकमल प्रकाशन
- टेलीविजन पत्रकारिता, राकेश कुमार, श्री नजराज प्रकाशन, नई दिल्ली,

Web Resources:

- www.thehoot.org
- www.indiantelevision.com
- www.cybercollege.com

4.6 Radio Production

Objectives

The objective of this paper is to introduce students to the basics of radio production. This paper deals with the various aspects of radio production like program formats, equipment required for production, audio editing and presentation skills required for radio production.

Block-I Introduction to Radio

Unit 1: Properties of sound

Unit 2: Nature of sound- mono, stereo and surround sound

Unit 3: Radio as a medium of communication

Unit4: Process of radio production

Block-II Technical aspect of Radio Production

Unit 1: Radio Studio- structure, functioning and equipment

Unit 2: Microphone- types, placement and precautions

Unit 3: Sound recording- types, techniques and aesthetics

Unit 4: Audio Editing – process and techniques

Block-III Radio Programs

Unit 1: Indoor program and outdoor program

Unit 2: Live and recorded program

Unit 3: News bulletin, interview, discussion, vox pop, drama, docu-drama, magazines

Unit 4: Chat show, game show, phone-in programme, making commercials

Block-IV Skills for Radio Presentation

Unit 1: Voice modulation, pronunciation and ad-lib

Unit 2: Voice analysis – pitch, volume, tempo, vitality

Unit 3: Art of Radio jockeying

Unit 4: Skills for radio program presentation

Suggested Readings:

- Robert Mcleish, **Radio Production**, Focal Press, 2005
- Bruce Bartlett and Jenny Bartlett, **Practical Recording Techniques**, Focal Press, 2013
- UNESCO, **Community Radio Handbook**, 2001
- J. David, **Radio Broadcast Journalism**, Cyber Tech Publication,2007
- Tony Zaza, **Mechanics of Sound Recording**, Prentice Hall Publication,1991
- Alec Sabin, **You are On! How to develop great media skills for TV, Radio and the internet**, viva Books Pvt. Ltd.,2009
- Michael Talbot, **Sound Engineering Explained**, Focal Press, 2002
- Andrew Boyd, **Broadcast Journalism- Techniques for Radio and Television News**, Focal Press, 2008
- रेडियो जोकिंग, राकेश व प्रजा, डायमंड बुक डिस्ट्रीब्यूटर, नई दिल्ली, 2010
- रेडियो जोकिंग की कला, प्रो. हरिमोहन, के.के. प्रकाशन, नई दिल्ली, 2009
- रेडियो नाटक की कला, डॉ सिद्धार्थ कुमार नाथ, राधाकृष्ण प्रकाशन, नई दिल्ली, 2004

Web Resources:

- <http://www.radioiloveit.com>
- www.slideshare.net
- www.cybercollege.com

4.5 Corporate Communication

Objectives

The paper provides the latest skills in communication with a strategic, managerial and analytic approach. The students will be able to understand the different sections of corporate like branding, marketing communication, PR, reputation management as well as how organizations handle their internal and external communications amid the complexities of the modern world.

Block I Introduction to Corporate Communication

Unit 1: Evolution and growth of corporate communication

Unit 2: Definition, scope, need and functions of corporate communication

Unit 3: Corporate communication mix, organizational structure

Unit 4: Corporate culture: types and need, corporate citizenship

Block II Corporate Social Responsibility

Unit 1: Defining different publics and their importance

Unit 2: Designing communication strategy for different publics

Unit 3: Theoretical concepts of CSR, various phases of CSR, philanthropy

Unit 4: Designing a CSR project, different case studies

Block III Corporate Identity

Unit 1: Corporate identity; concepts, variables and process

Unit 2: The legal aspect of corporate identity, corporate reputation management

Unit 3: Building distinct identity for a product and service

Unit 4: Case studies of corporate communication

Block IV Media Relations

Unit 1: Corporate communication tools and media handling

Unit 2: Financial communication

Unit 3: Crisis communication

Unit 4: Ethics in corporate communication

Suggested Readings

- Jaishri Jethwaney, **Corporate Communication**, Oxford Publishers, 2010
- Joseph Fernandez, **Corporate Communication: A 21st Century Primer**, Sage, 2004
- Jaishri Jethwaney, **Public Relations**, Sterling Publishers, 2002
- Iqbal Sachdeva, **Public Relations: Principles and Practices**, Oxford University Press, 2009
- S.K. Roy, **Corporate Image of India**, Sh. Ram Centre, 1974
- R.K. Balan, **Corporate Public Relations**, Sterling Publisher, 1992
- Fraser.P. Seitel, **The Practice of Public Relations**, Pearson, 2011
- Naval Prabhakar & Narendra Basu, **Public Relations: Principles & Functions**, Common Wealth, 2007
- मीडिया मैनेजमेंट, डॉ. विजय अग्रवाल, माखनलाल चतुर्वेदी पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल,
- समाचारपत्र प्रबन्धन, गुलाब कोठारी, जैन बुक एजेन्सी, 2008
- मीडिया प्रबन्धन, डॉ. टीडीएस आलोक, जैन बुक एजेन्सी, 2009
- कॉर्पोरेट मीडिया- दलाल स्ट्रीट, दिलीप मंडल, राजकमल प्रकाशन, 2011

Web Resources:

- <http://www.theprcoach.com/corporate-communications>
- <https://www.corporatecomm.com>
- Ministry of Corporate Affairs- <http://www.mca.gov.in>

4.6 Event Management

Objectives

This paper helps to build upon students' skills in the principles of events management and develop their knowledge and application of management processes within events. It also enables students to apply principles of events management to a practical situation.

Block I Introduction to Event Management

- Unit 1: Evolution and growth of event management
- Unit 2: Event management: meaning, need, types, elements and scope
- Unit 3: Events as a marketing tool
- Unit 4: Brand building and brand management through events

Block II Event Planning

- Unit 1: Process of event planning, benefits of successful events
- Unit 2: Event planner: role and skills required
- Unit 3: Programming and service management
- Unit 4: Planning various events

Block III Budgeting and Risk Management

- Unit 1: Budgeting: principles of accounting, cost accounting and cost control
- Unit 2: Generating revenue: fund-raising, grants, merchandizing and licensing, food and beverage sales, the price of admission, sponsorship
- Unit 3: Laws relating to event, permission of authorities, labor and tax laws
- Unit 4: Risk management, hazard analysis, contingency plans

Block IV Event Marketing and Research

- Unit 1: Event marketing and promotion: event marketing strategy
- Unit 2: Client servicing, advertising and building strategies, sales promotion
- Unit 3: Consumer Research
- Unit 4: Evaluation and monitoring

Suggested Readings:

- Donald Getz, **Event Management & Event Tourism**, Cognizant Communication Corporation, 1997
- Sanjaya Singh Gaur, Sanjay V. Saggere, **Event Marketing & Management**, Vikas Publishing, 2010
- J. M. Mrthews, **Hospitality Marketing & Management**, Avishkar Publisher, 2006
- Bruce E Skinner, Vladimir Rukavina, **Event Sponsorship**, Publisher Wiley, 2002
- Anton Shone, Bryn Parry, **Successful Event Management: A Practical Handbook**, Cengage Learning EME, 2004
- Judy Alley, **Event Planning**, John Wiley and Sons, 2008
- Meegan Jones, **Sustainable Event Management: A Practical Guide**, Earthscan, 2010
- Donald Getz, **Event Studies: Theory, Research and Policy for Planned Events**, 2007
- Julia Rutherford, **Risk Management for Meetings and Events**, Silvers 2007

Web Resources:

- <http://www.eventbusinessacademy.com>
- <http://www.eventmanagerblog.com>
- <http://www.slideshare.net>
- <http://www.ijemr.org>
- <http://www.afaqs.com>
- <http://www.eventfaqs.com>

4.7 Industry Exposure/Internship

Objective

The purpose of the internship is to provide hands-on experience of the media industry to the students in the real life settings so that they could understand various theoretical aspects of media in the proper context. Internship would also help them realise the working conditions and environment of media industry that will ultimately facilitate their skills and confidence along with the ability to adapt to media environment.

Place of Internship

Internship can be carried out in any national, regional or local media organisation i.e. newspaper, radio or television channel, new media company, advertising agency, public relations firm/ department, NGO, government organisation, corporate house etc. with consent of the head of the Centre.

Duration

The internship will be of minimum four weeks. The period may include summer break. The students can go for internship only after the examinations of eighth semester.

Evaluation

After completion of the internship students will submit a detailed internship report containing a certificate of internship and narrating experiences during internships in a prescribed proforma prepared by the Centre. Each student will also give a presentation on the same in the Centre. Internship report and presentation will be evaluated by a panel of three teachers constituted by the Head of the Centre.

Marks Distribution

Internship Report – 80

Internship Presentation – 20

Total Marks - 100