

BHUPEN HAZARIKA SCHOOL OF MASS COMMUNICATION

**KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY
(KKHSOU)**

GUWAHATI-781022



SYLLABUS

MASTER OF ARTS IN JOURNALISM AND MASS COMMUNICATION

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

SYLLABUS

MA IN JOURNALISM AND MASS COMMUNICATION

PROGRAMME'S MISSION AND OBJECTIVES:

M.A in Journalism and Mass Communication is being offered by the Discipline of Mass Communication under the Bhupen Hazarika School of Mass Communication, Krishna Kanta Handiqui State Open University (KKHSOU). This programme has been thoroughly revised in accordance with the UGC Regulations on Open and Distance Learning, 2020. Syllabus of this Programme have been finalized after a series of deliberations and discussions with academic experts in the respective field from Universities of repute, viz., Gauhati University and Tezpur University as well as stalwarts from the industry. The quality of Curriculum and Syllabi of this programme has been so designed to accommodate the recent developments in the field of higher education in general and the subject in particular.

Communication is the mainstay of the people living in different parts of the world. In fact, it is an all-encompassing activity or process that has far-reaching utility and influence over humanity. As such, it becomes imperative for the common masses to understand how the process of communication works and what impact it has on our lives. Thus, the main mission of this department is to impart blended learning to the learners and keep them abreast of the present media scenario and to contribute to the accomplishment of University's mission of providing quality education beyond barriers.

This Programme will be of interest to academicians, practitioners, professionals, researchers, learners and general readers who are interested in understanding the dynamics of mass communication. The major highlight of the Programme is to show the relevance and significance of dynamics of communication in every walk of human life.

Objectives : The M.A. Programme in Journalism and Mass Communication that is being offered by KKHSOU has been prepared confirming the mission and goals of KKHSOU. This programme would contribute to the mission and goals of KKHSOU by fulfilling the following objectives-

- i. To equip the learners with potential skills in order to enable them to enter the competitive markets in journalism and mass communication
- ii. To create an awareness among the learners about the world of mass communication and journalism
- iii. To bring about a holistic development in the overall wellbeing of the learners.
- iv. To equip the learners with the emerging concepts of science communication, media management, film studies and communication research.
- v. To make the learners understand crucial terms and concepts underlying the process of media creation.
- vi. To enable the learners to discuss media-related news in terms of its cultural, social, ethical, political and economic significance.

NATURE OF PROSPECTIVE TARGET GROUP OF LEARNERS:

This Programme is intended for those learners who want to know the subject and want to make a career in the field of journalism and mass communication. Special emphasis has been given on those learners who have passed Bachelor's Degree/P.G Diploma (or any equivalent degree) examination from any recognized examination board and want to get into any professional position such as a reporter, journalist, news anchor, news producer, etc. This programme will be of interest for all those who focus on mass media and interpersonal communication as channels vis-à-vis the critical issues for social, economic, cultural and global impacts. Thus, this course aims to provide quality education, knowledge and training to-

- a. The students who are desirous of obtaining a Masters Degree in Journalism and Mass Communication.
- b. People willing to earn for a living and learning at the same time.
- c. Learners specially women and from other marginalized sections who could not complete their higher education in time owing to certain family or societal issues
- d. Employed/self-employed persons with a penchant for higher education and learning skills
- e. People who would like to hone their professional skills

- f. People living in rural and remote area and other disadvantageous conditions but desirous of higher education in Journalism and Mass Communication.

COURSE DISTRIBUTION

The semester-wise distribution of the different courses of the M.A programme in Journalism and Mass Communication is as follows:

Type of Course	Semester I	Semester II	Semester III	Semester IV
DSC	Course 1: Concept of Communication	Course 7: Reporting for Print	Course 13: Media Sociology	Course 18: Communication Research
DSC	Course 2 : Communication Theory	Course 8 : Editing for Print	Course 14: Electronic Media-Radio	Course 19: Science Communication
DSC	Course 3: Media Laws and Ethics	Course 9: Advertising and Public Relations	Course 15: Electronic Media-Television	Course 20: Film Studies
DSE/Minor	Course 4 : Media Studies	Course 10 : New Media and Computer Application	Course 16: Development Communication & International Communication	Course 21: Media Management
AEC	Course 5: English for Media Studies		Course 17: Writing for the Media	

VAC	Course 6: Traditional Media	Course 11: Advertising Strategy		
		Course 12: Seminar		Course 22: Project/Dissertation

In this regard, the following points may be noted :

- i. For Course 22, the learners will have to appear for a viva which would be conducted at some designated study centres situated at different government approved colleges. This viva will be based on the dissertation/audio-visual project that will be submitted by the learners.

Credit Distribution: The Credit Distribution of different courses of the MA programme in Journalism and Mass Communication is as follows:

Type of Course	Semester I	Semester II	Semester III	Semester IV
DSC	Course 1: Concept of Communication	Course 7: Reporting for Print	Course 13: Media Sociology	Course 18: Communication Research
	4 Credits	4 Credits	4 Credits	4 Credits
DSC	Course 2 : Communication Theory	Course 8 : Editing for Print	Course 14: Electronic Media-Radio	Course 19: Science Communication
	4 Credits	4 Credits	4 Credits	4 Credits

DSC	Course 3: Media Laws and Ethics	Course 9: Advertising and Public Relations	Course 15: Electronic Media- Television	Course 20: Film Studies
	4 Credits	4 Credits	4 Credits	4 Credits
DSE/Minor	Course 4 : Media Studies	Course 10 : New Media and Computer Application	Course 16: Development Communication & International Communication	Course 21: Media Management
	4 Credits	4 Credits	4 Credits	4 Credits
AEC	Course 5: English for Media Studies		Course 17: Writing for the Media	
	4 Credits		4 Credits	
VAC	Course 6: Traditional Media	Course 11: Advertising Strategy		
	2 Credits	2 Credits		
		Course 12: Seminar		Course 22: Project/Dissertation
		4 Credits		8 Credits

The overall weightage of the MA programme in Journalism and Mass Communication is of 88 credits, as per UGC & NEP guidelines.

Home Assignment

Assignments are a part of the teaching-learning process and are compulsory. Assignments are evaluated and feedback is communicated to the learners by giving back the assignments with evaluator's comments. Such assignments are collected again by the Study Centres at the time of issuing admit cards and are stored in the study centre's office till the end of next semester, for verification by the University, failing which might lead to withheld of result.

Dissertation/Audio-visual project

Every learner will have to carry out either a dissertation or prepare an audio/audio-visual programme in the fourth semester. In case of project report, a learner will have to choose a specific topic related to any form of mass communication / journalism/public relations/ advertising/media etc. and prepare a comprehensive project report after doing an in-depth study of the topic. The topics will be decided in consultation with recognized Course Counsellors or media scholars, researcher or media professionals. For doing the project work, a project guideline has been provided in the University website: www.kkhsou.in . As far as the audio/audio-visual production is concerned, the learner will have to prepare an audio (for eg - radio drama) or audio-visual clip (e.g. short film or documentary) on any area of communication/media along with the script. The audio clip can be submitted in AVI, MP3 or in WAV format. Audio-visual files can be submitted in MPEG, MP4, m4v, DAT or VOB formats.

Detailed syllabi of the courses have been attached in ***Annexure II***.

ANNEXURE I

MASTER OF ARTS

JOURNALISM AND MASS COMMUNICATION

Programme Structure: The MA programme with Journalism and Mass Communication has a total of 22 courses including seminar and project/dissertation.. These courses are-

SEM	SEMESTER-WISE COURSES	Type of Course	Credits
I	1. Concept of Communication 2. Communication Theory 3. Media Laws & Ethics	Discipline Specific Core (DSC) (Major)	3×4=12
	4. Media Studies	Discipline Specific Elective (DSE) (Minor)	4
	5. English for Media Studies	Ability Enhancement Course (AEC)	4
	6. Traditional Media	Value Added Course (VAC)	2
II	7. Reporting for Print 8. Editing for Print 9. Advertising and Public Relations	Discipline Specific Core (DSC) (Major)	3×4=12
	10. New Media and Computer Application	Discipline Specific Elective (DSE) (Minor)	4
	11. Advertising Strategy	Value Added Course (VAC)	2
	12. Seminar		4
III	13. Media Sociology 14. Electronic Media-Radio 15. Electronic Media-Television	Discipline Specific Core (DSC) (Major)	3×4=12
	16. Development Communication & International Communication	Discipline Specific Elective (DSE) (Minor)	4

	17. Writing for the Media	Ability Enhancement Course (AEC)	4
IV	18. Communication Research 19. Science Communication 20. Film Studies	Discipline Specific Core (DSC) (Major)	3×4=12
	21. Media Management	Discipline Specific Elective (DSE) (Minor)	4
	22. Project/Dissertation	Project	8
	Total Credits		88

ANNEXURE II
DETAILED SYLLABUS

SEMESTER I

DSC 1: CONCEPT OF COMMUNICATION

Credits: 4

Course Objectives:

- To provide learners an introduction to the world of communication
- To provide knowledge about the entire process of communication
- To provide knowledge about the role and impact of communication on the society

Course Outcomes:

On completion of this course, the learners will be able to-

- Acquire knowledge on the field of communication
- describe the process of communication along with the elements of communication
- Analyse the impact of communication and its role in social change

Unit – 1: CONCEPT OF COMMUNICATION

Communication, Definition- how communication takes place, need for communication, Human communication

Unit – 2: BRIEF HISTORY AND DEVELOPMENT OF COMMUNICATION

From stone age to digital era, Early communication systems in India, present status of mass media in India, Timeline of human communication

Unit- 3: JOURNALISM IN INDIA

History of the press in India, Early efforts in publishing newspapers in India- The early stages and the English East India Company, Role of media in freedom struggle – The anti-British sentiment and the media, The English Press : Nationalist and Pro-British

Unit-4: FUNCTIONS OF COMMUNICATION

Functions of communication – functions of Communication in different contexts, Functions of Communication according to Lasswell, Functions of Communication according to McQuail, Theory of communication by Marshall McLuhan, Other functions of Communication

Unit-5: TYPES OF COMMUNICATION

Communication; Types of Communication, Levels of Communication, Classroom Communication

Unit- 6 : COMMUNICATION METHODS

Process of Communication, Methods of Communication, Oral Communication, Data Communication, Concept of Networking, Intra-Management Communication, Organisational Communication, Vertical communication, horizontal Communication, Symmetrical Communication and Complementary Communication

Unit -7: COMMUNICATION BARRIERS

Barriers of Communication, Types of communication barriers, Concept of noise, Types of noise

Unit -8: MASS COMMUNICATION

Mass Communication – Definition, Characteristics of Mass Communication, Types of mass communication, Functions of mass communication, Evolution of Mass Communication, Mass Media

Unit -9 : PROCESS OF COMMUNICATION

How communication takes place, the elements of communication – sender, receiver, message, channel, feedback

Unit- 10: COMMUNICATION AND SOCIETY

Role of communication in society; Why communication is important, Impact of society on communication processes, Communication and social change, Communication and culture, Information Society, New Information Order

Unit -11: MEDIA AUDIENCE

Definition of Media Audience, A brief history of Media Audiences, Audiences and New Media, Types of Audiences, Audience Characteristics, Audience theories

Unit- 12 : GRASSROOTS COMMUNICATION

What is Grassroots Communication ? Grassroots Communication Planning, Participatory Communication Planning, The Phases of Grassroots Communication Planning, Grassroots Advocacy Campaigns, Steps for Successful Grassroots Advocacy Campaigns, Effective Media Strategy

Unit -13: COMMUNICATION AND CULTURE

Communication, Culture- Culture in detail, Communication and culture- Culture in context, Corporatization of culture

Unit -14 : COMMUNICATION AND POPULAR CULTURE

Contemporary popular culture studies, Role of communication in popular culture in reference to music, Corporatization of culture in reference to popular music, Music on the internet, mass media as a cultural institution

Unit – 15 : CULTURAL COMMUNICATION

Concept of cultural communication, Selected conceptualizations and approaches linking culture and communication, Introduction to Intercultural Communication, Adaptation , Defining Acculturation – Communication model for Acculturation, Multivariate immigration adaptation model, Core components of Cultural Communication- Perception, Communication Accommodation Theory

Reading List :

Aggarwal, Vir Bala, V.S Gupta (2002) *Handbook of Journalism and Mass Communication*. New Delhi : Concept Publishing Company

Agrawal, Namita (2007) *Theories of Communication and Mass Media*. Jaipur : Book Enclave

Desai, Amit (2003) *Journalism and Mass Communication*. New Delhi : Reference Press

Gaur, Sanjay (2006) *Dynamics of Mass Society and Communication*. Jaipur : Book Enclave

Narula, Uma. (2006) *Communication Models*. New Delhi : Atlantic Publishers & Distributors.

Verma, N.K (2006) *Handbook of Mass Communication*. New Delhi : Sumit Enterprises

DSC 2 : COMMUNICATION THEORY

Credits:4

Course Objectives:

- To familiarize learners with the different communication theories and models and their importance
- To provide understanding of the various contexts of communications taking place in society
- To provide knowledge about the importance of communication theories and models in the society

Course Outcomes:

On completion of this course, the learners will be able to-

- recognize the various contexts in which communication takes place
- determine the usefulness of a communication theory and model
- analyse the relationship between communication and society

Unit 1: CONCEPT OF COMMUNICATION MODEL & THEORY

Concept of communication Theory, Concept of communication Model, Evolution of Communication Theories and Models

Unit 2 : BASIC COMMUNICATION MODELS

Concept of Communication Model, Uses of Communication Models, Types of Communication Models, Linear Models, Interactive Model, Transactional Model

Unit 3: COMMUNICATION MODELS – I

Basic Models – SMR, SMCR, Aristotle's Model, Circular Model

Unit 4: COMMUNICATION MODELS – II

Lasswell's Model, Shannon and Weaver's model, Diffusion of Innovations Model

Unit 5: COMMUNICATION MODELS – III

Katz and Lazarsfeld's two step flow model, White's Gatekeeping Model, Westley and MacLean's Conceptual Model

Unit 6: COMMUNICATION MODELS – IV

Newcomb's Model, Gerbner's Model, Watzlawick, Beavin and Jackson's Model & Dance Model

Unit 7 : COMMUNICATION EFFECTS THEORIES - I

Communication Effects Theories, Hypodermic or Bullet Theory, Uses and Gratification Theory, Cognitive Dissonance Theory, Agenda Setting Theory, Cultivation Analysis

Unit - 8: COMMUNICATION EFFECTS THEORIES – II

Social Learning Theory, Dependency Theory, Spiral of Silence Theory, Heider's Balance Theory

Unit - 9: NORMATIVE THEORIES

Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Soviet Communist Theory, Development Communication Theory, Democratic Participation Theory, Indian Theory of Communication

Unit 10: DEVELOPMENT COMMUNICATION MODELS

Lerner Model of Development, Mass Media in Modernization, The Bullet Theory model, Further discussion on Lerner's Model of Development, Wilbur Schramm on modernization and the Mass Media, Critiquing Lerner's Model of Development, The Diffusion of Innovations Theory, Roger's Basic Diffusion Model, Deviating from the Early Diffusion of Innovations Theories, Early Models of Mass Media Communication in Developing Countries, The major characteristics of the Diffusion Model

Unit 11: INTERNATIONAL COMMUNICATION MODELS

International communication, Elements in the study of International Communication, The Context of the New World Information and Communication Order, How the New World Information and Communication Order came into being, Factors for the success of the NWICO, Global Communication Model, Global Interdependency Model, Global Technology Networking Communication Model – 1 & 2

Unit 12: COMMUNICATION MANAGEMENT MODELS

Introduction to Communication Management , Research in Communication Management , Communication Management Models – Knowledge Management Model, Conflict Management Model, Conflict Process Model, Conflict Variables Model, Some issues that contribute to the importance of communication management

Unit 13: MODELS OF PUBLIC COMMUNICATION OF SCIENCE AND TECHNOLOGY

Models of Public Communication of Science and Technology- Deficit Model, The Contextual Model, Lay-expertise Model, Public Participation Model

Unit 14 : COMPARATIVE ANALYSIS OF ANY TWO COMMUNICATION MODELS (PRACTICAL BASED UNIT)

This is a practical based unit where the learners will have to choose any two communication models of their choice based on their reading of the Units above, and make a comparative analysis between the two, while at the same time enlist the importance of the models in the society.

Unit 15 : EVALUATING COMMUNICATION THEORY (PRACTICAL BASED UNIT)

This is another practical based unit whereby the learner will have to critically examine any communication theory of their own choice based on their reading of Units above, and accordingly prepare a report on their importance in a society.

Reading List :

Aggarwal, Vir Bala, V.S Gupta (2002) *Handbook of Journalism and Mass Communication*. New Delhi : Concept Publishing Company

Narula, Uma. (2006) *Communication Models*. New Delhi : Atlantic Publishers & Distributors.

Gaur, Sanjay (2006) *Dynamics of Mass Society and Communication*. Jaipur : Book Enclave

Course Objectives:

- To provide understanding of the legal framework
- To familiarize learners with concepts of freedom of the press and the constitution
- To provide knowledge of basic principles of ethical decision making and truth telling
- To acquaint learners with judicial structure and role of the fourth estate

Course Outcome:

On completion of this course, the learners will be able to-

- Explain the concept of the legal framework
- Define the concepts of freedom of press and the constitution and analyse their importance
- Describe basic principles of ethical decision making and truth telling
- Identify the judicial structure and role of fourth estate

UNIT-1: CONSTITUTIONAL RIGHTS

Concept of Fundamental Rights, Types of Fundamental Rights, Fundamental Rights under the Constitution of India, Concept of Freedom of Speech and Expression, Constitutional Guarantees and Limitations, Concept of Directive Principles of State Policy, Differences between Fundamental Rights and Directive Principles of State Policy

UNIT-2: EMERGENCY PROVISIONS AND PARLIAMENTARY PRIVILEGES

Early communication systems in India, role of media in India: freedom struggle and role of media, pre-independence era of mass media, development of mass media in post independence era

UNIT-3: LEGAL ASPECTS OF MEDIA FREEDOM

Media Freedom, Concept and History of Media Freedom, Media Freedom: Constitutional Guarantees and Reasonable Restrictions, Defamation: Concept and Kinds of defamation, Defamation and Law Liabilities of Different Persons as regards Defamation, Official Secrets Act, 1923, Right to Information: Concept, Right to Information: A Human Right Right to Information, International Standards Right to Information: Indian Perspectives Right to Information Act, 2005.

UNIT-4: INTRODUCTION TO ETHICS

Ethical thinking, Different ethical philosophies- Absolutist Ethics, Moral Absolutism, Ethical relativism, Existential Ethics, Situational Ethics, Evolutionary Ethics, Descriptive Ethics , Applied Ethics, Bio-ethics, Environmental Ethics, Business Ethics

UNIT-5: RIGHTS OF JOURNALISTS

Press Council of India, Ethics of Journalism, Working Journalists and Other Newspaper Employees (Conditions of Services & Miscellaneous Provision) Act, 1955 Prasar Bharati (Broadcasting Corporation of India) Act, 1990 Recommended books

UNIT-6: MEDIA FREEDOM

Media freedom, Need for restraint on media freedom, Media and importance of ethics, Media Code of Ethics, Common elements of Media Code of Ethics, Plagiarism, Compliance of Ethical Standards, Right of Reply

UNIT-7: MEDIA AND PRIVACY

Media and Intrusion into Privacy, Privacy under International Law, Privacy and Indian Legal Provisions, Sensationalism: Development of the Concept, Sensationalism in Electronic Media, Sting Operations, Operation West End: Tehelka.com, Sting operations in Movies, Novels, Comics and TV Serial, Paparazzi and Celebrities, Restrictions on Paparazzi and Laws, Yellow Journalism, Yellow Journalism Today

UNIT- 8: ETHICS IN PHOTOJOURNALISM

Ethics in Photojournalism, What is Photography, Ethics in Photojournalism, Plagiarism in Photography, Photographers' Code of Professional Conduct, Use of Photoshop and publishing of digital photographs, Code of Ethics and Photoshop, Photojournalism, Internet and Ethics-What is Internet, Photography on the World Wide Web (www), Examples of Manipulated Photographs on the Internet

UNIT-9: ETHICS IN ADVERTISING & PUBLIC RELATIONS

Ethics in advertising, Ethical and moral principles of advertising, Advertising Standards Council of India (ASCI), ASCI's Mission and Objectives, ASCI and Its principles, Ethics in advertising of medicine, Ethics in Public Relations, Public Relations in the US, Public Relations Society of India (PRSI) & PR Codes

UNIT-10: REGULATORY ORGANISATION

Ombudsman, Press Ombudsman, Press Ombudsman in India, Readers' Editors, Press Commission, the First Press Commission in India, Recommendations of the First Press Commission, Second Press Commission and its Recommendations, Press Council, Press Council of India (PCI), PCI: Complain Procedure, PCI and Principles of Media, Broadcasting Services Regulation Bill, 2006

UNIT-11: MEDIA SELF-REGULATION

Self-regulation, Media Self-regulation, Code of conduct of different organizations for media personnel, Editors' Guild of India, All India Newspaper Editors' Conference (AINEC), The Indian Newspaper Society (INS)-Objectives, Administration and Functions.

UNIT-12: MEDIA LAWS RELATED TO PRINT MEDIA IN INDIA

Press laws in pre and post Independence era in India, Press laws in pre-Independence era- First Press Regulations, 1799, Gagging Act, 1857, Press and Registration of Books Act, 1867, The Vernacular Press Act, 1878, The Newspapers (Incitement to Offences) Act, 1908, The Indian Press Act 1910, The Bold and Fearless Press & its Oppression by the Indian Press (Emergency Powers) Act 1931, Foreign Relation Act 1932, Press laws in pre-Independence era- The Press Objectionable Matters Act, 1951, Drug and Magic Remedies (Objectionable Advertisement) Act, 1954, Delivery of Books and Newspapers (Public Libraries) Act, 1954, Young Persons (Harmful Publications) Act, 1956, The Newspaper (Prices and Pages) Act, 1956, The Parliamentary Proceedings (Protection of Publication) Act, 1956, The Copyright Act 1957, Children Act, 1960, Defence of India Act, 1962, Press Council Act, 1965, Civil Defence Act, 1968, Contempt of Courts Act, 1971, Press Council Act, 1978

UNIT-13: ETHICAL ASPECTS OF RESEARCH

Research process and ethics, Responsibility of a researcher, Ethical issues pertaining to research

UNIT-14: MEDIA FREEDOM ACROSS THE GLOBE

Concept of Media freedom, Dominant models, Media's role in Politics

Unit-15: MEDIA AND SENSATIONALISM

Sensationalism: Development of the Concept, Sensationalism in Electronic Media, Sting Operation, Operation West End: Tehelka.com

Reading List:

- Aggarwal, Vir Bala, V.S Gupta (2002) *Handbook of Journalism and Mass Communication*. New Delhi : Concept Publishing Company
- Datta, K.B. (2010) *Modern Handbook of Media Ethics*. New Delhi : Ekta Books Distributors
- Day, Loius Alvin (2006) *Media communication Ethics*. New Delhi : Cengage Learning
- Fitzpatrick, Kathy, Carolyn Bronstein (2006) *Ethics in Public Relations*. USA : Sage Publications
- Menin, P.K. (2005) *Journalistic Ethics*. Jaipur : Pointer Publishers
- Plaisance, Patrick Lee (2009) *Media Ethics*. USA : Sage Publications
- Sharma, Jitendra Kumar (2005) *Ethics of Journalism in Transition*. New Delhi : Authorspress

DSM 1: MEDIA STUDIES

Credits: 4

Course Objectives:

- To provide an overview of the different types of mass media
- To provide knowledge about the functional process of the media industry
- To provide ground for analyzing the usefulness of different media forms in the society

Course Outcomes:

On completion of this course, the learners will be able to-

- describe the various forms of media and their functionality
- critically analyze the media forms and their role in society
- examine how the media industry and media content shape our views

UNIT - 1 : THE MASS MEDIA

Media of Mass Communication, Characteristics of different mass media, Audience, Reach and Access, Role of media, Creating public opinion, Agenda-setting role

UNIT - 2 : DEVELOPMENT OF MASS MEDIA

Early Communication systems in India, Role of media in India, Freedom struggle and the role of media, Pre-independence era of mass media, Development of Mass Media in the Post Independence Era –Press, Television, Radio, Films, Advertising, Public Relations

UNIT - 3 : TRADITIONAL FOLK MEDIA

Traditional Folk Media, Advantages of Traditional Folk Media, Folk Media Reflects Social Changes , Traditional Folk Media as Development Media

UNIT - 4 : PRINT MEDIA

Print media – an introduction, Types of Print Media, Relevance and importance of Print Media — Problems and prospects, History of newspaper - World scenario, Indian scenario, Newspaper categories and formats

UNIT - 5 : AUDIO MEDIA - RADIO

What is audio media?, Audio media vs print media vs audio-visual media, Radio Contents, Classification of programmes, Various radio programmes, Assamese programmes on radio, The elementary knowledge of radio productions

UNIT - 6 : VISUAL MEDIA: PHOTOGRAPHY

Concept of Photography, Photography – Basic Idea, Beginning of Photography, Still photography, Technical concepts of Photography, Types of Camera, Types, Parts of a still camera, Movie Camera, Shots and Camera Movements- Shot, Camera Movement

UNIT – 7 : PHOTOJOURNALISM

Concept of photojournalism, Basics of photojournalism, Photo feature or Photo essay, qualities of a photojournalist, ethics of photography, writing and editing captions

UNIT – 8 : AUDIO-VISUAL MEDIA: FILM

Film as a mass medium - Characteristics of film, Audience, Impact of film on audience, Film as an industry, Art and Commercial movie, Concept of film appreciation, Film in India- Regional film, Assamese film, A few important film makers of India, Central Board of Film Certification, Concept of documentaries

UNIT - 9 : AUDIO VISUAL MEDIA: TELEVISION

Introduction to Television, Brief History of Television in India, Doordarshan

UNIT – 10 : TELEVISION PROGRAMMES AND PRODUCTION

Television programmes – new items, current affairs programme, Television production, Writing for television

UNIT – 11 : INTRODUCTION TO NEW MEDIA

Concept of new media- Definition, Difference between conventional media and new media, Characteristics of new media, Most common vehicles of new media

UNIT-12 : REPORTING FOR MEDIA

Concept of Reporting, The News Reporter- Qualities, Responsibilities, Basic facts about reporting

UNIT - 13 : MEDIA CONVERGENCE

Convergence – an introduction, Relevance of convergence in the present circumstances, Impact of convergence on conventional forms of media

UNIT-14 :WRITING FOR RADIO PROGRAMME (PRACTICAL BASED)

Prepare a detailed report for the preparation of a radio programme in the programme format of your choice, based on a minor research, as instructed in the unit.

UNIT 15: FILM REVIEW (PRACTICAL BASED UNIT)

Film review is a great way of analyzing a film by way of expressing your opinion of a movie. In this unit, learners will be required to submit a report on film reviews of any two films of their own choice. One film should be any English language film and the other should be on any Indian languages/dialects.

Reading List :

Aggarwal, Vir Bala, V.S Gupta (2002) *Handbook of Journalism and Mass Communication*. New Delhi : Concept Publishing Company

Narula, Uma. (2006) *Communication Models*. New Delhi : Atlantic Publishers & Distributors.

Desai, Amit (2003) *Journalism and Mass Communication*. New Delhi : Reference Press

Course Objectives:

- To familiarise the learners with the process of writing for the media
- To identify the specific use of English in the field of media
- To equip learners with basic writing skills required for media

Course Outcomes:

On completion of this course, the learners will be able to-

- Familiarize with the process of writing for different forms of media
- Make proper utilization of English language in media
- Acquire the basic writing skills in English

Unit - 1: INTERVIEWING AND NOTE TAKING

Definition of Interview, preparing for interview, conducting the interview, text of interview, language for audio-visual interview, note taking

Unit -2 : EDITORIAL WRITING

Defining Editorial, Introduction to the editorial page, writing the editorial, rules for Editorial writing, writing the Feature, writing the Article, writing the middle, Letters to the Editor

Unit -3 : ART OF COLUMN WRITING

Types of columns, distinguishing characteristics of an op-ed, steps to be followed while writing a column

Unit - 4: ELEMENTS OF GOOD WRITING

Characteristics- precision, clarity in writing, use of simple sentences, grammar and punctuation, avoiding clichés, pacing, use of transitions

Unit-5 : PREPARING COPY

Copy editing- use of quotes, paraphrases, attribution, writing the lead, grammatical mistakes- confusion in the use of 'who' and 'whom', possessive pronouns, use of active voice, copy reading symbols

Unit - 6: MASTERING THE LANGUAGE OF EDITING

Importance on vocabulary, sentence construction, participles, pronouns, verbs, nouns, foreign words, prepositions, paragraphs, selection of right words

Unit -7 : REVIEW WRITING

Book review- fiction, adverse criticism, non-fiction, the collection, poetry, drama, Steps to be followed while doing a book review, drama review, Film review

Unit -8 : NEWS WRITING

Language and style of Indian Media, Language and style for print and cyber media, Language and style for Radio, Language and style for Television

Unit -9 : HEADLINE WRITING

Meaning of headline, Types of headline, Functions of a headline, Factors to be kept in mind while writing headlines, Headline writing skills- use of verbs, use of Articles and Voices, Use of Decks, The Five Ws, use of short synonyms, Abbreviations, Punctuation, Line Balance, Guidelines for headline writing

Unit -10 : WRITING FOR ADVERTISING COPY

Introduction, Key concepts in advertising, Copywriting, Radio copy, Television copy

Unit -11 : WRITING AND REWRITING FOR PUBLIC RELATIONS

Preparing news releases- Announcement releases, Backgrounders, Position Papers, Tip Sheets, Rewriting news releases, Writing newsletter stories

Unit -12 : GRAMMAR AND USAGE

Sequence of tenses, Voice, Narration, Punctuation, Vocabulary

Unit -13 : COMMON ERRORS IN THE USE OF ENGLISH LANGUAGE

Errors of concord, Errors of construction, Errors of order, Errors in prepositions, Errors in conjunctions

Unit -14 : REPORTING PUBLIC SPEECH

Reporting public speeches- background information, covering the speech, using a prepared text, writing the speech story for print

Reading List:

- Chaturvedi, S.N. (2007), Dynamics of Journalism and Art of Editing, Cyber Tech Publications, New Delhi
- Hough, George A. (2006), News Writing, Kanishka Publishers, Distributors, New Delhi
- Kamath, M.V (2005), The Journalist's Handbook, Vikas Publishing House Pvt Ltd, New Delhi

- Lorenz, Alfred Lawrence, John Vivian (2006), News : Reporting and Writing, Dorling Kindersley, New Delhi
- Parthasarathy, Rangaswami (2006), Basic Journalism, Macmillan India Ltd., New Delhi
- Singh, Chandrakant P. (1999), Before the Headlines, Macmillan India Limited, New Delhi
- Sissons, Helen (2006), Practical Journalism : How to Write News, Sage Publications, UK
- Singh, Bhanu Pratap (2011), Art of Editing, Anmol Publications Pvt Ltd, New Delhi
- Wrinn, Mary J.J. (2008), Elements of Journalism, Cosmo Publications, New Delhi

VAC 1 : TRADITIONAL MEDIA

Credits: 2

Course Objectives:

- To impart understanding of the folk forms of communication media throughout the ages
- To provide knowledge on the relationship of human society with these media forms
- To provide understanding on the usefulness and impact of traditional media on the society

Course Outcomes:

On completion of this course, the learners will be able to-

- identify the folk forms of communication media throughout the ages
- explain the relationship of human society with these media forms
- describe the usefulness and the impact of traditional media on the society

Unit-1 : TRADITIONAL FOLK MEDIA

Traditional folk media- An introduction, Nature of traditional folk media, communication through traditional folk media, traditional media as a part of socio-cultural and ritual communication

Unit – 2 : FEATURES OF TRADITIONAL FOLK MEDIA

Traditional media as a mass medium, features and characteristics of traditional folk media- its advantages and disadvantages, storytelling as the core of traditional media

Unit-3: TRADITIONAL MEDIA IN INDIA

History and growth of traditional media in India- A brief overview of some of the traditional folk media forms of India; Applications of traditional media for development purposes

Unit – 4: TECHNOLOGICAL IMPLICATIONS ON TRADITIONAL FOLK MEDIA

Impact of electronic media on traditional media; Mass communication media vis-à-vis Folk Culture; Success stories of the use of traditional media as a catalyst of social change and development

Unit – 5 : TRADITIONAL MEDIA FOR DEVELOPMENT COMMUNICATION

Development Communication and Traditional Media – Development Communication, Traditional media as development media; How to use traditional folk media for development communication

Unit – 6 :TRADITIONAL FOLK MEDIA AND INDIAN CULTURE

Features of Folk Tradition- features of folk tradition, role of traditional media, Media for Communicating Social Ethos- traditional media and social ethos, modern mass media and social ethos, Folk media as a platform for disseminating information about Indian culture

Unit- 7 : RELEVANCE OF TRADITIONAL FOLK MEDIA

Traditional folk forms in rural India- folk theatre, folk songs, narrative forms, religious discourse, puppet show, Impact on rural development, Uses in different fields.

Reading List:

- Kumar, Keval J. (2007), Mass Communication in India, Jaico Publishing House, Mumbai
- Parmar, Shyam (1994), Traditional Folk Media in India, Research Press
- Ranganath, H.K. (1980), Folk Media and Communication, Chinthana Prakashana,
- Vijaya, N. (1988), Role of Traditional Folk Media in Rural Areas, Gian Publishing House, Andhra Pradesh

SEMESTER II

DSC 4 : REPORTING FOR PRINT

Credits: 4

Course Objectives:

- To provide learners the knowledge about reporting for the print media
- To equip learners with the skills required for a professional news reporter
- To familiarize learners with concepts of news, beat reporting and news values

Course Outcomes:

On completion of this course, the learners will be able to-

- Identify the various qualities required to be a good reporter
- Describe the different concepts related to reporting for print media
- Acquire the skills needed to cover a news story for a print media organization

UNIT- 1: CONCEPT AND DEFINITION OF NEWS

Concept of News- Definition, Types of news

UNIT- 2: NEWS VALUES

News values, Objectivity and Authenticity

UNIT- 3: CONCEPT OF REPORTING

Concept of Reporting, exclusive news, scoop

UNIT- 4: BEING A GOOD REPORTER

The News Reporter – Qualities, Responsibilities

UNIT- 5: SOURCES OF NEWS

Concept of source of news - source for a reporter, how reporters gather information- various sources

UNIT- 6: TYPES OF REPORTING

Types of reporting- objective, interpretative and investigative

UNIT- 7: BEAT REPORTING

Beat Reporting , Some important beats

UNIT- 8: INTERVIEWING AND NOTE-TAKING

Interview- What is interview ? , Preparing for Interview, Conducting the interview- Telephone interview, face to face interview, Text of interview, Language for Audio-visual Interview, note Taking – note taking for print media, note taking in meetings, note taking for electronic media- radio

UNIT- 9: CONCEPT OF NEWS WRITING

Characteristics of a Good News Report, A few well written news reports, column writing – columns and columnists, types of columns, column writing tips

UNIT- 10: STRUCTURE OF NEWS

Structure of a news story, how to write the copy

UNIT- 11: PRINCIPLES OF GOOD WRITING

Language and style of Indian media, Language and style for print and cyber media

UNIT- 12: WRITING FOR DIFFERENT AREAS

A Meaningful Relationship between Mass Media and Readership, Culture and Avenues for Reporting Cultural Matters, Sports Reporting, Reporting on Political Issues, Conflict Reporting

Reading List:

- Aggarwal, Vir Bala (2006) *Essentials of Practical Journalism*. New Delhi : Concept Publishing Company
- Chakravarty, Suhas, N.C Pant (2009) *News reporting, presentation and style*. New Delhi : Kanishka Publishers, Distributors.
- Ganesh, T.K. (2006) *News reporting and editing in digital age*. New Delhi : Gnosis.
- Ganesh, T.K (2008) *Essentials of Mass Media Writing* . New Delhi : Authorspress
- Tripathy, Manoranjan (2007) *Introduction to News Reporting*. New Delhi : Authorspress.
- Usmani, B.D (2007) *Writing and reporting in modern journalism*. New Delhi : Anmol Publications Pvt. Ltd.

Course Objectives:

- To familiarize learners with the basics of news editing
- To acquaint learners with the process of writing effective headlines
- To equip learners with skills of page layout, page design and editing techniques

Course Outcomes:

On completion of this course, the learners will be able to-

- Explain the process of editing and the different related concepts
- Acquire the skills to write headlines, columns and features
- Identify the editing techniques for a good page design and layout

UNIT- 1: CONCEPT OF EDITING

What is editing ? Definition

UNIT- 2: NEWS ROOM SET-UP

News room set-up , Role of editors

UNIT- 3: BEING A GOOD EDITOR

Concept of a Good Editor, Qualities AND responsibilities of an Editor, Ethics of an Editor

UNIT- 4: NEWS EDITING

Concept of news editing, Principles of Copy Editing

UNIT- 5: HEADLINES

Headline types and styles

UNIT- 6: PHOTO EDITING

Photo Editing- Qualities of a good photograph, Cropping and scaling

UNIT- 7: NEWS AGENCY AND EDITING OF AGENCY COPY

News agencies, Role and Functions, History of News Agencies in India, Important News Agencies, Editing Wire Copy

UNIT- 8: EDITING SYMBOLS AND PROOF READING

Language Editing, language for explaining graphs, charts, maps, Proof Reading

UNIT- 9: PAGE MAKE-UP AND LAYOUT

Page layout, Page make-up

UNIT- 10: REVIEW AND COLUMN WRITING

Techniques of writing reviews – writing book review, writing film review, writing play review, writing musical review, column writing

UNIT- 11: GRAMMAR AND USAGE

Sequence of tenses, voice, narration, punctuation, common errors, vocabulary

UNIT- 12: WRITING FOR DIFFERENT AREAS

Importance of political writing, how to write a political news, reporting conflicts

Reading List:

- Aggarwal, Vir Bala (2006) *Essentials of Practical Journalism*. New Delhi : Concept Publishing Company
- Bhattacharjee, Shymali (2010) *News Coverage, Reporting and Editing*. New Delhi : Kanishka Publishers, Distributors.
- Chaturvedi, S.N (2007) *Dynamics of Journalism and Art of Editing*. New Delhi : Cyber Tech Publications.
- Puri, Manohar (2006) *Art of Editing*. New Delhi : Pragun Publications.
- Singh, Bhanu Pratap (2011) *Art of Editing*. New Delhi : Anmol Publications Pvt. Ltd.

DSC 6: ADVERTISING & PUBLIC RELATIONS

Credits: 4

Course Objectives:

- To provide knowledge on the concepts of advertising and public relations
- To impart skills required for a PR or advertising professional
- To provide understanding of the role of advertising and PR

Course Outcomes:

On completion of this course, the learners will be able to-

- explain the concepts of advertising and public relations
- identify the skills required for a PR or advertising professional
- analyze the role of advertising and PR in the society

Unit – 1: CONCEPT OF ADVERTISING

Concept of Advertising : Concept, Objectives, Function; Classification of Advertising – classification based on function, classification based on region, classification based on target markets, classification based on company demand , classification based on desired responses , classification based on the media used to issue advertisements

Unit – 2: ELEMENTS OF ADVERTISING

Elements of Advertising, Advertisement Layout, Selection of media for Advertising

Unit – 3: ADVERTISING MEDIA

Advertising Media - Concept, Print advertising, Radio advertising, Television advertising; Concept of Media buying and space selling, Impact of advertising

Unit – 4: ADVERTISING AGENCY

Concept of Advertising agency, History, Types of advertising agency, Organizational set up, Ad Manager, Who is an Advertising Manager, The Duties and Responsibilities of an Advertising Manager, The qualities of an Advertising Manager

Unit – 5 : ACTIVITIES OF AN ADVERTISING AGENCY

Advertising agency activity - **Client Servicing, Accounts Service , Media Planning , The Creative Department, The Creative Services Department, The Research Department;** The Duties and the Responsibilities of an Agency, Financial Relation of the Advertising Agency,

Advertising Ownership & Term of Relationship , Advertising Campaign - Concept of Advertising Campaign, Advertising Campaign Strategy, Research for advertising campaign

Unit – 6 : ADVERTISING AND MARKETING

Outdoor Advertising, Film Advertising, Corporate Advertising, Financial Advertising, Social Marketing Concept

Unit-7 CODES OF ADVERTISING

Ethics in Advertising, AAI, ASCI, Codes and guidelines for advertising, General rules of conduct in advertising, Code for Doordarshan, General AIR code, Advertising code and children, Code of standards in relation to the advertising of Medicines and treatment, Cable Television Advertising Codes.

UNIT - 8 : PUBLIC RELATIONS : THE CONCEPT

Nature and scope of Public Relations - Definition of Public Relations, Objectives of Public Relations, Basic Functions of Public Relations, Nature of Public Relations, Growth and Development of Public Relations- PR Pioneers, PR in India, Modern Public Relations in India, Future prospect.

UNIT - 9 : PUBLIC RELATIONS PRACTITIONERS AND ORGANIZATIONS

Propaganda and publicity, Public Relations Officer, Public Relations Officer - Duties and Responsibilities, Qualities of a good Public Relations Officer, Public Relations Organizations in India : PRSI, PRCI, PRCAI.

UNIT - 10 : PUBLIC RELATIONS IN ORGANIZATION

PR set up in an organization, Status of PR department in an Organization, Functions of a PR department, PR campaigns and programmes, Public Relations and crisis management, PR and Code of Conduct

UNIT - 11 : PUBLICS OF PUBLIC RELATIONS

Target audience, Publics of Public Relations: Internal Publics, External Publics; Publicity media for PR : Print Media, Television, Radio, Film, New Media.

UNIT - 12 : TOOLS OF PUBLIC RELATIONS

Tools of Public Relations: House Journals - Internal House Journal, External House Journal, Trade Journal; Other PR publications, Some other important tools of PR- Oral Communication, Bulletin Boards, Open House, Video Magazine.

UNIT - 13 : MEDIA RELATIONS IN PR

Organizing Press Conference - How to organize a PressConference, Differences between Press Meet and Meet thepress, Press Briefings, Press Tours, Releases and WrittenMaterials to Media - Press Release, Backgrounder, Rejoinders

UNIT – 14 : GOVERNMENT PUBLIC RELATIONS

PR in Central Govt. , PR in State Govt. , PR in Public Sector Undertakings

Reading List:

- Aggarwal, Vir Bala, V.S Gupta (2002), Handbook of Journalism and Mass Communication. New Delhi : Concept Publishing Company.
- Banik, Dr. G.C (2006), PR & Media Relations, Jaico Publishing House, Mumbai
- Heath, Robert L. (2010), The Sage Handbook of Public Relations. USA : Sage Publications.
- Jr. Henry, Rene A. (2003), Marketing Public Relations. New Delhi : Surjeet Publications.
- Kelley, Larry D., Donald W. Jugenheimer (2007), Advertising Media Planning. New Delhi : Prentice-Hall of India Private Limited.
- Kaptan, S.S. (2002), Advertising, New Concepts. New Delhi : Sarup & Sons.
- Nayyar, Deepak (2006), Public Relations & Communication. Jaipur : ABD Publishers.
- O'guinn, Thomas, Chris T. Allen, Richard J. Semenik (2009), Advertising Manegement. New Delhi : Cengage Learning.
- Sharma, Sangeeta, Raghuvir Singh (2010), Advertising, Planning and Implementation. New Delhi : PHI Planning Private Limited.
- Tyagi, C.L , Arun Kumar (2004), Advertising Management. New Delhi : Atlantic Publishers & Distributors.
- Vilanilam, J,V , A.K Varghese(2004), Advertising Basics ! New Delhi : Response Books.
- Vilailam, J.V (2001),Public Relations in India, Sage Publications India Pvt Ltd, New Delhi

Course Objectives:

- To familiarize learners with the emerging modes of journalism
- To impart knowledge of the applications of computer technologies
- To provide understanding of the new media technologies and their impact on society

Course Outcomes:

On completion of this course, the learners will be able to-

- describe the emerging modes of journalism
- explain the applications of computer technologies
- analyse the new media technologies and their impact on society

Unit -1: INTRODUCTION TO NEW MEDIA

Concept of New Media, definition, difference between conventional media and new media, characteristics of new media, most common vehicles of new media

Unit -2: IMPACT OF NEW MEDIA

Impact of New Media- society and mass culture, politics and developmental issues, New media and journalism- print journalism, broadcast journalism, advertising industry, Convergence – media convergence, advantages of media convergence, rising concerns about media convergence

Unit – 3 : COMPUTER REVOLUTION AND INTERNET

Evolution of computers, What is internet – history of internet, how internet came to India, characteristics of internet, internet's contribution ; internet services – E-mail, FTP (File Transfer Protocol), Telnet, Gopher, World Wide Web

Unit -4: DIGITAL MEDIA

Digital media, Analog media, Why go digital, Advantages of digital media, Digital Video and Digital Television – Digital video, Digital video : A brief history, Digital TV, Advantages of DTV over analog TV, Digital radio and digital photography- Digital radio, Radio in a box, Digital photography

Unit -5: ONLINE JOURNALISM

What's online journalism? – Difference between online journalism and traditional journalism, History of online journalism, Characteristics of online journalism- advantages of online journalism, limitations of online journalism, Ethics of online journalism

UNIT – 6: ONLINE NEWSPAPERS

Online newspapers - Types of online newspapers, Growth of online newspapers, Impact of online newspapers on traditional newspapers, How to write for the web

UNIT – 7: USING COMPUTERS: ESSENTIAL CONCEPTS

Concept of computers, organisation of a computer, different types of computers, classification of computer, port, file management, application of computer, advantages and disadvantages of computer.

UNIT – 8 : SOFTWARE AND MULTIMEDIA APPLICATION

Computer software basics, system software, application software, integrated software, multimedia confronting, legal restriction on software

UNIT – 9 : MS WORD

Starting MS-Word, Basic Units of MS-Word, Entering & Saving text in a document, closing the MS-Word document and closing MS-Word program, opening of an existing document, copy and cut (move), formatting the document, finding a particular pattern, insertion, implementing formula on table contents, header and footer, page setup, indents, tabs, columns, change case.

UNIT – 10 : MS POWERPOINT

Starting of MS PowerPoint, parts of MS PowerPoint, creation of MS PowerPoint presentation, to include chart in the slide, to impart a data sheet, formatting options, slide transitions, different views of the presentations

UNIT – 11 : DESKTOP PUBLISHING

Concept pf DTP, PageMaker, Photoshop

UNIT – 12 : BASICS OF PRINTING AND TYPOGRAPHY

Concept of printing technology, printing machines, concept of offset printing and CTP, Fonts, type families, concept of good typography, concept of layout – manual and computer based

Reading List:

- Aggarwal, Vir Bala, V.S Gupta (2002) Handbook of Journalism and Mass Communication. New Delhi : Concept Publishing Company.
- Balagurusamy, E. (2009) Fundamentals of Computers. New Delhi : Tata McGraw Hill Publishing Company Limited.
- Hodgkinson, Paul (2011) Media, Culture and Society. New Delhi : Sage Publications.
- Lievrouw, Leah A., Sonia Livingstone (Ed)(2009) New Media (Volume- I, II, III, IV), Sage Publications
- Mehta, Malti , S.R. Sharma (2013) New Media and Its Language. New Delhi : Sarup Book Publishers Pvt. Ltd.
- Morley, Deborah, Charles S. Parker (2008) Fundamentals of Computer, New Delhi : Cengage Learning.
- Rajaraman, V. (2004), Fundamentals of Computers. New Delhi : Prentice-Hall of India Private Limited.

VAC 2 : ADVERTISING STRATEGY

Credits: 2

Course Objectives

- To impart knowledge of the basic concepts of advertising
- To acquaint learners with ideas to manage advertising and media strategies
- To provide ideas to evaluate effectiveness of advertisements

Course Outcomes

On completion of this course, the learners will be able to-

- Explain the basic concepts related to advertising strategy
- Identify the media strategies and techniques to manage advertising
- evaluate effectiveness of advertisements

UNIT- 1: ADVERTISING – BASIC CONCEPT

Concept of advertising; objectives & scope; social and ethical implications of advertising; types of advertising

UNIT- 2: INTEGRATED MARKETING COMMUNICATION AND ADVERTISING

Importance of business communication; advertising as a communication process; AIDA model and its purpose; advertising as an element of marketing mix

UNIT- 3: DEVELOPING EFFECTIVE PROMOTION

Identifying the target audience; determining the promotional objectives; designing the promotion and selecting the channel; establishing the promotional budget and implementing promotional strategy

UNIT- 4: MANAGING ADVERTISEMENTS -I

Developing and managing advertising program, Setting advertising objectives, DAGMAR, Deciding on advertising budget

UNIT- 5: MANAGING ADVERTISEMENTS -II

Developing the advertising message, role of music and humor in advertising, factors considered while developing the advertising copy, creativity in advertising

UNIT- 6: MEDIA STRATEGIES

Media planning and objectives, deciding on media, different types of media and their advantages and disadvantages, choosing among major media types, media schedule decisions, space and time buying

UNIT- 7: EVALUATING ADVERTISING EFFECTIVENESS

Deciding on reach, frequency and impact; Copy testing, Advertising recognition and recall tests, Issues in assessing impact of advertising, Measuring the performance of an advertising agency

Reading List:

- Kelley, Larry D., Donald W. Jugenheimer (2007), Advertising Media Planning. New Delhi : Prentice-Hall of India Private Limited.
- Kaptan, S.S. (2002), Advertising, New Concepts. New Delhi : Sarup & Sons.
- O'guinn, Thomas, Chris T. Allen, Richard J. Semenik (2009), Advertising Manegement. New Delhi : Cengage Learning.
- Sharma, Sangeeta, Raghuvir Singh (2010), Advertising, Planning and Implementation. New Delhi : PHI Planning Private Limited.
- Tyagi, C.L , Arun Kumar (2004), Advertising Management. New Delhi : Atlantic Publishers & Distributors.
- Vilanilam, J,V , A.K Varghese(2004), Advertising Basics ! New Delhi : Response Books.

SEMINAR

Credits: 4

Course Objectives:

- To provide support to learners to identify practical issues related to the different areas of communication
- To enhance learners' ability to acquire knowledge and analyze the issues identified
- To prepare a well-organized report employing elements of technical writing and critical thinking
- To enhance ability to describe, interpret and analyze issues and to present skillfully.

Course Outcome:

On completion of this course, the learners will be able to –

- Identify and analyse a current topic of interest related to the field of media studies in a planned manner
- Organise a detailed study into the selected area of research and present a well organized document on the same
- Acquire effective research skills along with presentation and communication techniques

Course Plan:

Learners shall identify a topic of current relevance in any area of media studies and conduct a small scale research on the selected topic. They have to conduct a thorough study, collect relevant data, prepare a report and present it.

Reading List:

- Berger, Arthur Asa (2011), Media and Communication Research Methods, Sage Publications, USA
- Kothari, C.R (2013), Research Methodology, New Age International (P) Limited, Publishers, New Delhi
- Treadwell, Donald (2011), Introducing Communication Research, Sage Publications, USA
- Wimmer, Roger D., Joseph R. Dominick (2006), Mass Media Research, Cengage Learning India Private Limited, New Delhi

SEMESTER III

DSC 7: MEDIA SOCIOLOGY

Credits: 4

Course Objectives:

- To provide scope for understanding the issues pertaining to mass media practices
- To familiarize learners with the societal interactions of mass media
- To provide understanding of the media and social change and technological implications

Course Outcomes:

On completion of this course, the learners will be able to-

- identify the issues pertaining to mass media practices
- describe the societal interactions of mass media
- analyze the media and social change and technological implications

UNIT – 1 : MASS MEDIA AS A SOCIAL INSTITUTION

Mass Media as a Social Institution ; Media for social communication ; Media relation with other social institutions

UNIT – 2 : MASS MEDIA'S RELATION TO SOCIETY

'Massification' of society ; The Marxist Critique of the Mass/Elite Theory of Society ; Mass Media's relation to society as per the American Dream Sociology ; Some Conclusions Drawn from the Mass Society Theory ; The contemporary Marxists perspectives on the media ; Commodity Fetishism ; Mass Media and the Access to Social Reality

UNIT -3 : MEDIA AND SOCIAL ISSUES

Racism - Racism in Media , Mass Media Institutions and Racism , Avoiding Racism in Media ; Social inequality and Subjugation in Media ; Efforts in establishing social equality ; Social Inequality and Subjugation in the Information Age

UNIT-4 : MEDIA AND YOUTH

Associated Issues ; Media Portrayal of Youth ; Uses of media ; Media Use as per the Uses and Gratifications theory ; Impact of media ; Media and identity construction ; Impact of New Media ; Peer group influence ; Need for Counselling ; Case Study 1 ; Case Study 2

UNIT- 5 : MEDIATED STEREOTYPES – I

What is a stereotype? ; How and why are stereotypes formed? ;Types of stereotypes ; Gender stereotypes in Kids' programmes ; Women and Media ; Break stereotypes

UNIT – 6 : MEDIATED STEREOTYPES – II

Stereotypes ; Approaches to Stereotyping ; Gendered Stereotypes ; Stereotypes based on ethnicity ; Media portrayal of women: An Introduction ; Women in Advertising ; Women and Television ; Problems of mediated stereotypes of women ; Issues of empowerment: Defining empowerment ; Issues of Empowerment: Gendered Language ; Issues of Empowerment: Finding a voice in the public sphere ; Issues of Empowerment: Empowerment in the media industry

UNIT-7 : MEDIA AND FEMINIST MOVEMENTS

First-wave feminism ; Second-wave feminism ; Third-wave feminism; Print Publication and Feminism Movement ; Portrayal of feminism through the prism of mass media ; Feminist Film Theory

UNIT-8 : MEDIA AND FEMINISM : CONTEXTS AND CONSEQUENCES

An Introduction to Feminist Movements ; Difference between Feminist and Women's Movements ; Discourses on feminism ;The Feminist Wave ; Contexts and consequences of the waves of feminism ; Feminist communication theories ; Challenging the definition of theories ; Media and Feminism: Women, Minorities and Under-representation ;The onslaught of Digital Media ; Community Media: A Space for Women ; Challenges Posed

UNIT – 9 : SOCIAL MOVEMENTS : AN INTRODUCTION

Meaning and Stages of Social Movement, Characteristics of Social Movement, Typology of Social Movement, Social Movement and Social Change

UNIT – 10 : MEDIA AND SOCIAL MOVEMENTS

Social Movements , Media supported social movements

UNIT - 11 : MEDIA AND NATIONAL INTEGRATION

Understanding National integration, Role of Media in National Integration, Promotional Campaigns and Media

UNIT- 12 : MEDIA FOR PEACE INITIATIVES

Gandhi and Satyagraha, Ardent Gandhian Followers around the Globe, Campaigns

UNIT- 13 : MASS MEDIA AND SOCIAL AD CAMPAIGNS

Understanding Social Advertisements, Mass media and Social ad campaigns ,Case Studies

UNIT – 14 : PUBLIC RELATIONS AND SOCIETY

Concept of Public Relations, A Brief History of Public Relations, Concepts and Process in Public Relations , Public Relations and Society, Journalism, Public Relations, and Public Opinion, Public Relations and Sociology

UNIT- 15 : CULTURE AND COMMUNICATION

Communication , Culture , Cross-culture communication and intercultural communication, Structure-based cultural characteristics

Reading List:

- Aggarwal, Vir Bala, V.S Gupta (2002) *Handbook of Journalism and Mass Communication*. New Delhi : Concept Publishing Company
- Valdivia, Angharad N. (Ed) (2003) *A Companion to Media Studies*. Oxford : Blackwell Publishing Ltd.
- Marris, Paul , Sue Thornham (Ed) (2005) *Media Studies* . Edinburg : Edinburg University Press

DSC 8: ELECTRONIC MEDIA – RADIO

Credits:4

Course Objectives:

- To familiarize with the various formats of broadcasting
- To provide knowledge on process of radio operations and production
- To provide understanding of the process of writing and recording for broadcast

Course Outcomes:

On completion of this course, the learners will be able to-

- explain the various formats of broadcasting
- describe process of radio operations and production
- identify the process of writing and recording for broadcast

Unit – 1 : INTRODUCTION TO AUDIO MEDIA

Characteristics and features of audio media, impact and reach, History of Radio Broadcasting (World Scenario), History and growth of radio in India

Unit -2: ALL INDIA RADIO

AIR with special reference to AIR in Assam and AIR in Meghalaya in particular and north-east in general, AIR news service, external service

Unit- 3: FM RADIO, COMMUNITY RADIO AND EDUCATIONAL RADIO

Concept of FM, FM Radio in India, Community Radio, Educational Radio

Unit -4: TECHNICAL CONCEPTS

Broadcasting, Narrowcasting, Radio Transmission, Internet Radio, New developments in radio

Unit -5: RADIO NEWS – BASIC FEATURES

Basic features of radio news, Different types of news bulletins, Radio features and current features programmes

Unit -6: REPORTING FOR RADIO

Introduction to radio reporting, Qualities and responsibilities of radio reporter, criteria for selection of radio news

Unit -7 WRITING FOR RADIO

Basic Steps of Writing News for Radio, Language and style for radio, Radio News Bulletin Structure, Writing for radio features and current affairs programmes

Unit -8 INTERVIEWING FOR RADIO

Interviewing, art of interviewing, types, usage of sound bytes, Types of interview and Approach, preparation before a radio interview, important aspects at the time of a radio interview

Unit -9 – RADIO PRESENTATION

Voice culture, Pronunciation, General principles of radio presentation, Some useful exercises for mastering the art of good radio presentations, Key considerations to note for effective voice control

Unit -10 : RADIO NEWS EDITING

Concept of radio editing, principles of radio news editing

Unit – 11 : RADIO FOR DEVELOPMENT

Radio as an effective tool for development , Case studies of the use of radio for development communication , Radio Documentary, Vox pops, Role of Amateur Radio

Unit-12 : SOUND RECORDING

Sound recording for news bulletin, radio equipments

Unit -13 : PRACTICAL BASED UNIT

Write script of a 10 minutes radio feature on any festival celebrated in India

Unit-14: PRACTICAL BASED UNIT

Design a 10 minutes current affairs programme radio magazine

Unit – 15 : PRACTICAL BASED UNIT

Write a strategy to cover a local fair for a community radio station nearby

Reading List:

- Aggarwal, Vir Bala, V.S Gupta (2002) Handbook of Journalism and Mass Communication. New Delhi : Concept Publishing Company, New Delhi
- Chauhan, Swati, Navin Chandra (2010) Global Sourcebook of Mass Communication Journalism and Media Management, Part 2. New Delhi : Kanishka Publishers, Distributors.
- Gandhi, Ved Prakash (2009) Handbook of Television and Radio Broadcasting. New Delhi : Kanishka Publishers, Distributors.
- Keith, Michael C. (2010), The Radio Station, Focal Press, Oxford
- Kumar, Keval J. (2007) Mass Communication in India. Mumbai: Jaico Books Pvt Ltd.
- Pavarala, Vinod, Kanchan K. Malik (2007) Other Voices. New Delhi : Sage Publications.
- Reese, David E. Reese, Lynne S. Gross, Brian Gross (2009) Audio Production Worktext. UK : Focal Press
- Srivastava, Dr. H.O. (2000), Broadcast Technology. New Delhi : Gyan Publishing House.
- Wadia, Angela (2007), Broadcast Management in India. New Delhi : Kanishka Publishers, Distributors.

DSC 9: ELECTRONIC MEDIA – TELEVISION

Credits:4

Course Objectives:

- To familiarize with the various formats of telecast
- To provide knowledge on process of television operations and production
- To provide understanding of the process of writing and recording for television

Course Outcomes:

On completion of this course, the learners will be able to-

- explain the various formats of telecast
- describe process of television operations and production
- identify the process of writing and recording for television

Unit 1: INTRODUCTION TO AUDIO-VISUAL MEDIA

Characteristics and features of audio-visual media, Impact and reach of audio-visual media, Audio media vs. audio-visual media, History of TV Broadcasting

Unit 2: REGULATORY BODIES

Chanda Committee, Verghese Working Group, Joshi Working Group, Prasar Bharati Act, Broadcasting Bill

Unit 3: PUBLIC AND PRIVATE BROADCASTING IN INDIA

Doordarshan with special reference to DDK Guwahati & PPC-NE, Growth of private TV channels in India with special reference to Assam, History and growth of educational TV in India

Unit 4: SOME TECHNICAL CONCEPTS

Satellite communication, Digital video broadcasting, Terrestrial transmission, cable and satellite transmission

Unit 5: TV NEWS

Basic features of TV news, Structure of TV news bulletin

Unit 6: REPORTING FOR TV NEWS

Introduction to TV reporting, Duties, Qualities and responsibilities of TV reporter, Sources of TV News, New Trends in TV reporting

Unit -7 : GENRES OF TELEVISION PROGRAMMES

Different types of TV news, Panel discussions, interviews, documentaries and current affairs programmes in Television

Unit 8: ELECTRONIC MEDIA AND ETHICS

Sting operation: definition, Practice of Sting Operation, Legal aspects of Sting Operation, Ethical aspects of Sting Operations, Code of ethics for AIR, Doordarshan and private TV channels, Broadcast Content Complaint Council, News Broadcasters Association (NBA)

Unit 9: TV NEWS EDITING

Concept of TV News editing, Principles of TV news editing – The Grammar, Linear and Non-linear editing

Unit 10: TV NEWS PRESENTATION - I

News presentation (reading vs. anchoring), News anchor – Working conditions and responsibilities

UNIT 11: TV NEWS PRESENTATION – II

Voice culture, pronunciation and articulation, Pronunciation and articulation, Voice culture, Interview, Principles of Effective Interviewing , Phrasing the question

Unit 12: SHOTS & MOVEMENTS

Shot Composition, Shots Sizes, Principles of good composition, Camera Movements and Angles

Unit – 13 : PRACTICAL BASED UNIT

- (a) Plan a 10 minutes national news bulletin
- (b) Plan a 10 minutes national sports bulletin

Unit – 14 : PRACTICAL BASED UNIT

Plan a 10 minutes radio feature on any environmental related topic.

Reading List:

- Aggarwal, Vir Bala, V.S Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi
- Ahuja, B.N (2006), Audio Visual Journalism, Surjeet Publications, New Delhi
- Chauhan, Swati, Navin Chandra (2010), Global Sourcebook of Mass Communication Journalism and Media Management, Part 1, Kanishka Publishers, Distributors, New Delhi
- Cushion, Stephen (2012), Television Journalism, Sage Publications, New Delhi
- Donald, Ralph, Thomas Spann (2004), Fundamentals of Television Production, Surjeet Publications, New Delhi
- Kumar, Keval J. (2007) Mass Communication in India, Jaico Books Pvt Ltd., Mumbai
- Kapoor, D.N (2006), Broadcast Journalism, Mohit Publications, New Delhi
- Mehta, Nalin (2009), Television in India, Routledge

DSM 3: DEVELOPMENT COMMUNICATION AND INTERNATIONAL COMMUNICATION

Credits: 4

Course Objectives:

- To familiarize with the concepts of development communication
- To provide knowledge on process of development communication and its importance
- To provide understanding on the need and importance of international communication
- To provide knowledge about the global issues related to international communication

Course Outcomes:

On completion of this course, the learners will be able to-

- explain the concepts and importance of development communication
- describe the need of international communication
- identify the issues related with the two concepts and their implications

UNIT – 1 : DEVELOPMENT

Meaning of Development , Concept of Development , Alternative Approaches to Development, Indices to Development , Dominant Paradigm of Development - Approaches to Dominant Paradigm of Development , Critique of Dominant Paradigm of Development ,Modernisation and Dependency Approach ,Core Areas of Development ,Development as Economic Growth

UNIT – 2 : DEVELOPMENT JOURNALISM

Origin of Development Journalism ,Concept and Types of Journalism, Role and Importance of Development Journalism- National Perspectives, International Perspectives, Development Journalism in India, Experiments- Chhatera, Gramyavani

UNIT -3 : INTRODUCTION TO DEVELOPMENT COMMUNICATION

Concepts of Development and Development Communication, Information as a Measure of Development , Edutainment and Infotainment – Media for Development

UNIT-4 : THEORIES OF DEVELOPMENT COMMUNICATION : DISSEMINATING INNOVATION

Theories of Development - Theory of Modernization, Diffusion of Innovation theory, Theory of Dependency ; Meaning and importance of Paradigms, Types of Paradigm - Dominant Paradigm, Criticisms of Dominant Paradigm, Alternate Paradigm ; Development Support Communication -

Participatory Development Communication, Communication Information Media and Education (CIME), Government's efforts in the Indian Context, Role of media in the process of development and nation building

UNIT- 5 : DEVELOPMENT REPORTING

Importance of Development Reporting, Present Trends in Development Reporting, Early Indian Experiments in Development Communication

UNIT – 6 : DEVELOPMENT COMMUNICATION IN INDIA

Relevance of Development Communication in India - Democratic Decentralization, Narrowcasting ; Panchayati Raj (PR) Institutions- A Brief Background of the PR System, Key Objectives

UNIT-7 : RURAL AND AGRICULTURE COMMUNICATION

Meaning Rural Development, Importance of Agricultural Communication, Media campaigns for development - Concept of media campaign, Major vehicles of mass media campaigns for development ; Diffusion of Innovation - Innovation - meaning and characteristics, Diffusion - concept and meaning, Diffusion process ; Extension studies - Agricultural Extension Programmes in India

UNIT-8 : MEDIA AND DEVELOPMENT

Media and National Integration, Media in Development - Pillar of Democracy, Media in Crisis Situations, Public Service Broadcasting (PSB), Media as a Leader of the Society ; Social Responsibility of Media, Problems in Practice, Gandhian Model of Development

UNIT – 9 : USE OF TRADITIONAL AND FOLK MEDIA FOR DEVELOPMENT COMMUNICATION DEVELOPMENT

Traditional Folk Media, Advantages of Traditional Folk Media , Folk Media Reflects Social Changes , Traditional Folk Media as Development Media

UNIT – 10 : CONCEPT OF INTERNATIONAL COMMUNICATION

What is International communication?, Historical origins of International Communications , Underdevelopment, dependency, and core-periphery structures , MacBride Commission and NWICO ,Telecommunications for Development ,The 1990s and the growth of international communication ,Thriving of international communication in the political Economy

UNIT -11 : INTERNATIONAL NEWS FLOW

Evolution of News Agencies - Government Agencies ; News Transmission - Different Departments of a News Agency, International News Agencies and Syndicates, Non-Aligned News Agencies News Pools - Organizational Structure and Membership, Policies and Ideologies , Role after the Cold War

UNIT- 12 : ISSUES IN GLOBAL MEDIA OWNERSHIP

Cultural Imperialism , Use of Micro media and social media for political rights , Arab Spring, Occupy Wall Street Movements

UNIT- 13 : ROLE OF UNO

Concept of 'communication' and 'human rights' - Communication as Human Rights, Classification of communication rights, Right to Communicate Vs. Communication Rights ; UNO's Universal Declaration of Human Rights and Communication ; UNESCO's efforts in removal of imbalance in news flow - Debate on New World Information and Communication Order (NWICO), New International Economic Order (NIEO), MacBride's Commission Report

UNIT – 14 : TECHNOLOGY AND INTERNATIONAL COMMUNICATION

Concepts , Impact of New Communication Technology on News Flow, Satellites, Artificial Satellites and Satellite Communication - Historical background of Satellites and Satellite Communications – status – progress – Effects ; Information Super Highways ; International Telecommunication and Regulatory Organisations

UNIT- 15 : ISSUES IN INTERNATIONAL COMMUNICATION

Democratisation of information flow and media systems , Professional standards, International media institutions and professional organizations – code of conduct, Transnational media ownership and issues of sovereignty and security, Effects of globalisation on media systems and their functions, Violence against media persons, International intellectual property rights

Reading List:

- Gupta, V.S. (2000), Communication and Development, Concept Publishing Company, New Delhi

- Kumar, Keval J. (2007), Mass Communication in India, Jaico Publishing House, Mumbai
- Mody, Bella (1991), Designing Messages for Development Communication, Sage Publications, New Delhi
- Menon, Mridula (2004), Development Communication and Media Debate, Kanishka Publishers, Distributors, New Delhi
- Murthy, D V R (2006), Development Journalism, Kanishka Publishers, Distributors, New Delhi
- Narula, Uma (2006), Communication Models, Atlantic Publishers & Distributors, New Delhi
- Pushkar, Niranjana (2009), Development Communication, Authorspress, New Delhi
- Prasad, Kiran (2009), Communication for Development (Volume I & II), B.R. Publishing Corporation, New Delhi

Course Objectives:

- To equip learners with skills required to write for the media
- To provide knowledge on process of writing in different formats for media
- To provide understanding of copy editing and proof reading

Course Outcomes:

On completion of this course, the learners will be able to-

- Identify the skills required to write for the media and utilize them
- Explain the process of writing in different formats for media
- Describe the process of copy editing and proof reading

Unit - 1: THE STRUCTURE OF WRITING

The cohesive structure of writing, The Structure of Paragraphs, The Writing Process of Paragraphs, The Structure of Essays/Articles, Editing your writing

Unit - 2: WRITING FEATURE STORIES

Meaning of a feature story, Types of feature stories – Interview features, Information features, Personality features, Featurttes, News features and human interest features, Feature story construction

Unit - 3: FORMS OF NARRATION

What is Narrative, Narration, Narrator, Narrative Mode and Narrative Point of View, Varieties of Narration, Elements of Narration, Reportability and Credibility of a Narrative, Linear and Non-linear Narrative Structure, The Narrative Paragraph, Narration in an Essay

Unit – 4: LANGUAGE SKILLS

Vocabulary : Making choices, Words having multiple meaning, Synonyms and Antonyms, Sentence Structure, Some Common Errors

Unit -5: SOURCES OF WRITING FOR THE MEDIA

Types of sources, Developing news sources, Ethics and Attribution

Unit - 6: REVIEW WRITING

Techniques of book review, Techniques of film review, Techniques of play review, Techniques of musical review

Unit - 7: COPYWRITING FOR ADVERTISEMENTS

Introduction : What is advertising ?, Key concepts of advertising, Copywriting, Radio copy, Television copy

UNIT-8: WRITING FOR COLUMN, SCIENCE AND PRESS RELEASE

Column writing, Science write- up, Press Release

UNIT- 9: EDITING

Meaning of Editing, Language Editing, Writing and Editing Photo Caption, Language for explaining graphs, charts, maps; Proof Reading

UNIT-10: WRITING FOR RADIO

Language and style of radio, Writing for radio news, structure of a radio news bulletin, Radio features and current affairs programmes

UNIT- 11: WRITING FOR TELEVISION

Characteristics of broadcast news, Broadcast Lead, Preparing a Broadcast Copy

UNIT- 12: SCRIPTWRITING FOR FILMS

Format, component and styles, Shooting script and storyboarding, Steps to follow while writing a script

UNIT- 13: ART OF WRITING PLAYS

Types of Play , Formats of performance, Structure of a Play, Steps to write a Play

UNIT – 14 : WRITING CAPTIONS FOR PHOTOJOURNALISM

Concept of photojournalism, Basics of photojournalism, Qualities of a photojournalist, Basic parts of a caption, Writing and editing captions

UNIT- 15: COPY AND PROOF EDITING

Principles of copy editing, The Language of copy writing, Print media requirements, Radio and television copyediting

Reading List:

- Chaturvedi, S.N. (2007), Dynamics of Journalism and Art of Editing, Cyber Tech Publications, New Delhi
- Hough, George A. (2006), News Writing, Kanishka Publishers, Distributors, New Delhi
- Kamath, M.V (2005), The Journalist's Handbook, Vikas Publishing House Pvt Ltd, New Delhi
- Lorenz, Alfred Lawrence, John Vivian (2006), News : Reporting and Writing, Dorling Kindersley, New Delhi
- Parthasarathy, Rangaswami (2006), Basic Journalism, Macmillan India Ltd., New Delhi

- Singh, Chandrakant P. (1999), Before the Headlines, Macmillan India Limited, New Delhi
- Sissons, Helen (2006), Practical Journalism : How to Write News, Sage Publications, UK
- Singh, Bhanu Pratap (2011), Art of Editing, Anmol Publications Pvt Ltd, New Delhi
- Wrinn, Mary J.J. (2008), Elements of Journalism, Cosmo Publications, New Delhi

SEMESTER IV

DSC 10 : COMMUNICATION RESEARCH

Credits :4

Course Objectives:

- To provide an introduction to the field of research
- To provide knowledge about theories and thoughts of communication research
- To equip learners with skills to be a good communication researcher

Course Outcomes:

On completion of this course, the learners will be able to-

- Examine the concepts and ideas of research
- Explain the process of communication research
- Conduct a research in the field of communication and media

Unit – 1: INTRODUCTION TO RESEARCH

Meaning of research, Definition of research, Objectives of research, Importance of research

Unit – 2: TYPES OF RESEARCH

Various Types of Research, Quantitative and Qualitative Research, Research Methods, Research Process

Unit – 3: COMMUNICATION RESEARCH

Meaning of communication research, Types of communication research, Importance of research in mass media, Elements of communication research, Role of computer in communication research

Unit – 4: RESEARCH METHODS

Importance of media research, Survey research, Types of surveys, Advantage and disadvantages of survey, Public opinion survey, Pre election and Exit poll, Content analysis, Meaning and definition of content analysis, Methods of content analysis, Limitations of content analysis

Unit – 5: RESEARCH PLAN

Research problem, Defining research problem, Formulation of objectives, Meaning of hypothesis

Unit -6 : RESEARCH DESIGN

Meaning of research design, Need for research design, Features of a good design, concepts related to research design- Dependent and Independent Variables, Extraneous variable, Control, Experimental and control groups, Treatments, Experiment

Unit – 7: RESEARCH TOOLS

Data and its types, Methods of Primary Data Collection, Observation, Interview

Questionnaire and schedules, Other Methods of data collection, Secondary data collection

Unit – 8: SAMPLING

Census and sample, Importance of Sampling, Sample designs, Sample size

Unit – 9: DATA ANALYSIS

Data evaluation techniques, tabulation and classification of data, Tabulation of data, Diagrammatic and graphic presentation, Hypothesis testing, Data interpretations, Report writing

Unit -10 : MEASUREMENT

Levels of measurement – Nominal, Ordinal, Interval and Ratio

Unit - 11: STATISTICAL ANALYSIS

Measures of Central Tendency – Mean, Median, Mode, Measures of Dispersion – Minimum, Maximum, Range, Variance, Standard Deviation

Unit – 12: AREAS OF COMMUNICATION RESEARCH

Print media research, Electronic media research, Advertising research, Public relation research

Unit -13 : APPLICATIONS OF MASS MEDIA RESEARCH

Research in Print Media, Electronic Media, Advertising and Public Relations, Mass Media research and the Internet

Unit - 14: ROLE OF COMPUTER IN RESEARCH

Important characteristics of computer, Applications of computer in the field of research- model processing, performing computations, research and data analysis, Limitations of computer based analysis- elaborate system of monitoring , lost of data due to malware

Unit –15: RESEARCH ETHICS

Research process and Ethics, Responsibility as a Researcher, Ethical issues pertaining to communication research – honesty, confidentiality, acknowledging others, use of appropriate language, plagiarism, Ethics and online research

Reading List:

- Berger, Arthur Asa (2011), Media and Communication Research Methods, Sage Publications, USA
- Kothari, C.R (2013), Research Methodology, New Age International (P) Limited, Publishers, New Delhi
- Treadwell, Donald (2011), Introducing Communication Research, Sage Publications, USA
- Wimmer, Roger D., Joseph R. Dominick (2006), Mass Media Research, Cengage Learning India Private Limited, New Delhi

DSC 11 : SCIENCE COMMUNICATION

Credits:4

Course Objectives:

- To familiarize learners with the concept and history of science communication
- To provide knowledge on the scenario of science communication in the world
- To provide understanding of importance of science communication
- To equip learners with skills required to be a science communicator

Course Outcomes:

On completion of this course, the learners will be able to-

- Identify the skills required to write science based news for media
- Explain the process of writing science based news
- Evaluate the importance of science communication in the society

Unit 1: BASICS AND HISTORY OF SCIENCE COMMUNICATION

Emergence of modern science, history of science journalism (global context), history of science journalism in India, science journalism present trends, need and significance of science communication, its importance in present day context.

Unit 2: SCIENCE WRITING

Writing Science news, qualities of a science news reporter, sources of scientific information , writing science features and articles, suitable examples of science features and articles. Writing science fiction, examples of science fiction writers, some popular science fiction writers.

Unit 3: SCIENCE AND TECHNOLOGY POLICY OF INDIA

Need and importance of science and technology policy, Scientific Policy Resolution of 1958, Technology Policy Statement of 1983, Science and Technology Policy 2003, Science, Technology and Innovation Policy 2013, Patent Act with International Property Rights

Unit – 4 : SCIENCE AND TECHNOLOGY SET-UP IN INDIA

Science and Technology System in India- Central Government Science and Technology Departments/Ministries, Science and Technology in NGOs, Science and Technology Departments/Councils in the State Government, Recognised in-house Research & Development Units

Unit - 5: SCIENCE COMMUNICATION MEDIA

Print media, audio-visual media, folk media, interactive media

Unit -6: SCIENCE POPULARIZATION PROGRAMMES

Science Popularization - programmes, organizations, individuals, method of science popularization, Scientific Temperament, Role of CDAC, NCSTC, Vigyan Prasar, NCSC etc.

Unit -7 : PUBLIC UNDERSTANDING OF SCIENCE

Concept of public, Necessary of public understanding of science and technology, role of communication

Unit -8 : SCIENCE COMMUNICATORS

Who is a science communicator? , training of science communicators

Unit 9: SCIENTIFIC ADVERTISING

Concept of Scientific Advertising, an overview of the scientific advertising in India, Laws and ethics in scientific advertising Creating advertising appeals, and appreciation and presentation of some of a few scientific advertising.

Unit 10: SCIENCE PROGRAMME PRODUCTION

Concepts of pre production, production and post production of science programmes

Unit – 11 :SCIENCE COMMUNICATION FORMATS

Science News, report and reportage, Features and Articles, sources of scientific information- primary, secondary and tertiary, strengths and weaknesses of various formats

Unit 12: SCIENCE COMMUNICATION IN NORTH EAST

History of science communication in Assam, Dak's proverbs, Contribution of *Arunodoi*, Present status

Unit 13: CAREER IN SCIENCE COMMUNICATION

Different awards, prizes, courses, fellowships, training opportunities and placement opportunities in science communication

Unit -14: HEALTH COMMUNICATION

Health Communication - Meaning of Health Communication, guidelines for effective Health Communication, Health communication issues related to the field of medicine, delivery of healthcare and environmental health, interpersonal dimensions of health communication, a brief history of Physician-Patient communication, Sources of news on health issues, communication strategies of NRHM

Unit -15 : ENVIRONMENTAL COMMUNICATION

Environmental communication- meaning and definition, areas and issues of Environmental Communication, local and global problems, environmental movements in India- Chipko, Narmada Bachao Andolan, Silent Valley

Reading List:

- Bucchi, Massimiano, Brian Trench (2008), Handbook of Public Communication of Science and Technology, Routledge, USA
- Bauer, Martin W., Massimiano Bucchi (2007), Journalism, Science and Society, Routledge, New York
- Gosling, David L. (2007), Science and the Indian Tradition, Routledge, New York
- Kulshreshtha, S.P. (2011), Teaching of Science, R. Lass Book Depot, Meerut
- Misra, Karuna Shankar (2008), Effective Science Teaching, Anubhav Publishing House, Allahabad
- Swami, Shashi Kant (2008) Media and Communication Management. New Delhi :Cyber Tech Publications.
- Wilson, Anthony (1999), Handbook of Science Communication, IOP Publishing Limited, UK

DSC 12 : FILM STUDIES

Credits:4

Course Objectives:

- To provide understanding of evolution of cinema
- To provide knowledge about the visual components and language of cinema
- To provide knowledge about identifying cinema as a medium of communication

Course Outcomes:

On completion of this course, the learners will be able to-

- map the evolution and origin of cinema
- explain the visual components and language of cinema
- identify cinema as a medium of communication

Unit- 1: BIRTH OF THE MOVING IMAGE

Concept of persistence of vision, Birth of the moving images, Initiatives of Lumiere brothers, Precursors of film

Unit- 2: HISTORY OF FILM

The silent era, sound era, Indian cinema, Indian New Wave, Indian New Wave Directors, Various Film Schools

Unit - 3: FILM MOVEMENTS IN INDIA

The first film movement 1950-1964, the second film movement 1964-1976, the third film movement 1977-1991, the fourth film movement 1991-2006

Unit - 4: CONTRIBUTIONS OF SOME OF THE ILLUSTRIOUS FILMMAKERS TOWARDS THE GROWTH OF FILMMAKING

Sergei Eisenstein, Andre Bazin, Jyotipradad Agarwala, Satyajit Ray, Dr. Bhabendranath Saikia

Unit - 5 : STAGES IN FILMMAKING

Development, pre-production, production, post-production, distribution

Unit-6: FILM PRODUCTIONS

Shots, camera movements, Lighting, sets, directors, actors, costumes, storyboards, post-production

Unit-7: FILM THEORIES

Formative film theory, realist film theory, contemporary French film theory, Auteurist film theory, Psychoanalytic, Feminist, Apparatus theory

Unit-8: CINEMATIC STORYTELLING

Narrative-Fictional and Non-Fictional, significance and structural elements of narrative, story and Plot, Principles of plot construction-selection and omission of details, Sub-plots, Deviant Plot structure.

Unit -9 : SCRIPTWRITING

Guide to writing dialogue for dummies, format and style of screenplay, theories on writing a screenplay

Unit - 10: FILM BUDGETING

Different sections of a film budget- above-the-line (creative talent), below-the-line (direct production costs), post-production (editing, visual effects, etc.) and miscellaneous (insurance, bond completion etc.)

Unit-11: FILM GENRES AND SEMIOTICS

Film Genres - definition, Film Noir, Social Melodrama, Romantic, Horror, Comedy, Fiction, Animation, Epic

Unit -12: CINEMA AND CENSORSHIP

Censorship and censor boards with special reference to India

Unit-13: FILM CULTURE

Film Culture, Crossover films, Documentary film making, Film and Cultural Identity, Film Audiences

Unit-14: CINEMA OF NORTH-EAST INDIA

Beginning of films in North East India, problems of film making in North East, problems of Regional Cinema, film industry in Assam, state's initiative to promote regional cinema.

Unit-15: FILM APPRECIATION

Fundamental of film appreciation, Film criticism, review writing, film analysis- textual and contextual analysis of films of different genre

Reading List:

- Andrew, J. Dudley (2008) The major film theories. New York : Oxford University Press
- Bhowmik, Someswar (2009) Cinema and Censorship. New Delhi : Orient Blackswan Private Limited
- Barpujari, Manoj, Garima Kalita (Ed) (2007) Perspectives on Cinema of Assam. Guwahati : Gauhati Cine Club
- Gokulsing, K. Moti, Wimal Dissanayake (1998) Indian Popular Cinema . New Delhi : Orient Longman Private Limited
- Jain, Jabir, Sudha Rai (Ed) (2002) New Delhi : Rawat Publication

DSM 4 : MEDIA MANAGEMENT

Credit:4

Course Objectives:

- To familiarize with the modern management concepts
- To provide knowledge of managerial aspects and functions of media organizations
- To provide understanding and tackle the business challenges in media organizations

Course Outcomes:

On completion of this course, the learners will be able to-

- identify the modern management concepts
- describe the managerial aspects and functions of media organizations
- be able to recognize and tackle the business challenges in media organizations

Unit-1: BASICS OF MANAGEMENT

Meaning of management, importance of management in the organization, principles of management, Levels of management, managerial functions in the media organization
Media as an industry and profession.

Unit -2: MEDIA OWNERSHIP

Ownership patterns of mass media in India, individual owner, partnership, joint operations, trusts, vertical ownership, cross, conglomerate, group ownership

Unit -3 : ECONOMICS OF DIFFERENT MEDIA IN INDIA

Newspapers, radio and television- small newspapers and their problems- Diwakar committee report

Unit -4: MEDIA ORGANIZATIONS

Structure of a media organization, an account of different national and international media and communication organizations

Unit -5 : LEADERSHIP AND WORK MOTIVATION

Importance of leadership in a media organization, job performance, impact of technology on the performance of the employees, division of labour

Unit -6: ORGANIZATIONAL STRUCTURE OF PRINT MEDIA ORGANIZATION

hierarchy, functions, editorial, business, circulation department, reference section, role and coordination between different departments, printing, packaging, transportation, distribution,

Unit -7: ORGANIZATIONAL STRUCTURE OF RADIO STATION

Structure of AIR, structure of FM stations, role of different sections, role of different personnel, hierarchical set-up

Unit -8: ORGANIZATIONAL STRUCTURE OF TV STATION

Organisational set up of DDK, organizational set up of private channels, hierarchical set-up, role of different sections, role of different personnel

Unit -9: ORGANIZATIONAL STRUCTURE OF ADVERTISING AGENCY AND PR

Hierarchical set-up of ad agency, role of different sections, role of different personnel, Hierarchical set-up of PR firm, role of different sections, role of different personnel.

Unit – 10 : MANAGEMENT OF MEDIA UNITS IN INDIA

Organisational set-up of the media units of the Government of India- Press Information Bureau, Directorate of Advertising and Visual Publicity, Registrar of Newspapers for India, Directorate of Field Publicity, Publication Division, Song and Drama Division, Research , Reference and Training Division, Photo Division

Unit – 11 : OWNERSHIP PATTERNS OF PRINT MEDIA ORGANISATIONS

Newspaper ownership, types of newspaper ownership along with its advantages and disadvantages– Individual Ownership, Partnership, Corporation, Group or Chain Ownership, Employee Ownership, Vertical Ownership and Joint Operation

Unit - 12: OBSERVATIONS OF FIRST AND SECOND PRESS COMMISSIONS ON NEWSPAPER MANAGEMENT

Magazine ownership in India, issues of decline in circulation and ad revenue

Unit -13 : ISSUES RELATED TO REGULATION AND SELF-REGULATION OF MEDIA ORGANISATIONS

Need for Regulation , self-regulation by media companies, areas of legal concern

Unit -14 : MANAGERIAL DECISIONS IN MEDIA ORGANIZATIONS

Types of decisions, pro-active and reactive decisions, the decision making process, problems encountered in the decision process

Unit -15: CAREER IN MEDIA

Different awards, prizes, courses, fellowships, training opportunities and placement opportunities in media and mass communication

Unit- 16 : MEDIA LEGISLATION, REGULATION AND GOVERNANCE

Primary Legislation, Regulatory Bodies , Registration and Licensing, Independent Regulatory Bodies, Regulatory codes, Governance of Media Organisations

Reading List:

- Aggarwal, Vir Bala, V.S Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi
- Bovee, Courtland L. , John V. Thill (2005), Business Communication Today, Dorling Kindersley (India) Pvt Ltd, New Delhi
- Chaturvedi, P.D, Mukesh Chaturvedi (2006), Business Communication, Dorling Kindersley (India) Pvt Ltd, New Delhi
- Chaturvedi, B.K (2009), Media Management, Global Vision Publishing House, New Delhi
- Kumar, Dr. Rakesh (2010), Media Management, Surendra Publications, New Delhi
- Lesikar, Raymond, V. , Marie E. Flayley (2005), Basic Business Communication, Tata McGraw-Hill Publishing Company Limited, New Delhi
- Narula, Uma (2006), Business Communication Practices, Atlantic Publishers & Distributors, New Delhi
- Riel, Cees B.M. van, Charles J. Fombrun (2007), Essentials of corporate Communication, Routledge, UK

- Soori, Sanjeev (2010), Business Journalism, Axis Publications, New Delhi
- Taylor, Shirley (2005), Communication for Business, Dorling Kindersley (India) Pvt Ltd, New Delhi
- Yadav, K.P (2006), Media Management, Adhyayan Publishers & Distributors, New Delhi

DISSERTATION/ AUDIO VISUAL PROJECT

Credits:8

OBJECTIVE:

The objective of the dissertation is to help the learners acquire ability to apply multidisciplinary concepts, tools and techniques to address communication and media related problems and/or to evolve new and innovative theoretical frame work. The duration of the project work is three months. The project report/audio visual production carries 100 marks and it is mandatory to submit the either of the reports before the completion of the programme.

TYPES OF PROJECT: The dissertation may undertaken (not limited to) on any one of the following areas :

- The project should be done in core specialisation area of respective course only.
- It can be related to any field of Communication- impact of media, relationship between media and audience, mass media research etc.
- Journalism, its related fields, any media related issues, or media related organisations .
- Any area of Public relations/Advertising/Media Management/Online media/Science Communication/Media Sociology etc.
- Evolution of any new conceptual / theoretical framework.
- Field study (empirical study).
- The project can be based on primary or secondary data.

PROJECT PROPOSAL (SYNOPSIS) Submission, Changes and Acceptance of Project

Proposal (synopsis): a. Learners are advised to send their project synopsis and name and address of the project guide to their respective Coordinators at the KKHSOU Study Centres. The synopsis should include the following-

- Title of the study
- Objectives and importance (significance) for the Study
- Research methodology opted for the study (stating nature, sources, collection of data, research tools and techniques to be used, sampling procedure).
- Limitations and scope of the study

b. If the learner wants to undertake a new project by changing his/her earlier project proposal, he will have to justify his new choice. Without valid ground and certification from his/her guide, no change in project proposal will be entertained.

c. In any case, changes in project proposal will not be allowed after submitting the second project proposal. The second proposal will be considered as final.

d. In any case, changes in project proposal will not be allowed after submitting the second project proposal. The second proposal will be considered as final.

e. It is necessary that the learners finalize their project proposal well ahead of time.

f. It is to be noted that changes in project proposal will not be entertained in the last month of the programme.

g. In order to complete the project in due time, a learner should devote at least 60 days for his/her project. This time should be judiciously divided into various phases like field study & interview, data collection, data tabulation, data interpretation and data analysis

PROJECT GUIDE .

- A faculty who is presently engaged with the Bhupen Hazarika School of Mass Communication of KKHSOU or those who are engaged with the study centres (preferably mass communication department) of the designated colleges under KKHSOU.
- Faculties in the departments of Mass Communication and Journalism in colleges/institutions affiliated to any Indian University and having minimum five years of teaching experience

PROJECT REPORT:

- Each Project Report must adequately explain the research methodology adopted and the directions for future research.
- The Project Report should also contain the following:
 - Copy of the approved Project Proforma.
 - Certificate of originality of the work duly signed by the learner and project guide.
 - Resume of the guide should be attached along with the project report.

PROJECT PROFORMA

• The Project Report should be typed in double line space, with 1.5 inches of margin in left side and 1 inch margin in the right side of each page. The upper and lower margins should not be less than 1 inch each. Project report should be printed on one side only and should be spiral bound.

• The dissertation should include the following items –

- a. Cover page
- b. Certificate from the supervisor/guide
- c. Acknowledgement
- d. Abstract
- e. Contents (a brief outline of the different chapters including a list of tables/list of figures (if need be)

Chapterisation

- a. Introduction
 - Background of the study
 - Objectives of the study
 - Rationale for the research
 - Hypothesis to be tested/research questions
 - Review of past literature
- b. Research Methodology
 - Area/Place of research
 - Sample size
 - Sampling method
 - Nature of research
 - Tools of research
- c. Details about the different aspects of the research study
- d. Data analysis and interpretation
- e. Limitations and scope of the study
- f. Bibliography
- g. Annexure (pictures, paper clippings, questionnaires etc)

AUDIO-VISUAL REPORT : In case of audio-visual project, the learner is expected to prepare and submit an audio-visual clip on any topic (preferably related to the area of media and communication) in the form of CD or DVD (in MPEG,MP4, m4v, DAT or VOB formats). The learner will have to shoot the video using a handycam/camera and edit it properly before submitting it. It is

imperative for the learner to prepare a proper script along with the CDs/DVDs. At the time of submission, the learner must keep in mind to submit three CDs/DVDs, one for the Study Centre, one for the University and one for the learner himself/herself. At the top right corner of the first page of the report "COPY FOR THE UNIVERSITY" should be neatly written or typed.

SUBMISSION OF DISSERTATION/AUDIO VISUAL PRODUCTION

Learners should prepare three copies of the dissertation/CD or DVD whereby one copy will be for the University, one for the Study Centre and one for the learner him/herself. They should bring all the copies during the Viva-Voce which will be intimated to the learners beforehand. On the top right corner of the first page of the report "COPY FOR THE UNIVERSITY" should be neatly written/typed.