

**VIVEKANANDA GLOBAL UNIVERSITY**



**CDOE** CENTRE FOR  
DISTANCE AND  
ONLINE  
EDUCATION

**Vivekananda Global University**

Syllabus of  
Master of Arts in Journalism & Mass Communication

## **Online MAJMC (MA-Journalism and Mass Communication.)**

Any online MAJMC (MA-Journalism and Mass Communication.) is a two year Post Graduate degree program that is delivered entirely through an online platform this means that student can attend classes, participate in discussion forum and complete assignment from anywhere with an Internet connection without having to be physically present in the classroom program, VGU Online MAJMC program offer specialization in diverse fields of Mass Media such as News Reporting, Public Relation, Advertising, News Editing, Broadcast Media, Media Research, Web Journalism, Film Appreciation and Print Media Management

**Duration** -: 2 Years

**Eligibility** -:Passed Bachelor 's Degree

**Duration of the Course** – Minimum: 2 years, Maximum: 4 years.

**Evaluation** – Based on Assignments (theory+ practical), Term end Examinations (theory + practical) and Project work (viva voce + Report) Course Coverage – Theory, Practical and Project Work.

### **Total Credit of the Program Total Credit of the Program**

Semester	I	II	III	IV	Total
Credit / Semester	22	19	21	19	81

## Table of Content

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2	MAJMC Syllabus
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Name of Program	MA - JOURNALISM & MASS COMMUNICATION
Duration of Program	2 Years
Program Outcome	<p>Students taking admission to this program of MAJMC are expected to get equipped with following outcomes:</p> <p>PO1- Knowledge: Acquire knowledge and skills in the field of Media, Marketing, Communications, Photography and Filmmaking</p> <p>PO2- Identification and Analysis of Concepts: To enable learners to identify and analyse the concepts studied during the course</p> <p>PO3- Critical Thinking: To gain conceptual and theoretical knowledge of Journalism and Mass Communication and learn to think critically about the issues and topics related to the subjects</p> <p>PO4- Industry Acumen: Know the tools and techniques of media industry and meet the specific requirements of media and communication industry</p> <p>PO5- Ethics: Apply ethically gained knowledge to make good professionals with positive attitude</p> <p>PO6- Individual and teamwork: Function effectively as an individual, and as a member or leader in diverse teams and in multidisciplinary settings</p> <p>PO7- Cultivating values for learning: Identify the need for inculcating values for life-long learning needed for future growth</p> <p>PO8- Awareness of Socio-Economic-Cultural-Political Issues: Understand the Social, Economic, Cultural and Political issues of the country to be an efficient media professional</p> <p>PO9- Environment and Sustainability: Identify the importance of environment and demonstrate the knowledge of, and need for sustainable development</p> <p>PO10- Skills and Aptitude: Take informed actions after identifying the norms, accuracy and validity from different perspectives</p>

<b>Program Specific Outcomes</b>	<p><b>PSO1- Environment and Sustainability:</b> Identify the importance of environment and demonstrate the knowledge of and need for sustainable development</p> <p><b>PSO2- Skills and Aptitude:</b> Take in formed actions after identifying the norms, accuracy and validity from different perspectives</p> <p><b>PSO3-</b>Outline and interpret the concept, principles and practices of Media Industry</p> <p><b>PSO4-</b>Demonstrate critical skills in understanding media issues locally &amp; globally and fast changing technology of Media Communication</p> <p><b>PSO5-</b>Summarize the working, management and leadership skills through internship training</p> <p><b>PSO6-</b>Acquire practical skills relevant to print &amp; broadcast Industry, social media and digital platforms</p>
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## Course duration

Course	Normal duration	Extended duration
MA-Journalism & Mass Communication	Online Two years (04 semesters)	Online Four years (08 semesters)

## Assessment Criteria and Evaluation Scheme

Examination Name	Marks Division
Continuous internal assessment (Two graded assessment Per course/Subject)	30%
Summative assessment in the form of end-term examination. End-term examination will be held with proctored examination tool technology	70%

Internal Assessment -I	Internal Assessment -II	Overall Participation	Total Internal Assessment	End Term Exam	Total
10%	15%	5%	30%	70%	100%

### **SCHEME OF EVALUATION FOR PRACTICAL COURSES**

Internal Assessment -I	Internal Assessment -II	Overall Participation	Total Internal Assessment	End Term Sessional Presentation Plus Viva Exam	Total
10%	15%	5%	30%	70%	100%

## **Semester I**

S.No	Course Category	Course Code	Course Title	Credits	Exam Type
1	SC	PGJMC 101	Communication Theory	4	TE
2	PC	PGJMC 102	Journalism: Concepts & Principles	4	TE
3	SC	PGJMC 103	Print Media: Production Tools & Techniques	4	TE
4	SC	PGJMC 104	Media Laws & Ethics	4	
5	SC	PGJMC 105	Media Management	4	TE
6	ELE		Writing For Media	2	SVE
			Total	22	

## **Semester II**

S.No	Course Category	Course Code	Course Title	Credits	Exam Type
1	PC	PGJMC 201	Radio: Concepts & Principles	4	TE
2	PC	PGJMC 202	Advertising: Concepts & Principles	4	TE
3	SC	PGJMC 203	New Media	3	TE
	SC	PGJMC 204	Media & Communication Research	3	TE
5	SC	PGJMC 205	Tv & Film Appreciation	3	TE
6	ELE	PGJMC 261	Business Journalism	2	SVE
			Total	19	

## **Semester III**

S.No	Course Category	Course Code	Course Title	Credits	Exam Type
1	SC	PGJMC 301	Photography	4	TE
2	PC	PGJMC 302	Video Production Techniques & Programme Formats	4	TE
3	PC	PGJMC 303	Global Media	4	TE
4	SC	PGJMC 304	Development Communication	4	TE
5	PC	PGJMC 305	Public Relations & Corporate Communication	3	TE
6	ELE	VMMC306	Multimedia Journalism	2	SVE
				21	

## **Semester IV**

S. No	Course Category	Course Code	Course Title	Credit	Exam Type
1	SC	PGJMC401	Contemporary India:	4	TE
2	SC	PGJMC 402	Media And Society	4	TE
3	PC	PGJMC 403	Professional Project	3	SVE
4	SC	PGJMC 404	Rural Journalism	3	TE
5		PGJMC 405	Environment Journalism	3	TE
6	ELE	PGJMC 406	Marketing Management	2	SVE
			Total	19	



# **Teaching Credit Distribution**

## **SEMESTER I**

## **PGJMC101: Communication Theory**

### **Objective of the Course:**

To make students understand various facets of communication, including the models of communication and their application. To apprise students of theories related to Mass Communication in a wider socio-cultural perspective, helping them appreciate various channels of Mass Communication.

### **Course Outcomes:**

CO1: To gain knowledge about the concept and definition of communication. CO2: Learn about types of communication and barriers in communication. CO3: To know about the various communication theories. CO4: To learn about models of communication. CO5: To know about mass media theories.

### **Module 1: Early History of Communication**

Primitive times, Petroglyphs, Pictograms, Ideograms. Writing, Early scripts, Alphabet, Storytelling.

### **Module 2: Concept of Communication**

Meaning and Definition of Communication, Characteristics of Communication, Process of Communication, Four's of Communication.

### **Module 3: Types of Communication**

On the basis of relationship element: Interpersonal, Intrapersonal, Group, Mass Communication. On the basis of purpose and style: Formal and Informal Communication. On the Basis of Direction: Vertical, Horizontal, Diagonal Communication.

### **Module 4: Introduction to Mass Communication**

Mass Communication: Meaning, Concept & Characteristics, Mass Communication: Importance and Function.

### **Module 5: Types of Mass Communication**

Print Media: Newspapers, Magazines, Books and Novels, Comics, Journals and Publications. Broadcast Media: Films, Television, Radio. Outdoor and Transit Media: Billboards, Boardings, Posters, Banners. Digital Media/New Media: Social Media, Video, Websites, Mobile Apps, E-books, Podcasts, Online Radio.

### **Module 6: Seven C's of Effective Communication**

Clear, Concise, Concrete, Correct, Coherent, Complete, Courteous.

### **Module 7: Factors Affecting Communication**

Status/Role, Cultural Differences, Choice of Communication Channels, Length of Communication, Use of Language, Disabilities, Known or Unknown Receiver, Individual Perceptions/Attitudes/Personalities, Atmosphere/Noise/Distracton, Clarity of Message, Lack of Feedback.

### **Module 8: Models and Theories of Communication**

Models and Theories: Meaning and Function of Models, Relationship between Models and Theories, Individual Difference Theory, Cognitive Dissonance Theory, Dance and Larsen Theory, Kelly's Attribution Theory.

#### **Module 9: Early Models of Communication**

Aristotle Communication Model, Hypodermic Needle, Two-step & Multi-step, Uses and Gratification, Selective: Exposure, Retention and Perception, Agenda Setting, SMCR, Shannon and Weaver, Lasswell, Osgood, Dance Helical, Gerbner, Newcomb, Wilbur Schramme.

#### **Module 10: Emergence of Theories**

Propaganda: Concept, Devices and Theory; System Theory; Information Theory; Cognitive and Consistency Theories; Attitude Change Theories; Interpersonal and Mass Communication Theories.

#### **Module 11: Advanced Theories**

Agenda Setting, Cultivation Theory, Uses & Gratification Theory, Knowledge Gap Hypothesis, Media Hegemony Theory, Frankfurt School and Emergence of Critical Theory.

#### **Module 12: Normative Theory**

Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Soviet Media Theory.

#### **Module 13: Indian Theories of Communication**

Communication in India's Freedom Struggle, Comparison: Western Theories of Communication, Indian Communication Theories, The New Visual World.

#### **Module 14: Technology and Communication**

Satellites, Fiber Optics, Internet, Personal Computers, Wireless Facsimile Devices and Modems, Videoconferencing, Multimedia Personal Computers.

#### **Reference Books:**

- Adorno, T. W. and Horkheimer, M. 1944., 'The Culture Industry: Enlightenment as Mass Deception' in Dialectic of Enlightenment, trans. J. Cumming. New York: Herder and Herder.
- Baudrillard, J. 1998, 'Simulacra and Simulations', in Mark Poster (ed.), Jean Baudrillard , Selected Writings, Stanford University Press, pp.166-184.
- Howley. K. 1994, Understanding Community Media, London: SAGE Publications,
- Athique, A. 2012, Indian Media Global Approaches, Cambridge: Polity Press
- Dennis, Mcquail, 2010, Mass Communication Theory, Sage Publication, New Delhi.

## **PGJMC 102: Journalism: Concepts & Principles**

### **Objective of the Course:**

To develop among students an understanding of the roots of journalism in India and the contemporary trends. To apprise them of news reporting, acquaint students with the setup of print media organizations and editorial working, and to introduce them to printing technology.

### **Course Outcomes:**

CO1: To gain knowledge about journalism and different types of journalism. CO2: Learn about press history, freedom movements, and press laws. CO3: To know about the media industry. CO4: To know about national and regional newspapers. CO5: To understand contemporary issues, globalization, and press coverage.

### **Module 1: Growth of Journalism in Pre-Independence Era**

Beginning of newspapers in India, Hickey's Gazette, Contribution of James Silk Buckingham and Raja Ram Mohan Roy, Growth of English, Hindi, and Urdu newspapers, Journalism for Independence, Lokmanya Tilak, and Mahatma Gandhi.

### **Module 2: Press Laws During British Rule**

The Press and Registration of Books Act (1867), Vernacular Press Act 1878, Telegraph Act, Newspaper (Incitement to Offences) Act, The Official Secrets Act 1923.

### **Module 3: Growth of Journalism in Post-Independence Era**

Emergency and Indian press, Growth of newspapers after 1977, Changing trends in journalism, citizens' journalism, media activism, trial by media, growing influence of market, paid journalism, advertorials.

### **Module 4: News Agencies**

News Agencies in India, functions and role of News Agencies, PTI, UNI, UNI-Varta, Bhasa. Formation and dismantling of Samachar. Introduction to international news agencies and photo agencies—Reuters, AP, AFP, UPI, and TASS.

### **Module 5: Press Organizations and Current Trends**

Government Media Organizations—PIB, Photo Division, DAVP, RNI, Department of Information & Public Relations. Other Media Related Organizations - ABC, INS, Editors Guild, IFWJ, NUJ, PII, News Broadcaster Association (NBA).

### **Module 6: Growth of Television Broadcasting in India**

Origin and development of television in India, Doordarshan as an information, education, and entertainment media. Growth of private TV channels in India.

## **Module 7: Forms of Journalism**

Watchdog journalism, Alternative journalism, Advocacy journalism, and citizen journalism.

## **Module 8: New Trends in Journalism**

Skills of journalism, Convergence journalism, Online journalism, Paid news syndrome.

## **Module 9: Structure of Newsroom**

Newsroom in Radio, Newsroom in TV, Newsroom in newspapers.

## **Module 10: Newspapers Page Making: Layout and Design**

Charts, graphs, and cartoons, Front page and other pages layout and design, Photo-editing/cropping.

## **Module 11: Traditional Forms of Media**

Traditional media, folk dances and music, folk theatre, puppetry, reviving traditional media.

## **Module 12: Fundamentals of News Reporting**

News - definitions, news value, news sources, News report - structure, basic elements, Lead writing, types of lead, Reporting setup of newspaper/magazine and news agency, Reporting local/metro beats, Bureau.

## **Module 13: Newsroom of Newspaper and Copy Editing**

Editorial setup of newspaper, magazine and news agency, Editor and his team, role and responsibilities, Newsroom functions, news desks, News Editor - role and responsibilities, Copy editing, Headlining.

## **Module 14: Writing Style for Journalism**

Writing styles needed for journalism, Art of writing Features, Reviews, Profiles, Obituaries, Letter to the Editor, Editorials and column writing, Magazine writing, Writing news for news agencies.

## **Reference Books**

1. Natrajan, J. (1997). History of Indian Journalism. Publications Division, Ministry of Information & Broadcasting, Govt. of India.
2. Hough, G. A. (1998). News Writing. Kanishka Publishers.
3. Sarkar, N. N. (2001). Art and Production (2nd ed.). Sagar Publishers.
4. Shrivastava, K. M. (2003). News Reporting and Editing. Sterling Publishers Pvt. Ltd.
5. Srivastava, K. M. (1995). News Reporting and Editing. Sterling Publishers.
6. Kamath, M. V. (1980). Professional Journalism. Vikas Publishing House.
7. Aggarwal, V. B. (2006). Essentials of Practical Journalism. Concept Publishing Company.

## **PGJMC103: Print Media: Production Tools & Techniques**

### **Objective of the Course:**

To make students understand the basic use of computer and its application in designing and print production. To train students in Desk Top Publishing (DTP) software, and to apprise them of the internet.

### **Course Outcomes:**

CO1: To know about the history of print media in India. CO2: Learn about the roles and responsibilities of journalists and newsroom structures. CO3: To learn about different types of news writing. CO4: To learn about copy editing and editing symbols. CO5: To write, edit, and layout a newspaper.

### **Module 1: Principles of Design and Graphics**

Visual art and communication, art, design, and graphics: concept and principles, elements and principles of design, typography: physical form, aesthetics and classification, color: physical form, psychology, color scheme and production.

### **Module 2: Basics of Layout Designing**

Layout: meaning, terms, and stages, color concepts, role of color, newspaper and magazine layout, brochure, leaflet and poster design, paper and finishing, important printing processes.

### **Module 3: Computer for Designing**

A brief history of computers, computer parts: software, hardware, peripherals, types of printers and scanners and their use, MS Office: Word, PowerPoint, Excel, basic concepts like columns, gutter space, kerning, editing, alignment, text formatting, vector and bitmap graphics.

### **Module 4: Types of News**

Intro: Definition and types of headline, beat: meaning, importance and types: crime, sports, political, parliamentary, court, education, art and culture, rural, women.

### **Module 5: Types of Reporting**

Crime, civil, society, culture, politics, commerce and business, education, development, investigative reporting. Structure and functions of newsroom of daily, weekly newspapers and periodicals, different sections and their functions.

### **Module 6: Editing: Concept**

Process and significance, nature and need for editing, principles of editing, editorial desk and its function, style sheet, editing symbols, photo editing, editorial values: objectivity, facts, impartiality and balance.

### **Module 7: Proof Reading**

Meaning, definitions and importance, proof reading symbols, new techniques of proof reading.

Translation: meaning, definition, uses and importance of translation in journalism, translation of government orders.

### **Module 8: Structure of Editorial Department**

Role and responsibilities of media persons: Editor, Sub Editor, Reporter, Layout Designer, Proof Reader.

### **Module 9: Understanding the Structure and Construction of News**

Organizing news story for print, 5W's and 1H, inverted pyramid, sources of print news.

### **Module 10: Book Publishing**

Concept of book publishing, journals and periodicals publishing, annual report publishing, various types of magazines and their writing style and publishing.

### **Module 11: Journalism**

Definition, concept, nature and scope, different functions of journalism, role of journalism in democracy, role of journalism in socio-economic development, contemporary issues in journalism, debates in journalism, elements of journalism.

### **Module 12: Types of Journalism**

Print journalism, broadcast journalism, online journalism, alternative journalism, citizen journalism, yellow journalism, investigative journalism, advocacy journalism, skills of journalism, new technologies and trends in journalism, famous media personalities.

### **Reference Books**

1. Adobe. (2002). *Adobe Pagemaker*. Tec Media. Mukherjee, D. P. (2004). *Fundamentals of Computer Graphics and Multimedia*. Prentice Hall of India.

## **PGJMC104: Media Laws & Ethics**

### **Objectives of Course:**

To enable students to appreciate freedom of the press in India as enshrined in the Indian Constitution and other legislations. To make students understand the legal framework for print, broadcast, and cyber media, and analyze the issues of ethics and self-regulation.

### **Course Outcomes:**

CO1: Discuss media laws in India and the world. CO2: Discuss the Right of Freedom of Speech and reasonable restrictions applicable. CO3: Discuss media regulation in India. CO4: Determine the ethical issues of media with case studies. CO5: Determine the provision provided to journalists.

### **Module 1: Freedom of the Press**

Right to freedom of speech and expression, reasonable restrictions, freedom of press in India, landmark judgments.

### **Module 2: Central Board of Film Certification (CBFC)**

Cinematography Act 1920, composition and leadership, certificates and guidelines, U/A certificate, U certificate, A certificate, S certificate, pre-censorship in cinema, CBFC and its relevance.

### **Module 3: Print Media, Laws and Ethics**

Press and Registration of Books (PRB) Act 1867 and its relevance, Working Journalist Act 1955 and 1958, Intellectual Property Rights, Copyright Act 1957.

### **Module 4: Media Ethics: Responsibility and Accountability**

Ethical codes: self-regulation, organizational regulation, statutory regulation, functions of media within the ethical system: role, responsibility, and accountability, the Ombudsman System, defamation, contempt of court.

### **Module 5: Laws Related to Vulgarity and Obscenity**

Right to privacy, invasion of privacy by media, social responsibility of the press, self-regulation, advertising and ethical issues, social audit, ombudsman.

### **Module 6: Constitutional Scope of Freedom**

Directive principles of state policy, provisions of declaring emergency and their effects on media, parliamentary privileges and media.

### **Module 7: Broadcast Media, Laws and Ethics**

Broadcast Services Regulation Bill 2007, code of conduct for private radio and TV channels, fight for TRP and its fallout on ethical standards of TV channels, role of I & B Ministry in enforcing ethics, self-regulation, TRAI's role, need of regulatory body for broadcast media, Cable Network Act, issues of regulation and ethics.

### **Module 8: Cyber Media, Laws and Ethics**

Cyber laws in India, cyber crimes, cyber security, cyber forensics, control on contents: blogging, social



networking sites, hacking and anti-hacking concepts, government system in media technologies, need of regulation, ethical rules by professional bodies at national and international levels.

### **Module 9: Commissions and Committees for Press**

Press Commission: formation and recommendations; McBride Commission, working, composition and powers; Press Committees: Sengupta Committee, Verghese Committee, Joshi Committee, Chanda Committee.

### **Module 10: Prasar Bharati Act**

Establishment and composition of Corporation, appointment of Chairman and other members, functions and powers of Corporation, Parliamentary Committee, establishment of Broadcasting Council.

### **Module 11: Press Council of India (PCI) 1978**

Composition, appointment of members, chairman of PCI, functions and powers, limitations of its powers.

### **Module 12: Right to Information**

Historical background, the Right to Information Act of 2005, types of information that can be requested through RTI, objectives of the RTI Act, important provisions under the Right to Information Act, 2005.

### **Reference Books:**

1. Ravindranath, P. K. (2004). *Press Law and Ethics of Journalism*. Author Press.
2. Pavlik, J. (1997). *New Media Technology*. Allyn & Bacon Press.
3. Prabhakar, M., & Bhanawat, S. (1999). *Compendium of Codes of Conduct for Media Professionals*. University Book House.

## **PGJMC105: Media Management**

### **Objectives of Course:**

To apprise the students about different aspects of management in media outlets.

### **Course Outcomes:**

CO1: To understand the principles of media management and ownership patterns of mass media in India. CO2: To understand management information systems, and legal and ethical issues in media business. CO3: To know the procedure for starting a newspaper. CO4: To understand broadcast, digital, and social media in India. CO5: To understand the expenses and revenue model.

### **Module 1: Nature and Scope of Media Organization**

Defining media management, nature and scope of media management, media structures, organizational culture, media organizations as communication systems.

### **Module 2: Management Concepts and Their Applications to Media Organizations**

Principles of management, leadership, staffing, and motivation, planning, budget/financial management, market research, and audience analysis.

### **Module 3: Ethics, Legal Issues, and Contemporary Issues**

Ethics of media management: public interest vs private profit, various social, political, and economic forces influencing the media industry, legal issues in advertising, personnel management, mergers and acquisitions, establishing a media enterprise.

### **Module 4: Media Ownership Pattern in India**

Concentration of media ownership: debates and issues, ownership: private and public sector, individual, partnership, trust, society, etc.

### **Module 5: Functions of Media Management**

Planning and strategy, content creation and development, distribution and audience engagement, financial management, performance measurement, and analysis.

### **Module 6: Structure and Operation of Media Organizations in India**

Newspaper business management: ownership patterns, line and staff management in a newspaper organization, factors affecting newspaper production, circulation, management,

housing, and arranging the newspaper production plant, managing broadcast media organizations.

### **Module 7: Organizational Hierarchy of Public and Private Media**

Organization of public and private television channels, radio stations in India, factors affecting its growth, growth of digital media; emerging trends in internet and mobile sectors in terms of new services, revenue models, and job types, organizational structure of advertising agencies and public relations firms.

### **Module 8: Financial Aspects of Media Organizations**

Management and financial aspects of media organizations, revenue generation strategy, budgeting and finance, capital costs, production costs, production and scheduling, commercial marketing policies for revenue generation, creativity in marketing.

### **Module 9: Strategic Planning**

Defining strategies: concepts, definitions, and need, the process and steps of planning, consumer behavior: market segmentation and situation analysis, planning advertising campaigns and media planning, advertising appropriation, and budgeting.

### **Module 10: Media Organizations**

Indian Newspaper Society (INS), RNI, ABC, DAVP, etc.

### **Module 11: Principles of Television and Radio Management in India**

Organizational structure of newspapers, television, and radio management in India. Recent trends in broadcasting management.

### **Module 12: Organizational Structure of Newspaper Management**

Editorials, circulation, marketing, human resources, advertising, production.

### **Module 13: New Trends in Media Management**

Digital transformation, reputation and branding, adapting to new technologies, community engagement, crisis management.

### **Module 14: Skills Needed in Media Management**

Strategic thinking, analytical skills, communication skills, adaptability, leadership, problem-solving, time management.

### **Reference Books:**

1. Sahay, U. (2009). *Making News*. Oxford Press.
2. Chunawalla, S. A., & Sethia, K. C. (2000). *Foundations of Advertising Theory and Practice*. Himalaya Publishing House.
3. Batra, R. (2000). *Advertising Management* (5th ed.). Prentice Hall of India.

## **PGJMC 106: Writing for Media**

### **Objectives of the Course:**

To equip students with the nuances of writing. To develop both linguistic and communication abilities. To write correctly using proper grammar, vocabulary, syntax, spelling, and punctuation. To differentiate between writing for print media and writing for the ear.

### **Course Outcomes:**

CO1: To understand writing for print media and electronic media.

CO2: To understand the art of putting words together.

CO3: To know how to change sentence length and pattern.

CO4: To understand the ABCD of media writing.

CO5: To understand the concept and definition of translation.

### **Module 1: Writing for Media**

Writing for print media, electronic media, and ad copies with emphasis on their styles. Essentials of good writing: Is writing an art or a craft? Can I write? Kinds of media writing: Writing to inform, writing to describe, writing to persuade.

### **Module 2: The ABCD of Media Writing**

Accuracy, brevity, clarity, discernment. Writing simply: Vocabulary and vocabulary building. Using dictionaries, understanding misunderstood words. Rules of spelling, overcoming grammar problems, punctuation.

### **Module 3: The Art of Putting Words Together**

The sentence: Concision/clarity, emphasis. Total emphasis (applies to the whole sentence), partial emphasis (applies to a word or group of words). Rhythm: Words and how they sound, variety, and recurrence.

### **Module 4: Changing Sentence Length & Pattern**

Breaking monotony, varied openings. Putting sentences together: The paragraph. Concise ideas, dissecting ideas into elements, elements as paragraphs and subparagraphs. Putting paragraphs together: Logical sequencing, the complete picture - the first draft, reading for further changes. Writing formats: Journals, letters, essays, and reports.

### **Module 5: Concept & Definition of Translation**

Nature & norms of translation, types of translation. Word-to-word translation, literal translation, summarized translation, free translation. Translation based on appropriate reference, translation according to pronunciation. Paraphrased translation (using synonyms). The need and importance of translation in journalism. The process of translation and maintaining its originality.

### **Module 6: Understanding Writing Process**

Process writing: Brainstorming for ideas, idea organization, and audience analysis. Writing mechanism:

Opening, developing, and winding up the argument/narrative. Editing and formatting: APA style sheet basics. Abstract, summary, paragraph, essay, and column writing.

### **Module 7: Online Writing Skills**

Introduction to online writing: Social media writing skills and etiquettes. Online official correspondence. Social media and language change: Email, SMS, emoticons, blogs, social networking sites. Maintaining digital databases.

#### **Reference Books:**

1. Choudhary, R. (2010). *Media Writing*. New Delhi: Centrum Press.
2. Howard, P. (1986). *Perfect Your Punctuation*. Melbourne: Longman Cheshire.
3. Sinha, P. K. (2006). *Media Writing*. Delhi: Indian Distributors.
3. Vander Mey, R. (2004). *The College Writer: A Guide to Thinking, Writing, and Researching*. Boston: Houghton Mifflin.
4. Wren, P. C., & Martin, H. (2008). *High School English Grammar & Composition*. Batu Caves, Selangor: Crescent News.
5. Whitaker, W. R., Ramsey, J. E., & Smith, R. D. (2012). *Media Writing: Print, Broadcast, and Public Relations*. New York: Routledge.

# SEMESTER II

## **PGJMC201: Radio: Concepts & Principles**

### **Objective of the Course:**

To apprise students of the growth of radio and the contemporary trends in broadcasting. To enable students to understand the nature of radio, news, and non-news program formats, as well as broadcast technology.

### **Course Outcomes:**

CO1: To understand the history, importance, and scope of radio.

CO2: To understand the radio anchoring process for different formats.

CO3: To learn about voice modulation and diction, as well as types of microphones.

CO4: To understand the pre-production, production, and post-production of radio programs.

CO5: To be able to prepare a radio bulletin.

### **Module 1: Radio Broadcast and Its Significance**

Evolution and growth of radio broadcast (with special reference to India). Public service radio and private commercial radio. Significance of radio broadcast in India.

### **Module 2: Radio and Contemporary Trends**

Radio in India: inception and growth. Three-tier broadcasting, public service broadcasting, education vs. entertainment, commercial broadcasting, expansion of FM broadcasting, and the changing idiom.

### **Module 3: Developments on Community Radio**

Community broadcasting and developments on community radio. AIR code, commercial code, guidelines for election broadcast. Campus and community radio.

### **Module 4: Radio Program Formats**

Writing for the ear, spoken words and music. Radio talks, interviews and discussions, features and documentaries, drama and serials, OB, commentary, vox pop, phone-in programs, radio commercials.

### **Module 5: Radio News Broadcast**

AIR and its divisions. News Services Division, news reporting setup at various levels, newsroom functions, news pools. News bulletins: compilation and production, news writing, new format (NF), news-based and current affairs programs.

### **Module 6: Broadcast Technology and Equipment**

MW and SW transmission, AM and FM techniques. Studios for recording, broadcasting, and dubbing. Microphones and other studio equipment, analogue and digital, digital recording. Satellite communication, DTH, satellite vs. terrestrial broadcasting.

### **Module 7: Types of Radio Broadcasting**

Radio terms: on air, FM, AM, MW, modulation, mobile station, decibel, hertz, duplex, control



operator, soundproof, UHF, UHF-T. Types of microphones, mixers, speakers.

### **Module 8: Development and Growth of Radio**

Development of radio broadcasting in India. Emergence of FM, internet radio. Popular radio genres: news bulletin, documentary, radio feature, drama, talks, music programs. Ownership and control, new trends in radio.

### **Module 9: Types of Radio**

Military radio, spiritual/religious radio, commercial radio, private radio, amateur radio stations, satellite radio.

### **Module 10: Aesthetics of Radio**

Writing for the ear. Creative use of sound and music. Speech, personality; pitch, volume, timbre, tone, pace, vitality, and enthusiasm. The voice behind the mic, different types of mics.

### **Module 11: Presentation of Radio Programs**

Job of presenter: delivery, modulation, and projection of the voice. Entertainment radio broadcasting, anchoring and radio jockeying. Studio etiquette, feedback, interactive programs.

### **Module 12: Radio Programme Production**

All India Radio: organizational structure. Programs of AIR. Equipment for radio production: studio setup. Radio reporting, news bulletins.

### **Module 13: Types of Radio Composition of Programs**

Radio programs and production. Composition of programs: news, music, and spoken words, radio features. Presentation of radio programs: job of presenter, delivery modulation. Entertainment radio broadcasting, anchoring, and radio jockeying.

### **Module 14: Elements of Radio Production**

Phone-in interview. Scriptwriting for radio. Elements of radio production. Digital radio, online radio stations.

### **Reference Books:**

1. Mehra, Musani. (1985). *Broadcasting & People*. NBT, New Delhi.
2. Joshi, S. R. (1997). *Broadcasting in India*. ISRO, Ahmedabad.
3. Stephens, Mitchell. (1980). *Broadcast News - Radio Journalism*. Rinehart Winston, NY.
4. White, Ted. (1984). *Broadcast News Writing*. Macmillan, NY.
5. Wilby, Pete. (1996). *Basics of Radio Program Production*. Focal Press.  
The Radio Handbook. Routledge, London.

## **PGJMC202: Advertising: Concepts & Principles**

### **Objective of the Course:**

To apprise the students about the nature and scope of Integrated Marketing Communication (IMC) in the current socio-economic milieu. To understand the concepts and principles of IMC in the context of corporate organizations.

### **Course Outcomes:**

CO1: To understand the history, definition, scope, and principles of advertising.

CO2: To understand advertising concepts and campaign development.

CO3: To know about the importance of Public Relations (PR) in the advertising industry.

CO4: To learn about the professional organizations of Advertising and PR.

CO5: To be able to create an ad campaign, including design and copy.

### **Module 1: Introduction to IMC**

Defining marketing communication in the context of corporate organizations. Evolution of IMC and factors contributing to its growing importance. Stakeholders of IMC (defining internal and external publics).

### **Module 2: Various Tools of Marketing Communication**

Advertising, public relations, direct marketing, interactive marketing, personal selling, sales promotion, and events.

### **Module 3: Concept and Functions of Advertising**

Meaning and definition of advertising, types of advertising. Advertising as a communication tool and marketing tool. Ad campaign: definition and stages of campaign planning.

### **Module 4: Media Planning for a Campaign**

Media mix, media choices, media plan, and media scheduling. Media buying and selling imperatives. Advertising budget and interface of media and clients with ad agencies.

### **Module 5: Importance of Design and Layout in Advertising**

Creativity in advertising. Importance of design and layout in advertising and promotion. Advertising copy: visualization and copywriting for print advertisements. Ad formats and elements, print ad production process. Conceptualization and production of radio spots and television ads.

### **Module 6: Corporate Communication and PR**

Defining corporate communication and PR. Difference between advertising, PR, propaganda, and publicity. Objectives of PR, tools of PR, PR planning process, and basic public relation strategies. PR and corporate communication campaigns: concept and components.

### **Module 7: Various Media of Advertising**

Print media: newspapers, magazines, pamphlets, handbills, souvenirs, brochures, etc. Electronic media: radio, direct mail, outdoor advertising.

### **Module 8: Need and Impact of Advertising**

National and global scenario of advertising. Integrated marketing communication, persuasion, retention, and recall.

### **Module 9: Creativity and Advertising**

Copywriting for print, radio, and TV advertisements. Advertising design and layout: differences between the two. Defining creativity, appeal, rhetoric of words, and images.

### **Module 10: Principles of PR and Its Significance**

Tools of PR, planning, implementation. PR and marketing, image management. Role of PR in crisis management.

### **Module 11: Corporate Communication**

Defining corporate communication strategies. Corporate communication in the public sector, private sector, and multinationals. Basics of event management, campaign planning, steps of campaign planning. Use of media in crisis management.

### **Module 12: Public Relations**

Public relations: definition, external and internal, vertical and horizontal. Use of various media: print, electronic, web, outdoor media, and exhibitions. Tools and strategies: press conferences and press releases, staging of special events, campaigns.

### **Module 13: PR and Allied Fields**

Lobbying, publicity, propaganda, and advertising. Differences and similarities between PR and marketing, corporate communication, and PR. Media tracking, PR angle, and response.

### **Module 14: Tools, Techniques, and Models**

Print media, audio-video media, new media and social media, alternate media, and traditional media. J.M. Grunig's model of symmetrical PR and asymmetrical PR.

### **Reference Books:**

- Ogilvy, David. (1988). *Ogilvy on Advertising*. London: Pan Books, Sidgwick & Jackson.
- Ogilvy, David. (1969). *Confessions of an Advertising Man*. London: Longman.
- Barko, Andrew D., & Volvin, Darlyn R. (2007). *Handbook of Public Communication: Principles and Practice*. Jaico Publishing House.
- Sengupta, S. (2005). *Management of Public Relations and Communication*. Vikas Publishing House.
- Oliver, Sandra M. (2004). *Handbook of Corporate Communication and PR*. Routledge.
- Lesly, Philip. (2002). *Handbook of Public Relation and Communication*. McGraw Hill.
- Mohlanobis, Parvati. (2005). *Textbook of Public Relations and Corporate Communications*. Saujanya Books.
- Jethwaney, Jaishri, & Jain, Shruti. (2012). *Advertising Management*. Oxford University Press, New Delhi.
- Fernandez, Joseph. (2004). *Corporate Communications: A 21st Century Primer*. Response

Books, New Delhi.

## **PGJMC203: New Media**

### **Objective of the Course:**

To make students understand the importance of the internet in contemporary journalism.  
To enable students to develop relevant skills for online journalism.

### **Course Outcomes:**

CO1: To understand social media and social media marketing.

CO2: To understand digital marketing platforms.

CO3: To learn the analytics of digital media.

CO4: To learn the techniques of branding on social media platforms.

CO5: To learn social media measurement and metrics.

### **Module 1: Introduction to New Media and Journalism**

The 24/7 media concepts, web publishing tools and applications, convergence of technologies, global and Indian scenario, online journalism business model.

### **Module 2: New Tools of Journalism**

Web newspapers, blogs, vlogs and blog aggregators, integrated newsroom, multi-platform content management, internet research, audio and video.

### **Module 3: Online Writing and Editing**

Elements of writing for web newspapers, websites and portals. Differences and similarities with print media, effective blog writing, developing and editing content and stories for the web, file transfer protocols and uploading images and text, creating graphics and animation, introduction to website designing applications.

### **Module 4: Web Broadcasting**

Global scene of web broadcasting, basics of TV and radio on the internet, web TV and web radio as advertising and PR tools, news and feature writing formats for web radio and web TV.

### **Module 5: Technology & Society**

Access and digital divide, cyberspace and the public sphere, digital natives and digital immigrants, impact of digital technology on culture, digital media activism, participatory communication, citizen journalism, fan culture in new media.

### **Module 6: Trends in Communication Technology**

Mediated communication, social consequences of new communication technology, mobile phones and micro-cultures, adoption and use of technologies, media convergence, digital media literacy, production and consumption in the digital age.

### **Module 7: Evolution of Digital Media and Digital Communication**

Online communication, online communities, online identities, social networking and social media tools, human-computer interaction, social interactions and mobile phones/internet.

## **Module 8: Digital Storytelling**

Tools of multimedia journalists, learning to report, write and produce in a manner appropriate for online media, feature writing for online media: story idea, development, and news updates, podcasting and webcasting.

## **Module 9: Open Source Journalism**

Responding to the audience, annotative reporting, citizen journalists, problems of verification, accuracy and fairness, use of blogs, tweets, etc. for story generation and development, protecting copyright.

## **Module 10: New Media**

Convergence: need, nature, and future of convergence, emerging trends: mobile technology, social media & web 2.0, participatory journalism: traditional and contemporary meaning.

## **Module 11: Online Journalism**

Traditional vs. online journalism - differences in news consumption, types of journalism online: blogs, news websites, citizen journalism, online writing & editing: do's and don'ts.

## **Module 12: Principles of New Media**

Introduction, principles of new media, functions, impact of new media on society, traditional media vs. new media, e-society: governance, commerce, education, and new media communication.

## **Module 13: Online Journalism, Cyber Law and Ethics**

Traditional vs. pen-less/paperless journalism, news and content presentation, do's and don'ts for reporting and editing for e-papers, websites, and news portals, cyber crimes and cyber security: an overview, IT Act (2000), ethics and limitations: piracy, copyright, copyleft, open source, digital archives.

## **Module 14: New Media: Issues & Applications**

Digital divide and information society, ICT and its applications and e-governance, convergence and its types: synergy between electronic and mobile commerce, social media platforms: importance and usage.

## **Reference Books:**

- Pandey, Sudhir. 2000. *Handbook of Satellite Communication*. Authors Press, New Delhi.
- Jenkins, Henry. 2006. *Fans, Bloggers, and Gamers – Media Consumers in a Digital Age*. New York University Press.
- Bruns, Alex. 2005. *Gatewatching – Collaborative Online News Production*. Peter Lang.
- Ling, Rich. 2004. *The Mobile Connection – The Cell Phone's Impact on Society*. Morgan Kaufmann.
- Manovich, Lev. 2002. *The Language of New Media*. MIT Press, Cambridge, England.

## **PGJMC 204: Media & Communication Research**

### **Objectives of the Course:**

To enable the students to understand the concept of research and fieldwork.

### **Course Outcomes:**

CO1: To understand the concepts of research methods.

CO2: To learn about data collection techniques.

CO3: To understand the importance of surveys in research methodology.

CO4: To learn how to write a research proposal.

CO5: To learn how to write a research paper.

### **Module 1: Introduction**

Meaning and definition of research; objectives of research; development of mass media research; motivating factors of media research; media research and the scientific method.

### **Module 2: Types of Research**

Fundamental research, applied research, quantitative research, descriptive research, experimental research.

### **Module 3: Defining the Research Problem**

Concept and need; identification of research problem; research design; research questions and hypothesis; characteristics of a good hypothesis.

### **Module 4: Literature Review**

What is a literature review? Importance of literature review; characteristics of a good literature review.

### **Module 5: Methods of Media Research**

Content analysis, survey method, observation method, experimental studies, case studies.

### **Module 6: Tools of Data Collection**

Primary and secondary data; questionnaire, focus groups.

### **Module 7: Importance of Statistics in Research**

Concept of statistics; measures of central tendencies in communication and media research; measures of dispersion in communication research; role of media metrics in media research.

### **Module 8: Writing Research Report**

Format and style; review of related literature; its implications at various stages of research; thesis; chapterization of thesis; research reports; research papers for publications; footnotes; endnotes; reference styles (APA, MLA, Chicago, Harvard).

### **Module 9: Research Procedure**

Selection of research topic; determination of topic relevance; survey of literature; hypothesis; research design: diagnostic research design, exploratory research design.

### **Module 10: Ethics in Media Research**

Important measures to make research more ethical: informed consent; protective research design; professional codes; government regulations; seeking consent of participants; possibility of causing harm to participants; maintaining confidentiality.

### **Module 11: Research Proposal Components**

Title; abstract; introduction; study problem; literature review; objectives; research questions; hypotheses; research/study design; data collection; data analysis; results/findings; references.

### **Module 12: Tools and Techniques of Research**

Universe; population; sample; meaning and definition of sampling technique; census; probability; non-probability; questionnaire; schedule; survey.

### **Module 13: Variables and Their Significance in Research**

Types of variables: independent variables, dependent variables, control variables, extraneous variables, intervening variables.

### **Module 14: Research Applications**

Research in print media: readership, circulation, typography, and make-up; research in electronic media: TAM, TRP, page views, unique visitors, ranking, etc.; production research; content analysis: qualitative and quantitative; SPSS; ethics in research.

### **Reference Books:**

- Kothari, C.R. (2004). *Research Methodology: Methods and Techniques*. New Delhi: New Age International Publishers.
- Ahuja, Ram. (2001). *Research Methods*. Jaipur: Rawat Publications.
- Neuman, Lawrence W. (2006). *Social Research Methods: Qualitative and Quantitative Approaches* (6th ed.). Allyn & Bacon.
- Allen, M. (2008). *Quantitative Research in Communication*. USA: Sage Publications.



## **PGJMC302: TV & Film Appreciation**

### **Objectives of the Course:**

To enable the students to understand the different aspects of film studies and comprehend the role of cinema.

### **Course Outcomes:**

CO1: To understand the overview of film studies.

CO2: To learn the different eras of cinema.

CO3: To analyze Western and Indian films.

CO4: To understand the changing role of semiotics in films.

CO5: To know the work of famous filmmakers.

### **Module 1: History of World Cinema**

Initial innovations; contributions of Griffith, Porter, and Sennett; evolution of the studio system in the US; early cinema in European countries: German Expressionism and French Avant-Garde; cinema in the USSR; cinema after World War II; development of cinema in Asian and Latin American countries; impact of TV and video; use of digital technologies.

### **Module 2: History of Indian Cinema**

Introduction to major film genres; Silent Era of Indian Cinema: major features and personalities; the 'Talkies': popular cinema; New Wave and 'middle' cinema.

### **Module 3: Post-Independence Cinema**

Consolidation of the star system; contributions of Ray, Ghatak, and Sen; Indian New Wave; the angry young man of mainstream cinema; development of IFFI, NFAI, FTII, and FFC; impact of TV, video, satellite TV, and multiplexes.

### **Module 4: History of Television**

Development of technology; initial years in developed countries; role as a public broadcaster; development of TV in India; wider reach and better technologies in the 80s; advent of satellite television; convergence of technologies: internet and mobile.

### **Module 5: Aspects of Film Appreciation**

Difference between film review and appreciation; parameters of film appreciation; language and rhythm of film; plot, story, and script; importance of screenplay; order of sequence; dialogue delivery; role of camera and editing; role of sound and background music; lyrics and music composition.

### **Module 6: Writing a Script**

Writing a script; telling a story; concept of a brief story; definite beginning and ending; maintaining the graph; writing proposals and budgeting; elements of a proposal; duration; shooting days; working the budget; maintaining the storyline.

## **Module 7: Understanding the Sound**

Understanding the sound; value of sound; importance of specific mikes and other gadgets; understanding the rhythm; language of sound; creative use of sound for production; improvisation; creating various kinds of sounds; studio recording; importance of acoustics; use of various kinds of mikes; audio recording in the field; sound editing.

## **Module 8: Cinema as a Medium of Entertainment**

Regional language cinema; documentary; relationship of cinema with other media: print, radio, television, new media; cinema genres.

## **Module 9: Film Journalism**

Film journalism; prominent cinema personalities (India & abroad); film society movement in India; FTII, NFAI; impact of cinema on Indian society; film review; film criticism.

## **Module 10: Liberalization and Indian Cinema**

Rise of multiplex cinema; film culture; evolution of censorship; exhibition of film; film distribution and production.

## **Module 11: Evolution of Film Language**

From image to idea; film scripting process; scene and shots; camera distance, movement, and angles; visual imagery in cinema; use of sound in films (sound effects); animation films.

## **Module 12: How to Read an Audio-Visual Program**

Main differences between TV programs and films; the language of shots and editing; lighting and composition; language of signs; cinema as a cultural product.

## **Reference Books:**

- Kumar, Keval J. (2010). *Mass Communication in India*. Jaico Publishing House, Mumbai.
- Ganti, Tejaswini. (2004). *Bollywood: A Guidebook to Popular Hindi Cinema*. Routledge Publication, New York.
- Bazin, Andre. (1967). "The Ontology of the Photographic Image" from his book *What is Cinema Vol. I*. Berkeley, Los Angeles, and London: University of California Press.
- Gunning, Tom. (1990). "Non-continuity, Continuity, Discontinuity: A Theory of Genres in Early Films," in Thomas Elsaesser, ed. *Early Cinema: Space, Frame, Narrative*. London: British Film Institute.

## **PGJMC206: Business Journalism**

### **Objectives of the Course:**

To enable students to understand the concept of the financial environment and the importance of business journalism.

### **Course Outcomes:**

CO1: To understand the concept of business journalism.

CO2: To understand the various aspects of financial issues.

CO3: To understand the role and philosophy of business journalism.

CO4: To understand the role and importance of business for the financial growth of the country.

CO5: To learn how business can help in developing a country.

### **Module 1: Business Environment**

Concept and scope; difference between business and finance; business ethics; global financial markets; India as an economic power; India and the global economy; Company Act 1956; financial statements of companies.

### **Module 2: Financial Environment and Concept of Finance**

Finance and other disciplines; corporate financing; money market; capital market; fundamentals of the stock market; forecasting the stock market; interpretation of financial dailies and financial websites (e.g., [www.indiainfo.com](http://www.indiainfo.com), [www.bloomberg.com](http://www.bloomberg.com), [www.reuters.com](http://www.reuters.com)).

### **Module 3: Understanding Concepts of Micro and Macro Economics**

Mutual funds; SEBI and free pricing of equity shares; role of SEBI; UTI – activities and investment patterns; credit rating agencies (CRISIL, ICRA, CARE) and their role; World Federation of Exchanges (WFE); NSE, BSE, NASDAQ.

### **Module 4: History and Origin of Business Journalism**

History and origin of business journalism; business reporting skills; writing for industrial, chemical, agriculture, petrochemical, pharmacy, banking sectors, and others; business news from different newspapers; articles from different business magazines; writing news analysis for business reports.

### **Module 5: Understanding Risk Management and Financial Crises**

Understanding risk management; financial crises; inflation; monopolistic competition: features; oligopoly planning; introduction to the income statement; understanding sales, costs, and profit; reading and understanding financial statements.

### **Reference Books:**

- Ahuja, H.L. (Year). *Principles of Microeconomics*. S. Chand Company Ltd.
- Kreps, David M. (Year). *A Course in Microeconomic Theory*. Prentice Hall of India.

## **SEMESTER III**

## **PGJMC301: Photography**

### **Objectives of the Course:**

To enable students to understand the history of photography and the use of a camera.

### **Course Outcomes:**

CO1: To understand the history of photography and its role as a medium of communication.

CO2: To learn about the camera and its functions.

CO3: To learn how to use photographs in different media.

CO4: To understand different genres of photography and writing photo captions.

CO5: To be able to prepare a photo feature.

### **Module 1: Introduction**

- Introduction to photojournalism: concept, importance, requirements, nature, objectives, and purpose
- Writing photo captions, photo features, and photo essays

### **Module 2: History of Photography**

- Brief history of photography and evolution of the camera obscura
- Structure and functioning of a camera
- History of photojournalism
- Photography for newspapers and magazines
- Role of photojournalism
- Approaches to photography: amateur, professional, independent

### **Module 3: Mechanics of Photography**

- Aperture, shutter speed, focus, and focal lengths
- Introduction to different types of camera lenses
- Camera shots, camera angles, and camera movements

### **Module 4: Types of Cameras**

- On the basis of design and format
- Structure and functioning of an SLR camera
- Parts of a camera: lens, aperture, shutter, viewfinder, pentaprism, film sensors, and memory
- Exposure and depth of field
- Accessories to the camera

### **Module 5: Lighting, Composition, and Printing**

- Rules and conventions of composition
- Properties of light
- Lighting equipment (studio lights, flash guns, and light meters)
- 3-point lighting
- Darkroom processing and printing techniques
- Digital printing: types of papers and printers

### **Module 6: Job and Responsibilities of a Photojournalist**

- Job and responsibilities of a photojournalist
- Pathbreaking work by photojournalists
- Role of photojournalists in news agencies
- Role and functioning of photo agencies

### **Module 7: News Values for Pictures**

- News and photos
- Photo features; essential qualities for photojournalism
- Impact of technology on photography
- Composition, visual editing, use of illustrations and pictures
- Photoshop, ImageReady

### **Module 8: Photo Editing Software**

- Corel Paint Shop Pro, Adobe Lightroom Classic, Corel Paint Shop Pro, CyberLink PhotoDirector, Photopea, Skylum Luminar Neo

### **Module 9: Photo Editing Techniques**

- Cropping, enlarging, and reducing
- Photo editing software
- Colour composition

### **Module 10: Different Types of Photographs**

- Action photography, food photography, documentary photography, wildlife, environment, sports, landscape, industrial disasters, social photography
- Photo editing and developing techniques
- Art photography
- Internet photojournalism

### **Module 11: Camera Operation & Lighting**

- Lights contrast & three-point lighting
- Functioning and operation of audio aspects/sound recording
- Sound bytes, types and importance of microphones

- Recording equipment
- Voice recording with a camera
- Camera and lighting for indoor & outdoor shooting

### **Module 12: Beats of Photography**

- Portrait, wildlife, nature and landscapes, disaster, social photography, night photography

### **Module 13: Digital Photography and Editing**

- Digital photography
- Selection of photographs
- Basics of image editing
- Process of image editing
- Photo stories, photo features, and photo essays

### **Module 14: Mechanisms of Photography**

- Understanding image and video
- Types and components of cameras (types and their perspective/angle of view)
- Framing and composition
- Practical applications

### **Reference Books:**

- Hashmi, H.A., 2010, *Basics of Photography*. Manoj Pocket Books, New Delhi.
- Mascelli, Joseph V., 2014, *Five C's of Cinematography*. M.M. Mukhi & Sons.

## **PGJMC 302: Video Production Techniques & Programme Formats**

### **Objectives of the Course:**

To enable students to know about graphics and animations.

**Course Outcomes:**

**CO1:** To understand computer graphics, 2D, and 3D images.

**CO2:** To learn about the usage of video production in the industry.

**CO3:** To learn about the software for creating and editing videos.

**CO4:** To learn about 3D animation.

**CO5:** To understand the usage of sound and light in video production.

**Module 1: Television and Indian Society**

Origin and growth of television technology

History and uses of television

Television as a cultural form

Public and private broadcasting

TV as a tool for development

**Module 2: Genres of Television Programming**

News and current affairs

Documentaries

Fiction programming

Non-fiction programming

Reality shows

**Module 3: Understanding Television News**

Television as a medium for news

TV news values

News gathering, writing, and reporting

Packaging TV news

News bulletin elements

Studio production and television news presentation

**Module 4: Structure and Management of TV News Channels**

Types of TV news channels

Ownership patterns of news channels in India

Newsroom workflow

Revenue models

Viewership measurement: TAM, TRP, etc.

**Module 5: Introduction to Television Journalism**

Introduction to television journalism

Types of TV programs

Television news: meaning and concept

Basics of TV news



Qualities of a good TV reporter

### **Module 6: Video Editing: Meaning & Significance**

Process and principles of video editing

Types of video editing

Video editing software

Grammar of TV programs

### **Module 7: Duties and Responsibilities**

Duties and responsibilities of the director, producer, editor

Duties and responsibilities of the camera person, floor manager, production assistant

Duties and responsibilities of the sound recorder, technical director, set designer, makeup artist

Prominent TV personalities

Qualities and functions of anchors and news readers

### **Module 8: Pre-Production**

Initial stage of pre-production

Introduction to different types of television programs

### **Module 9: Production**

Basics of camera, lighting, and sound recording

Dope sheet

Location shooting, makeup, property, set correction (set designing)

### **Module 10: Post-Production**

Understanding post-production instruments and editing software

Video editing, graphic designing, and special effects

Marketing and promotion of programs

### **Module 11: Broadcasting Equipment**

Virtual machines, encoder software, playout automation software

Headphones, microphone, mixer, microphone processor, soundproofing

### **Module 12: Documentary Making and Its Types**

Poetic documentaries

Expository documentaries

Observational documentaries

Participatory documentaries

Reflexive documentaries

### **Reference Books:**

- Kumar, Keval J. 2010. *Mass Communication in India*. Jaico Publishing House.
- Singh, C.P. 2009. *Before The Headlines: A Handbook of TV Journalism*. Macmillan.
- Jhingran, Prahbu. 1998. *Television Ki Dunia*. Bharat Book Centre, Lucknow.
- Holland, P. 1997. *The Television Handbook*. Routledge.



## **PGJMC 303: Global Media**

**Objectives of the Course:** To enable the students to know about national and international issues.

**Course Outcomes:**

**CO1:** To be able to know about the current important issues, National & International.

**CO2:** To learn about the importance, reference behind news.

**CO3:** Learn about the functions of International bodies like UN, EU, World Bank etc.

**CO4:** To know about neighboring countries.

**CO5:** To be able to understand the current situations in Social, Economic fronts around the globe.

**Module 1: International Communication**

Concept of Free Flow of Information, Ideological divide, NATO & Warsaw Pact countries, Cold War.

**Module 2: Communication Debates**

Third World Concerns, North-South, Rich-Poor divide, UNESCO & Communication debates, Role of NAM, MacBride Commission, NWICO (New World Information and Communication Order).

**Module 3: International Media Houses**

International Media Houses, CNN, BBC, Fox News, Al Jazeera.

International News Agencies: UPI, AP, AFP, Reuters, Xinhua, TASS, Bloomberg, Washington Post, New York Times.

**Module 4: Media & Cultural Imperialism**

Media & cultural imperialism, media hegemony, coverage of important world events by international media, Gulf Wars, Vietnam War, War on Terrorism, embedded journalism, global conflicts and international media.

**Module 5: Media and Global Market**

Media and global market, digital divide, media conglomerates and monopolies - Ted Turner/Rupert Murdoch.

**Module 6: Impact of Globalisation on Media**

Globalisation and media, barrier free economy, global and regional integrations (Indian examples), demand for international regimes (global & regional integration, coordination in the global political economy, delegation & power in international institutions/ legitimation).

**Module 7: Culture and Globalization**

Traditional and modern media as vehicles of global communication (globalization, localization and media) cultural politics of globalization, local forms of global cultures.

**Module 8: Media in Multilateral Forums**

Entertainment and news flows, internationalization to transnationalization, history of the Bretton Woods institutions.

**Module 9: Trade and Globalization**

States and markets in the era of globalization, understanding the concept of digital divides, off-

shoring, outsourcing.

#### **Module 10: Global Communication: Historical Perspective**

The great north – south divide, domination of transnational news agencies, global news and information flow, barriers to the flow of news and information.

#### **Module 11: Struggle for Balance of Information Flows**

Role of UN & UNESCO in bridging the gap between north and south, bilateral, multilateral and regional/information cooperation.

#### **Module 12: Contemporary Trends**

Emergence of global village of media, the policies of global communication, global communication & culture, democratization of communication.

#### **Module 13: Global Media Impact on India**

Hegemony of international media moghals, transnational media and India, global media and the promotion of the cult of stars, Hollywood's foray into film industry.

#### **Module 14: The New Global Media Environment**

Economic, socio & cultural implications, digital capitalism in crisis.

#### **Reference Books:**

- Aggarwal, Vinod K. and Dupont, Cédric, 2004, *Collaboration and Coordination in the Global Political Economy*, Global Political Economy, John Ravenhill (ed.), Oxford University Press, Oxford, pp. 28-49.
- Brow, M., 1996, *The Global Age*, Polity Press, Cambridge.
- Baldwin, R. E., 2006, *Multilateralising Regionalism: Spaghetti Bowls as Building Blocs on the Path to Global Free Trade*, The World Economy Vol. 29 No. 11, pp. 1451-1518.
- Bar, F., Cohen, S., Cowhey, P., 2000, *Access and Innovation Policy for the Third-Generation Internet*, Telecommunications Policy, Vol. 24, No. 6.
- Boas, Morten & McNeil, 2004, *Introduction: Power and Ideas in Multilateral Institutions: Towards an interpretative framework*, Global Institutions and Development: Framing the world? Routledge, pp. 1-12.
- Brock, G. W., 1994, *Telecommunication Policy for the Information Age*, Harvard University Press, Cambridge, MA.

## **PGJMC 304: Development Communication**

**Objectives of the Course:** To enable the students to deeply understand the concept of development.

**Course Outcomes:**

- **CO1:** To understand the concept of development communication.
- **CO2:** To understand the various aspects of our society and its development issues.
- **CO3:** To understand the role and philosophy of development communication.
- **CO4:** To understand the role and importance of communication for social change.
- **CO5:** To learn how silver screen can help developing a community.

**Module 1: Introduction: Development**

- Development- Definition, changing concepts, Need, Philosophy.
- Measuring Development- Indicators, Social and Economic, HDI, PQLI.

**Module 2: Characteristics of Developing Countries**

- High dependence on primary sector, Unemployment, low productivity, population, low level of living, dependence in international trade and relation.

**Module 3: Development Organizations and Plans**

- Union Govt, state govt. ministries and departments, UNICEF, UNDP, UNESCO, FAO, Millennium development goals, WTO, WHO, Five year plan.

**Module 4: Theories of Development**

- Dominant Paradigm- Modernization Approach, Rostow's Theory of Stages of Growth, Big push, Theory of Unbalanced growth.

**Module 5: Structuralist Paradigm**

- Dependency Theory, Theory of Raul Prebisch, Andre Gunder Frank, Paulo Freire Approach.

**Module 6: Non-Unilinear Approach**

- Approaches of Gandhi and Schumacher, Neo Marxist Paradigm, Basic Needs Model.

**Module 7: Role of Mass Communication in Development**

- Mass media and modernization, Prominent Theoreticians: Daniel Lerner, Everett Rogers, Wilbur Schramm.
- Media and national development. Participatory Rural Appraisal, Role of NGOs and Panchayati Raj Institution in Development and Development Communication.

**Module 8: Understanding Indian Perspective for Development Communication**

- Rural Development- Communication for Poverty Alleviation, Land reform, Women and child development, potable water. Health and Family Welfare.
- Urban Development- Communication for Slum, Housing, Public transport, traffic, water and power supply, fuel consumption.
- Forest and Tribal Development- Ecology vs Economy, Tribal rights on forest, destabilization,

rehabilitation, wildlife and forest conservation.

### **Module 9: Designing Development Messages**

- Communication Needs assessment, Communication as Prototypes, Digital Interventions.
- Centralized / decentralized mass media methods.

### **Module 10: Development: Concept, Theories and Paradigms**

- Concept of Development and underdevelopment, Meaning of Development in India.
- Models of Development.

### **Module 11: Development Communication: Concepts and Approaches**

- Modernization Concept, Dependency Theory.
- Development Support Communication, Definition, Genesis, areas, Wood's Triangle.

### **Module 12: Paradigms of Development Communication**

- The Dominant paradigm, Communication approach of the dominant paradigm, Dependency and Alternative.

### **Module 13: Actors and Agencies of Development**

- State and Non-state actors, Agencies of Development, Global and Regional Initiatives.

### **Module 14: Designing Development Messages**

- Communication Needs assessment, Communication as Prototypes, Digital Interventions.
- Centralized / decentralized mass media methods.

### **Reference Books:**

- Glanz, K., Rimer B.K., Lewis F.M., 2002, *Health Behavior and Health Education: Theory, Research (3rd edition)*.
- McGraw-Hill, Hornik R., 1989, *Channel Effectiveness in Development Communication Programs*. In: RICE, R.E. & ATKIN, C.K. (eds.), *Public Communication Campaigns*, 2nd ed., Newbury Park, CA: Sage Publications.
- Gumucio, Dagron A., 2001, *Making Waves: Stories of Participatory Communication for Social Change*, New York: The Rockefeller Foundation.
- Uma Narula, 1999, *Development Communication*, HarAnand Publications Pvt. Ltd., New Delhi.
- 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.

## **PGJMC 305: PUBLIC RELATIONS & CORPORATE COMMUNICATION**

**Objectives of Course:** To enable the students to understand the importance of brand management and the aspects of corporate communication.

**Course Outcomes:**

- **CO1:** To understand corporate communication.
- **CO2:** To learn about the importance of brand management.
- **CO3:** To learn about the purpose of corporate communication.
- **CO4:** To learn about the integration of Public Relations.
- **CO5:** To understand the legal and ethical aspects in financial communication.

### **Module 1: Personal Selling, Interactive Marketing and Sales Promotion**

Personal selling: merits and demerits, combining personal selling with other promotional tools.

Interactive marketing: Internet Advertising, digital presentation of content, brand building on the net.

Sales promotion: consumer-oriented sales promotion, objectives and techniques, franchise building.

### **Module 2: Events: Conceptualization and Planning**

What are events and types of events.

Role of events in promotion.

Event management: conceptualization and design.

Event planning: planning process and tools of planning.

Financial management: budgeting, sources of revenue and types of costs.

Staffing for the event.

Event promotion.

Evaluation of an event: visitor surveys, feedback.

### **Module 3: Internet and Social Media Advertising and PR**

Audience development and ethical practices involving the Internet and social media.

Advertising and PR strategies, passive democratic fundraising (A/B testing) tactics.

### **Module 4: Use of Metrics and Analytics**

Use of metrics and analytics like Google Analytics and Chartbeat.

Automated Journalism, Participatory multimedia journalism.

### **Module 5: Working with Numbers and Data**

Acquiring, cleaning, and formatting numbers.

Use of Google Spreadsheets and Microsoft Excel.

Data visualization using various software.

Producing major multimedia.

## **Module 6: Digital Communication**

Meaning and Definition Characteristics of Digital Communication.

Characteristics of Internet Brief History of ISP, Search Engines Websites and its type.

Email: Need and Importance E-Commerce.

## **Module 7: Limitations of Digital Journalism**

Elements of Online Newspaper Difference between Print and Online Journalism.

News Portals Reporting.

## **Module 8: Crisis Communication**

Understanding conflict and its consequences.

Various kinds of disasters, Use of media in times of crisis, Case studies in conflict resolution and crisis handling.

## **Module 9: Tools of Corporate Communication**

Lobbying, Sponsorship, Corporate identity.

Defining strategy and its role, campaign planning Unit Employee Relations.

Financial Relations, Consumer Relations, Media Relations Tools of PR.

Planning, Implementation, PR and Marketing, Image Management.

## **Module 10: Role of PR in Corporate Image Building**

Models of PR- RACE model, The Hunt and trying model.

Theories of PR – Symmetrical & Asymmetrical E-PR or digital PR.

## **Module 11: Ethics of Public Relations**

Ethics of public relations.

Structure of PR department.

PR in public and private sector.

Crisis communication.

## **Module 12: PR Agency and Campaign**

Finding a problem, PR campaign - program planning, evaluation, Research in PR.

PR agency and Structure Case Studies.

## **Module 13: Crisis Communication**

Understanding conflict and its consequences.

Various kinds of disasters, Use of media in times of crisis, Case studies in conflict resolution and crisis handling.

## **Module 14: Tools of Corporate Communication**

Lobbying, Sponsorship, Corporate identity Unit-2.

Defining strategy and its role, campaign planning, Employee Relations, Financial Relations, Consumer Relations, Media Relations.

## **Suggested Readings:**

- Clow & Baack: 2015, *Integrated Advertising Promotion and Marketing Communication*, Prentice



Hall, New Delhi.

- Judy Alley: 2000, *Event Planning*, John Wiley and Sons.

## **PGJMC 306: MULTIMEDIA JOURNALISM**

**Objectives of Course:** To enable the students to understand the different media and the importance of multimedia for society.

### **Course Outcomes:**

- **CO1:** To understand multimedia & multimedia marketing.
- **CO2:** To understand multimedia platforms.
- **CO3:** To learn the analytics of multimedia.
- **CO4:** To learn the techniques of branding on multimedia platforms.
- **CO5:** To learn multimedia measurement & metrics.

### **Module 1: Working of a Modern-day Integrated Newsroom**

- Writing and editing techniques for text, audio, video, multimedia.
- Crowdsourcing, vlog, narrowcasting, and web podcasting.
- Developing interactive maps and graphics.

### **Module 2: Audience Development and Ethical Practices**

- Ethical practices involving the Internet and social media.
- Advertising and PR strategies, passive democratic fundraising (A/B testing) tactics.
- Use of metrics and analytics like Google Analytics and Chartbeat.
- Automated Journalism, Participatory multimedia journalism.

### **Module 3: Acquiring, Cleaning, and Formatting Numbers**

- Use of Google Spreadsheets and Microsoft Excel.
- Data visualization using various software.
- Producing major multimedia projects with group collaboration.

### **Module 4: Importance of Multimedia**

- Video on Demand, Interactive TV, Wi-Fi, Wireless cable, Fiber optics.

### **Module 5: Limitations of Online Newspapers**

- Internet TV and Internet Radio.
- Future of Mass Media technologies.
- Cyber journalism and cyber laws.

### **Module 6: Websites and its Types, E-mail: Need and Importance**

- Web Modern-Day Integrated Newsroom.
- Audience Development and Ethical Practices.
- Working with Numbers and Data.
- Definition, Meaning, Scope, and Importance of Multimedia.
- Present and Future of E-Newspaper.

### **Module 7: Technological Advancement and its Impact on Entertainment**

- Software Related to Print Media tools: Blogs, Social Media, and Search Engine.
- Traditional vs Web Journalism: Meaning, Definition, and Difference.
- Elements of a web newspaper: Report writing, Editing for web journalism.

#### **Module 8: PageMaker Software**

- Adobe PageMaker, Coral Draw, Photoshop, QuarkXPress, InDesign.
- Audio-Visual Software: Sound Forge, Nuendo, Adobe Premiere Pro, Edius Software.
- VFX Software (Visual Effect Software / Motion Graphic Software).

#### **Suggested Readings:**

- Reddick, R., & King, E. (2000). *The Online Journalist*. Wadsworth Publishing.
- Lee, E. (2005). *How Internet Radio Can Change the World: An Activist's Handbook*. iUniverse.
- Ray, T. (2006).

## **SEMESTER IV**

## **PGJMC 401: CONTEMPORARY INDIA**

### **Objectives of the Course:**

- To debate on various aspects of Indian history, art, and culture.
- To critically engage on various socio-economic and political issues in India.
- To utilize knowledge gained to influence the social fabric of the country.

### **Course Outcomes:**

- **CO1:** To understand the concept of rural journalism and Indian history & culture.
- **CO2:** To understand the various aspects of Indian polity.
- **CO3:** To understand the role of social movements.
- **CO4:** To know the contemporary Indian society and Indian arts and architecture.
- **CO5:** To know the problems of the Indian economy.

### **Module 1: Indian History & Culture**

- Socio-cultural Configuration of Contemporary India: Unity, Diversity, Multi-Culturalism.
- Art and Culture: Contemporary Issues and Debates.
- Scientific Temper: Concept, Relevance, and Practice.
- Indian Freedom Movement (1857-1947) Landmarks.

### **Module 2: Indian Polity**

- Indian Constitution: Preamble; Fundamental Rights and Duties; Directive Principles.
- Federalism: Centre and State Relations.
- Presidential System and Parliamentary Democracy.
- General Elections and Electoral Reforms, National and State Political Parties in India.

### **Module 3: Indian Economy**

- The Nature and Ideological Contours of the Indian Economy, Five Year Plans, Mixed Economy.
- Liberalisation, Privatisation, and Globalisation (FDI, BPOs and KPOs), Current Five Year Plan and New Economic Initiatives.

### **Module 4: Social Movements Safety, Gender & Activism**

- Marginalisation, Socio-Economic Equality and Reservation.
- Women Equality and Activism.
- Public Health, Hygiene & Sanitation: Swachh Bharat Abhiyaan.
- Judicial Activism.

### **Module 5: Indian Arts and Architecture**

- Gandharva School and Mathura School of Art.
- Hindu Temple Architecture, Buddhist Architecture, Medieval Architecture and Colonial Architecture.

- Indian Painting Tradition: Ancient, Medieval, Modern Indian Painting and Regional Painting Tradition.
- Performing Arts: Divisions of Indian Classical Music: Hindustani and Carnatic.
- Dances of India: Various Dance forms: Classical and Regional.
- Rise of Modern Theatre and Indian Cinema.
- Contemporary Indian Art and Artists.

#### **Module 6: Contemporary Indian Society**

- Spread of Indian Culture Abroad: Causes, Significance, and Modes of Cultural Exchange.
- Indian Social Structure: Socio-Cultural Issues.
- Education in India.
- Science and Technology in Contemporary India.

#### **Module 7: Communication and Culture**

- Role of Religion and Tradition in Cultural Integration.
- Importance of Ramayana and Mahabharata in Indian Culture.
- Popular Culture, Mass Culture, Folk Media as a form of Mass Cultural.
- Mass Media and Cultural Change.

#### **Module 8: Uses and Gratification Approach, Reception Studies**

- Active Audiences, Women as Audiences, Fandom, Media Sub Cultures.
- Digital Media Sub Cultures.

#### **Module 9: Culture: Concept, Meaning and Definitions**

- Nature of Culture, Characteristics of Culture.
- Communication and Culture, Role of Religion and Tradition in Cultural Integration.
- Importance of Ramayana and Mahabharata in Indian Culture.

#### **Module 10: Types of Culture**

- Popular Culture, Mass Culture, Folk Media as a form of Mass Cultural.
- Mass Media and Intercultural Change.

#### **Module 11: Culture Media as Texts, Signs and Codes in Media**

- Understanding Media Culture, Nation, Class, and Caste issues in Media.
- Uses and Gratification Approach, Reception Studies, Active Audiences, Women as Audiences, Fandom, Media Sub Cultures.

#### **Module 12: Society: Concept and Definitions**

- Introduction to Indian Social Structure.
- Social Stratification in India.
- Faith and Belief in India.
- Social Institutions: Family, Community, Social Groups.
- Social Change: Concept, Process, Types, and Agents.

#### **Module 13: Family Structure in Indian Society**

- Family Culture in India.
- Marriage and Kinship in Indian Social System.
- Changing Indian Society.
- Caste System in Indian Society.
- Characteristics of Caste System.
- Intercultural Communication, Role of Intercultural Communication in diverse society.

**Book References:**

- Agrawal, A. N. (1983). *Indian Economy: Problems of Development & Planning*. Delhi: Vikas Publishing House.
- Bakshi, P. M. (2007). *The Constitution of India: Selective Comments*. Delhi: Universal Law Publishing.
- Basu, D. D. *Introduction to the Constitution of India*. Prentice Hall.
- Dhingra, I. C. (1986). *Indian Economics and Development*. New Delhi: Sultan Chand & Sons.
- Fadia, B. L. (2016). *Indian Government and Politics*. Sahitya Bhawan.
- Narang, A. S. (1985). *Indian Government and Politics*. New Delhi: Gitanjali Publishing House.

## **PGJMC 402: MEDIA AND SOCIETY**

### **Objectives of the Course:**

- To provide knowledge about Culture and Communication.
- To understand mass culture and popular culture disseminated by media.

### **Course Outcomes:**

- **CO1:** To understand the concept of development communication.
- **CO2:** To understand the various aspects of our society and its development issues.
- **CO3:** To understand the role and philosophy of development communication.
- **CO4:** To understand the role and importance of communication for social change.
- **CO5:** To learn how the silver screen can help in developing a community.

### **Module 1: Society: Concept and Definitions**

- Introduction to Indian social structure, social stratification in India.
- Faith and belief in India.
- Social institutions: family, community, social groups.

### **Module 2: Social Change: Concept**

- Types and agents/factors.
- Types of society and communication: ancient, recent, past and present.

### **Module 3: Family Structure in Indian Society**

- Family culture in India, marriage and kinship in Indian social system.
- Changing Indian society.

### **Module 4: Caste System in Indian Society**

- Characteristics of caste system.
- Intercultural communication, role of intercultural communication in diverse society.

### **Module 5: Culture: Tradition and Values**

- Various aspects of Indian culture.
- Individualism and collectivism.
- Community participation.

### **Module 6: Social Issues and Mass Media**

- Human rights, consumerism, women empowerment.
- Impact of media on society globalization.
- Verbal and non-verbal communication and its cultural text, signs and codes used in media as well as media genres.
- Media practice in cultural change by using different models and theories.

### **Module 7: Understanding Culture**

- Cultural studies; communication and culture, traditional and modern culture.



- Media as a cultural industry.

### **Module 8: Critical Media Theories**

- The rise of critical theories, the Frankfurt School (Jurgen Habermas).
- Theory of public sphere, feminist communication theories.

### **Module 9: Role of Ideology**

- Concept of hegemony.
- Impact of critical theory on rhetorical studies.
- Intercultural studies.

### **Module 10: Media Discourse Analysis**

- Media as text; signs and codes, media discourse analysis.
- Critical discourse analysis, semiotic analysis.
- Signifier, representation of nation, class, caste and gender issues in media block.

### **Module 11: Audience Studies**

- Early audience theories, uses and gratification approach.
- Reception studies, the concept of active audience.
- Women as audiences.

### **Module 12: Media Subcultures**

- Digital media subcultures, localization.
- Role of press in preserving culture.

### **Module 13: Characteristics of Indian Culture**

- Characteristics of Indian culture.
- Significance of geography on Indian culture.
- Society in India through ages: Ancient period - Varna and Jati, family and marriage in India, position of women in ancient India, contemporary period.
- Religion and philosophy in India: Ancient period, pre-Vedic and Vedic religion, Buddhism and Jainism, Indian philosophy.

### **Module 14: Evolution of Script and Languages in India**

- Harappan script and Brahmi script.
- Short history of Sanskrit literature: the Vedas, the Brahmanas and Upanishads & Sutras, epics: Ramayana and Mahabharata & Puranas, history of Buddhist and Jain literature in Pali, Prakrit and Sanskrit, Sangama literature, contemporary Indian literature.

### **Reference Books:**

- John Fiske, 1982, *Introduction to Communication Studies*, Routledge (Covers Unit II, Ideology and Meanings and Unit III Signs and codes).
- Dennis McQuail, 2000, *(Fourth Edition) Mass Communication Theory*, London, Sage (Covers Unit IV, Media Technologies).
- Pearson Longman, 2009, Kevin Williams, *Understanding Media Theory*, SAGE.

- Campbell, Richard 2000, *Media And Culture*, New York, Bedford Publication (IIInd edition).
- Singh, J.K., 2002, *Media Culture and Communication*, Jaipur, Mangal Deep Publication (1st edition).
- Sharma, R.S., 2002, *Material Culture and Social Formation in Ancient India*, New Delhi (1st edition).
- Prabhakar, Manohar and Bhanawat Sanjeev 2004, *Human Right*, Jaipur, University Book House (P).

## **PGJMC 403: Professional Project**

### **Objectives of the Course:**

- To enable students to understand professional and ethical responsibilities for sustainable development in their chosen field of Mass Communication.

### **Course Outcomes:**

- **CO1:** Demonstrate knowledge in the program domain.
- **CO2:** Present views cogently and precisely.
- **CO3:** Exhibit professional etiquette suitable for career progression.
- **CO4:** Understand professional and ethical responsibilities for sustainable development in the chosen field of the project.
- **CO5:** Communicate clearly, fluently, and cogently both in written and spoken contexts.

### **Modules:**

#### **Module 1: Print Media**

- Understanding the dynamics of print media industry.
- Analyzing trends and challenges in print journalism.
- Creating a comprehensive print media project.

#### **Module 2: Television Media**

- Exploring television broadcasting techniques and technologies.
- Designing and producing a television media project.
- Evaluating the impact of television on society.

#### **Module 3: Radio Broadcast**

- Studying the role of radio in modern media landscape.
- Planning and executing a radio broadcast project.
- Assessing the influence of radio on public opinion.

#### **Module 4: Social Media**

- Investigating social media platforms and their impact.
- Developing a social media campaign project.
- Analyzing ethical issues and challenges in social media.

#### **Module 5: Film Studies**

- Examining theories and methodologies in film studies.
- Creating a film project focusing on a social issue.
- Critiquing the societal role of films and documentaries.

#### **Module 6: Photography**

- Understanding principles of photography and photojournalism.
- Producing a photography project on a contemporary issue.
- Analyzing the influence of photography on public perception.

**Module 7: Videography**

- Exploring videography techniques and storytelling.
- Developing a video project on a current social topic.
- Evaluating the impact of video content in digital media.

**Module 8: Public Relations**

- Studying strategies and tactics in public relations.
- Planning and executing a public relations campaign.
- Assessing the ethical implications of PR practices.

**Module 9: Advertising**

- Understanding advertising principles and practices.
- Creating an advertising campaign for a social cause.
- Analyzing the role of advertising in consumer behavior.

**Module 10: Media Management**

- Exploring management principles in media organizations.
- Developing a media management project.
- Evaluating the challenges and opportunities in media management.

## **PGJMC404: RURAL JOURNALISM**

### **Objectives of the Course:**

- To provide knowledge about the basic aspects of environment and rural communication.
- To make students aware of the importance of rural communication.

### **Course Outcomes:**

- **CO1:** To understand the concept of rural journalism.
- **CO2:** To understand the various aspects of development communication issues in rural areas.
- **CO3:** To understand the role of folk media.
- **CO4:** To understand the role and importance of communication for social change.
- **CO5:** To know the problems of communication in rural areas.

### **Modules:**

#### **Module 1: Definition, Scope, Nature, and Importance of Rural Journalism**

- Nature of communication in rural areas.
- Rural E-journalism.
- Development of rural communication.
- Function of communication in agriculture.
- Contribution of government's information media.
- Role of journalists and media in rural areas.

#### **Module 2: Role of Folk Media**

- Introduction to folk media.
- Traditional or rural folk media.
- Important forms of folk media.
- Contribution of folk media in the welfare of rural journalism.

#### **Module 3: Rural Media and Social Change**

- Definition and importance of social changes.
- Rural journalism and social changes.
- New information revolution and rural communication.
- Audience engagement in rural media.

#### **Module 4: Village and Communication**

- Rural programs and media—print and electronic.
- Development of villages and rural journalism.
- Scope of communication in rural development.
- Role of electronic media in rural communication: radio, TV, film, and internet.
- Environmental E-journalism.

#### **Module 5: Problems of Communication in Rural Areas**

- Characteristics, functions, and objectives of environmental journalism.
- Challenges in communication infrastructure in rural areas.

### **Module 6: Rural Development**

- Health, agriculture, education, women empowerment.
- Role of Panchayati Raj institutions and opinion leaders.
- Community radio and newspapers in rural development.

### **Module 7: Traditional Media & Development**

- Traditional and folk media.
- Folk culture, songs, dances, and dramas.
- Role of media and information technology in rural journalism.
- Role of NGOs and volunteering agencies in rural communication.

### **Module 8: Health and Hygiene Issues in Development Journalism**

- Health and sanitation.
- Education and media.
- Media and environment.
- Economy and finance in rural areas.
- Industrialization and urbanization.

### **Module 9: Participatory Development Communication**

- Media literacy.
- Right to information.
- Civic journalism.
- Mobile journalism.
- Community media and development issues.

### **Module 10: Developmental Issues**

- Governance issues.
- Agricultural and rural issues.
- Science & technology issues.
- Challenges and opportunities of promoting digital media literacy in rural India.

### **Module 11: Benefits of Digital Literacy for Rural Communities**

- Initiatives to promote digital literacy in rural India.
- Overcoming challenges and barriers.
- Impact of digitalization on rural people.

### **Module 12: Impact of Media on Rural Development**

- Imparting knowledge at the grassroots level.
- Dissemination of information.
- Impact on rural audience lifestyle.
- Urbanization and industrialization.

**Book References:**

- Gangopadhyay, 2012, Use of Women in Indian Advertisements. *Communication Today*, 14(2-3), 89-96.
- Adhikari, S., 2014, Media and Gender Stereotyping: The Need for Media Literacy, *International Research Journal for Social Sciences*, Vol. 3 (8).
- Aggarwal, A., 2012, *Social and Economic Impact of SEZs in India*. New Delhi: Oxford University Press.
- Bakshi, S., 2011, Impact of Gender on Consumer Purchase Behaviour, *Abhinav National Monthly Refereed Journal of Research in Commerce & Management*, 1(9), 1-8.
- Bhagat, R., & Mathur, P.N., 1989, *Mass-Media and Farm Workers*, Intellectual. New Delhi: Publishing House, 9-14.

## **PGJMC 405: ENVIRONMENTAL STUDIES**

### **Objectives of the Course:**

1. To impart basic knowledge of environmental studies.
2. To develop an attitude of concern for the environment.
3. To acquire skills to help people identify and create solutions for environmental problems.
4. To understand the significance of sustainable development.
5. To provide understanding of how media professionals can contribute to creating awareness about environmental issues.

### **Course Outcomes:**

- **CO1:** To understand the natural resources and associated problems.
- **CO2:** To understand the role of major environmental movements.
- **CO3:** To understand the role and importance of ecosystems.
- **CO4:** To know about solid waste management.

### **Modules:**

#### **Module 1: The Multidisciplinary Nature of Environmental Studies**

- The multidisciplinary nature of environmental studies and natural resources.
- Definition, scope, and importance.
- Need for public awareness.

#### **Module 2: Major Environmental Movements Across the World**

- The Minamata Movement.
- Three Mile Island Anti-Nuclear Movement.
- Silent Valley Movement.
- Chipko Movement.
- Narmada Bachao Andolan Movement.
- Kudankulam Anti-Nuclear Movement.

#### **Module 3: Natural Resources and Associated Problems**

- Forest resources: use and over-exploitation, deforestation, case studies.
- Timber extraction, mining, dams and their effects on forests and tribal people.

#### **Module 4: Water Resources**

- Use and over-utilization of surface and groundwater.
- Floods, droughts, conflicts over water.
- Dams: benefits and problems.
- Mineral resources: use, exploitation, environmental effects, case studies.

#### **Module 5: Food Resources**

- World food problems.



- Changes caused by agriculture and overgrazing.
- Effects of modern agriculture.
- Fertilizer-pesticide problems, water logging, salinity, case studies.

#### **Module 6: Land Resources**

- Land as a resource.
- Land degradation, man-induced landslides, soil erosion, desertification.
- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles.

#### **Module 7: Ecosystems**

- Biodiversity and its conservation.
- Concept, structure, and function of an ecosystem.
- Forest ecosystem, grassland ecosystem, desert ecosystem.
- Aquatic ecosystems: ponds, streams, lakes, rivers, oceans, estuaries.

#### **Module 8: Biodiversity**

- Introduction and definition: genetic, species, and ecosystem diversity.
- Biogeographical classification of India.
- Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic, and option values.
- Biodiversity at global, national, and local levels.
- India as a mega-diversity nation.
- Hot-spots of biodiversity.

#### **Module 9: Solid Waste Management**

- Causes, effects, and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution.
- Pollution case studies.
- Disaster management: floods, earthquakes, cyclones, landslides.
- From unsustainable to sustainable development.
- Urban problems related to energy, water conservation, rainwater harvesting, watershed management.

#### **Module 10: Climate Change, Global Warming**

- Climate change, global warming.
- Acid rain, ozone layer depletion, nuclear accidents, and holocaust.
- Case studies.
- Wasteland reclamation, consumerism, waste products.

#### **Module 11: Environment Protection Acts**

- Air (Prevention and Control of Pollution) Act.
- Water (Prevention and Control of Pollution) Act.

- Wildlife Protection Act.
- Forest Conservation Act.
- Issues involved in enforcement of environmental legislation.
- Public awareness.

### **Module 12: Population Growth and Environmental Issues**

- Population growth, variation among nations.
- Population explosion, family welfare program.
- Environment and human health.
- Human rights, value education.
- HIV/AIDS, women and child welfare.
- Role of information technology in environment and human health.
- Case studies.

### **Suggested Readings:**

- Acharya, Kaya, & Noronha, Frederick. (2010). The Green Pen: Environmental Journalism in India and South Asia. Sage.

## **PGJMC406: MARKETING MANAGEMENT**

### **Objectives of the Course:**

- To define and explain event management and its functions.
- To enumerate different steps involved in planning an event.

### **Course Outcomes:**

- **CO1:** To understand the concepts of marketing management.
- **CO2:** To learn about data collection techniques.
- **CO3:** To understand the importance of setting up an event organization structure.
- **CO4:** To know the elements of management.
- **CO5:** To learn about the management process.

### **Modules:**

#### **Module 1: Events: Need and Management**

- Events and event management: What are events, types of events, and event management.
- Understanding events:
  - Events as a communication tool.
  - Events as a marketing tool.
- The need:
  - Why do we need events.
  - Growing importance of events like exhibitions, seminars, and conventions worldwide.

#### **Module 2: Elements of Event Management**

- Event infrastructure, organizers, sponsors, logistics.
- Conceptualization and planning:
  - The nature of planning.
  - Project planning.
  - Planning the setting, location, and site.
  - Operations plan.
  - Business plan.
  - Developing the strategic plan.

#### **Module 3: Setting up an Event Organization Structure**

- The committee system.
- Committee and meeting management.
- Programming and service management:
  - Program planning.
  - Elements of style.
  - Developing a program portfolio.

#### **Module 4: Human Resource and Revenue**

- Human resource management:
  - Need assessment.
  - Policies and procedures.
  - Job descriptions.
  - Recruitment and motivation.
- Generating revenue.

#### **Module 5: Fund-Raising**

- Grants, merchandizing, and licensing.
- Food and beverage sales.
- The price of admission.
- Sponsorship.
- Financial and risk management:
  - The budget and cost-revenue management.
  - Cash flow management.
  - Accounting.

#### **Module 6: Market Research**

- Why people attend events.
- Consumer research on events.
- Visitor surveys.
- Sampling methods.
- Attendance counts and estimates.
- Market area surveys.

#### **Module 7: The Communication Mix**

- Developing and communicating a positive image.
- Evaluation and impact assessment:
  - Evaluation concepts.
  - Observation techniques and applications.
  - Evaluation of costs and benefits.

#### **Reference Books:**

- Bruce, E. Skinner (2002). Event Sponsorship. Vladimir Rukavina Wiley. ISBN.
- Anton, S. Hene, Bryn, Parry (2004). Successful Event Management. Thomson Learning. ISBN 1844800768.
- Goyal, S. K. (2010). Event Management. New Delhi: Adhyayan & Distributors.
- Kotler, P. (2003). Marketing Management. Upper Saddle River, New Jersey: Prentice Hall.
- Kishore, D., & Singh, G. S. (2011). Event Management: A Booming Industry and an Eventful Career. New Delhi: Har-Anand Publications.