

Department Name:

Program Name:

Program Code:

Semester: Semester I Semester II Semester III Semester IV

Course Name:

Course Code: (For new course keep it blank; else enter the old course code)

Course Credit:

Marks Allotted: Theoretical/Practical: Continuing Evaluation:

Course Type (tick the correct alternatives):

Core

Department Specific Elective

Generic Elective

Is the course focused on employability/entrepreneurship? YES NO

Is the course focused on imparting life skills? YES NO

Is the course based on Activity? YES NO

Percentage of change in the syllabus (applicable in case of change in syllabus only)

Minor (up to 15%)

Moderate (>15% and up to 50%)

Major (> 50%)

Summary of changes

NO CHANGES

PG BOS Meeting Reference Number:

Date:

Course Code: MASS-CT-101

Course Name: Media History and Media Laws in India

Brief Course Description:

The course intends to give students an understanding of the Indian language Press, focusing on eminent freedom fighters and their contributions to the birth of the Indian Press. It also gives attention to authors with particular reference to the Indian Press and its role in the Freedom Movement. The course also looks into the aspects of the emergence and growth of radio and television in the country. The course aims to develop a critical understanding of the freedom of the Press and law, also giving insights into media codes and ethics

Course Objectives:

Knowledge acquired:

- (1) Emergence and growth of Indian vernacular Press, the Indian Press and its role in the Freedom Movement.
- (2) Role of freedom fighters and their contributions to Indian Press. Press acts during the British Era.
- (3) Emergence and growth of broadcasting in India and,
- (4) Post-Independence Scenario regarding media ethics and codes
- (5) Understanding of the state of Indian Press before the independence and after,
- (6) Knowledge of the Press Acts and the role of the Press during the freedom movement during British rule.

Course Syllabus:

UNIT I: Emergence and growth of Indian language Press

1. James Augustus Hicky
2. James Silk Buckingham
3. Rammohan Roy
4. Adam's Gag
5. Vernacular Press Act (1878)

UNIT II: Indian Press and Freedom Movement

1. Hindu Patriot and Harish Chandra Mukherjee
2. The Amrita Bazar Patrika.
3. Role of Mahatma Gandhi
4. Birth of the Indian news agencies
5. History of language journalism in the region

UNIT III: Emergence and growth of radio and television in India

1. Introduction and growth of Radio in India
2. Introduction and growth of Television in India.

UNIT IV: Press Freedom and Law

1. Constitution of India: fundamental rights – freedom of speech and expression and their limits
2. Contempt of Court
3. Official secrets Act 1923
4. Law of Defamation
5. Right to Information
6. Copyright Act

UNIT V: Media Codes and Ethics

1. Ethics: Meaning and definition
2. Media's ethical problems
3. Press Commissions
4. Media Council/ Press Council

Suggested Readings:

1. Basu, D.D. (1996) *Laws of the Press*, New Delhi: Prentice-Hall
2. Basu, D.D. (2004) *Introduction to the Constitution of India*, Prentice-Hall of India
3. Bhatiya, S. (2000) *Freedom of the Press: Political, Legal Aspects of Press Legislation in India*. *Economic and Political Weekly*. Vol.35, No.8 & 9, 19-26th Feb, p. 667 -675.
4. Fackler, M. et al., (1995) *Media Ethics - Cases and Moral Reasoning*, New York: Longman
5. Frankena, William K. (2002), *Ethics*, New Delhi: Prentice-Hall India
6. Kasyap, S. (2010) *Indian Constitution: Conflicts and Controversies*, New Delhi: Vitasta Publishing
7. Lillie, W. (2003) *Introduction to Ethics*, New Delhi: Allied Publishers
8. Manna. Banshi, M. (2003) *Mass Media and Laws in India*, New Delhi: Academic Publication
9. Prabhakar, M. et al., (1999) *A Compendium of Codes of Conduct for Media Professional*, University Book House
10. Singh, P.P. et al., (1998) *Media, Ethics and Laws*, New Delhi: Anmol
11. Thakurta, P. Guha, (2009) *Media Ethics-Truth, Fairness and Objectivity*. New Delhi: Oxford University Press
12. Umrigar, K. D. (1970) *Laws of the Press in India*, New Delhi: Law Book

Department Name:

Program Name:

Program Code:

Semester: Semester I Semester II Semester III Semester IV

Course Name:

Course Code: (For new course keep it blank; else enter the old course code)

Course Credit:

Marks Allotted: Theoretical/Practical: Continuing Evaluation:

Course Type (tick the correct alternatives):

Core

Department Specific Elective

Generic Elective

Is the course focused on employability/entrepreneurship? YES NO

Is the course focused on imparting life skills? YES NO

Is the course based on Activity? YES NO

Percentage of change in the syllabus (applicable in case of change in syllabus only)

Minor (up to 15%)

Moderate (>15% and up to 50%)

Major (> 50%)

Summary of changes

NO CHANGES

PG BOS Meeting Reference Number:

MASSCOMM/PGBOS/001/2022

Date:

19/04/2022

Course Code: MASS-CT-102

Course Name: Communication Theories and Models

Brief Course Description:

The subject seeks to explain the basics of communication in different forms and levels with the help of communication models and theories. It also looks into the evolution of the media from the traditional to the digital form. The course will give students an insight into media, its effect on cultural transmission and the process of globalization.

Prerequisite(s) and/or Note(s):

- (1) Students should have a basic understanding of communication.

Course Objectives:

Knowledge acquired:

- (1) Definition, forms and levels of communication.
- (2) Systems of the media, communication models and theories.
- (3) The different eras of the mass media,
- (4) Media and its effect on culture, globalization.

Skills gained:

- (1) Critical understanding of communication at different parameters,
- (2) Knowhow of real-life communication theories and models.
- (3) Understanding the media's role in cultural orientation since birth.


Course Syllabus:

UNIT I: Introduction to Communication

1. Definition and Processes
2. Forms of Communication (verbal, non-verbal, paralanguage, semiotic etc.)
3. Levels of Communication (interpersonal, intrapersonal, group, mass com)
4. Barriers to Communication

UNIT II: Models of Communication

1. SMCR
2. Berlo
3. Laswell
4. Shannon & Weaver
5. Osgood

- 
6. Westley and Mclean
 7. Gerbner
 8. Schramm, among others.

UNIT III: Media Systems and Communication Theories

1. Bullet Theory
2. Cognitive Dissonance
3. Personal Influence
4. Two-step and multi-step
5. Individual Difference
6. Normative
7. Sociological, among others

UNIT IV: Determinants and Shifting Paradigms


1. Culture and Communication
2. Folk Media
3. Mass Media
4. Digital Communication
5. Convergence of media
6. Social Media

UNIT V: Media, Culture and Globalization

1. Nature and forms of Media and Globalization – Localization, Glocalization, Hybrid Media,
2. Diasporic Media.
3. Culture and Globalization.
4. Media and Cultural Activism.

Suggested Readings:

1. Everett, R. M., (1997) A History of Communication Study, New York: Free Press
2. McQuail, D. (2005) Mass Communication Theory: An introduction, New York: Sage Publication
3. Andal, N(2004) Communication Theory and Models, New Delhi: Himalaya Publishing House.
4. Kumar K. J. (1994) Mass Communication in India, New Delhi: Jaico Publishing house
5. Vivian J (2012) The Media of Mass Communication, New York: Pearson Boston
6. Dominick J. R. (1999) The Dynamics of Mass Communication, New York: Mcgraw Hill
7. Stanley D & Baran J (2003) Mass Communication Theory & Practice, New York: Maffield Publishing
8. Bharti S (2008) Mass Communication and Society, New Delhi: Avishkar Publishing
9. Puri M (2006) Outlines of Mass Communication, New Delhi: Pragun Publishing
10. McQuail, D. (2000) Mass Communication Theory, London: Sage Publishing
11. Miller, K. (2004) Communication theories: perspectives, processes and contexts, New York: McGraw-Hill Companies Incorporated



12. Narula, U. (2001) Mass Communication -Theory and Practice, New Delhi: Har-Anand Publications

Department Name:

Program Name:

Program Code:

Semester: Semester I Semester II Semester III Semester IV

Course Name:

Course Code: (For new course keep it blank; else enter the old course code)

Course Credit:

Marks Allotted: Theoretical/Practical: Continuing Evaluation:

Course Type (tick the correct alternatives):

Core

Department Specific Elective

Generic Elective

Is the course focused on employability/entrepreneurship? YES NO

Is the course focused on imparting life skills? YES NO

Is the course based on Activity? YES NO

Percentage of change in the syllabus (applicable in case of change in syllabus only)

Minor (up to 15%)

Moderate (>15% and up to 50%)

Major (> 50%)

Summary of changes

Unit V of the existing syllabus News writing will be taught in 104 Reporting and Writing

PG BOS Meeting Reference Number:

Date:

Course Code: MASS-CT-103

Course Name: Print Media Studies

Brief Course Description:

With a focus on providing a holistic overview of the print media, the course deals with the role of journalism in shaping society and the basics of news and news writing. The paper also gives students an understanding of the language and style of the print fraternity. Students will also acquire knowledge of the structure of a newspaper organization and the functions of the respective levels of the workforce.

Prerequisite(s) and/or Note(s):

- (2) Knack of writing.

Course Objectives:

Knowledge acquired:

- (1) The various ways the media is consumed with a spotlight on news production. The forms of Journalism and its changing practices.
- (2) The process of news gathering and dissemination from the event to the reader.
- (3) Language and style of news writing,
- (4) About the structure and functioning of an editorial desk.

Skills gained:

- (1) Students will learn about news report writing for the print medium.
- (2) They will also be getting an understanding of the several beats in reporting.
- (3) Students will get an overview of the language and styles used in print.
- (4) They learn about the functions of different heads in the news organization.

Competency Developed:

- (1) Experience in news report writing with knowledge of different styles used.

Course Syllabus:

UNIT I: Journalism and Society

1. Media Consumption and News Production; Audience, Readerships, Markets
2. Forms of Journalism: News, Features, Opinions, Yellow, Tabloid, Page 3.
3. Changing Practices: New/Alternative Media, Speed, Circulation

UNIT II: The News Process: From the Event to the Reader

1. News: Meaning, Definition, Nature

2. Specialized and Exclusives Reporting/ News Beats: Political, Legal, Sports, Science, Economic, Crime, Rural, among others
3. Sources of news

UNIT III: Language and Style of News

1. Feature: Definition, Types, Importance
2. Editorial: Importance, Choice of Subject, Presentation
3. Investigative And Interpretative Reporting: Qualities, Planning, Style, Scope, Importance
4. Interview Types: Planning, Preparation & Conducting Interview

UNIT IV: Structure and Functioning of Newsroom

1. News Desk: Organizational Structure of the Editorial Board, Functions and duties of the editorial department.
2. Editorial Policy: Concept

Unit V: Reporter

1. Reporter: Duties and Responsibilities
2. Special Correspondent: Duties and Responsibilities
3. District Reporter: Duties and Responsibilities

Suggested Readings:

1. Hohenberg J. (1978) The Professional Journalist, New Delhi: Oxford IEH Publishing Company, New Delhi
2. Kamath, V (1980) The Journalists Handbook, New Delhi: Vikas Publishing House
3. Hough G, A. (2004) News Writing, New Delhi: Kanishka Publishers
4. Mencher, M.(1989) Basic News Writing, London: W C Brown Publisher
5. Srivastava, K.M. (1987) News Reporting & Editing, New Delhi: Sterling Publishers
6. Parthasathi, R (1991) Journalism In India, New Delhi: Sterling Publisher
7. Harris, G. & Spark, D. (2010) Practical Newspaper Reporting, New York: Sage Publishing

Department Name:

Program Name:

Program Code:

Semester: Semester I Semester II Semester III Semester IV

Course Name:

Course Code: (For new course keep it blank; else enter the old course code)

Course Credit:

Marks Allotted: Theoretical/Practical: Continuing Evaluation:

Course Type (tick the correct alternatives):

Core

Department Specific Elective

Generic Elective

Is the course focused on employability/entrepreneurship? YES NO

Is the course focused on imparting life skills? YES NO

Is the course based on Activity? YES NO

Percentage of change in the syllabus (applicable in case of change in syllabus only)

Minor (up to 15%)

Moderate (>15% and up to 50%)

Major (> 50%)

Summary of changes

Newly Introduced

PG BOS Meeting Reference Number:

Date:

Course Code: MASS-CT-104

Course Name: Reporting and Writing

Brief Course Description:

The course will introduce students to news writing techniques for the print format. They will get real-life experience of newspaper report writing techniques based on various beats covered by journalists.

- Prerequisite(s) and/or Note(s):

Regular study of newspaper/ viewing of news channels.

Course Objectives:

- Knowledge acquired:

- (1) Students will be writing news reports for the print medium.
- (2) About several beats and their writing techniques.
- (3) The importance of sources, attribution and,
- (4) Understanding of several news writing techniques.

- Skills gained:

- (1) Students will be meeting industry-level news writing standards.

- Competency Developed:

News reporting and writing.

Course Syllabus:

UNIT 1: Understanding basics of Reporting and Writing, News Perspectives:

1. Reporting for print: principles of news: news values,
2. Writing news with different news styles.
3. lead -five W's and 1 H types of lead,
4. Writing for different beats
5. Writing general assignment stories

Unit 2: Kinds of Reporting

1. investigative reporting, interpretative reporting, in-depth reporting.
2. Interviewing: principles and techniques; types: news interview; profile.
3. News Sources: types of sources: news agencies, press releases, press conferences, and other types – primary, secondary sources
4. Importance of sources, attribution, how to protect sources

Unit-3 News reporting professionalism:

1. Internal and external pressures - political, economic, sociological and spin doctors;
2. Professional norms and ethics;
3. Present status of Indian news reporting (with recent examples) as case studies

UNIT 4: News Writing

1. Writing news reports with a suitable headline and lead. The report should be not less than 400 words.
2. Writing an editorial of 400 words on issues involving Politics, Sports, Social, Economy and Entertainment.
3. Writing Human interest Feature of 400 words on various current affairs topics.
4. Conducting an interview

Suggested Readings:

1. Branston, G. and Stafford, R. (1997) *The Media Student's Handbook*. London: Routledge.
2. E.C. Thomas, (1998) *Economic and Business Journalism*. New Delhi: Sterling Publishers
3. Fedler, F., et al., (2005) *Reporting for the Media*, London: Oxford University Press.
4. Hough, G.A. (1988) *News Writing*, New Delhi: Kanishka Publications
5. Kamath, M.V. (1995) *The Journalists Handbook*. New Delhi: Vikas Publishing House
6. Meikbe, G. (1994) *Interpreting News*. New York: Palgrave Macmillan
7. NDTV Style Book, New Delhi
8. Parthasarathi, R. (2009) *Here is the News: Reporting for Media*, New Delhi: Sterling Publishers
9. Srivastava, K.M. (1995) *News Reporting and Editing*. New Delhi: Sterling Publishers
10. Strentz, H. (1992) *News Reporters and News Sources*. New Delhi: Prentice-Hall of India

Department Name:

Program Name:

Program Code:

Semester: Semester I Semester II Semester III Semester IV

Course Name:

Course Code: (For new course keep it blank; else enter the old course code)

Course Credit:

Marks Allotted: Theoretical/Practical: Continuing Evaluation:

Course Type (tick the correct alternatives):

Core

Department Specific Elective

Generic Elective

Is the course focused on employability/entrepreneurship? YES NO

Is the course focused on imparting life skills? YES NO

Is the course based on Activity? YES NO

Percentage of change in the syllabus (applicable in case of change in syllabus only)

Minor (up to 15%)

Moderate (>15% and up to 50%)

Major (> 50%)

Summary of changes

NO CHANGES

PG BOS Meeting Reference Number:

Date:

Course Code: MASS-CT-105

Course Name: Editing and Layout Designing

Brief Course Description:

Students will be acquainted with the basics of editing print format. The course will give them an idea of news value. They will also understand the basics of writing news and editing photographs. Students will receive knowledge about designing a newspaper and its presentation. They will also learn about the editing techniques and criteria for selecting photographs for the print medium.

Prerequisite(s) and/or Note(s):

- (3) Students have to learn to edit different news stories and design their newspapers for evaluation.

Course Objectives:

Knowledge acquired:

- (1) Students will learn how to edit news reports.
- (2) They will learn to write leads and headlines for newspaper reports.
- (3) The paper will also help students learn about editing agency copies, their selection, integration, and updating.
- (4) The course will give an understanding of Page Make-Up and Display

Skills gained:

- (1) Understanding the basics of editing news reports,
- (2) Knowledge of news value, selecting news for publication.
- (3) Theory-based knowledge of newspaper page designing and photo editing.

Competency Developed:

- (2) Designing newspaper pages, editing news reports, photo editing and selection

Course Syllabus:

UNIT I: Editing Fundamentals

1. Editing: Meaning
2. Principles of editing
3. News value judgment
4. Editorial policy

UNIT II: Intro and Headline

1. Intro: Importance, Roles, Paragraphing
2. Intro Writing: Types and Styles
3. Headline Writing: Principles

UNIT III: Agency copy

1. Editing agency copies
2. Selection, integration, updating

UNIT IV: Page Make-Up and Display

1. Frontpage
2. Edit page
3. Other pages
4. Designing 'special' pages and supplements.

UNIT V: Photo Editing

1. News Photo: Selection Criterion
2. Photo Editing
3. Caption Writing
4. Photo Features

Suggested Readings:

1. Tembo, F (2015) Journalism Made Simple and Practical, New York: CreateSpace Independent Publishing Platform
2. Horton, B (2000) Associated Press Guide to Photojournalism, New York: McGraw-Hill Education
3. Collins, P. (2013) Editing Across Media- Content and Process for Print and Online Publication, New York: McFarland, Incorporated, Publishers
4. Dorothy A. B & Diane L. B. (1997), Creative Editing for Print Media, New York: Wadsworth Pub.
5. Randall, D. (2011) The Universal Journalist, London: Pluto Press
6. Ward, C. (2020) On All Fronts - The Education of a Journalist, London: Penguin Publishing Group
7. Butcher, J. et al. (2006) Butcher's Copy-editing - The Cambridge Handbook for Editors, Copy-editors and Proofreaders, Cambridge: Cambridge University Press
8. Niblock, S. & Machin, D. (2014) News Production - Theory and Practice, New York: Taylor and Francis
9. Shrivastava, K. M. (2015) News Reporting And Editing, New Delhi: Sterling Publishers Private Limited
10. Filak, V. (2021) Dynamics of News Reporting and Writing - Foundational Skills for a Digital Age, London: Sage Publications

Department Name:

Program Name:

Program Code:

Semester: Semester I Semester II Semester III Semester IV

Course Name:

Course Code: For new course keep it blank; else enter the old course code)

Course Credit:

Marks Allotted: Theoretical/Practical: Continuing Evaluation:

Course Type (tick the correct alternatives):

Core

Department Specific Elective

Generic Elective

Is the course focused on employability/entrepreneurship? YES NO

Is the course focused on imparting life skills? YES NO

Is the course based on Activity? YES NO

Percentage of change in the syllabus (applicable in case of change in syllabus only)

Minor (up to 15%)

Moderate (>15% and up to 50%)

Major (> 50%)

Summary of changes

NO CHANGES

PG BOS Meeting Reference Number:

Date:

Course Code: MASS-CP-106

Course Name: Lab Journal Production

Brief Course Description:

The course will enable students with the practical know-how of designing a newspaper.

Prerequisite(s) and/or Note(s):

- (4) Know-how of editing software.

Course Objectives:

Knowledge acquired:

- (1) About gathering news, pictures of events, and publishing them.
- (2) Newspaper layout designing and digital publishing

Skills gained:

- (1) Understanding different newspaper designing and photo editing applications.
- (2) The course will also give students a chance to gain real-life experience in newsgathering and publications.
- 3) Conceptualizing, Designing and Maintaining personal blogs.

Competency Developed:

- (3) News collection, editing, designing and publication

Course Syllabus:

1. Multiple groups will be formed by the faculty members depending on the total number of students in the batch. Each group will have to publish a Tabloid size four pages lab e-journal, which should include activities such as:

- a. Collection of local news and news from various departments of the University
- b. Collection of supporting photographs
- c. Copywriting
- d. Editing
- e. Layout designing
- f. Digital publishing

2. Individual students need to publish a Blog, and the Blog Page will host all the individual and group assignments for the particular students.

Department Name:

Program Name:

Program Code:

Semester: Semester I Semester II Semester III Semester IV

Course Name:

Course Code: For new course keep it blank; else enter the old course code)

Course Credit:

Marks Allotted: Theoretical/Practical: Continuing Evaluation:

Course Type (tick the correct alternatives):

Core

Department Specific Elective

Generic Elective

Is the course focused on employability/entrepreneurship? YES NO

Is the course focused on imparting life skills? YES NO

Is the course based on Activity? YES NO

Percentage of change in the syllabus (applicable in case of change in syllabus only)

Minor (up to 15%)

Moderate (>15% and up to 50%)

Major (> 50%)

Summary of changes

NO CHANGES*

PG BOS Meeting Reference Number:

MASSCOMM/PGBOS/001/2022

Date:

19/04/2022

Course Code: MASS-DSE-107

Course Name: Media Management and Media Entrepreneurship

Brief Course Description:

Managing a news media organization is a huge task. The paper primarily gives insight into the news media industry, focusing on its business, ownership patterns, and organizational structure. The paper deals with the principle and theories of media management. The paper also gives an overview of the several media regulating agencies in India.

Course Objectives:

Knowledge acquired:

- (1) About the media industry in India, its structure and major media organizations.
- (2) Media as a business and principles of news media management.
- (3) About news media ownership patterns and different media regulating agencies.

Skills gained:

- (1) Knowhow of the media industry's state, structure, and existence.

Course Syllabus:

UNIT I: Introduction to News Media Industry

1. Structure of a news media organization
2. Media Management: Overview
3. Major Media organizations

UNIT II: Business organizations

1. Forms of business organizations
2. Media as a business,
3. Role
4. Characteristics

UNIT III: Principles of Media management

1. Definition

2. Functions
3. Theories

UNIT IV: Ownership patterns of Media in India

1. Major patterns of ownership with a particular reference to India
2. Dual economy of a newspaper, Circulation and Advertising.
3. Marketing and Promotions

Suggested Readings:

1. Robinson, T. (2009) Media Ownership, New York: ABDO Publishing Company
2. Doyle, G. (2002) Media Ownership - The Economics and Politics of Convergence and Concentration in the UK and European Media, New York: Sage Publications
3. Albarran, B. et al. (2018) Handbook of Media Management and Economics, New York: Routledge
4. Hollifield, A. et al. (2015) Media Management - A Casebook Approach, New York: Taylor & Francis
5. Wirtz, B. (2020) Media Management: Strategy, Business Models and Case Studies, New York: Springer International Publishing
6. Ferrier, M. & Mays, E. (2007) Media Innovation and Entrepreneurship, New York: Rebus Foundation
7. Abernathy, P. & Sciarrino, J (2018) The Strategic Digital Media Entrepreneur, New York: Wiley
8. Singhal, A & Rogers, E. (2001) India's Communication Revolution, London: Sage Publications
9. Kohli, V. (2013) The Indian Media Business, London: Sage Publications
10. Willis, J. & Willis, J. W. (1988) Surviving in the Newspaper Business, New York: Praeger

Department Name:

Program Name:

Program Code:

Semester: Semester I Semester II Semester III Semester IV

Course Name:

Course Code: (for new course keep it blank; else enter the old course code)

Course Credit:

Marks Allotted: Theoretical/Practical: Continuing Evaluation:

Course Type (tick the correct alternatives):

Core

Department Specific Elective

Generic Elective

Is the course focused on employability/entrepreneurship? YES NO

Is the course focused on imparting life skills? YES NO

Is the course based on Activity? YES NO

Percentage of change in the syllabus (applicable in case of change in syllabus only)

Minor (up to 15%)

Moderate (>15% and up to 50%)

Major (> 50%)

Summary of changes

NO CHANGES

PG BOS Meeting Reference Number:

Date:

Course Code: MASS-DSE-108

Course Name: Magazine Journalism

Brief Course Description:

The paper will help students understand magazines' fundamentals, focusing on their content, formats, target readers, and production techniques. It also focuses on the magazine cover and its story. The course will help students grasp the basics of writing and editing for magazines while understanding its functional structure.

Prerequisite(s) and/or Note(s):

- (5) Knowledge of different forms of the print medium, especially magazines.

Course Objectives:

Knowledge acquired: -

- (1) The types of magazines, their evaluation, different content and formats.
- (2) About magazines production and elements like Lay-out, Style Sheet, and content plan.
- (3) Students will also acquire knowledge about writing and editing for the magazine.
- (4) They will also learn about magazine management and

Skills gained:

- (1) Understanding magazines and their types
- (2) Writing and editing for magazines.

Course Syllabus:

UNIT I: Fundamentals

1. Magazines: Types and Evolution
2. Target Audience
3. Content
4. Formats

UNIT II: Magazine productions

1. Layout

- 
2. Design elements
 3. Style Sheet
 4. Content Plan

UNIT III: Cover and cover story

1. Cover story: Functions
2. Design Formats
3. Cover Blaze
4. Illustrations

UNIT IV: Writing and Editing for Magazines

1. Creative Writing style
2. Editorial and House Styles
3. Columns
4. Fillers

UNIT V: Magazine management

1. Organizational Structure
2. Economics
3. Sales and Subscriptions
4. Advertising and circulation

Suggested Readings:

1. Morrish, J. (1996) Magazine Editing, London: Routledge
2. Mcloughlin, L. (2001) The Language of magazines, New York: Inter Text
3. Ruberg, M. (2005) Handbook of magazine article writing, New York: Writer's Digest
4. Holmes, T & Nice, L. (2011) Magazine Journalism Today, New York: Heinemann Professional Publishing
5. Hutchison, E (2008) The Art of Feature Writing, London: Oxford University Press
6. Patterson, B. & Coleman, E. P. (2005) The Editor in Chief, New Delhi: Surjeeth Publications
7. Mckay, J. (2000) The Magazine Handbook, New York: Routledge.
8. Root, R (1966) Modern Magazine Editing, New York: Brown Publishers.
9. Jay, E. & Lee, J. (1988) Feature Writing for News Paper and magazines, New York: Harper and Row Publishers
10. Alexander, L. (2003) Beyond the Facts, New Delhi: Surjeeth Publications.

Department Name:

Program Name:

Program Code:

Semester: Semester I Semester II Semester III Semester IV

Course Name:

Course Code: (For new course keep it blank; else enter the old course code)

Course Credit:

Marks Allotted: Theoretical/Practical: Continuing Evaluation:

Course Type (tick the correct alternatives):

Core

Department Specific Elective

Generic Elective

Is the course focused on employability/entrepreneurship? YES NO

Is the course focused on imparting life skills? YES NO

Is the course based on Activity? YES NO

Percentage of change in the syllabus (applicable in case of change in syllabus only)

Minor (up to 15%)

Moderate (>15% and up to 50%)

Major (> 50%)

Summary of changes

NO CHANGES

PG BOS Meeting Reference Number:

Date:

Course Code: MASS-CT-201

Course Name: Radio Production

Brief Course Description:

The paper helps students understand the Radio's role as a means of communication. It will comprehend the Radio's role as a Public Service Broadcaster (PSB) while also making students aware of the functioning of private radio systems, AM, FM, and Community Radio in India. The course will also give students holistic knowledge of radio news, various Radio Programmes, formats, genres and technology used in radio production.

Prerequisite(s) and/or Note(s):

- (6) Basic idea about Radio as a broadcast medium.

Course Objectives:

Knowledge acquired:

- (1) Radio's role in communicating with the masses is its public service attribute.
- (2) The comprehension of Public (PSB), the All India Radio, Prasar Bharati, private radio systems, AM, FM, and Community Radio.
- (3) Radio production and Radio Programme formats and genres.
- (4) Students will also know about the technologies used in Radio production.

Competency Developed:

- (4) A holistic overview of Radio as a means of communication in the country
- (5) Idea regarding different radio formats and knowhow of production techniques

Course Syllabus:

UNIT I: Development of Radio

1. Radio as a medium of communication
2. Public (PSB) and private radio systems, AM, FM, Community Radio
3. Characteristics of Radio

UNIT II: All India Radio

1. Prasar Bharati
2. Characteristics
3. News Service Division

UNIT III: Radio News

1. Types of radio news bulletins and their structures
2. Style and presentation of Radio news
3. Newsreader – qualities and duties

4. Radio newsroom – structure and function

UNIT IV: Radio Programme formats and genres

1. Radio Interview
2. Radio Drama
3. Radio Talk
4. Vox Pop
5. Magazine Program
6. Radio Spot

UNIT V: Radio Production

1. Studio Layout
2. Microphones, Acoustics, Communicating With Speakers, Cue.
3. Sound Editing: Basic Production

Suggested Readings:

1. Chatterjee, P.C (1987) Broadcasting in India, New Delhi: Sage
2. Luthra, H.R., (1986) Indian Broadcasting. New Delhi: Publications Division, Govt. of India
3. Bhatt, S.C. (2007) Broadcast Journalism: Basic Principles, New Delhi: Har Anand Publications
4. Baruah, U.L., (1983) This is All India Radio, Publications Division, New Delhi: Government of India
5. Mehra, M. (1997) Broadcasting and People, New Delhi: National Book Trust
6. Robert, H. (2000) Writing for Television and Radio, New Delhi: Sage
7. Mitchell S., H. (2010) Broadcast News, Radio Journalism and an introduction to Television., New Delhi: Rawat Publication
8. Stuart W. H., (2002) Television and Radio Announcing, New Delhi: Kanishka Publishers
9. Robert, M. (2002) Radio Production Techniques, New York: Macmillan
10. Harris, S. & Chantler, P. (2005) Local Radio., New York: Sage Publication

Department Name:

Department of Mass Communication

Program Name: MA Mass Communication

Program Code:

Semester: Semester I Semester II Semester III Semester IV

Course Name: Television Production

Course Code: MASS-CT-202 (For new course keep it blank; else enter the old course code)

Course Credit: 02

Marks Allotted: Theoretical/Practical: 42 Continuing Evaluation: 08

Course Type (tick the correct alternatives):

Core

Department Specific Elective

Generic Elective

Is the course focused on employability/entrepreneurship? YES NO

Is the course focused on imparting life skills? YES NO

Is the course based on Activity? YES NO

Percentage of change in the syllabus (applicable in case of change in syllabus only)

Minor (up to 15%)

Moderate (>15% and up to 50%)

Major (> 50%)

Summary of changes

NO CHANGES

PG BOS Meeting Reference Number: MASSCOMM/PGBOS/001/2022

Date: 19/04/2022

Course Code: MASS-CT-202

Course Name: Television Production

Brief Course Description:

Television is an indispensable part of our lives today. This paper deals with the advent of Television in India and the emergence of satellite television in India. Students through the paper will know the basics of Television news gathering, reporting, and methods of writing for television news. The course will discuss the typical newsroom structure in a television news channel and focus on the production techniques used in television news broadcasting.

Prerequisite(s) and/or Note(s):

- (7) Basic knowledge about Television and news broadcasted through Television.

Course Objectives:

Knowledge acquired:

- (1) About the growth and development of Television in India.
- (2) Role of tv as a medium of communication.
- (3) Fundamentals of television news reporting, including writing and presentation.
- (4) Students get acknowledged with the typical newsroom structure.

Skills gained:

- (1) Reporting techniques in television news broadcasting,
- (2) Interview, Writing skills for television news broadcasting.

Competency Developed:

- (6) The course enlightens students with the fundamentals of Television, news structure, writing, presentation, and reporting.

Course Syllabus:

UNIT I: Development of Television

- 1. Evolution of telecasting in India
- 2. TV as a medium of communication
- 3. The advent of satellite television in India
- 4. Globalization of content
- 5. Impact on audience

UNIT II: T.V. News Reporting

- 1. Electronic news-gathering
- 2. Research & investigation
- 3. Interview techniques
- 4. Piece to Camera and Voice Over

5. Sequencing and editing news packages

UNIT III: Writing for Television

1. Writing to still, writing for video
2. Marking copy in Production language
3. Research, Visualization and Production Script.

UNIT IV: T.V. News Production

1. Communicating with still pictures and video
2. Formats of T.V. programmes
3. Shooting with the T.V. camera
4. Studio lighting
5. Video editing techniques
6. Stages of Production

UNIT V: News Room structure

1. Producer
2. Correspondents
3. Newscaster
4. PCR
5. MCR

Suggested Readings:

1. Boyd, S. et al. (2008) Broadcast Journalism, New York: Focal Press
2. Owens J & Millerson G (2012) Television Production, New York: Focal Press
3. Acharya, R.N. (2008) Television in India, New Delhi: Manas Publication
4. Desai, M. K. (2010) Television in India, New Delhi: Authors Press
5. Khan, J. (2006) Basics of Electronic Media, New Delhi: Shipra Publication
6. Kapoor, D. N. (2006) Broadcast Journalism, New Delhi: Mohit Publication
7. Kohli .V., (2006) The Indian Media Business, New Delhi: Response
8. Siddiqui, H., (2011) Television Broadcasting, New Delhi: Anmol
9. Ramanujam, R.C., (2011) Television and Radio Broadcasting, New Delhi: APH Publishing
10. Ninan, S. (1995) Through the magic window-Television and change in India, New Delhi: Penguin

Department Name:

Department of Mass Communication

Program Name:

MA Mass Communication

Prepared by IQAC, NBU

Program Code:

Semester: Semester I Semester II Semester III Semester IV

Course Name:

Course Code: (For new course keep it blank; else enter the old course code)

Course Credit:

Marks Allotted: Theoretical/Practical: Continuing Evaluation:

Course Type (tick the correct alternatives):

Core

Department Specific Elective

Generic Elective

Is the course focused on employability/entrepreneurship? YES NO

Is the course focused on imparting life skills? YES NO

Is the course based on Activity? YES NO

Percentage of change in the syllabus (applicable in case of change in syllabus only)

Minor (up to 15%)

Moderate (>15% and up to 50%)

Major (> 50%)

Summary of changes

Newly Introduced

PG BOS Meeting Reference Number:

Date:

Course Code: MASS-CT-203

Course Name: Film Production

Brief Course Description:

The paper helps students understand the role of Films as a means of communication. It will give students a comprehension of the various types of cinemas and the process of making such films. Students will be able to perceive the role of a director in films. The course also focuses on camera and cinematography. It deals with the understanding of the basic use of sound and audio technologies in the process of filmmaking.

Prerequisite(s) and/or Note(s):

- (8) Brief understanding of different genres of Films.

Course Objectives:

Knowledge acquired:

- (1) Introduction to films and their history.
- (2) Understanding the stages of film production.
- (3) Knowhow of screenplay, scripting, planning, budgeting,
- (4) Understanding the role of a director in filmmaking,
- (5) Understanding Photography, Cinematography, camera lenses, lights, sounds, and audio in films.

Skills gained:

- (1) Knowhow of producing a cinema underlining several stages of production
- (2) Skills in directing a film.

Competency Developed:

- (7) Students will be able to write scripts and produce movies of their own.

Course Syllabus:

UNIT-I

1. Introduction to Films/Cinema History of films

1. Types of films, the process of filmmaking
2. Various departments in films
3. Pre-production and Post-Production

UNIT – II Film Language

1. Film Language (Shot, Scene, Camera Movements)
2. Story, Screenplay, Shooting Script - Revisualization (Shot Division, Story Boarding)
3. Project Designing & Planning
4. Scheduling (Creating grid, arranging scenes, characters and crew needed, budgeting)

UNIT-III Direction, Photography and cinematography

1. Direction - Introduction - work of director Types of directors & duties of each Break downs
2. Camera - Photography And Cinematography - Types of cameras, Intro to cameras & their functions Types of lenses Lighting for films Basic lighting techniques & equipment
3. Types of lights Light accessories Interior & Exterior lighting, creative cinematography Characterization through Camera

UNIT-III 1. Sound/Audio

1. Introduction - Work of Sound recordist & boom operator
2. Recording equipments
3. types of microphones and headphones, their qualities, mic techniques
4. Terminologies and aspects of audiography
5. Sound recording/Dubbing and voice-over techniques

Unit- IV Editing

1. Editing: Introduction - Editing basics, types of equipment, creating a rough cut, fine cutting, applying transitions, synchronization of scenes, colour correction, creating final output for Cinema Theatres and Television
2. Art Direction: Introduction - Production designing Basic concept & techniques Dressing a Set & arranging property and Location alternating

Suggested Readings:

1. Ascher, S. & Pincus, E. (2012) The Filmmakers Handbook, London: Penguin Publishing Group
2. Katz, S. (2019) Film Directing - Shot By Shot, New York: Michael Wiese Productions in conjunction with Focal Press
3. Lumet, S. (2010) Making Movies, New York: Knopf Doubleday Publishing Group
4. Mamet, D. (1992) On Directing Film, London: Penguin Publishing Group
5. Rodriguez, R. (1996) Rebel Without a Crew, London: Penguin Publishing Group
6. Orlebar, J. (2013) The Television Handbook, New York: Taylor and Francis
7. Utterback, A. (2015) Studio Television Production, New York: Taylor and Francis
8. Brown, L. & Duthie, L. (2016) The TV Studio Production Handbook New York: I.B.Tauris
9. Cury, I. (2017) Directing and Producing for Television: A Format Approach, New York: Taylor and Francis
10. Owens, J. (2015) Television Sports Production, New York: Taylor and Francis

Department Name:

Department of Mass Communication

Program Name:

MA Mass Communication

Program Code:

Semester: Semester I Semester II Semester III Semester IV

Course Name:

Course Code: (For new course keep it blank; else enter the old course code)

Course Credit:

Marks Allotted: Theoretical/Practical: Continuing Evaluation:

Course Type (tick the correct alternatives):

Core

Department Specific Elective

Generic Elective

Is the course focused on employability/entrepreneurship? YES NO

Is the course focused on imparting life skills? YES NO

Is the course based on Activity? YES NO

Percentage of change in the syllabus (applicable in case of change in syllabus only)

Minor (up to 15%)

Moderate (>15% and up to 50%)

Major (> 50%)

Summary of changes

NO CHANGES

PG BOS Meeting Reference Number:

Date:

Course Code: MASS-CT-204

Course Name: Advertising and Marketing Communication

Brief Course Description:

The course deals with the fundamentals of advertising. The paper will provide comprehensive know-how of Marketing and, Advertising as an element. The paper will also give students an idea of the process of planning an advertisement and its execution. It also gives an understanding of an advertising campaign while spotlighting the Legal and Ethical Aspects of Advertising.

Prerequisite(s) and/or Note(s):

- (9) Careful observational skills, interest in Marketing and Advertising, and the techniques being used for the same

Course Objectives:

Knowledge acquired:

- (1) Know-how of the evolution, classification and socio-economic effects of advertising in the present-day scenario.
- (2) About the basics of marketing and the advertising element,
- (3) Regarding the process of advertising planning and execution,
- (4) About advertising agencies and various campaigns with case studies

Skills gained:

- (1) After learning the course, the students will understand the state of Advertising in India and the world,
- (2) The basic understanding of Marketing with the ethical aspect in consideration.
- (3) Planning and executing advertising, media planning, and campaigns.
- (4) Creative designing of an advertisement.

Competency Developed:

- (8) The course will enable students to boost their thinking capabilities in designing and criticizing an advertisement.

Course Syllabus:

UNIT I: Fundamentals of Advertising

1. Evolution and growth of advertising
2. Definitions of advertising as a communication function and as a marketing function
3. Classification of Advertising
4. Socio-economic effects of advertising

UNIT II: Advertising and Marketing

1. Understanding marketing
2. 4 P's of marketing

3. Marketing mix
4. Promotion mix
5. Relation between marketing and advertising

UNIT III: Advertising Planning and execution

1. Advertising planning process
2. Advertising objectives DAGMAR Model
3. Advertising Appropriation, budget-making process, different methods of Advertising creativity
4. Media Planning
5. Advertising Evaluation

UNIT IV: Advertising Agency and Campaign

1. Advertising Agency vs Advertising Department
2. Organizational structure and functions
3. Advertising campaigns
4. USP, Brand
5. Case study

UNIT V: Campaign

1. Advertising campaigns
2. USP, Brand
3. Case study

UNIT VI: Legal and Ethical Aspects of Advertising

1. Ethics of advertising
2. ASCI

Suggested Readings:

1. Datta, S. (1994) Advertising Today: In the Indian, New Delhi: Profile Publishers
2. Mogaji, E. (2021) Introduction to Advertising - Understanding and Managing the Advertising Process, New York: Taylor and Francis
3. Kotler, P. (2000) Marketing management, New Delhi: Prentice Hall of India
4. Jethwaney, J. (1999) Advertising, New Delhi: Phoenix Publishing House Pvt. Ltd
5. Ogilvy, D. (2011) Ogilvy on Advertising. New York: Prion Publishing Group
6. Chunawalla, S. & Sethia, K.C. (1999) Foundation of Advertising: theory and practice, New Delhi: Himalaya Publishing House
7. Wells, W., et al. (2003) Advertising: Principles and Practice, New York: Prentice Hall
8. Arens, W. (2004) Contemporary Advertising, New Delhi: Tata McGraw-Hill Education
9. Leiss, W., et al. (1990) Social Communication in Advertising: Persons, Products and Images of Well-being, New York: Psychology Press.
10. O'Shaughnessy, J & O'Shaughnessy, J. N. (2004) Persuasion in Advertising, New York Psychology Press

Department Name:

Department of Mass Communication

Program Name:

MA Mass Communication

Prepared by IQAC, NBU

Program Code:

Semester: Semester I Semester II Semester III Semester IV

Course Name:

Course Code: (For new course keep it blank; else enter the old course code)

Course Credit:

Marks Allotted: Theoretical/Practical: Continuing Evaluation:

Course Type (tick the correct alternatives):

Core

Department Specific Elective

Generic Elective

Is the course focused on employability/entrepreneurship? YES NO

Is the course focused on imparting life skills? YES NO

Is the course based on Activity? YES NO

Percentage of change in the syllabus (applicable in case of change in syllabus only)

Minor (up to 15%)

Moderate (>15% and up to 50%)

Major (> 50%)

Summary of changes

PG BOS Meeting Reference Number:

Date:

Course Code: MASS-CT-205

Course Name: Public Relations and Corporate Communication

Brief Course Description:

The course focuses on the principles of Public Relations, the tools used and their applications while focusing on its evolution and history. Apart from public relations, the paper also gives an insight into corporate communication and relations. Students also learn about Public Relations Agencies and Apex Bodies through the paper.

Course Objectives:

Knowledge acquired:

- (1) Understanding the history and the need for public relations in different organizations.
- (2) The tool of Public Relations used to influence.
- (3) To understand communication techniques adopted by corporate houses and ways to maintain cordial relations with the masses.
- (4) To know about various Public Relation Agencies in India and across the globe. Also, about the Apex bodies working for the development and growth of Public Relations in India.

Skills gained:

- (1) Holistic comprehension of Public Relations, Corporate Communication to mould/shape people's perception of a particular organization.

Competency Developed:

- (9) Understand the importance of mutual understanding in the field of Public Relations

Course Syllabus:

UNIT I: Evolution and History of Public Relations

1. Definitions
2. Models of communication in Public Relations
3. Concept of Public in Public Relations
4. Public Relations and allied disciplines: Publicity, Propaganda, Advertising, Lobbying

UNIT II: Public Relations tools

1. Press Release
2. House Journal.
3. Annual Report
4. Audio-Visual Media
5. Exhibitions Etc.

UNIT III: Corporate Communications

1. Corporate Image and Corporate Identity
2. Public Relations Campaign
3. Corporate Social Responsibility
4. Crisis Management

UNIT IV: Corporate Relations

1. Community Relations
2. Consumer Relations
3. Employee Relations.
4. Media relations, organizing press conferences, Press briefs, proactive and reactive media relations

UNIT V: Public Relations Agencies and Apex Bodies

1. Public Relations Agencies: Structure and Functions
2. PRSI
3. IPRA.

Suggested Readings:

1. Vilanilam, J. V. (2011) Public Relations in India - New Tasks and Responsibilities, New York: Sage Publications
2. Mehta, D.S. (2011) Handbook of Public Relations in India, New Delhi: Allied Publishers
3. Strategic Public Relations Management
4. Austin, E. & Pinkleton, E. (2015) Planning and Managing Effective Communication Programs, New York: Routledge
5. Bhattacharjee, T. (2020) New Media in Public Relations: The Evolving Scenario in India, New Delhi: Notion Press
6. Kumar, V. (2005) Public Relations in India, New Delhi: Institute of Sustainable Development
7. Butterick, K. (2011) Introducing Public Relations: Theory and Practice, New Delhi: Sage Publications
8. Bridgen, B. & Vercic, D. (2017) Experiencing Public Relations: International Voices, New York: Taylor and Francis
9. Lee, M. et al. (2021) The Practice of Government Public Relations, New York: Taylor and Francis
10. Morris, T., & Goldsworthy, S. (2017) PR Today: The Authoritative Guide to Public Relations, New York: Bloomsbury Publishing

Department Name:

Department of Mass Communication

Program Name:

MA Mass Communication

Program Code:

Semester: Semester I Semester II Semester III Semester IV

Course Name:

Course Code: (For new course keep it blank; else enter the old course code)

Course Credit:

Marks Allotted: Theoretical/Practical: Continuing Evaluation:

Course Type (tick the correct alternatives):

Core

Department Specific Elective

Generic Elective

Is the course focused on employability/entrepreneurship? YES NO

Is the course focused on imparting life skills? YES NO

Is the course based on Activity? YES NO

Percentage of change in the syllabus (applicable in case of change in syllabus only)

Minor (up to 15%)

Moderate (>15% and up to 50%)

Major (> 50%)

Summary of changes

Newly Introduced

PG BOS Meeting Reference Number: Date:

Course Code: MASS-CP-206

Course Name: Audio-Visual Production (Radio, Drama and News capsule)


Brief Course Description:

The course will provide students with an understanding of designing a radio drama and a news capsule. Both, instrumental in the field, will be enabling students with compressive knowhow of the industry level production standards.

Course Objectives:Knowledge acquired:

- (1) Production of radio drama while also understanding the role of RJ and other technologies used.
- (2) Preparation of a news capsule.

Skills gained:

- (1) Visualization, Writing, Scripting and production of a radio drama,
- (2) Production of a news capsule.

Course Syllabus:

Students divided into multiple groups will be producing a radio drama (Max duration of 10 Mins) and a Television News Capsule (Max duration of 10 Mins).

Department Name:

Program Name:

Program Code:

Semester: Semester I Semester II Semester III Semester IV

Course Name:

Course Code: For new course keep it blank; else enter the old course code)

Course Credit:

Marks Allotted: Theoretical/Practical: Continuing Evaluation:

Course Type (tick the correct alternatives):

Core

Department Specific Elective

Generic Elective

Is the course focused on employability/entrepreneurship? YES NO

Is the course focused on imparting life skills? YES NO

Is the course based on Activity? YES NO

Percentage of change in the syllabus (applicable in case of change in syllabus only)

Minor (up to 15%)

Moderate (>15% and up to 50%)

Major (> 50%)

Summary of changes

NO CHANGES

PG BOS Meeting Reference Number:

Date:

Course Code: MASS-DSE-207

Course Name: Documentary Production

Brief Course Description:

The paper will help students develop mastery in documentary production. The paper will throw light on the process of Research, Scripting, Budgeting, Shooting, and Editing.

Prerequisite(s) and/or Note(s):

- (10) Interest in the production of the portrayal of real-life issues.

Course Objectives:

Knowledge acquired:

- (1) Documentaries, their type.
- (2) Production technique of documentary making, starting from research to Editing.

Skills gained:

- (1) Development of behind the camera and on-camera skills,
- (2) Expertise in the production of a documentary.
- (3) Designing a documentary, from the research to the final execution and delivery.

Competency Developed:

- (10) Students will now be able to produce documentaries.

Course Syllabus:

Students in groups need to produce a documentary which should include activities such as:

1. Research
2. Scripting
3. Budgeting
4. Shooting
5. Editing

Duration: 8 – 10 minutes

Language: Preferably English. However, if it is done in any other language, it should contain English subtitles.

Department Name:

Program Name:

Program Code:

Semester: Semester I Semester II Semester III Semester IV

Course Name:

Course Code: (For new course keep it blank; else enter the old course code)

Course Credit:

Marks Allotted: Theoretical/Practical: Continuing Evaluation:

Course Type (tick the correct alternatives):

Core

Department Specific Elective

Generic Elective

Is the course focused on employability/entrepreneurship? YES NO

Is the course focused on imparting life skills? YES NO

Is the course based on Activity? YES NO

Percentage of change in the syllabus (applicable in case of change in syllabus only)

Minor (up to 15%)

Moderate (>15% and up to 50%)

Major (> 50%)

Summary of changes

NO CHANGES

PG BOS Meeting Reference Number:

MASSCOMM/PGBOS/001/2022

Date:

19/04/2022

Course Code: MASS-DSE-208

Course Name: Short Film Production

Brief Course Description:

The paper will help students develop mastery in short film production. The paper will also give students an insight into the process of Research, Scripting, Budgeting, Shooting, and Editing for short films.

Prerequisite(s) and/or Note(s):

- (11) Students should have an overview of what short films are and the difference between commercial cinema and documentaries.

Course Objectives:

Knowledge acquired:

- (1) Different types of short films and their role in society.
(2) The process of researching, script making, budget outlaying, shooting and editing

Skills gained:

- (1) Development of on-camera and behind-the-camera skills.
(2) Students will be learning the basics of short film production techniques.
(3) Designing a short film, from the research to the final execution and delivery of the film.

Competency Developed:

- (11) After taking up the course, students will be able to produce their short films.

Course Syllabus:

Multiple groups will be formed by the faculty members depending on the total number of students in the batch. Each group will have to produce a short film which should include activities such as:

1. Research
2. Scripting
3. Budgeting
4. Shooting
5. Editing

Duration: 30 minutes maximum.

Language: English/Hindi/Bengali/Nepali with subtitles in English where applicable.

Department Name:

Program Name:

Program Code:

Semester: Semester I Semester II Semester III Semester IV

Course Name:

Course Code: (For new course keep it blank; else enter the old course code)

Course Credit:

Marks Allotted: Theoretical/Practical: Continuing Evaluation:

Course Type (tick the correct alternatives):

Core

Department Specific Elective

Generic Elective

Is the course focused on employability/entrepreneurship? YES NO

Is the course focused on imparting life skills? YES NO

Is the course based on Activity? YES NO

Percentage of change in the syllabus (applicable in case of change in syllabus only)

Minor (up to 15%)

Moderate (>15% and up to 50%)

Major (> 50%)

Summary of changes

NO CHANGES

PG BOS Meeting Reference Number:

Date:

Course Code: MASS-CT-301

Course Name: Development Communication

Brief Course Description:

During the study, students will be given an understanding of the development and the approaches and loopholes in development. The paper also gives students an insight into the gap between developed societies and developing ones. It also deals with the role of media in the development of communication. Specific national development, issues and projects from the Indian perspective have also been discussed in the paper.

Prerequisite(s) and/or Note(s):

- (12) Know-how on how media plays an important role in the development of various developed and developing nations

Course Objectives:

Knowledge acquired:

- (1) The Indian society, the development process and the role of communication in it
- (2) Understanding the role of development communication in building societies.
- (3) Role of media in development communication.
- (4) Specific Development Communication projects and programmes in India and,
- (5) The role of developmental and rural extension agencies in the process of development of a nation.
- (6) The media's role in the development of a society.

Skills gained:

- (1) Skills in developing communication material in the mainstream media, folk and other forms of the media in fostering development.
- (2) Know-how of the approaches to development.

Course Syllabus:

UNIT I: Meaning and concept of development

1. Meaning
2. Concept
3. Origin
4. Approaches to development
5. Problems and issues in development
6. Characteristics of developing societies
7. The gap between developed and developing societies

UNIT II: Development Communication

1. Meaning
2. Concept
3. Definition
4. Paradigms
5. Role of media in development communication.

UNIT III: Development Communication in India

1. Historical analysis
2. Models of Development communication
3. SITE / Kheda programmes.

UNIT IV: Developmental and rural extension agencies

1. Governmental, Semi-government, Non-Governmental organisations
2. Panchayati Raj - Planning at national, state, regional, district, block and village levels
3. Democratic decentralisation
4. Role of NGOs in rural development
5. Rural Self help groups and Rural Cooperative and development.

UNIT V: Media and Development

1. Role of Opinion leaders
2. Participatory communication
3. New media
4. ICTs for development

Suggested Readings:

1. Srinivas. R., et al. (2001) Communication for Development in the Third World: Theory and Practice for Empowerment, London: Sage Publishing
2. Narula, U. & Anand, H. (2004) Har Anand - Development Communication: Theory and Practice, New York: Routledge
3. Narula, U. & Pearce, B. (1986) Development as communication: a perspective on India, Illinois: Southern Illinois University Press
4. Hoogvelt, A. (1982) The third world in global development, New York: Macmillan
5. Schramm, W. (1964) Mass Media and National Development, Stanford: Stanford University Press.
6. Prasad, K. (2009) Communication for Development: Reinvesting Theory and Action (2 volumes). New Delhi: BRPC
7. Prasad, K. (2012) New Media and Pathways for Social Change: Shifting Development Discourses, New Delhi: BRPC
8. Servaes, J. (2009) Communication for Development and Social Change, New York: Sage Publications
9. Mahadavan, K., et al. (2002) Communication, Modernisation and Social Development: Theory Policy and Strategies (2 volumes), New Delhi: BR Publishing Corporation
10. Mefalopulos, P. (2008) Development Communication Sourcebook: Broadening the Boundaries of Communication, New York: World Bank Publications.

Department Name:

Program Name:

Program Code:

Semester: Semester I Semester II Semester III Semester IV

Course Name:

Course Code: (For new course keep it blank; else enter the old course code)

Course Credit:

Marks Allotted: Theoretical/Practical: Continuing Evaluation:

Course Type (tick the correct alternatives):

Core

Department Specific Elective

Generic Elective

Is the course focused on employability/entrepreneurship? YES NO

Is the course focused on imparting life skills? YES NO

Is the course based on Activity? YES NO

Percentage of change in the syllabus (applicable in case of change in syllabus only)

Minor (up to 15%)

Moderate (>15% and up to 50%)

Major (> 50%)

Summary of changes

Newly Introduced

PG BOS Meeting Reference Number:

Date:

Course Code: MASS-CP-302

Course Name: Community Outreach Programme

Brief Course Description:

The course will be able to make students learn about the several tools through which media is used to communicate with the community, including various outreach programmes and social responsibility exercises.

Course Objectives:

Knowledge acquired:

(1) Understanding, organizing and implementing community outreach programmes like PR campaigns and Corporate Social Responsibility exercises.

Skills gained:

(1) Communicating with the public using community outreach programmes.

Course Syllabus:

Community Outreach and Field Study

Students in groups should conduct community outreach programs in development communication like public health, environment, agriculture, language and dialect promotion or any other social issues through standard questionnaire method or interview, including outreach program design, media advocacy and awareness. The final report should include achievement, limitations and further scope of the program based on primary data collected

OR

Students formed in multiple groups should conduct Corporate Social Responsibility or public relations practices/exercises on development communication like public health, environment, agriculture, language and dialect promotion, or any other social issues.

Word limit of the report: 2000 words maximum.

Mode of Evaluation: Full report and PowerPoint presentation and Viva Voce.

Department Name:

Program Name:

Program Code:

Semester: Semester I Semester II Semester III Semester IV

Course Name:

Course Code: (For new course keep it blank; else enter the old course code)

Course Credit:

Marks Allotted: Theoretical/Practical: Continuing Evaluation:

Course Type (tick the correct alternatives):

Core

Department Specific Elective

Generic Elective

Is the course focused on employability/entrepreneurship? YES NO

Is the course focused on imparting life skills? YES NO

Is the course based on Activity? YES NO

Percentage of change in the syllabus (applicable in case of change in syllabus only)

Minor (up to 15%)

Moderate (>15% and up to 50%)

Major (> 50%)

Summary of changes

Newly introduced

PG BOS Meeting Reference Number:

Date:

Course Code: MASS-DSE-303

Course Name: Media and Culture

Brief Course Description:

The paper will make students learn the scenario of the media and culture, and they will also learn about the relations between media, society and culture.

Course Objectives:

Knowledge acquired:

- (1) The structures and media of communication since 1945
- (2) Understand the role of media in society, technological determinism and postmodernism,
- (3) Understanding of the theory of responsibility
- (4) Diasporic Media, Media, and cultural activism Mediated global village

Course Syllabus:

UNIT I Post War World and Media

1. Post-war world order and media
2. New structures and media of communication since 1945

UNIT II: Media Representations

1. Media and Capitalism,
2. Media and Financialization of the international and national economies,
3. Nationalism and the post-independent nations and their role in the world politics;
4. Media and representation of national minorities, xenophobic nationalism

UNIT III Media and Society

1. Media and Society – Mass Society, Functionalism, Marxism, Social Constructionism,
2. Technological determinism; Information Society
3. Postmodernism: Language, Power/Knowledge, Gender; Social theory & public interest in media;
4. Theory of responsibility; Mass Media, Civil Society & Public Sphere – Habermas

UNIT IV Media content and Audience

1. Media Content and Audience Nature and Scope of media content – Structuralism, discourse analysis,
2. Nature of media audience

3. Mass to Audience – Agenda Setting Theory, Magic Bullet Theory, Two-Step flow theory, Gratification uses of media audience, Garber’s Model

UNIT V Media, culture and globalization

1. Media, Culture and Globalization
2. Nature and forms of Media and Globalization – Localization, Globalization, Hybrid Media, Diasporic Media;
3. Culture and Globalization; Media and Cultural Activism

Suggested Readings

1. McQuail, D. (2005) Mass Communication Theory: An introduction, New York: Sage Publication
2. Everett. R M. (1997) A History of Communication Study, New York: Free Press
3. Castells, M. (2013) Communication Power, Oxford: Oxford University Press
4. Hartley, P. (2004) Group Communication, London: Routledge
5. Holmes, D. (2005) Communication Theory: Media, Technology & Society, New York: Sage Publications
6. Laughey, D (2008) Key Themes of Media Theory, New Delhi: Rawat Publication.
7. Vilanilam, J., V., (2014) Mass Communication Basics, Bangalore: Kerala Press Academy
8. Devereux, E., (2005) Understanding the Media, New York: Sage Publication
9. Singh, Y. (2000) Culture Change in India: Identity and Globalization, New Delhi: Rawat Publications
10. Kumar, S., (2021) The Digital Frontier: Infrastructures of Control on the Global Web (Framing the Global), Indiana: Indiana University Press

Department Name:

Program Name:

Program Code:

Semester: Semester I Semester II Semester III Semester IV

Course Name:

Course Code: For new course keep it blank; else enter the old course code)

Course Credit:

Marks Allotted: Theoretical/Practical: Continuing Evaluation:

Course Type (tick the correct alternatives):

Core

Department Specific Elective

Generic Elective

Is the course focused on employability/entrepreneurship? YES NO

Is the course focused on imparting life skills? YES NO

Is the course based on Activity? YES NO

Percentage of change in the syllabus (applicable in case of change in syllabus only)

Minor (up to 15%)

Moderate (>15% and up to 50%)

Major (> 50%)

Summary of changes

NEWLY INTRODUCED

PG BOS Meeting Reference Number:

Date:

Course Code: MASS-DSE-304

Course Name: Media Anthropology

Brief Course Description:

The course will give students a core understanding of anthropology, culture and ideas of media anthropology. The theories of anthropology and its relevance in the Media are also looked upon in the study. Students will be acknowledged with the concept of the construction of culture, representation of culture and the culture portrayed by media. The course also helps students understand the concept of ethnographic studies to understand the producers of news, audiences, and other cultural and social aspects of mass media.

Prerequisite(s) and/or Note(s):

- (13) Students need to have basic knowhow of culture, communication.

Course Objectives:

Knowledge acquired:

- (1) Understanding the basics of cultural studies in India.
- (2) About the core ideas of cultural studies
- (3) Theories of culture and its relevance in Media.

Skills gained:

- (1) Conceptualization of Culture and communication.

Course Syllabus:

UNIT I: Understanding Media Anthropology

1. Origin and Development of Media Anthropology
2. Media Anthropology in India.
3. Anthropology, Culture and Communication.

UNIT II: Core ideas in Cultural Studies

1. Base and Superstructure
2. Culture Industry
3. Public Sphere
4. Culture and Ideology
5. Discourse and Counter-Discourses
6. Culture, Power, and Knowledge
7. Hegemony and Counter-Hegemony

UNIT III: Theories and their Relevance in Media

1. Diffusionism
2. Cultural Materialism
3. Functionalism
4. Social Interaction
5. Popular and Mass Culture, Circuit of Culture, Encoding and Decoding
6. Culture and Industry
7. Psychoanalysis

UNIT IV: Construction of Culture, Re-presentation, and Media Culture

1. Construction of culture – Social, Economic, Political, Religion, Technology
2. Re-representation and Media Culture - Language, Gender, Race, Class, Ethnicity, Kinship and terminology

UNIT V: Intercultural Communication

1. Communications between cultures and traditions,
2. Intercultural communication and mass media,
3. Intercultural communication and international implications,
4. The Indigenous people, Indigenous cultures, knowledge and economic development, Indigenous people in the contemporary world

Suggested Readings:

1. Rothenbuhler, W. & Coman, M. (2005) Media Anthropology, New York: Sage Publications
2. Pertierra, A. C. (2018) Media Anthropology for the Digital Age, New York: Polity Press
3. Ginsburg, F. D., et al. (2002) Media Worlds: Anthropology on New Terrain, California: University of California Press
4. Peterson, M. A. (2005) Anthropology & Mass Communication: Media and Myth in the New Millennium, New York: Berghahn Books
5. Askew, K., et al. (2002) Kelly Michelle Askew, Richard R. Wilk - The Anthropology of Media: A Reader,
6. Bright, W. & Ramanujan, A.K. (1972) 'Sociolinguistic variations and language change' In Sociolinguistics by Pride, A.K. & Holmes, J.(ed.), London: Penguin Books
7. Durham, G. & Douglas, K. (2001) Media and Cultural studies, New York: Blackwell Publishing
8. Greenberg, J.H. (1985), The Linguistic Approach, New York: Prentice-Hall

Department Name:

Program Name:

Program Code:

Semester: Semester I Semester II Semester III Semester IV

Course Name:

Course Code: (For new course keep it blank; else enter the old course code)

Course Credit:

Marks Allotted: Theoretical/Practical: Continuing Evaluation:

Course Type (tick the correct alternatives):

Core

Department Specific Elective

Generic Elective

Is the course focused on employability/entrepreneurship? YES NO

Is the course focused on imparting life skills? YES NO

Is the course based on Activity? YES NO

Percentage of change in the syllabus (applicable in case of change in syllabus only)

Minor (up to 15%)

Moderate (>15% and up to 50%)

Major (> 50%)

Summary of changes

NO CHANGES

PG BOS Meeting Reference Number:

Date:

Course Code: MASS-DSE-305

Course Name: Media and Gender Studies

Brief Course Description:

The course will provide students with an understanding of how media portrays gender. Issues like media and its effects on creating social differences like class, gender, and race are also a key focus of the paper.

Course Objectives:

Knowledge acquired:

- (1) Theories of gender and the relation between gender and media.
- (2) Social construction of gender and media's role in representing different sexes.
- (3) Understanding of gender studies, feminist theories,
- (4) Acknowledgment of Indian and South Asian Queer Activism and,
- (5) Theoretical perspectives of media and human rights, including selected case studies.

Competency Developed:

- (12) Analysing the relation between media and the representation of gender by the former

Course Syllabus:

Unit I: Media and Gender

1. Theories of Gender: Nature and changes.
2. Media-gender relationship- social construction of gender,
3. Mediatisation of the Gendered world

Unit II: Gender

1. Conceptual Frameworks in Gender studies Feminist Theory
2. History of Media and Gender debates in India (Case studies)
3. Media and Gender - Theoretical concerns.
4. Media and Masculinity
5. Media and Social Difference: class, gender, race

UNIT III: Queer Theory and Media

1. Conceptual framework in Queer theories
2. Indian Queer imagination
3. South Asian Queer activism
4. Queer films
5. Queer and other media

Unit IV: Gender and Media Literacy

1. Theories of Audience and gender
2. Technology and media in the age of digital media
3. Civil society and gender activism

Unit V: Media and Human Rights

1. Human Rights- Theoretical perspectives, Critique
2. Universal Declaration of Human Rights
3. Human Rights and Media (Case Studies)

Suggested Readings:

1. Krijnen, T. & Bauwel, S. (2015) *Gender and Media: Representing, Producing, Consuming*, New York: Taylor and Francis
2. Kosut, M (2012) *Encyclopedia of Gender in Media*, New York: Sage Publication
3. Carter, C., et al. (2013) *The Routledge Companion to Media & Gender*, New York: Routledge
4. Carter, C., & Steiner, L., (2004) *Critical Readings: Media And Gender*, New York: McGraw-Hill Education
5. Gauntlett, D. (2008) *Media, Gender and Identity: An Introduction*, New York: Routledge
6. Lövheim, M. (2013) *Media, Religion and Gender - Key Issues and New Challenges*, New York: Routledge
7. Behera, H.K. (2015) *Gender bias in Indian news media: A study of the Oriya language newspapers*, Solapur: Lakshmi Book Publication
8. Dasgupta, S., et al. (2011) *Media, Gender, and Popular Culture in India - Tracking Change and Continuity*, London: Sage Publications
9. Chaudhuri, M. (2017) *Refashioning India - Gender, Media, and a Transformed Public Discourse*, New Delhi: Orient BlackSwan
10. Akhila, S. et al. (2021) *Media, Gender: Materiality, Perspectives and Dimensions*, New Delhi: In-Depth Communication

Department Name:

Program Name:

Program Code:

Semester: Semester I Semester II Semester III Semester IV

Course Name:

Course Code: (For new course keep it blank; else enter the old course code)

Course Credit:

Marks Allotted: Theoretical/Practical: Continuing Evaluation:

Course Type (tick the correct alternatives):

Core

Department Specific Elective

Generic Elective

Is the course focused on employability/entrepreneurship? YES NO

Is the course focused on imparting life skills? YES NO

Is the course based on Activity? YES NO

Percentage of change in the syllabus (applicable in case of change in syllabus only)

Minor (up to 15%)

Moderate (>15% and up to 50%)

Major (> 50%)

Summary of changes

NEWLY INTRODUCED

PG BOS Meeting Reference Number:

Date:

Course Code: MASS-DSE-306

Course Name: Media and Music

Brief Course Description:

This course will focus on the social role of music in the mediated cultural landscape. The course looks at attempts to theorize music as a social process and check its consumption patterns.

Prerequisite(s) and/or Note(s):

- (14) Students should have a basic knowledge of the concept of culture.

Course Objectives:

Knowledge acquired:

- (1) Cultural Theories surrounding music and media
- (2) The relationship between music and media and how each can complement the other.

Course Syllabus:

UNIT I: THEORIZING CULTURE AND MEDIA

Culture-Meaning and Concept, Folk Culture-Popular CultureMass Culture-Subculture; Mediated Culture, Media Practice and Cultural Practice, Media and Cultural Theory-The Frankfurt School-BCCS, Cultural Field


UNIT II: MEDIA, MUSIC AND CULTURAL REPRESENTATION

Music as a Medium of Communication and Expression, Music as Cultural Code, Music as Art, Music as Resistance, Music as Cultural Capital, Media and Cultural Reproduction, Media Convergence and the Culture of Sharing, Music and Imagined Communities, Interface between Music and Media

UNIT III: MEDIA AND CULTURAL CONSUMPTION

Music as Cultural Commodity, Music and Mediation, Semantics of Music, the Musical Field, Consumption of Music in Web 3.0, Mediated Consumption of Music, Analog Recording, Digital Recording, Digitization of Music and its Creative Consumption

UNIT IV: MUSIC ACROSS DIFFERENT MEDIA PLATFORMS



Music in Folk Media, Music in Cinema, Music in Television, Music over the Internet- Napster- Sound Cloud- Youtube, Music in Video Games, Music in Mobile Phones, Musical Documentaries

Suggested Readings:

1. Baudrillard, J. "Towards a Theory of Consumption." In *The Consumer Society: Myths and Structures*
2. Benjamin, W. "The Work of Art in the Age of Mechanical Reproduction." In *Media and Cultural Studies*
3. Booth, G. "That Bollywood Sound." In *Global Soundtracks: Worlds of Film Music*.
4. Demers, J. "Dancing Machines: 'Dance Dance Revolution,' Cybernetic Dance, and Musical Taste."
5. Stuart, H. 'Encoding/Decoding' in *Media and Cultural Studies*

Department Name:

Program Name:

Program Code:

Semester: Semester I Semester II Semester III Semester IV

Course Name:

Course Code: (For new course keep it blank; else enter the old course code)

Course Credit:

Marks Allotted: Theoretical/Practical: Continuing Evaluation:

Course Type (tick the correct alternatives):

Core

Department Specific Elective

Generic Elective

Is the course focused on employability/entrepreneurship? YES NO

Is the course focused on imparting life skills? YES NO

Is the course based on Activity? YES NO

Percentage of change in the syllabus (applicable in case of change in syllabus only)

Minor (up to 15%)

Moderate (>15% and up to 50%)

Major (> 50%)

Summary of changes

NEWLY INTRODUCED

PG BOS Meeting Reference Number:

Date:

Course Code: MASS-DSE-307

Course Name: Designing Digital Media Solutions

Brief Course Description:

The course is created for students who intend to understand ‘how to convert a prospective idea into a structured digital solution’. The focus of the course is to primarily create digital platforms for hosting and disseminating a plethora of content in text, audio and visual, as well as maintain them and how to troubleshoot various problems faced during the operation of the digital media platforms.

The course covers sessions from planning the project, identifying feasible ideas, designing the solution and developing a solution.

Course Objectives:

Knowledge acquired:

- (1) Knowledge of conceptualizing, designing and maintaining digital platforms.
- (2) Content development, Search Engine Optimization, Targeting audiences online
- (3) Monetizing digital media platforms
- (4) Understanding trends in digital media platforms

Course Syllabus:

UNIT I Digital Media and Society


1. Internet as a medium
2. Digital media and society
3. Issues of access and participation
4. Policy framework and regulations

UNIT II Social Media in Indian Scenario

1. Spectrum of Social Media
2. Online News Sharing
3. Social Media Audiences
4. Applications of Social Media

UNIT III India’s Experience with the Internet

1. Internet and Marginalized Sections / Liability of Internet Service Providers

- 
2. Participatory online media
 3. Emotional perspectives
 4. Online Activism
 5. Democracy and Digital Media

UNIT IV ICT for Development

1. ICT for education
2. Health and ICT
3. E-Governance
4. Entrepreneurship and Digital Media

UNIT V Understanding Digital Media Space


1. Digitization Concept and Need
2. Digital Rights Management
3. Search Engines and Their Abuse
4. Liability of Internet Service Providers

UNIT VI Designing Digital Media Platforms

1. Conceptualizing a digital platform and designing it
2. Search Engine Optimization (SEO)
3. E-Marketing
4. Web Tools
5. WordPress

Suggested Readings

1. Janet Abbate - Inventing the Internet
2. Matthew Lyon, Katie Hafner - Where Wizards Stay Up Late: The Origins Of The Internet
3. Simon Lindgren - Digital Media and Society
4. Adrian Athique - Digital Media and Society: An Introduction
5. A. White - Digital Media and Society: Transforming Economics, Politics and Social Practices
6. Kenneth Keniston, Dr Deepak Kumar - IT Experience in India: Bridging the Digital Divide
7. Williams, Idongesit, Millward, Olga, Layton, Roslyn - Gender Gaps and the Social Inclusion Movement in ICT
8. Jose van Dijck - The Culture of Connectivity: A Critical History of Social Media
9. Pablo J. Boczkowski, Eugenia Mitchelstein - The News Gap: When the Information Preferences of the Media and the Public Diverge
10. Eberhard Becker, Willms Buhse, Dirk Günnewig - Digital Rights Management: Technological, Economic, Legal and Political Aspects
11. Bruce Clay, Susan Esparza - Search Engine Optimization All-in-One For Dummies

- 
12. Eric Enge, Stephan Spencer, Jessie Stricchiola - The Art of SEO: Mastering Search Engine Optimization
 13. Lisa Sabin-Wilson - WordPress For Dummies
 14. Brad Williams, David Damstra, Hal Stern - Professional WordPress: Design and Development

Department Name:

Program Name:

Program Code:

Semester: Semester I Semester II Semester III Semester IV

Course Name:

Course Code: (For new course keep it blank; else enter the old course code)

Course Credit:

Marks Allotted: Theoretical/Practical: Continuing Evaluation:

Course Type (tick the correct alternatives):

Core

Department Specific Elective

Generic Elective

Is the course focused on employability/entrepreneurship? YES NO

Is the course focused on imparting life skills? YES NO

Is the course based on Activity? YES NO

Percentage of change in the syllabus (applicable in case of change in syllabus only)

Minor (up to 15%)

Moderate (>15% and up to 50%)

Major (> 50%)

Summary of changes

Newly introduced.

PG BOS Meeting Reference Number:

Date:

Course Code: MASS-DSE-308

Course Name: Environment and Green Communication

Brief Course Description:

The paper deals with the foundational perspective of the environment, including various environmental hazards and serious concerns like pollution- natural and manufactured. The course also looks upon local, national, and international environmental issues and discusses various environmental protection programmes and strategies. The study also gives students an understanding of the role of media in protecting the environment and ecology. Students will also learn the role of media in protecting the Environment and Ecology while also focusing on writing and reporting environmental issues.

Prerequisite(s) and/or Note(s):

- (15) Fundamental knowledge of ecology.

Course Objectives:

Knowledge acquired:

- (1) The importance of the environment and the global issues concerning the same.
- (2) Role of media in protecting the Environment and Ecology
- (3) Earth summits and Laws protecting the environment,
- (4) Environmental reporting,
- (5) Case studies of major environmental movements and media response in India.

Skills gained:

- (1) After the successful completion of the course, students will be able to write, report environmental issues

Course Syllabus:

UNIT I: Basic Perspective

1. Definition
2. Nature and Importance of Environment
3. Parameters of Environment;
4. Environmental Hazards
5. Pollution - Natural and Man-Made.

UNIT II: Contemporary Issues

1. Local, National, International Environmental Issues.

2. Environmental Protection Programmes and Strategies.

UNIT III: Media & Empowerment

1. Role of media in protecting the Environment and Ecology
2. Communication strategies for ongoing campaigns
3. Media organization and units.

UNIT IV: Development v/s Environment Debate

1. International agreement
2. Earth summits
3. Protection of the environment
4. Natural resources,
5. Flora- fauna, rivers and eco-system
6. Laws protecting environment
7. Problems in safeguarding the system.

Unit V: Writing and Reporting Environmental Issues

1. Environmental reporting
2. Types of stories-investigative, In-depth and interpretative
3. Case studies of major environmental movements and media response in India.

Suggested Readings:

1. Edward Gold Smith, Nicholas Hildyard (Edt). 1988. The Earth Report, London Oxford University Press
2. Susan D. Lanier-Graham, the Ecology of War, (Eds) 1993. New York Walker Publishing Company. Kiran B Chhokar, Mamata Pandya and Meena Ragunathan (Eds).1999. Understanding Environment, New Delhi Safe Publication,
3. Kanchon Chopra & S C Gulati, (Eds) 2000. Migration, Common Property Resources And Environmental Degradation, 2001. New Delhi. Sage Publication.
4. Katar Singh and Vishwa Ballabh, (Eds) 2001. Cooperative Management Of Natural Resources, New Dehli Safe Publication.
5. Jyoti Parikit (Edt)2002. Sustainable Management of Wetlands, New Delhi. Sage Publication.
6. Roger Jeffery, Nandini Sundar (Eds) 2003. A New Moral Economy For India's Forests, New Delhi Sage Publication.
7. Ashok Kotari Neema Pathik, R V Anuradha, Sansuri Taneja (Eds). 2004. Communication & Conservation, New Delhi. Sage Publication.
8. Udaya Shahay, (Edt), 2006. The Indian Media, Illusion, Delusion & Reality, New Delhi Roop & Co.

Department Name:

Program Name:

Program Code:

Semester: Semester I Semester II Semester III Semester IV

Course Name:

Course Code: or new course keep it blank; else enter the old course code)

Course Credit:

Marks Allotted: Theoretical/Practical: Continuing Evaluation:

Course Type (tick the correct alternatives):

Core

Department Specific Elective

Generic Elective

Is the course focused on employability/entrepreneurship? YES NO

Is the course focused on imparting life skills? YES NO

Is the course based on Activity? YES NO

Percentage of change in the syllabus (applicable in case of change in syllabus only)

Minor (up to 15%)

Moderate (>15% and up to 50%)

Major (> 50%)

Summary of changes

Newly Introduced

PG BOS Meeting Reference Number:

Date:

Course Code: MASS-GE-309

Course Name: Photography and Basics of Photo Journalism

Brief Course Description:

The course will give students an understanding of the basics of photography and its use in journalism. Students will also learn about the use of cameras, lenses and accessories, photo editing techniques and some practical knowledge of photojournalism.

Prerequisite(s) and/or Note(s):

- (16) Know-how of what photo and photojournalism are.

Course Objectives:

Knowledge acquired:

- (1) Understanding of the basic concept of photography, its history and journey;
- (2) Students get an idea about the function and role of Photography in Communication.
- (3) the Importance of Photograph and caption writing in journalism
- (4) Photo Editing techniques

Skills gained:

- Students will be developing photographs on selected issues of their own.

Competency Developed:

- Following the course of study, students will be clicking photos in and around their surroundings according to the newsworthiness of an event.

Course Syllabus:

UNIT I Photography in historical perspective; Its role

1. Basic concept of Photography-history and expedition;
2. Function and Role of Photography in Communication;
3. Importance of Photograph in journalism.

UNIT II Technical Know-how

1. Use of camera, lenses and accessories.
2. Knowledge of different camera shots and camera movements
3. Technological changes and their impact
4. Pictures, Smartphone and the internet

UNIT III Photojournalism, role and responsibilities of photojournalist

1. Role, qualities and responsibilities of photojournalist;
2. Challenges faced by a photojournalist.

UNIT IV Photo Editing

1. Different Editing tools;
2. Selection of photograph and cropping;
3. Editing
4. Caption writing

UNIT V Photo feature on topical issues

1. Practical assignment on Important Issues (Portrait, wildlife, landscape, sports, war, fashion, entertainment and advertising)

Suggested Readings

1. Ron Reeder Brad Hinkel Digital Negatives, Focal Press, 2007
2. Steve Heath Multimedia and Communications Technology, Elsevier, 2003
3. James A. Folts, Ronald P. Lovell & Fred C. Zwahlen Jr. Handbook of Photography, 2002
4. Michael Langford Basic Photography, Focal Press, 2003
5. O.P. Sharma Practical Photography, Hind Pocket Books, 2001
6. Zaheer Husain Khan A Guide to Photography, School of FotoFilm and Television, Delhi 2006
7. Basic Photography – Newnes.
8. The Hamlyn Basic Guide to Photography – Hamlyn
9. History of Photography – Cyernshem G R
10. Photo Journalism – Rothsteline
11. Techniques of Photo Journalism – Milten Feinberg
12. Photo Journalism Manual – Bergin
13. Picture Editing – Stanley E Kalish and Clifton C Edom
14. News Photography – Jack Price
15. 1000 Ideas for better News Picture – High Sidley and Rodney Fox
16. Press Photography – Rende and Mc Cal
17. Pictures on a Page: Photo Journalism, Graphics and Picture Editing – Evans
18. Photo Journalism: The Professional's Approach – Kebre
19. Newspaper Photography: A Professional View of Photo Journalism today – John

Department Name:

Program Name:

Program Code:

Semester: Semester I Semester II Semester III Semester IV

Course Name:

Course Code: (For new course keep it blank; else enter the old course code)

Course Credit:

Marks Allotted: Theoretical/Practical: Continuing Evaluation:

Course Type (tick the correct alternatives):

Core

Department Specific Elective

Generic Elective

Is the course focused on employability/entrepreneurship? YES NO

Is the course focused on imparting life skills? YES NO

Is the course based on Activity? YES NO

Percentage of change in the syllabus (applicable in case of change in syllabus only)

Minor (up to 15%)

Moderate (>15% and up to 50%)

Major (> 50%)

Summary of changes

Newly Introduced

PG BOS Meeting Reference Number:

Date:

Course Code: MASS-GE-310

Course Name: Regional Media (Special Reference to West Bengal)

Brief Course Description:

The course will give students a holistic understanding of the concept of the region, with a particular focus on the determinants of regional media and its role in the development of India. It puts light on the past, present and future of regional media with reference to West Bengal.

Course Objectives:

Knowledge acquired:

- (1) Understanding of the concept of region.
- (2) Determinants of regional media.
- (3) Media clusters and regional media in India,
- (4) The present and future of regional media.

Skills gained:

- (1) Understanding of the state of regional media in India.

Course Syllabus:

UNIT I Making of a Region

Geographical factors including the peopling of the region; Historical processes in the region making; socio-cultural interactive networks; Colonialism transformation of the regions in India; the idea of regional development in India; contemporary capitalism and the idea of new regions

UNIT II Determinants of Regional media

Community, Political emergence, Language, society, religion, and history; Changing economy and regional Media.

UNIT III Media Clusters

Their global, national and regional dimensions; study of particular regional clusters in the world and Indian media context

UNIT IV Regional Media in India

(With a special reference to Regions of Bengal) Specific features of media in different regions in India; media in Bengal and standard and different features of media in different regions in Bengal

UNIT V Present and future

The state of regional media, a brief comparison. Digital Humanities and the region in the new media universe

Reading List:

1. Acharya, Nandadulal, Rarher Loksanskriti, Govt. of West Bengal, 2003
2. B. Stein, Circulation and the historical geography of Tamil country. *Journal of Asian Studies*, 37(1), 1977, 7–26
3. Baskay, Dhiredra nath, Santhali Bhasha or sahityer Itihas, Kolkata,
4. Bishai, Shankar, Banglar dakhin Paschime Upakulawarty o Sanskriti, Pustak Bipani, Kolkata, 2004
5. S.G. Brail, & M.S. Gertler , The Digital Regional Economy: Emergence and Evolution of Toronto's Multimedia Cluster, in Braczyk, H.J., G. Fuchs & H.-G. Wolf (1999) (Eds.), *Multimedia and Regional Economic Restructuring*, Routledge, London, 1999, 97-130
6. Burton-Jones, *Knowledge Capitalism – Business, Work and Learning in the New Economy*, Oxford University Press, Oxford, 1999
7. Chattopadhyaya, Shibprasad Lokayata Paschimrarh, Government of West Bengal, 2007
8. B.S. Cohn. Introducing Colonial Regionalism: The case of India's Presidencies, the view from Madras, *India Review*, 13, 4, 321-336

Department Name:

Program Name:

Program Code:

Semester: Semester I Semester II Semester III Semester IV

Course Name:

Course Code: (For new course keep it blank; else enter the old course code)

Course Credit:

Marks Allotted: Theoretical/Practical: Continuing Evaluation:

Course Type (tick the correct alternatives):

Core

Department Specific Elective

Generic Elective

Is the course focused on employability/entrepreneurship? YES NO

Is the course focused on imparting life skills? YES NO

Is the course based on Activity? YES NO

Percentage of change in the syllabus (applicable in case of change in syllabus only)

Minor (up to 15%)

Moderate (>15% and up to 50%)

Major (> 50%)

Summary of changes

NO CHANGES

PG BOS Meeting Reference Number:

Date:

Course Code: MASS-CT-401

Course Name: Communication Research

Brief Course Description:

The course deals with the basics of communication research along with an emphasis on methods of media research. Students will also get acquainted with the different research designs, samples, hypotheses formation, and data collection and analysis.

Course Objectives:

Knowledge acquired:

- (1) Understanding of the basics of communication research.
- (2) Understanding of the different media research techniques.
- (3) Sample designing.
- (4) Understanding of data collection and analysis.

Skills gained:

- (1) Research designs.
- (2) Conducting of research.
- (3) Understanding in-depth research methods.

Competency Developed:

- (13) Students will be able to formulate research practices.

Course Syllabus:

UNIT I: Basics of Communication Research

1. Objective of research.
2. Types and approaches of communication research
3. Research philosophy.
4. Definition of the research problem.
5. Epistemology, ontology, realism and constructivism

UNIT II: Media Research Method

1. Research on audiences- rating, effect studies, gratification study,
2. Qualitative and quantitative analysis.
3. Interpretation- positivism, post-positivism, behaviourism and functionalism
4. Research on textual content; Semiotics- Saussure and Barthes, Rhetoric and discourse- Narrative, descriptive and persuasive discourse, Psychoanalysis

UNIT III: Sample Design

1. Different types of research design.
2. Different types of the sample design

3. Stapes in Sampling design.
4. Research measurement and scaling technique.
5. Construction and types of research scale

UNIT IV: Hypothesis

1. Concept of Hypothesis and testing of Hypothesis
2. Testing mean value
3. Chi-square test and ANOVA technique

UNIT V: Data Collection and Analysis

1. Concept of Data.
2. Types of Data.
3. Data collection methods-questionnaires, schedule, interview, participatory observations, case study method, secondary data collection,
4. Data Analysis- Statistical analysis, dispersion, regression, correlation, Concept of standard error;
5. Research ethics

Suggested Readings:

1. Wimmer & Dominick: Mass Media Research. Cengage Learning.
2. A Berger: Media Research Techniques. Sage.
3. S.H.Priest: Doing Media Research.Sage.
4. C. R. Kothari: Research Methodology: Methods and Technique, Wiley.
5. R. B. Rubin et al.: Communication Research Measures, Guilford Press
6. Singh, Kultar (2007). Quantitative Social Research Methods, New Delhi: Sage.
7. Babbie, Earl (1983). The Practice of Social Research, California, Belmont: Wadsworth Publishing Company.
8. Bhattacharya, D.K. (2003). Research Methodology, New Delhi: Excel Book

Department Name:

Program Name:

Program Code:

Semester: Semester I Semester II Semester III Semester IV

Course Name:

Course Code: (For new course keep it blank; else enter the old course code)

Course Credit:

Marks Allotted: Theoretical/Practical: Continuing Evaluation:

Course Type (tick the correct alternatives):

Core

Department Specific Elective

Generic Elective

Is the course focused on employability/entrepreneurship? YES NO

Is the course focused on imparting life skills? YES NO

Is the course based on Activity? YES NO

Percentage of change in the syllabus (applicable in case of change in syllabus only)

Minor (up to 15%)

Moderate (>15% and up to 50%)

Major (> 50%)

Summary of changes

NO CHANGES

PG BOS Meeting Reference Number:

Date:

Course Code: MASS-CT-402

Course Name: International Communication

Brief Course Description:

The course deals with the insights of international communication along with international news flow and UNESCO's role in global communication. The study also puts current issues in international communication and the state of non-aligned news agencies.

Prerequisite(s) and/or Note(s):

- (17) Brief knowhow of international communication and relations.

Course Objectives:

Knowledge acquired:

- (1) Understanding the concept of international communication and relations.
- (2) Understanding of how international news maintains global communication.
- (3) UNESCO's role in maintaining global communication.
- (4) Recent issues in international communication.

Skills gained:

- (1) Knowhow of International communication and relations.

Course Syllabus:

UNIT I: Basic concept of international communication

1. Political, economic and cultural dimensions of international communication.
2. Communication and information as a tool of equality and exploitation
3. Problems and prospects of international communication

UNIT II: International news flow

1. Imbalance in international News Flow, reasons behind.
2. Controversy on the free flow vs balance flow

UNIT III: UNESCO's role in global communication

1. UNESCO's efforts to remove the imbalance in news flow.
2. New International Information and Economic order
3. Demand for NWICO.
4. Mc Bride Commission and its report and impact

UNIT IV: Non aligned news agencies pool NANAP

1. Non-Aligned Movement (NAM).
2. NANAP-operations, success and failure

UNIT V: Current issues in international communication

1. Democratization of information flow and media systems.
2. Media imperialism.
3. Cultural imperialism - criticism
4. Effects of globalization on media systems
5. Transnational media ownership.
6. Internet-effect and impact

Suggested Readings:

1. Hamelink, Cees: 'Cultural Autonomy in Global Communications', Longman, London, 1983. Macbride, Sean, 'Many Voices, One World', UNESCO, PARIS, 1980.
2. Kumar Keval J & Biernatzki We: 'International News Flows: Communication Research Trends'. 2006
3. Rogers Everett: 'Communication Technology The News Media in Society', Collier-Macmillan. London, 1988.
4. Singhal, Arvind & Rogers, Everett: 'India's Information Revolution', Sage, New Delhi, 1989. Varis Tapio(ed): 'Peace and Communication', San Jose/ Costa Rica, 1986.
5. Mohammadi Ali(ed) : 'International Communication Globalisation 2003'
6. McNair: 'Political Communication 2005'
7. Moulana, Hamid : 'International information flow. 2005'
8. Nimmo & Sanders: 'Handbook of Political Communication. 2001'
9. Boyd Barrett: 'International News Agencies. 1999'
10. Fred E Jandt -'Intercultural Communication. 2007'
11. Richard Mead- 'International Management Cross-Cultural Dimensions. 2007'

Department Name:

Program Name:

Program Code:

Semester: Semester I Semester II Semester III Semester IV

Course Name:

Course Code: (For new course keep it blank; else enter the old course code)

Course Credit:

Marks Allotted: Theoretical/Practical: Continuing Evaluation:

Course Type (tick the correct alternatives):

Core

Department Specific Elective

Generic Elective

Is the course focused on employability/entrepreneurship? YES NO

Is the course focused on imparting life skills? YES NO

Is the course based on Activity? YES NO

Percentage of change in the syllabus (applicable in case of change in syllabus only)

Minor (up to 15%)

Moderate (>15% and up to 50%)

Major (> 50%)

Summary of changes

NO CHANGES

PG BOS Meeting Reference Number:

Date:

Course Code: MASS-CT-403

Course Name: New Media

Brief Course Description:

The course deals with online communication and the role of the internet in making it possible. It also focuses on the internet as a medium of mass communication, information and communication technology, to name a few. Students will be getting a holistic overview of web blogs through study.

Prerequisite(s) and/or Note(s):

- (18) Basic knowledge of computers and the internet

Course Objectives:

Knowledge acquired:

- (1) Concept and development of the internet.
- (2) Internet as a tool for mass communication.
- (3) Insights of the internet.
- (4) Information and communication technology, web blogs and citizen journalism.

Skills gained:

- (1) Writing for web blogs.
- (2) Online copy and news writing.
- (3) Online platform dealings.
- (4) Internet as a medium of communication

Course Syllabus:

UNIT I: Online communication and Internet


- 1. Concept and development
- 2. Characteristics and trends
- 3. Internet as a medium of Mass Communication
- 4. Digital culture and identity
- 5. Net Neutrality

UNIT II: Internet architecture

- 1. Networking
- 2. Types of websites
- 3. Video conferencing
- 4. Webcasting

UNIT III: Digital media and communication

- 1. ICT

- 
2. Digital divide
 3. Web 2.0. and social media
 4. Ecommerce and m-commerce
 5. Cyber Crimes, Cyber Law and Ethics

UNIT IV: Internet as a news medium

1. Web Journalism: Introduction, Difference with other media, news websites, forums, e-papers
2. Forms of online packages
3. Elements of multimedia story
4. Online writing and editing
5. Internet Advertising

UNIT V: Weblogs

1. Weblogs: types and functions
2. Blog search engine, the blog aggregator
3. Microblogs, wikis
4. Citizen Journalism and blogs

Suggested Readings:

1. Linda Low - Economics of Information Technology and the Media.
2. Toy Vaughan - Multimedia – Making to Work Osborne Mcgrams.
3. H. Bidgoli - Electronic Commerce Principles and Practice, Academic Press.
4. Y.K. Jain - Enterprise Electronic and Mobile Commerce.
5. David Whitley - E-Commerce – Strategy, Technologies and Applications.
6. Jim Hell - Online Journalism, Pluto, 2001.
7. Jason Whittaker - Web Production (II Edition), Routledge,2001.
8. Tuban, Rainer Potter - Introduction to Information Technology, Wiley Publication, 2001.

Department Name:

Program Name:

Program Code:

Semester: Semester I Semester II Semester III Semester IV

Course Name:

Course Code: (For new course keep it blank; else enter the old course code)

Course Credit:

Marks Allotted: Theoretical/Practical: Continuing Evaluation:

Course Type (tick the correct alternatives):

Core

Department Specific Elective

Generic Elective

Is the course focused on employability/entrepreneurship? YES NO

Is the course focused on imparting life skills? YES NO

Is the course based on Activity? YES NO

Percentage of change in the syllabus (applicable in case of change in syllabus only)

Minor (up to 15%)

Moderate (>15% and up to 50%)

Major (> 50%)

Summary of changes

NO CHANGES

PG BOS Meeting Reference Number:

Date:

Course Code: MASS-CP-404

Course Name: Research Paper

Brief Course Description:

Every student will have to submit a research paper on any specialized domain of communication under the guidance of any faculty of the Department.

Course Objectives:

Knowledge acquired:

- (1) In-depth knowledge about the subject/course/field chosen for formulating research.
- (2) Gathering of knowledge in any field of mass communication.
- (3) Formulating research designs.
- (4) Analysis of the subjects concerned.

Skills gained:

- (1) Research proposals and designs.
- (2) Formulating research.
- (3) Formulation of different communication research methods.

Competency Developed:

- (1) Students will be able to design research on specific issues.

Course Syllabus:

Research Paper:

Every student will have to submit a research paper on any specialized domain of communication under the guidance of any faculty of the Department. The objective of the research paper is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research-based effort and should endeavour to create new knowledge in any area of Mass Communication. Word limits maximum 3000 - 5000 words.

Mode of Evaluation: Full write-up along with PowerPoint presentation and Viva Voce.

Department Name:

Program Name:

Program Code:

Semester: Semester I Semester II Semester III Semester IV

Course Name:

Course Code: (For new course keep it blank; else enter the old course code)

Course Credit:

Marks Allotted: Theoretical/Practical: Continuing Evaluation:

Course Type (tick the correct alternatives):

Core

Department Specific Elective

Generic Elective

Is the course focused on employability/entrepreneurship? YES NO

Is the course focused on imparting life skills? YES NO

Is the course based on Activity? YES NO

Percentage of change in the syllabus (applicable in case of change in syllabus only)

Minor (up to 15%)

Moderate (>15% and up to 50%)

Major (> 50%)

Summary of changes

Newly introduced.

PG BOS Meeting Reference Number:

Date:

Course Code: MASS-DSE-405

Course Name: Media and Human Rights

Brief Course Description:

The course deals with the concept of human rights from the Indian and international perspectives. Students will understand fundamental rights and the media's role in intensifying human rights activism.

Course Objectives:

Knowledge acquired:

- (1) Concept of human rights.
- (2) Human rights from the international perspective.
- (3) Fundamental rights, writing for human rights.
- (4) Media and social issues,
- (5) Writing on issues of human rights.

Course Syllabus:

UNIT-1 Human Rights

1. concept, scope and importance
2. Historical perspectives-changing dimensions of human rights
3. Human Rights movements
4. Human Rights and Democracy
5. Human Rights and Education Trade Union Rights
6. Human Rights and environmental issues
7. Human Rights and Secular Values
8. Human Rights and Gender Equity
9. Human Rights of Accused persons
10. Human Rights and child labour, bonded labour
11. Human Rights and death, torture in police lockups
12. Human Rights and fighting terrorism
13. Concern for the protection of Human Rights in the context of Globalisation.

UNIT-2 Human Rights in International Perspective

1. UN system and human rights
2. Universal Declaration of Human Rights 1948
3. International Covenant on Civil and Political Rights 1966
4. International Covenant on Economic, Social and Cultural Rights 1966-
5. Convention on Elimination of All Forms of Racial Discrimination 1965
6. Convention on Elimination of All Forms of Discrimination against Women 1979
7. Convention on the Rights of the Child 1989
8. Role of organisations like Amnesty International, Human Rights Watch,

UNIT-3 Fundamental rights

1. Freedom of Speech and Expression under the Indian Constitution
2. Freedom of Press
3. Right to Know, RTI, Right to Privacy, AFSPA
4. Custodial Deaths
5. Role and responsibilities of implementing agencies of human rights in India
6. National Human Rights Commission
7. State Human Rights Commission
8. National Commission for Women
9. National Commission for Minorities
10. National Commission for Scheduled Caste & Scheduled Tribe (SC & ST.)

UNIT-4 Media and Social Issues

1. Problems of girl child and women
2. LGBT Movement
3. Casteism
4. Violence against women
5. Rights of Children and Adolescents
6. UNCRC
7. Child Labour, Exploitation of children and Reform Process, Protection of Children against Sexual offences, Reflection of such issues in Media

UNIT-5 Writing on Human Rights

1. Promotion, Protection and Violation
2. Types of Reports
3. Sources of News
4. Trends in Indian Press
5. Problem of writing about Human Rights Issues
6. Media in Promotion and Protection of Human Rights
7. Investigative Journalism, Media Activism, Advocacy Journalism
8. Role of Social Media and mobilisation of public opinion.

Suggested Readings:

1. A R Deasi(ed), Expanded Governmental Lawlessness & Organised Struggles, Bombay, 1991.
2. A R Desai, Repression and Resistance in India, Bombay, 1990.
3. B G Recharan, Thirty Years after the Universal Declaration, Hague, 1979.
4. Council of Europe, Human rights and a changing media landscape (2012)
5. D D Basu, Introduction to the Constitution of India
6. D Papademas (Ed) (2011), Human Rights and Media. UK: Emerald References
7. Gaius Ezejoifer, Protection of Human Rights under the Law, London, 1984.
8. Jack Donnelly, Universal Human Rights in Theory and Practice, Cornell, 1989.
9. Lilich Richard B: International Human Rights Problems of Law, Policy and Practice, Boston, 1991.
10. Maalik S.: Fundamental Rights Cases, Lucknow, 1975.
11. Michael Perry, The Constitution, Course and Human Rights, New Delhi, 1982.
12. S. Guruswamy, Human Rights and Gender Justice, New Delhi: APH Publishers' Pvt. Ltd, (2009)
13. Tardy M.: Human Rights – The International Petition System, New York, 1979.

Department Name:

Program Name:

Program Code:

Semester: Semester I Semester II Semester III Semester IV

Course Name:

Course Code: or new course keep it blank; else enter the old course code)

Course Credit:

Marks Allotted: Theoretical/Practical: Continuing Evaluation:

Course Type (tick the correct alternatives):

Core

Department Specific Elective

Generic Elective

Is the course focused on employability/entrepreneurship? YES NO

Is the course focused on imparting life skills? YES NO

Is the course based on Activity? YES NO

Percentage of change in the syllabus (applicable in case of change in syllabus only)

Minor (up to 15%)

Moderate (>15% and up to 50%)

Major (> 50%)

Summary of changes

Newly introduced.

PG BOS Meeting Reference Number:

Date:

Course Code: MASS-DSE-406

Course Name: Media and Political Communication

Brief Course Description:

The course deals with communication and politics, media in the public sphere, international relations, and politics. The course intends to expose the students to political communication's theoretical foundations. By orienting the students with the existing relationship between media and politics in a rapidly changing media environment, the course aims to develop a critical understanding of the role of communication in politics.

Course Objectives:

Knowledge acquired:

- (1) Understanding of communication and politics.
- (2) Knowhow of media in the public domain.
- (3) Understanding the insights of public diplomacy.
- (4) Knowhow of media's power in political mobilisation, various ideologies and media markets.
- (5) Understanding of international relations and politics.

Course Syllabus:

Unit I: Communication and Politics

- 1 Politics and Communication: Theoretical Approaches
- 2 Mediatisation, Political Socialization, Political Participation,
- 3 Political Processes, Persuasion and Public Policy
- 4 Channels of Political Communication
- 5 Framing, Priming, Opinion Polls, Election Coverage, Political Advocacy

Unit II: Media in Public Sphere

- 1 Media and the Public Sphere: The idea of Public Sphere and role of media, Reconfiguration of Public sphere- case study from India
- 2 Pluralism and Multiculturalism: Identity and Representation; Pluralist media content; Diversity of Media Ownership
- 3 Democratising Media and Politics: New media platforms and emerging trends; Case studies from India and other countries
- 4 Comparative Media Systems,
- 5 Media and Foreign Policy

Unit III: Ideology, Power and Media Markets

- 1 Characterising Ideology: Consensus as ideology; From consensus to manufacturing consent; Ideology & hegemony
- 2 Media Power: Media's potential for identity formation and political mobilisation Case studies
- 3 State and Information: Information as Service, and as Public Good; Propaganda & Publicity
- 4 Media, Ideology, Market: Ideology of Free Markets; Special characteristics of media product-Autonomy of media markets;
- 5 Media Oligopoly

Unit IV: International Relations and Politics

- 1 Ideology and Globalisation,
- 2 Ideological Promotion and Conflict
- 3 International Relations and Propaganda
- 4 International Communication and International Politics: Contemporary Issues
- 5 Public Diplomacy: Different Tracks

Suggested Readings:

- 1 Baker, E. 2004. Media, Markets and Democracy. New York: Cambridge University Press
- 2 Chomsky, N. (1989) 'Democracy and the Media', in Necessary Illusion: Thought Control in Democratic Societies. South End Press
- 3 Curran, J (ed). (2010) Media and Society. London: Bloomsbury
- 4 Entman, Robert M. (eds). 2001. Mediated Politics: Communication in the Future of Democracy. New York: Cambridge University Press
- 5 Gunther, R and Mughan, A. (1994) (eds): Democracy and the Media: A Comparative perspective. New York: Cambridge University Press
- 6 Habermas, J. (2006) 'The Public Sphere: An Encyclopaedia Article' in Media and Cultural
- 7 Studies- Key Works by Meenakshi Gigi et al. (Eds). Oxford: Blackwell Publishing
- 8 Herman, Edward and Chomsky, N. (1998) Manufacturing Consent: The Political Economy of the Mass Media. New York: Pantheon Books
- 9 Keane, J. 1991. Media and Democracy. Oxford: Willey Blackwell
- 10 Ninan, S. 2007. Headline from the Heartland- Reinventing the Hindi Public Sphere. Sage: New Delhi

Department Name:

Program Name:

Program Code:

Semester: Semester I Semester II Semester III Semester IV

Course Name:

Course Code: For new course keep it blank; else enter the old course code)

Course Credit:

Marks Allotted: Theoretical/Practical: Continuing Evaluation:

Course Type (tick the correct alternatives):

Core

Department Specific Elective

Generic Elective

Is the course focused on employability/entrepreneurship? YES NO

Is the course focused on imparting life skills? YES NO

Is the course based on Activity? YES NO

Percentage of change in the syllabus (applicable in case of change in syllabus only)

Minor (up to 15%)

Moderate (>15% and up to 50%)

Major (> 50%)

Summary of changes

Newly Introduced

PG BOS Meeting Reference Number:

Date:

Course Code: MASS-DSE-407

Course Name: Mobile Journalism (MoJo)

Brief Course Description:

Mobile technology in general and smartphones, in particular, have helped them make their jobs faster and more effective. Online editions and mobile applications of newspapers, magazines, radio and television, the newest newsgathering device, have evolved and ameliorated their performance over the years. Journalists have also progressed with the efficient support of the 3G, and 4G enabled Smartphones. Mobile journalism is fast emerging as a new creative trend in the media industry. Through this course, the students will learn how news is gathered and disseminated using mobile devices and mobile technologies.

Course Objectives:

Knowledge acquired:

- (1) Mobile technology and News Media.
- (2) Mobile devices
- (3) Content production
- (4) Webcasting
- (5) Ethical issues in Mobile Journalism

Course Syllabus:

UNIT I – Introduction to Mobile Journalism

1. Mobile Journalism Overview,
2. Purpose of Mobile Journalism,
3. Understanding Mobile Journalism,
4. MOJO in India.
5. Global adoption and influence of the Mobile,
6. History of MOJO, Case Studies

UNIT II – Introduction to Mobile Technology and Devices

1. MOJO's Basic Equipment,
2. MOJO & Smartphone,
3. Scope and reach of Smartphone
4. Overcoming the Limitations of Smartphone.

UNIT III – Production aspects of Mobile Journalism

1. Voice-over & Recording
2. Sound Editing
3. Mobile News Packaging

4. Portable News Gathering
5. MOJO Shoot - Checklist & Tips for a Perfect Shot
6. Video Shot types and filming angles
7. Lighting for Videos; Special effects.
8. Multi-Track Video Editing
9. Adding Titles
10. Captions and Logos to Smartphone videos

UNIT IV – Mojo and Workflow

1. Initial capital investment in MOJO
2. Finance management of MOJO
3. Future Investments in MOJO
4. Identifying Target Audience
5. Selection of Broadcasting Platform
6. Selection of Time and format of the Program
7. Setting the tone for the Program in the lead up to Broadcast

UNIT V: Future of Mojo

1. New Approach towards Upcoming Changes in Journalism
2. Digitalization of Traditional Media
3. Emergence of MOJO as a New Communication Tool
4. MOJO and Informational Revolution
5. Upcoming modifications in Smartphone technology
6. Virtual Reality
7. Immersive Media
8. Artificial Intelligence
9. Future technological Challenges
10. Future, Legal and Ethical Challenges
11. Future Political & Social Challenges
12. MOJO and Society as a global village in Future

Suggested Readings:

1. Ivo Burum, Stephen Quinn - MOJO: The Mobile Journalism Handbook - How to Make Broadcast Videos with an iPhone Or iPad
2. Anthony Adornato - Mobile and Social Media Journalism: A Practical Guide
3. Björn Staschen, Wytse Vellinga - Mobile Storytelling: A Journalist's Guide to the Smartphone Galaxy
4. Andrew Duffy, Rich Ling, Nuri Kim - Mobile News: Journalism's Shift from Fixed to Fluid
5. Ivo Burum - Democratizing Journalism Through Mobile Media: The Mojo Revolution
6. Skye Doherty - Journalism Design: Interactive Technologies and the Future of Storytelling
7. Bansal, S.K. 2004: Information Technology, New Delhi, APH Pub.

8. Kumar, Suresh 2004: Internet Patrkarita, New Delhi Taxsila Prakashan (1st ed)
9. Harimohan 2004: Soochna Kranti aur Vishva Bhasha Hindi, Delhi, Taxila Prakashan
10. Ozha, DD/Satya Prakash 2007: Doorsanchar Evam Praudyogiki, Delhi, Gyan Ganga Pub.
11. Verma, Deepika 2015: The Era of New Media, New Delhi, A.R. Publication
12. Singh, Ravindra Pratap 2001: Doorsanchar, Drashya, Paidrashya, Allahabad, Achariya Publication (1st edt.)
13. Gupta, Om, Jasra, Ajay S. 2002; Information Technology in Journalism, N. Delhi, Kanishka Publication (1st edt.)
14. Harimohan 2002: Suchna Prodhogiki Aur Jan Madhyam, New Delhi, Taxila Prakashan (1st edt.)
15. Sharma, GK, Sharma, Hemant 2002, Suchna Prodhogiki New Delhi, Atlantic Pub. (1st ed.)

Department Name:

Program Name:

Program Code:

Semester: Semester I Semester II Semester III Semester IV

Course Name:

Course Code: For new course keep it blank; else enter the old course code)

Course Credit:

Marks Allotted: Theoretical/Practical: Continuing Evaluation:

Course Type (tick the correct alternatives):

Core

Department Specific Elective

Generic Elective

Is the course focused on employability / entrepreneurship? YES NO

Is the course focused on imparting life skill? YES NO

Is the course based on Activity ? YES NO

Percentage of change in syllabus (applicable in case of change in syllabus only)

Minor (up to 15%)

Moderate (>15% and up to 50%)

Major (> 50%)

Summary of changes

Newly Introduced

PG BOS Meeting Reference Number:

Date:

Course Code: MASS-DSE-408

Course Name: Visual Perception and Art Across Cultures

Brief Course Description:

The central concern of this course is to explore the complex and dynamic relationships between our visual perception and art in the context of specific visual cultures. As far as the various forms of art-object are concerned within the context of specific visual culture, visual perception varies in the most dynamic and complex ways. This course offers a survey across the global culture to study this variety of relationships and how visual perception operates as a creative process affecting deeply the concepts and styles of art. This survey will also provide us with vital clues to understand why visual artists across the globe perceive visual phenomenon so differently from each other.

Course Objectives:

Knowledge acquired:

- (1) Visual Culture.
- (2) Visual Communication.
- (3) Visual Art.
- (4) Cultural Anthropology and Visual Psychology.

Course Syllabus:

UNIT I – Introduction to Visual Perception

1. Cognition and Evolution
2. Mind and Perception
3. Perception : meaning, laws, perceptual constancies and factors affecting perception
4. Theories of Perception
5. Constructivist / Hermeneutic view of Perception
6. Perception: types and errors of perception

UNIT II – Visual Perception and Visual Communication

1. Introduction to Visual Communication
2. Role Visual Perception plays in Visual Communication
3. Theories of Visual Communication
4. Visual Communication – Case Studies

UNIT III – Visual Perception and Visual Culture

1. Introduction to Visual Culture
2. Role Visual Perception plays in Visual Culture
3. Indian Visual Culture
4. Contemporary Visual Culture – Case Studies

UNIT IV – Visual Perception and Modern Art

1. Introduction to Modern Art
2. A Brief History of Modern Art
3. Art Movements
4. Role Visual Perception plays in Modern Art
5. Contemporary Modern Art – Case Studies

Suggested Readings:

1. Visual thinking, Rudolf Arnheim, University of California Press, 2004
2. Art and visual perception, Rudolf Arnheim, University of California Press, 2004
3. Visual Perception, Theory and Practice, Terry Caelli, Elsevier, 2014
4. About looking, John Berger, Bloomsbury, 2009
5. Ways of Seeing, John Berger, Penguin 1972
6. Visual Perception and Cognition in Infancy, Carl Granrud, Psychology Press, 1993
7. Theories of Visual Perception, Ian E. Gordon. Wiley 1997
8. Visual Perception: An Introduction, Michael Swanston and Nicholas Wade, Routledge, 1991
9. Vision and art, Margaret Livingstone, Abrams 2002
10. Practices of Looking: An Introduction to Visual Culture, Lisa Cartwright and Marita Sturken, Oxford University Press, 2012

Department Name:

Program Name:

Program Code:

Semester: Semester I Semester II Semester III Semester IV

Course Name:

Course Code: (For new course keep it blank; else enter the old course code)

Course Credit:

Marks Allotted: Theoretical/Practical: Continuing Evaluation:

Course Type (tick the correct alternatives):

Core

Department Specific Elective

Generic Elective

Is the course focused on employability/entrepreneurship? YES NO

Is the course focused on imparting life skills? YES NO

Is the course based on Activity? YES NO

Percentage of change in the syllabus (applicable in case of change in syllabus only)

Minor (up to 15%)

Moderate (>15% and up to 50%)

Major (> 50%)

Summary of changes

Newly introduced.

PG BOS Meeting Reference Number:

Date:

Course Code: MASS-GE-409

Course Name: Film and Visual Communication

Brief Course Description:

The course deals with the evolution of film as a mass medium, filmmaking techniques, and film bodies, to name a few. Students will also learn about film movements across the globe throughout the study, and they will also get acknowledged for various film techniques and Facilitation bodies.

Prerequisite(s) and/or Note(s):

(19) ---

Course Objectives:

Knowledge acquired:

- (1) Understanding of film and its evolution.
- (2) Film as a tool for mass communication.
- (3) Film making techniques and insights.
- (4) Film bodies.

Skills gained:

- (1) Understanding of the state of Indian Press post and pre-Independence,
- (2) Knowledge of the press acts and the role of the press during the freedom movement
- (3) Birth of broadcasting in the nation.

Course Syllabus:

UNIT I: Early Cinema

1. Development of film- Early efforts
2. Evolution of film techniques
3. Film as Mass Medium

UNIT II: Early Cinema in India

1. Historical development of films in India
2. Documentary movement in India
3. Cinema after independence
4. Regional Cinema

UNIT III: Indian New Wave and beyond

1. Overview of Indian New Wave
2. Masters of India New Wave
3. Commercial Cinema
4. Issues and problems of Indian cinema

UNIT IV: Film Technique

1. Stages of filmmaking: Pre-production, Production and Post-Production
2. Shot and Sequence
3. Camera movement
4. Lighting
5. Sound, dubbing
6. Editing.
7. Language of Cinema- Montage, Mise-en-scene

UNIT V: Facilitation bodies

1. National Film Development Corporation of India
2. Films Division of India
3. Central Board of Film Certification
4. Federation of Film Societies of India

Suggested Readings:

1. James Monaco- How to read a film.
2. Mast G. & M. Cohen - Film Theory & Criticism.
3. Garth. J. & Linton J. - Movies as Mass Communication. The Sage Comm. Series, 1989,2nd Edn.
4. Gaston .R.- The Subject of Cinema. Seagull, Calcutta, 1990.
5. Khwaja Ahmed Abbas - How Films are made., National Book Trust,1977.
6. Quick Jon & Tem La Bau - Handbook of Film Production, Macmillan, NY,1972
7. Sarkar, Kobita - India Cinema Today: An Analysis, Sterling, New Delhi, 1975.

Department Name:

Program Name:

Program Code:

Semester: Semester I Semester II Semester III Semester IV

Course Name:

Course Code: (For new course keep it blank; else enter the old course code)

Course Credit:

Marks Allotted: Theoretical/Practical: Continuing Evaluation:

Course Type (tick the correct alternatives):

Core

Department Specific Elective

Generic Elective

Is the course focused on employability/entrepreneurship? YES NO

Is the course focused on imparting life skills? YES NO

Is the course based on Activity ? YES NO

Percentage of change in the syllabus (applicable in case of change in syllabus only)

Minor (up to 15%)

Moderate (>15% and up to 50%)

Major (> 50%)

Summary of changes

Newly Introduced

PG BOS Meeting Reference Number:

Date:

Course Code: MASS-GE-410

Course Name: Alternative Media

Brief Course Description:

The course will enlighten students about community, alternative media and its relevance in the present-day media sphere. It also looks upon alternative media types with local, national, and international case studies. Students will also be informed about citizen journalism during the study.

Course Objectives:

Knowledge acquired:

- (1) Understanding the concept of concept.
- (2) Understanding the concept of alternative media and its types.
- (3) Alternative media case studies from local, national and international arenas.
- (4) Conceptualizing the basics of citizen journalism.

Course Syllabus:

UNIT I – Community

1. Concept and Importance
2. Community as Place Community as Identity
3. Community as Ideology

UNIT II – Alternative Media

1. Community Media as Alternative Media
2. Concept, need and origin
3. Types of Alternative media
4. Alternative Media vis-à-vis Mainstream Media
5. Alternative Media and Civil society

UNIT III – Types of Alternative Media

1. Types of Alternative Media
2. Alternative Print Media – Strengths, Weakness, Prospects, Examples.
3. Alternative Radio – Strengths, Weakness, Prospects, Examples.
4. Alternative Audi-Visual Media – Strengths, Weakness, Prospects, Examples.

UNIT IV – Case Studies

1. Case Studies Local National International

UNIT V – Citizen Journalism

1. Citizen Journalism: Concept and Genesis
2. Activism And Citizen Journalism
3. Tools of activism

4. Citizen Journalism and Various Media
5. Citizen journalism ethics
6. Citizen Journalism and Data verification
7. Citizen journalism: platforms and crowdsourcing
8. Citizens as journalists: skills and roles
9. Blogging and Bloggers as journalists
10. Citizen Journalism and Gatekeeping
11. Citizen Journalism vs Mainstream Journalism
12. Prominent cases of Citizen Journalism, India

Suggested Readings:

1. Kevin Howley - Understanding Community Media: SAGE Publications.
2. Pavarala, Vinod and Malik, Kanchan K - Other Voices: The Struggle for Community Radio in India.
3. Linda K. Fuller - Community Media: International Perspectives.
4. Kevin Howley - Community Media: People, Places, and Communication Technologies.
5. Ole Prehn - Community media in the information age: perspectives and prospects.
6. Janey Gordon- Notions of Community: A Collection of Community Media Debates and Dilemmas.
7. Ellie Rennie - Community Media: A Global Introduction. 8. Steve Buckley - Community media: A good practice handbook.
8. Citizen Journalism Practices, Propaganda, Pedagogy By Melissa Wall
9. Citizens Rising: Independent Journalism and the Spread of Democracy by David Hoffman