1. PROGRAMME MATRIX – 2020

**Course Matrix for Masters in Journalism and Mass Communication (80 Credits)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Semester 1** | | | | | | | | | | | | | | | | | | | |
| **Course Code** | **Course Title** | | | | **Credit** | **CIA** | | | | | **MSE** | | | | **ESE** | | | | **Total**  **Marks** |
|  | **CORE COURSES** | | | |  |  | | | | |  | | | |  | | | |  |
| PGMCM1C001T | Communication: Concepts and Theories | | | | 4 | 25 | | | | | 25 | | | | 50 | | | | 100 |
| PGMCM1C002T | Print Media: Reporting and Editing | | | | 4 | 25 | | | | | 25 | | | | 50 | | | | 100 |
| PGMCM1C003T | Media Laws & Ethics | | | | 4 | 25 | | | | | 25 | | | | 50 | | | | 100 |
|  | **CORE ELECTIVE COURSES** | | | |  |  | | | | |  | | | |  | | | |  |
| PGMCM1E001T | Radio Journalism | | | | 4 | 25 | | | | | 25 | | 50 | | | | | | 100 |
|  | **FOUNDATION COURSES** | | | |  |  | | | | |  | |  | | | | | |  |
| PGMCM1F001T | Introduction to Journalism | | | | 2 | 12.5 | | | | | 12.5 | | | | 25 | | | | 50 |
| **Total** | | | | | **18** | **112.5** | | | | | **112.5** | | | | **225** | | | | **450** |
| **Semester 2** | | | | | | | | | | | | | | | | | | | |
| **Course Code** | **Course Title** | | | **Credit** | | **CIA** | | | | | | **MSE** | | | **ESE** | | | **Total**  **Marks** | |
|  | **CORE COURSES** | | |  | |  | | | | | |  | | |  | | |  | |
| PGMCM2C001T | Television Journalism | | | 4 | | 25 | | | | | | 25 | | | 50 | | | 100 | |
| PGMCM2C002T | Advertising, Corporate Communication and Public Relations | | | 4 | | 25 | | | | | | 25 | | | 50 | | | 100 | |
| PGMCM2C003T | Global Concerns and Media | | | 4 | | 25 | | | | | | 25 | | | 50 | | | 100 | |
|  | **CORE ELECTIVE COURSES** | | |  | |  | | | | | |  | | |  | | |  | |
| PGMCM2E001T | Media Management | | | 4 | | 25 | | | | | | 25 | 50 | | | | | 100 | |
|  | **FOUNDATION COURSES** | | |  | |  | | | | | |  | | |  | | |  | |
| PGMCM2F001T | Introduction to New Media | | | 2 | | 12.5 | | | | | | 12.5 | | | 25 | | | 50 | |
| **Total** | | | | **18** | | **112.5** | | | | | | **112.5** | | | **225** | | | **450** | |
| **Semester 3** | | | | | | | | | | | | | | | | | | | |
| **Course Code** | **Course Title** | **Credit** | | | | | **CIA** | | | **MSE** | | | | | **ESE** | | **Total**  **Marks** | | |
|  | **CORE COURSES** |  | | | | |  | | |  | | | | |  | |  | | |
| PGMCM3C001T | New Media and Digital Journalism | 4 | | | | | 25 | | | 25 | | | | | 50 | | 100 | | |
| PGMCM3C002T | Communication Research | 4 | | | | | 25 | | | 25 | | | | | 50 | | 100 | | |
| PGMCM3C003T | Development Communication | 4 | | | | | 25 | | | 25 | | | | | 50 | | 100 | | |
|  | **ELECTIVE COURSES** |  | | | | |  | | |  | | | |  | | |  | | |
| PGMCM3E001T | Audio - Visual Production | 4 | | | | | | 25 | 25 | | | | | | 50 | | | 100 | |
| PGMCM3E002T | Print: Production Techniques | 4 | | | | | | 25 | 25 | | | | | | 50 | | | 100 | |
|  | **INTERDISCIPLINARY COURSE** |  | | | | | |  |  | | | | | |  | | |  | |
| PGMCM3I001T | Online Communication | 4 | | | | 25 | | | 25 | | | | | | 50 | 100 | | | |
| Total |  | | 20 | | | 125 | | | 125 | | | | | | 250 | | 500 | | |
| **Semester 4** | | | | | | | | | | | | | | | | | | | |
| **Course Code** | **Course Title** | **Credit** | | | | **CIA** | | | | **MSE** | | | | | **ESE** | | **Total**  **Marks** | | |
|  | **CORE COURSES** |  | | | |  | | | |  | | | | |  | |  | | |
| PGMCM4C001T | Media Discourse | 4 | | | | 25 | | | | 25 | | | | | 50 | | 100 | | |
| PGMCM4C002D | Dissertation | 8 | | | |  | | | |  | | | | |  | | 200 | | |
| PGMCM4C003I | Internship | 4 | | | | 25 | | | | 25 | | | | | 50 | | 100 | | |
|  | **ELECTIVE COURSES** | |  | | |  | | | |  | | | |  | | |  | | |
| PGMCM4E001T | Data Journalism | 4 | | | | 25 | | | 25 | | | | | | 50 | | 100 | | |
| PGMCM4E002T | Film Appreciation | 4 | | | | 25 | | | 25 | | | | | | 50 | | | 100 | |
|  | **INTERDISCIPLINARY COURSE** | |  | | |  | | |  | | | | | |  | |  | | |
| PGMCM4I001T | Media Writing | | 4 | | | 25 | | | 25 | | | | | | 50 | | 100 | | |
| **Total** |  | | **24** | | | **100** | | | **100** | | | | | | **200** | | **600** | | |

1. Programme OUTCOME

To introduce courses as per the needs of the time with cutting edge technological skills required.

To provide specialized training to students to choose their specific career goals.

To facilitate employment opportunities/placements for students in various media and non-media institutions.

To bridge the gap between theories and practices of media so that students are motivated to become critical and professional in their specialised areas.

To organize training programmes and provide field exposure to students.

1. PROGRAMME SPECIFIC OUTCOME

More than 80 percent of the students were placed after the completion of the course.

1. COURSE OBJECTIVE

**Semester I**

**PGMCM 1C001T**

**Communication: Concepts and Theories**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: As per UGC guidelines and ordinance Exam Duration: 3 Hours**

**Course Objective**

* To build the foundation of discipline by using existing concepts and theories.
* To understand process of communication by using various models.
* To develop the ability to think critically, innovatively and independently.
* To employ media theories to decipher meanings of texts and images in order to understand the impact of mass communication in a global society.

**PGMCM1C002T**

**Print Media: Reporting and Editing**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: As per UGC guidelines and ordinance Exam Duration: 3 Hours**

**Course Objective**

* To acquaint students with various processes of reporting and editing.
* To make students understand various beats and rounds in reporting.
* To develop writing skills as per the format of the media industry.
* To introduce them to newsroom structure.

**PGMCM1C003T**

**Media Laws and Ethics**

**Credits: 04** **Max Marks: 100**

**Total Lecture Hours: As per UGC guidelines and ordinance** **Exam Duration: 3 Hours**

**Course Objective**:

* To define the limits of journalism to arrive at a measurable degree of fairness and balance.
* To introduce students to the regulatory frameworks of media functioning.
* To familiarise students with rights and responsibilities of media practitioners.

To motivate students to work with ethical values amidst challenging environment of media.

**PGMCM 1C003T**

**Radio Journalism**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: As per UGC guidelines and ordinance Exam Duration: 3 Hours**

**Course Objective**

* To introduce students to various signifiers of audio, sound and spoken words and how to write for ears.
* To acquaint students with complex processes of radio production.
* To facilitate students with technical know-how to learn software of radio production.
* To train students to understand coded signals and to make them learn audio streaming in changing environment of broadcasting.

**PGMCM1F001T**

**Introduction to Journalism**

**Credits: 02 Max Marks: 50 Total Lecture Hours: As per UGC guidelines and ordinance Exam Duration: 2 Hours**

**Course Objective:**

* To define journalism with key perspectives.
* To acquaint students with historical contexts of journalism and communication.
* To introduce students to global practices of journalism.
* To make students understand various genres of journalism.

**Semester II**

**PGMCNM2C001T**

**Global Concerns and Media**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: As per UGC guidelines and ordinance Exam Duration: 3 Hours**

**Course Objective:**

* To raise key issues in media and communication.
* To acquaint students with recent developments and emerging technologies in media.
* To introduce students to existing debates and discussions.
* To make students understand various facets of communication and media relevant today.

**PGMCM 2C002T**

**Television** **Journalism**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: As per UGC guidelines and ordinance Exam Duration: 3 Hours**

**Course Objective:**

* To introduce students to finer nuances of Camera Operation, Audio Control, Direction, Lighting and Editing.
* To acquaint students with various terminologies of production and post-production.
* To facilitate students with modern equipment of television journalism.
* To prepare students to become trained TV journalist.

**PGMCM2C003T:**

**Advertising, Corporate Communication and Public Relations**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: As per UGC guidelines and ordinance Exam Duration: 3 Hours**

**Course Objective**

* To acquaint students with various processes of advertising (ad), public relations (PR) and corporate communication (CC).
* To provide students with insights of laws and ethics related to Ad-PR and CC.
* To develop abilities of students for making strategies by using PR & CC tools.
* To instil in them the skills of creating advertising and public relations campaign.

**PGMCM2E001T**

**Media Management**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: As per UGC guidelines and ordinance Exam Duration: 3 Hours**

**Course Objective**

* To orient students towards complexities of market and ethics of journalism.
* To provide students with theoretical insights of management to apply in specific contexts.
* To develop their understanding of economics of media industry.
* To familiarize students with various frameworks of regulations pertaining to media ownership, concentration and expansion.

**PGMCM2F002T**

**Introduction to New Media**

**Credits: 02** **Max Marks: 50**

**Total Lecture Hours: As per UGC guidelines and ordinance Exam Duration: 2 Hours**

**Course Objective**:

* To introduce students to preliminary aspects of new media and its foundation.
* To make students aware of social media and networking world.
* To train students for writing contents for various new media platforms.
* To analyse the impact of new media on everyday life.

**Semester III**

**PGMCM3COO1T**

**New Media and Digital Journalism**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: As per UGC guidelines and ordinance Exam Duration: 3 Hours**

**Course Objective**

* To orient students towards technical and conceptual facets of new media.
* To introduce students to online modes of storytelling.
* To facilitate students with state of the art technology to venture into the expansive digital network and its significance.
* To familiarise students with regulatory bodies and the governance of the internet.

**PGMCM3C005T**

**Communication Research**

**Credits: 04** **Max Marks: 100**

**Total Lecture Hours: As per UGC guidelines and ordinance Exam Duration: 3 Hours**

**Course Objective**

* To develop research aptitude among students.
* To orient them to place communication research within a theoretical framework.
* To introduce the students with various qualitative and quantitative techniques of research and how to implement them appropriately.
* To familiarise students with ethical aspects and unethical practices in research and its repercussions.

**PGMCM3C006T**

**Development Communication**

**Credits: 04** **Max Marks: 100**

**Total Lecture Hours: As per UGC guidelines and ordinance Exam Duration: 3 Hours**

**Course Objective**

* To make students understand the concept of development from various perspectives and approaches.
* To provide them with theoretical background of development communication.
* To sensitise them towards developmental issues.
* To make them aware about potential of development communication in resolving issues of development.

**PGMCM3E002T**

**Audio-Visual Production**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: As per UGC guidelines and ordinance Exam Duration: 3 Hours**

**Course Objective:**

* To introduce students to professional handling of Camera, mixing of audio-video components, Direction, Lighting and Editing.
* To make students aware of production and post-production technique.
* To thoroughly train them with mechanical and creative processes of audio-visual production.
* To prepare students to become professional TV producer.

**PGMCM3E003T:**

**Print Production Techniques**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: As per UGC guidelines and ordinance Exam Duration: 3 Hours**

**Course Objective**

* To make students aware about the wider principles of graphics and design.
* To provide then understanding of elements of newspaper designing and its challenges.
* To develop their aesthetic sense of newspaper make up.
* To gather knowledge about various printing methods used since early days of printing till date.

**PGMCM3I001T**

**Online Communication**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: As per UGC guidelines and ordinance Exam Duration: 3 Hours**

**Course Objective**

* To understand the world of online communication and its relevance.
* To analyse the contents of the online media and its impact.
* To assess the growth of internet and its expansive reach.
* To learn different skills for online media like content creation and its dissemination.

**Semester IV**

**PGMCM4C00I**

**Internship**

**Credits: 04 Max Marks: 100**

**Course Objective:**

The Students will have to undergo a four-week internship with a media organization, during which they will be able to gain practical experience in media industry. This would also help the students in liasioning with the media people.

**PGMCM4C005D**

**Dissertation**

**Credits: 08 Max Marks: 200**

**Course Objective**

* In order to inculcate research understanding and implementing the theories and techniques of research methodology taught in third semester, dissertation is being introduced in the fourth semester, in which each student under the supervision of one faculty member, will write a dissertation under the limit of 15000-20000 words on a chosen topic which would be approved by departmental committee. The students would present their dissertation to the departmental committee for evaluation.

**PGMCM4C006T:**

**Media Discourse**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: As per UGC guidelines and ordinance Exam Duration: 3 Hours**

**Course Objective**

* To develop sound theoretical understanding of discourses related to media.
* To orient them towards various approaches to discourse in order to develop theoretical framework around media related issues.
* To develop critical thinking among the students on the basis of theoretical and conceptual knowledge of discourse.
* To familiarise students with various facets of media discourse.

**PGMCM4E004T**

**Data Journalism**

**Credits: 04** **Max Marks: 100**

**Total Lecture Hours: As per UGC guidelines and ordinance Exam Duration: 3 Hours**

**Course Objective**

* To make students aware about the relevance of data in journalism.
* To provide them understanding of use of data in/by new media.
* To acquaint the students with rights and responsibilities of data journalists.
* To provide them an overview of challenges and opportunities of data journalism.

**PGMCM4E002T**

**Film Appreciation**

**Credits: 04 Max. Marks: 100**

**Total Lecture: As per UGC guidelines and ordinance Exam Duration: 3 Hours**

**Course Objective**

* To familiarise students with various aspects of the film and its significance.
* To gain knowledge on various film theories.
* To trace the evolution of cinema and its different phases.
* To analyse films by emphasising on its narrative, performances and technicalities.

**PGMCM4I002T:**

**Media Writing**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: As per UGC guidelines and ordinance Exam Duration: 3 Hours**

**Course Objective**

* To introduce various writing styles and techniques to the students.
* To provide them understanding of basic elements of writing.
* To develop their skills in writing for different media.
* To make them understand the importance of translation and train them for it

1. COURSE LEARNING OUTCOME

**Semester I**

**PGMCM 1C001T**

**Communication: Concepts and Theories**

**Course Outcomes:**

After completion of this course, students will be able:

* To contextualise various theories in realistic scenario and practical setup.
* To critically analyse contents/texts/images of media.
* To hone skills & aptitude for effective communication.

**PGMCM1C002T**

**Print Media: Reporting and Editing**

**Course Outcomes:**

After completion of this course, students will be able:

* To apply reporting and editing skills in real news setting.
* To write professional copies for various media platforms.
* To edit all types of copies pertaining to print media.

**PGMCM1C003T**

**Media Laws and Ethics**

**Course Outcomes:**

After completion of this course, students will be able:

* To be well-versed with constitutional and legal mandate of journalism.
* To understand media contents, reporting and editing with all ethical dimensions.
* To reflect critically as to how to be harbinger of good journalism without compromising on professional aspect.

**PGMCM 1C003T**

**Radio Journalism**

**Course Outcomes:**

After completion of this course, students will be able:

* To produce variety of radio programmes in various Radio formats.
* To be trained RJs.
* To write extensively for Radio.

**PGMCM1F001T**

**Introduction to Journalism**

**Course Outcomes:**

After completion of this course, students will be able:

* To decipher real news dynamics of national and international media.
* To analyse news in its holistic setting.
* To understand contours of communication research.

**Semester II**

**PGMCNM2C001T**

**Global Concerns and Media**

**Course Outcomes:**

After completion of this course, students will be able:

* To analyse key issues with holistic approach.
* To report niche areas of journalism with technical and theoretical understanding.
* To highlight important issues of concern with relevant communication practices.

**PGMCM 2C002T**

**Television** **Journalism**

**Course Outcomes:**

After completion of this course, students will be able:

* To become TV journalist/reporter/anchor.
* To have basic understanding of video editing.
* To understand process of News Production in real studio setting.

**PGMCM2C003T:**

**Advertising, Corporate Communication and Public Relations**

**Course Outcomes:**

After completion of this course, students will be able:

* To apply the skills of creating and producing advertising in real industry setting.
* To produce Ad-PR messages as per the needs of various media.
* To write press releases and produce newsletter, house journals, fliers, pamphlets and other tools of PR.

**PGMCM2E001T**

**Media Management**

**Course Outcomes:**

After completion of this course, students will be able:

* To apply the knowledge of management with sensitivity in real media industry.
* To understand the ownership patterns of media.
* To understand the importance of recommendations of various organisations for efficient and unbiased media experiences.

**PGMCM2F002T**

**Introduction to New Media**

**Course Outcomes:**

After completion of the course, students will be able:

* To get a broader perspective about digital media.
* To use preliminary information in professional setting.
* To have a detailed analysis of social media and its different mechanism.

**Semester III**

**PGMCM3COO1T**

**New Media and Digital Journalism**

**Course Outcomes:**

After completion of the course, students will be able:

* To decipher nuances of new media and implement it in the practical world of the media industry.
* To develop contents for various platforms of new media.
* To assess various regulatory frameworks of new media in professional world.

**PGMCM3C005T**

**Communication Research**

**Course Outcomes:**

After completion of the course, students will be able:

* To implement appropriate research methodology to a given research problem.
* To know and use various qualitative and quantitative techniques of research which could be relevant to communication research
* To understand the value of original research and ethical practices needed to produce them.

**PGMCM3C006T**

**Development Communication**

**Course Outcomes:**

After completion of the course, students will be able:

* To understand development and its pros and cons.
* To implement development communication strategies to resolve the concerned issues.
* To contribute to the development journalism by using acquired skills.

**PGMCM3E002T**

**Audio-Visual Production**

**Course Outcomes:**

After completion of this course, students will be able:

* To become professional broadcaster.
* To become proficient in audio-video editing.
* To understand process of field production.

**PGMCM3E003T:**

**Print Production Techniques**

**Course Outcomes:**

After completion of the course, students will be able:

* To produce tabloid and broadsheets by using designing software.
* To apply the learning of newspaper designing and make up in real industry set up.
* To compare various printing methods and use them appropriately as per need.

**PGMCM3I001T**

**Online Communication**

**Course Outcomes:**

After completion of the course, students will be able:

* To have a thorough understanding of online media.
* To be able to incorporate the learning in their day-to-day life.
* To have a broader perspective of online networking and its gamut of information.

**Semester IV**

**PGMCM4C00I**

**Internship**

***The students will submit a report on their internship and a daily activity diary of internship period. They will be evaluated on the basis of these submissions.***

***The students will also produce one media product, based on whatever he/she has learnt during internship and submit it to the department.***

***Each student will be examined by a panel of two internal teachers (Constituted by the Chairperson of the Dept.) based on the report of the External Media Organization and media product submitted to the department.***

**PGMCM4C005D**

**Dissertation**

***Each student will select in consultation with the faculty a topic for research. The students should conduct independent study under the supervision of a guide assigned to the student.***

***It is essential in this study that the students employs appropriate research methodology and generate some new insight.***

**PGMCM4C006T**

**Media Discourse**

**Course Outcomes:**

After completion of the course, students will be able:

* To implement appropriate theoretical approach in analysing media issues.
* To know and use various facets of media discourse in deciphering the underlying meaning of content.
* To develop the critical, innovative and independent thinking.

**PGMCM4E004T**

**Data Journalism**

**Course Outcomes:**

After completion of the course, students will be able:

* To use data visualisation techniques in writing stories based on data.
* To do data scraping from various new media sources.
* To implement the principles and techniques of data journalism with full awareness of their rights and duties.

**PGMCM4E002T**

**Film Appreciation**

**Course Outcomes:**

After completion of the course, students will be able:

* To understand relevant theories in analysing films.
* To gain basic knowledge on film making.
* To write film reviews for various media.

**PGMCM4I002T**

**Media Writing**

**Course Outcomes:**

After completion of the course, students will be able:

* To use various writing styles and techniques in professional world.
* To write copies for broadcast, print and web.
* To translate any given fiction or non-fiction text with professional approach.

1. SYLLABUS CONTENT

****

**Board of Studies**

**Mass communication and New Media**

**Proposed Course Curricula**

Central University of Jammu, Jammu

September 2020

**Introduction**

Mass communication as a discipline deals with the art and science of various communicative processes. From accessing information and participating in socio-political change to having impact on our interpersonal relations, it’s an interface of various disciplines where messages and texts are interpreted through political, cultural, economic, ecological, hermeneutic, technological and sociological dimensions of their contexts. It studies significant developments as to how media texts are produced, distributed, regulated and consumed and in what ways media influences society.

Postgraduate programme in Mass Communication & New Media provides a wide array of skills and knowledge (both theoretical and practical) oriented towards a handy career in various institutions pertaining to media and communications, governments and social sector.

Equipped with theoretical and methodological frameworks, the programme aims for coherent and systematic exploration of the language, form and technology of media. Its emphasis is on the integration of other disciplines with a wide range of pedagogical experiences contributing to communicative processes. The programme aims to train learners with all global dimensions of mass communication. The programme seeks to foster acquisition of critical thinking among students so that they understand the relationship between the production, reception and construction of meanings in all forms of communication.

**About the Department**

Established in 2014, the Department of Mass Communication and New Media currently offers two years full-fledged Post-Graduate Course and PhD in Mass Communication & New Media. It also offers two Interdisciplinary Courses to the students of other disciplines in 3rd and 4th semester. The department is equipped with latest innovations to excel in all academic pursuits with practical applications of Mass Media. We are committed to quality education and professional development for future media practitioners/academicians/researchers in different spheres of media and society.

**Objectives of the Department**

* To introduce courses as per the needs of the time with cutting edge technological skills required.
* To provide specialized training to students to choose their specific career goals.
* To facilitate employment opportunities/placements for students in various media and non media institutions.
* To bridge the gap between theories and practices of media so that students are motivated to become critical and professional in their specialised areas.
* To organize training programmes and provide field exposure to students.

**Course Matrix for Masters in Journalism and Mass Communication (80 Credits)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Semester 1** | | | | | | | | | | | | | | | | | | | |
| **Course Code** | **Course Title** | | | | **Credit** | **CIA** | | | | | **MSE** | | | | **ESE** | | | | **Total**  **Marks** |
|  | **CORE COURSES** | | | |  |  | | | | |  | | | |  | | | |  |
| PGMCM1C001T | Communication: Concepts and Theories | | | | 4 | 25 | | | | | 25 | | | | 50 | | | | 100 |
| PGMCM1C002T | Print Media: Reporting and Editing | | | | 4 | 25 | | | | | 25 | | | | 50 | | | | 100 |
| PGMCM1C003T | Media Laws & Ethics | | | | 4 | 25 | | | | | 25 | | | | 50 | | | | 100 |
|  | **CORE ELECTIVE COURSES** | | | |  |  | | | | |  | | | |  | | | |  |
| PGMCM1E001T | Radio Journalism | | | | 4 | 25 | | | | | 25 | | 50 | | | | | | 100 |
|  | **FOUNDATION COURSES** | | | |  |  | | | | |  | |  | | | | | |  |
| PGMCM1F001T | Introduction to Journalism | | | | 2 | 12.5 | | | | | 12.5 | | | | 25 | | | | 50 |
| **Total** | | | | | **18** | **112.5** | | | | | **112.5** | | | | **225** | | | | **450** |
| **Semester 2** | | | | | | | | | | | | | | | | | | | |
| **Course Code** | **Course Title** | | | **Credit** | | **CIA** | | | | | | **MSE** | | | **ESE** | | | **Total**  **Marks** | |
|  | **CORE COURSES** | | |  | |  | | | | | |  | | |  | | |  | |
| PGMCM2C001T | Television Journalism | | | 4 | | 25 | | | | | | 25 | | | 50 | | | 100 | |
| PGMCM2C002T | Advertising, Corporate Communication and Public Relations | | | 4 | | 25 | | | | | | 25 | | | 50 | | | 100 | |
| PGMCM2C003T | Global Concerns and Media | | | 4 | | 25 | | | | | | 25 | | | 50 | | | 100 | |
|  | **CORE ELECTIVE COURSES** | | |  | |  | | | | | |  | | |  | | |  | |
| PGMCM2E001T | Media Management | | | 4 | | 25 | | | | | | 25 | 50 | | | | | 100 | |
|  | **FOUNDATION COURSES** | | |  | |  | | | | | |  | | |  | | |  | |
| PGMCM2F001T | Introduction to New Media | | | 2 | | 12.5 | | | | | | 12.5 | | | 25 | | | 50 | |
| **Total** | | | | **18** | | **112.5** | | | | | | **112.5** | | | **225** | | | **450** | |
| **Semester 3** | | | | | | | | | | | | | | | | | | | |
| **Course Code** | **Course Title** | **Credit** | | | | | **CIA** | | | **MSE** | | | | | **ESE** | | **Total**  **Marks** | | |
|  | **CORE COURSES** |  | | | | |  | | |  | | | | |  | |  | | |
| PGMCM3C001T | New Media and Digital Journalism | 4 | | | | | 25 | | | 25 | | | | | 50 | | 100 | | |
| PGMCM3C002T | Communication Research | 4 | | | | | 25 | | | 25 | | | | | 50 | | 100 | | |
| PGMCM3C003T | Development Communication | 4 | | | | | 25 | | | 25 | | | | | 50 | | 100 | | |
|  | **ELECTIVE COURSES** |  | | | | |  | | |  | | | |  | | |  | | |
| PGMCM3E001T | Audio - Visual Production | 4 | | | | | | 25 | 25 | | | | | | 50 | | | 100 | |
| PGMCM3E002T | Print: Production Techniques | 4 | | | | | | 25 | 25 | | | | | | 50 | | | 100 | |
|  | **INTERDISCIPLINARY COURSE** |  | | | | | |  |  | | | | | |  | | |  | |
| PGMCM3I001T | Online Communication | 4 | | | | 25 | | | 25 | | | | | | 50 | 100 | | | |
| Total |  | | 20 | | | 125 | | | 125 | | | | | | 250 | | 500 | | |
| **Semester 4** | | | | | | | | | | | | | | | | | | | |
| **Course Code** | **Course Title** | **Credit** | | | | **CIA** | | | | **MSE** | | | | | **ESE** | | **Total**  **Marks** | | |
|  | **CORE COURSES** |  | | | |  | | | |  | | | | |  | |  | | |
| PGMCM4C001T | Media Discourse | 4 | | | | 25 | | | | 25 | | | | | 50 | | 100 | | |
| PGMCM4C002D | Dissertation | 8 | | | |  | | | |  | | | | |  | | 200 | | |
| PGMCM4C003I | Internship | 4 | | | | 25 | | | | 25 | | | | | 50 | | 100 | | |
|  | **ELECTIVE COURSES** | |  | | |  | | | |  | | | |  | | |  | | |
| PGMCM4E001T | Data Journalism | 4 | | | | 25 | | | 25 | | | | | | 50 | | 100 | | |
| PGMCM4E002T | Film Appreciation | 4 | | | | 25 | | | 25 | | | | | | 50 | | | 100 | |
|  | **INTERDISCIPLINARY COURSE** | |  | | |  | | |  | | | | | |  | |  | | |
| PGMCM4I001T | Media Writing | | 4 | | | 25 | | | 25 | | | | | | 50 | | 100 | | |
| **Total** |  | | **24** | | | **100** | | | **100** | | | | | | **200** | | **600** | | |

**Semester I**

**PGMCM 1C001T**

**Communication: Concepts and Theories**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: As per UGC guidelines and ordinance Exam Duration: 3 Hours**

**Course Objective**

* To build the foundation of discipline by using existing concepts and theories.
* To understand process of communication by using various models.
* To develop the ability to think critically, innovatively and independently.
* To employ media theories to decipher meanings of texts and images in order to understand the impact of mass communication in a global society.

**Unit 1: Introduction to Communication**

Communication: Definition, Nature, Scope, Elements, Process & Functions

Barriers to Communication

Forms of Communication: Verbal & Nonverbal

Types of Communication: Intra, Inter, Group, Mass & Mass-line

**Unit 2: Models of Communication**

Development of Communication Models

Linear Models: Propaganda, Mathematical, SMCR,

Circular Models: Interactive, Convergence, Gatekeeping, Helical, Spiral of Silence

**Unit 3: Theories of Communication**

Traditional Theories: Rhetoric, Sadharanikaran (Rasa)

Normative Theories: Authoritarian, Libertarian, Soviet, Social Responsibility

Development, Democratic Participation

Media Effects Theories: Agenda Setting, Cultivation, Two Step Flow, Uses and Gratification

Medium Theories: Bias of Communication, Medium as Message, Mechanical Reproduction

**Unit 4: Critical Theories**

Cultural Form

Public Sphere

Ideology of News (Encoding & Decoding)

Culture Industry

**Unit 5: Theories of Hegemony**

Cultural Hegemony

Ideological State Apparatus

Manufacturing Consent

**Continuous Internal Assessment:**

Students are mandated to complete 10 assignments and make presentation before the Academic Advisory committee of the department.

**Course Outcomes:**

After completion of this course, students will be able:

* To contextualise various theories in realistic scenario and practical setup.
* To critically analyse contents/texts/images of media.
* To hone skills & aptitude for effective communication.

**Reading List:**

Kumar, K. J. (2012). *Mass Communication in India.* Delhi: Jaico Publishing House.

Mass Communication Theory: An Introduction by Denis Mcquail

Critical Terms for Media Studies by WJT Mitchell & Mark B.N. Hansen

Setting the Agenda: The Mass Media and Public Opinion by Maxwell McCombs

Critical Media Studies: An Introduction by Brian L. Ott & Robert L. Nack

Political Economy of Communication in India by Pradip Ninan Thomas

Media Studies: The Essential Resource by Sarah Casey Benyahia, Abigail Gardner, Philip Rayner & Peter Wall

The Basics of Communication: A relational Perspectives by Steve Duck, David T. McMahan

The Dynamics of Political Communication: Media & Politics in Digital Age by Richard M. Perloff

Key Themes in Media Theory by Dan Laughey

**PGMCM1C002T**

**Print Media: Reporting and Editing**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: As per UGC guidelines and ordinance Exam Duration: 3 Hours**

**Course Objective**

* To acquaint students with various processes of reporting and editing.
* To make students understand various beats and rounds in reporting.
* To develop writing skills as per the format of the media industry.
* To introduce them to newsroom structure.

**Unit 1: Nature and Concept of News**

Evolution of News

Information and News

Elements of News and News Sense (News Value)

Accuracy, Fairness and Objectivity in News

**Unit 2: Writing for Print**

Structures of Writing (Inverted, Narrative, Linked Boxes, Neck of the Vase, Hourglass)

Editorial Page & Opinion Writing

Feature Writing

Review Writing (Book, Performance, Film)

Caption Writing

**Unit 3: News Reporting**

News Gathering Process

Sources and Attribution in reporting

Types of Leads

Concept of Beats & Rounds

**Unit 4: News Editing**

Editing: Role, Objectives and Importance

Editing Process: News selection and Placement

Editorial Vocabulary and Symbols

Editorial Values and Challenges

**Unit 5: Editorial Functions**

Headlines: Types, Techniques, Styles

Process of Copy Editing

News Room Structure (Newspaper & Bureau)

Wire Services (National & International)

**Continuous Internal Assessment:**

Students are mandated to complete 10 assignments on:

* Report Writing
* Feature Writing
* Interview
* Opinion Writing
* Editing (Using signs & symbols)

These assignments will be displayed on departmental news letter. Students are also instructed to make presentation before the Academic Advisory committee of the department.

**Course Outcomes:**

After completion of this course, students will be able:

* To apply reporting and editing skills in real news setting.
* To write professional copies for various media platforms.
* To edit all types of copies pertaining to print media.

**Reading List**

M.V. Kamath, The Journalists Handbook, Vikas Publishing House, New Delhi, 1995.

George, T.J.S. Editing: A Handbook for the Journalist, IIMC, New Delhi, 1989.

Rogers, Geoffrey. Editing for Print, Mocdonald Book, 1993.

Hodgson, F.W. Subediting: A Hand book of Modern Newspaper Editing & Production, Focal Press, London, 1987.

Frguson, Rowena. Editing the Small Magazine, Columbia, 1976.

Strunk, William (Jr.). Elements of Style, MacMillan, (Revised by EB White).

George A. Hough, Writing, Kanishka Publishers, New Delhi, 1998.

Jan R. Hakemulder, Fay A.C. de Jonge and P.P. Singh, Reporting and Editing, Anmol Publications, New Delhi, 1998.

Economist Style Book

PTI Style book

**PGMCM1C003T**

**Media Laws and Ethics**

**Credits: 04** **Max Marks: 100**

**Total Lecture Hours: As per UGC guidelines and ordinance** **Exam Duration: 3 Hours**

**Course Objective**:

* To define the limits of journalism to arrive at a measurable degree of fairness and balance.
* To introduce students to the regulatory frameworks of media functioning.
* To familiarise students with rights and responsibilities of media practitioners.
* To motivate students to work with ethical values amidst challenging environment of media.

**Unit 1: Press Freedom: An Overview**

International Perspective

National Context

Constitutional Imperative

Freedom of Press in view of Supreme Court verdict

**Unit 2: Statutory/Autonomous Bodies**

First & Second Press Commissions and recommendations

Press Council Act

Prasar Bharti Act

Working Journalist & other Newspaper Employees Acts, Editor’s Guild, NBFA

**Unit 3: History of Freedom of Press in India**

Defamation: Slander & Libel

Contempt of Court: Article 361A

Parliamentary Privilege Act

Official Secrets Act 1923

RTI 2005

**Unit 4: Major Regulation**

Cinematography Act

Cable TV Network Regulation Act

Information Technology Act

Intellectual Property Right

**Unit 5: Ethical Dimension**

AIR Code for Election Coverage

Doordarshan Commercial Code

Press Council Code

Advertising Standard Council of India

**Continuous Internal Assessment:**

Students are mandated to complete 10 assignments on:

* Legal case studies
* Landmark Judgements
* Interviews with lawyers and media practitioners

Students will be instructed to fit these case studies and interviews into proper media content to be the part of departmental news letter. They will also make presentation before the Academic Advisory committee of the department.

**Course Outcomes:**

After completion of this course, students will be able:

* To be well-versed with constitutional and legal mandate of journalism.
* To understand media contents, reporting and editing with all ethical dimensions.
* To reflect critically as to how to be harbinger of good journalism without compromising on professional aspect.

**Reading List**

1. The Society of the Spectacle by Debord, G.

2. People, Society and Mass Communications by Dexter, Lewis A. & David M White. eds.,

3. Media and Cultural Studies: Keyworks by Durham, Meenakshi G and Douglas M. Kellner

4. Introduction to Communication Studies by Fiske, John.

5. Power, truth, strategy by Foucault, M.

6. Production of Culture/ Cultures of Production by Gay, P. du ed.

7. Culture, Communication and Political Economy by Golding, P and Murdock, G

8. Capitalism and Communication: Global Culture and the Economics of Information by Garnham, Nicholas.

9. Media and Conflict: Framing Issues, Making Policy, Shaping Opinions Hardcover by Eytan Gilboa (Editor).

10. Narrating the Nation: Representations in History, Media and the Arts by Ed. Stefan Berger, Linas Eriksonas, Andrew Mycock.

**PGMCM 1C003T**

**Radio Journalism**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: As per UGC guidelines and ordinance Exam Duration: 3 Hours**

**Course Objective**

* To introduce students to various signifiers of audio, sound and spoken words and how to write for ears.
* To acquaint students with complex processes of radio production.
* To facilitate students with technical know-how to learn software of radio production.
* To train students to understand coded signals and to make them learn audio streaming in changing environment of broadcasting.

**Unit 1: Basics of Radio Journalism**

Concept of audio and sound

Concept of Physical Properties of Sound Wave

Mechanical Wave, EMW spectrum

Types of Radio Broadcasting: AM, FM, Community, Amateur

**Unit 2: Radio Programming**

Formats of Radio Programmes

Writing and editing for different formats

Writing for voice dispatches, Actuality and Outside Broadcast (OB)

Anchoring & Recording

**Unit 3: Studio and field production**

Live news

Live reporting

Radio bridge program production

Special Election Coverage

**Unit 4: Radio Studio**

Digital Studio Mixer (Consoles)

Microphones – Designs, Categories and Applications

Audio studio - Off air and on air

**Unit 5: Post Production**

Editing and Mixing of various sounds

Sound Transfer and Sound Bridge

Creating Radio content for Multimedia

Production of Ad Spots/Radio

Audio Workstations – Nuendo, Avid, Pro tools, Sound Forge, Audition and others

**Continuous Internal Assessment:**

Students are mandated to complete 10 assignments on:

* Radio Magazine
* Radio Feature
* News Bulletin
* Radio Drama
* Panel Discussion
* Radio Talk Shows

Students are also instructed to go live on Campus Community Radio Station like professional radio practitioners. They will also make presentation before the Academic Advisory committee of the department.

**Course Outcomes:**

After completion of this course, students will be able:

* To produce variety of radio programmes in various Radio formats.
* To be trained RJs.
* To write extensively for Radio.

**Reading List:**

1. Making Media: Foundations of Sound and Image Production by Jan Roberts-Breslin

2. Audio Basics, Stanley Alten, Cengage Advantage Books

3. Broadcast Journalism by Boyd Andrew

4. News production: Theory and Practice by Machin, David & Niblock, Sarah

5. Radio Production by Robert McLeish

6. Radio Programme Production: A Manual for Training by Richard Aspinall

7. Programme Making for Radio by Jim Beaman

8. The Radio programme: planning, producing, presenting by Howard Gough

9. The Media Student’s Guide to Radio Production by Bob Gilmurray

10. Introduction to Radio: Production and Programming by Michael H. Adams, and Kimberly K. Massey

**PGMCM1F001T**

**Introduction to Journalism**

**Credits: 02 Max Marks: 50 Total Lecture Hours: As per UGC guidelines and ordinance Exam Duration: 2 Hours**

**Course Objective:**

* To define journalism with key perspectives.
* To acquaint students with historical contexts of journalism and communication.
* To introduce students to global practices of journalism.
* To make students understand various genres of journalism.

**Unit 1: Evolution of Journalism**

Journalism: Historical Background

International Context

National Context

Media Practitioners of Repute

**Unit 2: Genres of Journalism**

Journalism based on Message: Advocacy, Community, Citizen

Journalism based on Profession: Entrepreneurial, Freelance

Journalism based on Form: Photo, Cartoon, Comics, Graphic

Journalism based on Technology: Mobile, Data, Backpack, Drone

Journalism based on Journalese: Yellow, Embedded, Post-truth, Paid

**Unit 3: Journalistic Practices in Jammu & Kashmir**

Historical Overview

Language Journalism

Journalism and Conflict

Journalism for Peace

**Continuous Internal Assessment:**

Students are mandated to complete 5 assignments on:

* Case Studies on yellow journalism
* Comparative news analysis of International and national media
* Media content research

Students will be compiling these assignments for the purpose of report writing for departmental news letter. Students are also instructed to make presentation before the Academic Advisory committee of the department.

**Course Outcomes:**

After completion of this course, students will be able:

* To decipher real news dynamics of national and international media.
* To analyse news in its holistic setting.
* To understand contours of communication research.

**Reading List:**

1. Journalism in India by Rangaswami Parthasarthy.

2. History of Indian Journalism by J. Natrajan.

3. India’s Newspaper revolution: Robin Geofrey

4- Capitalism, Politics and the Indian Language Press by Kumar Baghchi.

5- Journalism: Who, What, When, Where, Why and How; James Glen Stovall, PHI Learning Pvt. Ltd.

6. Journalism: A very short introduction by Ian Hargreaves, Oxford

7. Journalism: A Beginners Guide; Sarah Niblock; One World Oxford

8. Imprint of the Raj: How fingerprinting was born in colonial India by Sengoopta, C.

9. The Gramophone comes to India: Indian Music and the West by Farrell, G.

10. The Press in India: A new History by Raghavan, G.N.S.

11. Mass communication in India by Keval J. Kumar.

**Semester II**

**PGMCNM2C001T**

**Global Concerns and Media**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: As per UGC guidelines and ordinance Exam Duration: 3 Hours**

**Course Objective:**

* To raise key issues in media and communication.
* To acquaint students with recent developments and emerging technologies in media.
* To introduce students to existing debates and discussions.
* To make students understand various facets of communication and media relevant today.

**Unit 1: Ecological Concerns**

Environment and Industrialization

Disasters, Epidemic & Pandemic

Environmental Activism & Movements

Climate Change

**Unit 2: Peace and Conflict**

International Conflict (Traditional & Modern)

Cold war, Proxy War & Information War (Psychological)

Geographical, Social & Religious Conflict

Issue of Human Rights

**Unit 3: Mediated Pedagogy**

Technology induced teaching-learning

Technology based governance

Technology induced services

Mediated markets

**Unit 4: Information Crossways**

Post-truth & Simulation

Journalese, Newspeak

Misinformation, Disinformation

Science & Pseudoscience

**Unit 5: Disruption Technology**

Artificial Intelligence

News Automation

Machine Learning & Gaming

Augmented Reality

**Continuous Internal Assessment:**

Students are mandated to complete 10 assignments on:

* Case Studies
* Analysis of media content
* Science Reporting
* Environment Reporting
* Conflict and peace reporting

Students will be compiling these assignments for the purpose of report writing for departmental news letter. Students are also instructed to make presentation before the Academic Advisory committee of the department.

**Course Outcomes:**

After completion of this course, students will be able:

* To analyse key issues with holistic approach.
* To report niche areas of journalism with technical and theoretical understanding.
* To highlight important issues of concern with relevant communication practices.

**Reading List**

1. Television in India: Satellites, Politics and Cultural Change, Ed. by Nalin Mehta.
2. Freedom of Press: Under the Indian Constitution by BR Sharma.
3. Introduction to the Constitution of India by DD Basu.
4. Makers of Modern India, Ed. by Ramachandra Guha.
5. Press Laws and Media Ethics by Anil K. Dixit.
6. Law of the Press by DD Basu.
7. The Muzzled Press by KS Padhy.
8. Journalistic Ethics by PK Menon.
9. Indian Journalism: Keeping It Clean by Alok Mehta.
10. When News was New by TerhiRantanen.

**PGMCM 2C002T**

**Television** **Journalism**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: As per UGC guidelines and ordinance Exam Duration: 3 Hours**

**Course Objective:**

* To introduce students to finer nuances of Camera Operation, Audio Control, Direction, Lighting and Editing.
* To acquaint students with various terminologies of production and post-production.
* To facilitate students with modern equipment of television journalism.
* To prepare students to become trained TV journalist.

**Unit 1: Introduction to Television Journalism**

Concept of Audio-Visual

Formats of TV Programmes, News Bulletin

Camera operations (Internal & External)

Shot compositions

**Unit 2: Nonlinear Editing**

Panels of Editing

Import, Export and Ingesting

Timeline, Mixing audio & Video

Audio-Visual Effects

**Unit 3: Studio Production of News**

Concept of Studio: Physical Property

Compositing (Chroma Shoot)

Floor Plan, Multi Camera Shoot

Panel Production

Three Key Lighting

**Unit 4:** **Electronic** **Field Production (EFP)**

Electronic News Gathering

OB, Piece to Camera

Floor Plans for Mega Events

Documentary Film Production

**Unit 5:** **Writing to Visuals**

Story Board and production script

Voice/Over/Narration/ Inflection

News Presentation

News Packages and News Bulletin

**Continuous Internal Assessment:**

Students are mandated to complete 10 assignments on:

* News Bulletin (Campus)
* News Bulletin (Nearby Village/Locality)
* News Bulletin (National/International)
* Writing to visuals
* Camera Operation
* Editing Software

Students are instructed to upload these assignments on departmental website. Students are also instructed to present them before the Academic Advisory committee of the department.

**Course Outcomes:**

After completion of this course, students will be able:

* To become TV journalist/reporter/anchor.
* To have basic understanding of video editing.
* To understand process of News Production in real studio setting.

**Reading List:**

1. Making Media: Foundations of Sound and Image Production by Jan Roberts-Breslin

2. The Television Handbook by Holland, P

3. Television Production Handbook by Herbert Zettl

4. India on Television by Nalin Mehta

5. An Introduction to Writing for Electronic Media by Robert B. Musburger

6. Broadcast News: Writing, Reporting and Producing by Ted White and Frank Bernas

7. Shooting TV News: Views from Behind the Lens by Rich Underwood

8. Nonlinear Editing: Storytelling, Aesthetics and Craft by Bryce Button

9. Video Editing: A Post Production Primer by Steven E. Browne

10. Broadcast Management in India: Major Guidelines and Policy Frameworks by Angela Wadia

**PGMCM2C003T:**

**Advertising, Corporate Communication and Public Relations**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: As per UGC guidelines and ordinance Exam Duration: 3 Hours**

**Course Objective**

* To acquaint students with various processes of advertising (ad), public relations (PR) and corporate communication (CC).
* To provide students with insights of laws and ethics related to Ad-PR and CC.
* To develop abilities of students for making strategies by using PR & CC tools.
* To instil in them the skills of creating advertising and public relations campaign.

**Unit 1: Advertising**

Advertising Concept, Principles and Relevance

Evolution of Advertising

Classification of Advertising, Consumer Behaviour and Media Selection

Laws and ethics: Role of AAAI and ASCI

**Unit 2: Ad Agency and Creativity**

Ad Agency: Evolution, Functions and Types

Organizational Structure of Ad Agency

The Creative Process: Ideation and Visualization

Elements of Copy Writing, Creative Brief

**Unit 3: Public Relations (PR) and Corporate Communication (CC)**

The Evolution of PR and CC

Elements of Corporate Communication

Organizational Communications

CC/PR in brand building

Laws and Ethics in PR: Role of PRSI and IPRA

**Unit 4: Corporate Communication: Strategies and Tools**

Functions of Corporate Communication

Corporate Image Management

Public Affairs/Government Relations/Lobbying

Corporate Social Responsibility

**Unit 5:** **Public Relations**

Importance of Public Opinion in Public Relations

Publics in Public Relations: Internal and External

PR Tools – House Journals, Bulletin Boards, Fliers, Brochure, Newsletter, Press conference, Press Release, Press Brief, Annual Report, Press Tours

**Continuous Internal Assessment:**

Students are mandated to complete 10 assignments on:

* Writing Creative Brief
* Making advertising campaigns for various media
* Writing Press Releases and organising Press conferences
* Presenting case studies on ethics of Ad-PR and CC
* Presenting case studies on Corporate Social Responsibility

These assignments will be displayed on departmental news letter. Students are also instructed to make presentation before the Academic Advisory committee of the department.

**Course Outcomes:**

After completion of this course, students will be able:

* To apply the skills of creating and producing advertising in real industry setting.
* To produce Ad-PR messages as per the needs of various media.
* To write press releases and produce newsletter, house journals, fliers, pamphlets and other tools of PR.

**Reading List:**

Albert Book and Dennes Schiel, Fundamentals of Copy & Layout (USA: National Text Book Company, 1997)

Felton George, Advertising: Concept and Copy (New Jersey: Printice Hall, 1994) –

Landa Robin, Advertising by Design (John Wiley & Sons 2000)

Lester Paul Martin, Visual Communication, Images with Messages (Australia: Wadsworth Thomson Learning, 2000)

Subrouto Paul (ed), Brand power (London MacMillan Press, 1994)

Sengupta, Subrato, Brand Positioning: Strategies for Competitive Advantage (New Delhi: Tata McGraw Hill Co. 1990)

Valladares (JD), The craft of copy writing ( New Delhi, 2000)

Jaishri Jethwaney, Corporate Communication- Principles and Practice ( OUP: New Delhi, 2010)

Pitman Jackson: Corporate communication for managers (UK: Pitman Publishing, 1987

Mario Pricken. Creative Advertising: Ideas and Techniques from the World’s Best Campaigns

**PGMCM2E001T**

**Media Management**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: As per UGC guidelines and ordinance Exam Duration: 3 Hours**

**Course Objective**

* To orient students towards complexities of market and ethics of journalism.
* To provide students with theoretical insights of management to apply in specific contexts.
* To develop their understanding of economics of media industry.
* To familiarize students with various frameworks of regulations pertaining to media ownership, concentration and expansion.

**Unit1: Media Management**

Concept and Theory of Management

Organizational Behaviour

Human Resources in Media

Challenges of Managing Media

**Unit 2: Media Economics**

Economics of Media industry

Economics of Scale, Economics of Scope

Economics of Convergence

Budgeting in Media

**Unit 3: Media Ownership**

Ownership Patterns in Media

Organizational structure of Media Organizations

Ownership and Challenges of Objectivity

Media Organization: DAVP, INS, ABC, TAM

**Unit 4: Media Expansion**

Cross Media Expansion and Mono Media Expansion

Horizontal and Vertical Integration

Diagonal Integration in Media

Mergers and Expansion in Media Industry

**Unit 5: Media Concentration and Regulations**

Monopoly, Duopoly, Oligopoly in Media Industry

Foreign Equity in Indian Media and Reports on Media Concentration

Regulations and Recommendations: TRAI, SEBI, PCI, Editors’ Guild

**Continuous Internal Assessment:**

Students are mandated to complete 10 assignments on:

* Case Studies
* Writing
* Industry Visit
* Campaign
* Report Writing

Students are instructed to make presentation before the Academic Advisory committee of the department.

**Course Outcomes:**

After completion of this course, students will be able:

* To apply the knowledge of management with sensitivity in real media industry.
* To understand the ownership patterns of media.
* To understand the importance of recommendations of various organisations for efficient and unbiased media experiences.

**Reading List:**

Alexander, A, et al. (2004). Media Economics: Theory and Practice, Lawrence Erlbaum.

Doyel, G. (2002). Media Ownership: The economics and politics of convergence and concentration in the UK and European Media, Sage, Thousand Oaks.

Doyel, G. (2002). Understanding Media Economics, Sage, Thousand Oaks.

G. Picard, R. G. (2002). Media Firms: Structures, Operations and Performance, Lawrence Erlbaum.

R. (2002). Cultural Goods and the Limits of the Market, St. Martin’s Press, New York.

Adorno, T.W. and Horkheimer, M. (1944). The Culture Industry: Enlightenment as Mass Deception, New York, Herder and Herder.

Golding, P and Murdock, G (1991). Culture, Communication and Political Economy, Edward Arnold, London.

McQuail, Denis. (2000). McQuail’s Mass Communication Theory, Sage: London.

Mosco, V. (1996). The Political Economy of Communication: Rethinking and Renewal. Sage: London.

Khandekar, V. Kohli. (2012). The Indian Media Business. Fourth Edition.

**PGMCM2F002T**

**Introduction to New Media**

**Credits: 02** **Max Marks: 50**

**Total Lecture Hours: As per UGC guidelines and ordinance Exam Duration: 2 Hours**

**Course Objective**:

* To introduce students to preliminary aspects of new media and its foundation.
* To make students aware of social media and networking world.
* To train students for writing contents for various new media platforms.
* To analyse the impact of new media on everyday life.

**Unit 1: New Media: Conceptual Framework**

Theorising New Media

Evolution of Internet

Analog and Digital

Basics of computer

**Unit 2: New media: Scope & Challenges**

New Media and Convergence

Prominent News Portals and Search Engines

Digital Divide, Dark Web

Prospects of Digital Media

**Unit 3: Social Networking**

Theorising Networked Self

Various approaches to social networking – Blogging, Microblogging

Social Networking Platforms

Whistle blowing - Wikileaks, Panama Papers, Cambridge Analytica

**Continuous Internal Assessment**

Students are mandated to complete 5 assignments on:

* Cases Studies
* Blogging
* Report Writing

Students are also instructed to make presentation before the Academic Advisory Committee of the department.

**Course Outcomes:**

After completion of the course, students will be able:

* To get a broader perspective about digital media.
* To use preliminary information in professional setting.
* To have a detailed analysis of social media and its different mechanism.

**Reading List**

1. Introduction to Information Technology by Turban, Rainer, Potter

2. Web Journalism: Practice and Promise of a New Medium by James Glen.

3. Online Journalism: Principles and Practices of News for the Web by James C.Frost.

4. Digitizing the News: Innovation in Online Newspapers.

5. Blog: Understanding the Information Reformation That’s Changing the World by Hugh Hewitt.

6. Journalism in the 21st Century: Online Information, Electronic Databases and the News by Tom Koth (Adamantine Press Ltd.)

7. Introduction to Information Technology by Turban, Rainer, Potter.

8. Web Radio by Chris Priestman.

9. The Online Journalist by Randy Reddick, Elliot King.

10. How Internet Radio Can Change the World by Eric Lee.

**Semester III**

**PGMCM3COO1T**

**New Media and Digital Journalism**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: As per UGC guidelines and ordinance Exam Duration: 3 Hours**

**Course Objective**

* To orient students towards technical and conceptual facets of new media.
* To introduce students to online modes of storytelling.
* To facilitate students with state of the art technology to venture into the expansive digital network and its significance.
* To familiarise students with regulatory bodies and the governance of the internet.

**Unit I: New Media Ecology**

Conceptualising Digital and New Media

Static and Dynamic Platforms

Barriers to New Media: Topographical, Social and Cultural

**Unit II: New Media: Technologies, Practices and Forms**

New Media and Convergence

New Media Practices

Digital Content: Infographics, Memes, GIFs, Podcasts, User Generated Contents

**Unit III: New Media and Governance**

Internet Governance and Regulatory Frameworks

Cyber Activism and Emergence of New Publics

New Gatekeepers

Splinter Net and Digital rights

**Unit IV: Digital Journalism**

Social and Technical Contexts

Multi-mediated Contents

Trans-media Storytelling

Future Trends and Digital Analytics

**Unit V: Issues in New Media**

Traditional Vs New Media

Privacy and Security

Net Neutrality and Free Basics

Credibility of New Media: IT Act, Section 66A, Case Studies

**Continuous Internal Assessment**

Students are mandated to complete 10 assignments on:

* Digital Content Generation
* Analysing Memes
* Creating Infographics
* Digital Reporting
* Creating trans-media stories
* Case Studies

Students are also instructed to make presentation before the Academic Advisory Committee of the department.

**Course Outcomes:**

After completion of the course, students will be able:

* To decipher nuances of new media and implement it in the practical world of the media industry.
* To develop contents for various platforms of new media.
* To assess various regulatory frameworks of new media in professional world.

**Readings List:**

1. Hand Book of New Media by Lievrouw, Leah A. and Livingstone, S.
2. New Media and Internet Activism: From The Battle of Seattle to Blogging by Kahn, R and D Kellner.
3. New Media: A Critical Introduction by Martin Lister, Jon Dovey, Seth Giddings, Iain Grant and Kieran Kelly.
4. India’s Information Revolution: A Critique by Gill, S.S.
5. The Face of The Future: Biometric Surveillance and Progress by Rana Das Gupta in The Citizen of Everyday Life
6. The Network Society, Social Aspects of the New Media by Van Dijk, Jan.
7. The Information Age: An Anthology on Its Impact and Consequences by David S. Alberts, Daniel S.
8. New Media: The Key Concepts by Nicholas Gane and David Beer.
9. al.
10. New Media from Borges to HTML by Manovich, Lev.
11. The Rise of the Network Society by Castells, Manuel.

**PGMCM3C005T**

**Communication Research**

**Credits: 04** **Max Marks: 100**

**Total Lecture Hours: As per UGC guidelines and ordinance Exam Duration: 3 Hours**

**Course Objective**

* To develop research aptitude among students.
* To orient them to place communication research within a theoretical framework.
* To introduce the students with various qualitative and quantitative techniques of research and how to implement them appropriately.
* To familiarise students with ethical aspects and unethical practices in research and its repercussions.

**Unit 1: Conceptualising Research**

Foundations of Research: Concept and Construct

Inductive, Deductive & Abductive Method

Types of Research – Descriptive & Analytical, Pure & Applied, Quantitative & Qualitative, Conceptual & Empirical

**Unit 2: Qualitative Research**

Sampling Methods in Qualitative Research

Qualitative Techniques: Observation, Participant Observation, Ethnography, In-depth Interviews, Case Studies, Focus Group Discussion, Textual Analysis

Recent Developments in Qualitative Research - Cyberspace as a new Field of Research

Software for Qualitative Data Analysis – NVivo

**Unit 3: Quantitative Research**

Measurement – Types, Scales, Reliability, Validity and Triangulation

Variables – Independent, Dependent and their importance

Sampling Methods in Quantitative Research

Major Quantitative Techniques– Survey, Content Analysis, Interview schedules, Questionnaire, Opinion Polls, Online surveys

Software for Quantitative Data Analysis – Excel, SPSS, R

**Unit 4: Research Design**

Formulating Research Problem and Objectives

Reviewing Literature

Hypothesis/ Research Questions

Research Design, Data Collection and Data Analysis

Interpretation and presentation of Results

Referencing and citation – APA, MLA, Chicago

Curating Research Studies

**Unit 5: Ethical Consideration**

Informed Consent, Privacy

Anonymity & Confidentiality

Plagiarism, Self-plagiarism, Paraphrasing

Issues of Copyright

**Continuous Internal Assessment**

Students are mandated to complete 10 assignments on:

* Writing Hypothesis
* Writing Abstract
* Designing research methodology
* Designing questionnaire
* Collecting Data
* Analysing Data
* Writing Research Proposals

Students are also instructed to make presentation before the Academic Advisory Committee of the department.

**Course Outcomes:**

After completion of the course, students will be able:

* To implement appropriate research methodology to a given research problem.
* To know and use various qualitative and quantitative techniques of research which could be relevant to communication research
* To understand the value of original research and ethical practices needed to produce them.

**Reading List:**

1. Media and Communication Research: An Introduction to Qualitative and Quantitative Approaches by Berger, A.
2. Social Research Methods by Bryman , Alan.
3. Research Methodology, Concepts and Cases by Chawla Deepak and Neena Sondhi.
4. Research Methods in the Social Sciences by David, Chava Nachmias.
5. Mass Communication Research Methods by Hsia, H J.
6. Research Methodology- Methods and Techniqes by Kothari, C R and Gaurav Garg.
7. Computer in Social Science Research by Mishra S K, J C Binwal.
8. Mass Media Research: An Introduction by Wimmer, Roger D and Dominick,Joseph R.
9. Research Methodology by Ram Ahuja.
10. Research Methodology by R.N. Mukherjee.

**PGMCM3C006T**

**Development Communication**

**Credits: 04** **Max Marks: 100**

**Total Lecture Hours: As per UGC guidelines and ordinance Exam Duration: 3 Hours**

**Course Objective**

* To make students understand the concept of development from various perspectives and approaches.
* To provide them with theoretical background of development communication.
* To sensitise them towards developmental issues.
* To make them aware about potential of development communication in resolving issues of development.

**Unit 1: Concept and Theories of Development**

Conceptual Framework of Development

Sociological Perspective, Political Perspective, Economic Perspective, Psychological Perspective

Approaches to Development: Charity, Needs Based, Rights Based

Indian Perspective: Gandhi, Nehru and Ambedkar

**Unit 2: Development Communication**

Concepts of Development Communication

Dominant, Dependency, Critical, Liberation Theology

Role of Folk and Legacy Media in National Development:

Relevant Case Studies

**Unit 3: Development Issues and Media**

Debates on Disparity, Poverty and Unemployment

Marginalisation (Gender, Caste, Community, Religion, Region, Race)

Transgression of Human Rights

Relevant Case Studies

**Unit 4: Participatory Approaches to Development Communication**

Development Support Communication and Historical Context

Issues in Participatory Communication -Agriculture, Public Health, Education, Environment

International Developmental Agencies, MDGs, SDGs

Community Media for Development

ICTs for Development, Social Marketing

**Unit 5: Development and Advocacy Journalism**

Development Journalism: Concept and Objectives

Role of Government and Civil Society

Designing Developmental Content for Media

**Continuous Internal Assessment**

Students are mandated to complete 10 assignments on:

* Writing Report
* Case Study
* Designing campaign
* Planning social marketing

Students are also instructed to make presentation before the Academic Advisory Committee of the department.

**Course Outcomes:**

After completion of the course, students will be able:

* To understand development and its pros and cons.
* To implement development communication strategies to resolve the concerned issues.
* To contribute to the development journalism by using acquired skills.

**Reading List:**

1. Communication for Development in the Third World: Theory and Practice by Melkote, Srivinas R.
2. International and Development Communication: A 21st – Century Perspective by Mody, Bella. (ed.).
3. Nair and Shirley White (eds.) Perspectives on Development Communication, Sage, New Delhi, 1993.
4. Social Marketing: Strategies for changing Public Behaviour by Kotler P., Roberto E.L.
5. Diffusion of Innovations by Rogers E.M.
6. India's Communication Revolution: From Bullock Carts to Cyber Marts by Rogers E. M., Singhal A.
7. Communication and Sustainable Development by Servaes J., Malikhao, P.
8. Communication for Development and Social Change by Servaes, J., ed.
9. Combating AIDS Communication Strategies in Action by Singhal A. and Rogers E.M.
10. Methods for Development Work and Research: A Guide for Practitioners by Britha Mikkelsen.

**PGMCM3E002T**

**Audio-Visual Production**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: As per UGC guidelines and ordinance Exam Duration: 3 Hours**

**Course Objective:**

* To introduce students to professional handling of Camera, mixing of audio-video components, Direction, Lighting and Editing.
* To make students aware of production and post-production technique.
* To thoroughly train them with mechanical and creative processes of audio-visual production.
* To prepare students to become professional TV producer.

**Unit 1: Basics of Audi-Visual Production**

Ideation

Research/Budgeting

Production (Shoot Schedule)

Post Production

**Unit 2: Techniques and processes of Writing/Interviewing**

Writing for audio-visual

News Writing, Feature Writing

Fiction writing

Techniques of collating Actuality, Bytes, Vox-pop and full-fledged interviews

**Unit 3: Audio Production**

Techniques of Recording

Usage of various microphones

Nuances of audio timeline

Multi-track audio editing

News Packages and News Bulletin

**Unit 4:** **Video Production**

Mixing of audio-visual

Shooting with precision

Importing, Mastering and Exporting

Multi-track video editing

News Packages and News Bulletin

**Unit 5:** **Processes of Documentary Film Production**

Ideation/Timeframe

Narrative Script/Non-narrative Script

Recce/Shoot

Postproduction

**Continuous Internal Assessment:**

Students are mandated to complete 10 assignments on:

* OB report (Campus)
* 30 Minutes News Bulletins
* Documentary Production
* Hardcore Interviews
* PCR
* Editing

Students are instructed to upload these assignments on departmental website. Students are also instructed to present them before the Academic Advisory committee of the department.

**Course Outcomes:**

After completion of this course, students will be able:

* To become professional broadcaster.
* To become proficient in audio-video editing.
* To understand process of field production.

**Reading List:**

1. Making Media: Foundations of Sound and Image Production by Jan Roberts-Breslin

2. The Television Handbook by Holland, P

3. Television Production Handbook by Herbert Zettl

4. India on Television by Nalin Mehta

5. An Introduction to Writing for Electronic Media by Robert B. Musburger

6. Broadcast News: Writing, Reporting and Producing by Ted White and Frank Bernas

7. Shooting TV News: Views from Behind the Lens by Rich Underwood

8. Nonlinear Editing: Storytelling, Aesthetics and Craft by Bryce Button

9. Video Editing: A Post Production Primer by Steven E. Browne

10. Broadcast Management in India: Major Guidelines and Policy Frameworks by Angela Wadia

**PGMCM3E003T:**

**Print Production Techniques**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: As per UGC guidelines and ordinance Exam Duration: 3 Hours**

**Course Objective**

* To make students aware about the wider principles of graphics and design.
* To provide then understanding of elements of newspaper designing and its challenges.
* To develop their aesthetic sense of newspaper make up.
* To gather knowledge about various printing methods used since early days of printing till date.

**Unit 1: Design: Principles and Graphics**

Aesthetics of Designing: Art, Communication Art and Graphics

Functions of Graphic Communication

Design: Concept, Elements and Objectives of Designing

Principles of Designing: Balance, Contrast, Rhythm, Unity, Harmony

**Unit 2: Principles of Graphics**

Visualization Principles

Typography: Structure, Design and Functions

Visual Images in Designing

Colours in Design: Properties, Functions and Scheme

**Unit 3: Newspaper Design and Layout Plan**

Newspaper Design Elements: Advertisements, Text, Headlines, Pictures

Components of Newspaper Design: Flags, Masthead, Headlines, Initial Letters,

Ornaments and Border

Layout Planning of Dummy and Newspaper

Rules: Column Rule, Cut-off Rule, Window, Folio

Unit 4: Newspaper Format and Makeup

Newspaper Format: Broadsheet, Tabloid and Magazine

Significance of Make-up

Page Make-up: Front, Editorial, Section and Color Pages

Challenges and Limitations of Newspaper Make-up

**Unit 5: Printing Processes**

Development of Printing Technologies

Newspaper Printing Methods: Relief, Planography, Intaglio or Gravure, Screen Printing

Desktop Publishing

Software in layout Design: Pagemaker, Quark Express, Coral Draw, Photoshop, In-design, Scribus

**Continuous Internal Assessment**

Students are mandated to complete 10 assignments on:

* Producing tabloid
* Designing broadsheet
* Reporting
* Editing
* Analysing various printing processes

Students are also instructed to make presentation before the Academic Advisory Committee of the department.

**Course Outcomes:**

After completion of the course, students will be able:

* To produce tabloid and broadsheets by using designing software.
* To apply the learning of newspaper designing and make up in real industry set up.
* To compare various printing methods and use them appropriately as per need.

**Reading List:**

Albert Book and Dennes Schiel, Fundamentals of Copy & Layout (USA: National Text Book Company, 1997)

Klepner L. Michael, The Handbook of Digital Publishing (Pentice Hall 2000)

NN Sarkar, Designing Print Communication (New Delhi: Sagar Publication, 1998)

Sherr Leslie H & David J Kajd: Design for Response, (Rockport Publishers 1998)

Wagner Jon, Images of Information (New Delhi: Sage Publications, 1979

Hodgson, F.W. A Handbook of Modern Newspaper Editing and Production (London: Focal Press, 1987)

Strunk, Willliam, Elements of Style (MacMillan).

Ferguson, Rowena. (1976). Editing the Small Magazine, Columbia.

George, T.J.S. (1989). Editing: A Handook for the Journalist, IIMC, New Delhi.

N.N. Sarkar. Art and Production.

**PGMCM3I001T**

**Online Communication**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: As per UGC guidelines and ordinance Exam Duration: 3 Hours**

**Course Objective**

* To understand the world of online communication and its relevance.
* To analyse the contents of the online media and its impact.
* To assess the growth of internet and its expansive reach.
* To learn different skills for online media like content creation and its dissemination.

**Unit 1: Introduction to Online Communication**

Conceptualising Online

History and Growth of Online Media

Nature and Function

National & International Context

**Unit 2: Writing for Online Media**

Legal Dimension of Online Writing

Process of online writing

Essentials of Editing

Online Storytelling

**Unit 3: Online Content**

Process of generating online content

Online content for Websites, E-Newsletters

Online content for Podcasts & Vodcasts

**Unit 4: News for Online media**

E – Newspaper, E – Magazines

Webcasting, Podcasting, Internet Radio

Online Interview

Opinion writing: Blogging, Micro-blogging

**Unit 5: Convergence**

Convergence of Mass Media

Digitalization versus Democratization

Mobile media: Use of Apps

Consumers, Producers and Prosumers

**Continuous Internal Assessment**

Students are mandated to complete 10 assignments:

* Blog writing
* Micro-blogging
* Podcasting
* Webcasting
* Vodcasting
* Report writing
* Editing

They will also be instructed to make presentation before the Academic Advisory Committee of the department.

**Course Outcomes:**

After completion of the course, students will be able:

* To have a thorough understanding of online media.
* To be able to incorporate the learning in their day-to-day life.
* To have a broader perspective of online networking and its gamut of information.

**Readings List:**

1. New literacies: Changing knowledge in the classroom by Lankshear, C., & Knobel, M.
2. Digital literacy by Gilster, P.
3. The age of social transformation by Drucker, P.F.
4. Knowledge capitalism: Business, work and learning in the new economy by Burton-Jones, A.
5. Language and symbolic power by Bourdieu, P. (G. Raymond & M. Adamson, Trans.).
6. Learning from text: A multidimensional and developmental perspective. In M.L. Kamil, P.B. Mosenthal, P.D. Pearson, & R. Barr (Eds.) by Alexander, P.A., & Jetton, T.L.
7. Handbook of reading research by Mahwah, NJ.
8. Virtual Freedom: Net Neutrality and Free Speech in the Internet Age by Dawn C. Nunziato.
9. New Media from Borges to HTML by Manovich, Lev.
10. De Certeau, Michel. (2011) The Practice of Everyday Life. University of California Press.

**Semester IV**

**PGMCM4C00I**

**Internship**

**Credits: 04 Max Marks: 100**

**Course Objective:**

The Students will have to undergo a four-week internship with a media organization, during which they will be able to gain practical experience in media industry. This would also help the students in liasioning with the media people.

***The students will submit a report on their internship and a daily activity diary of internship period. They will be evaluated on the basis of these submissions.***

***The students will also produce one media product, based on whatever he/she has learnt during internship and submit it to the department.***

***Each student will be examined by a panel of two internal teachers (Constituted by the Chairperson of the Dept.) based on the report of the External Media Organization and media product submitted to the department.***

**PGMCM4C005D**

**Dissertation**

**Credits: 08 Max Marks: 200**

**Course Objective**

In order to inculcate research understanding and implementing the theories and techniques of research methodology taught in third semester, dissertation is being introduced in the fourth semester, in which each student under the supervision of one faculty member, will write a dissertation under the limit of 15000-20000 words on a chosen topic which would be approved by departmental committee. The students would present their dissertation to the departmental committee for evaluation.

***Each student will select in consultation with the faculty a topic for research. The students should conduct independent study under the supervision of a guide assigned to the student.***

***It is essential in this study that the students employs appropriate research methodology and generate some new insight.***

**PGMCM4C006T:**

**Media Discourse**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: As per UGC guidelines and ordinance Exam Duration: 3 Hours**

**Course Objective**

* To develop sound theoretical understanding of discourses related to media.
* To orient them towards various approaches to discourse in order to develop theoretical framework around media related issues.
* To develop critical thinking among the students on the basis of theoretical and conceptual knowledge of discourse.
* To familiarise students with various facets of media discourse.

**Unit 1: Introduction to Discourse**

Conceptualising Discourse

Text, In-text, Sub-text, Context

Recursivity and Discursivity

**Unit 2: Approaches to Discourse**

Structuralist

Post-Structuralist

Marxist

Feminist

**Unit 3: Media as Discourse**

Representation of Identity

Production and Consumption

Regulation

**Unit 4: Themes of Discourses**

Simulacrum

Pastiche

Inter-textuality

Meta-narrative

Spectacle

Rhyzome

**Unit 5:**

Media and Mediatization

Media and Subalternism

Media and Nation

**Continuous Internal Assessment**

Students are mandated to complete 10 assignments on:

* Writing Report
* Analysing Media issues
* Case Study

Students are also instructed to make presentation before the Academic Advisory Committee of the department.

**Course Outcomes:**

After completion of the course, students will be able:

* To implement appropriate theoretical approach in analysing media issues.
* To know and use various facets of media discourse in deciphering the underlying meaning of content.
* To develop the critical, innovative and independent thinking.

**Reading List:**

1. The Media Monopoly by Bagdikian,Ben H.
2. Manufacturing Consent: The Political Economy of the Mass Media by Chomsky, Noam and Herman.
3. Capitalism and Communication: Global Culture and the Economics of Information by Garnham, Nicholas.
4. Medium is the Message by McLuhan, M.
5. McQuail’s Mass Communication Theory by McQuail, Denis.
6. Media Discourses: Analysing Media Text by Donald Matheson.
7. Critical Models Interventions and Catchwords by Theodor W. Adorno.
8. Communication as Culture by James W. Carey.
9. Michel Foucault in Routledge Critical Thinkers by Sara Mills.
10. Jacques Derrida in Routledge Critical Thinkers by Nicholas Royle.

**PGMCM4E004T**

**Data Journalism**

**Credits: 04** **Max Marks: 100**

**Total Lecture Hours: As per UGC guidelines and ordinance Exam Duration: 3 Hours**

**Course Objective**

* To make students aware about the relevance of data in journalism.
* To provide them understanding of use of data in/by new media.
* To acquaint the students with rights and responsibilities of data journalists.
* To provide them an overview of challenges and opportunities of data journalism.

**Unit 1: Introduction to Data Journalism**

Conceptualising Data Journalism

Role of Data in Journalism

Science & Significance of Data

Data Journalism as discipline

**Unit 2: New Media and Data Journalism**

Blogs, Micro-blogs and Citizen Journalists

Information Exchange and its flow

Data and New Media Network

Investigative Journalism and Data Journalism

**Unit 3: Rights in Data Journalism**

Obligations in Journalism

The Free Press

Free Press Network

Responsibilities of Journalists

**Unit 4: Data Visualisation**

Visual Basis: Elements, Composition and Principles

Effective ways of visualising Data

Tools of visualisation: Info-graphics, Timeline, Interactive map

Telling stories with data and visuals

**Unit 5: Future and Scope of Data Journalism**

Scope in Data Journalism

Challenges in the profession

Credibility of data Journalists

Future and Opportunities

**Continuous Internal Assessment**

Students are mandated to complete 10 assignments on:

* Writing data based report
* Creating blog
* Creating micro blogs
* Data scraping
* Case studies

Students are also instructed to make presentation before the Academic Advisory Committee of the department.

**Course Outcomes:**

After completion of the course, students will be able:

* To use data visualisation techniques in writing stories based on data.
* To do data scraping from various new media sources.
* To implement the principles and techniques of data journalism with full awareness of their rights and duties.

**Reading List:**

1. [The Anti 9-5 Guide by Michelle Goodma](http://erclk.about.com/?zi=3/2oH2)n
2. Starting Your Career as a Freelance Writer by Moira Allen
3. My So-Called Freelance Life by Michelle Goodman
4. On Writing by Stephen King
5. The Well-Fed Writer by Peter Bowerman
6. Only As Good As Your Word by Susan Shapiro
7. How to Work as a Freelance Journalist Paperback by Marc Leverton
8. Everything You Wanted to Know About Freelance Journalism by  [Kavitha Rao](http://www.amazon.in/s?_encoding=UTF8&field-author=Kavitha%20Rao&search-alias=stripbooks) and  [Charukesi Ramadura](http://www.amazon.in/s?_encoding=UTF8&field-author=Charukesi%20Ramadurai&search-alias=stripbooks)i
9. Freelance Journalism by  [Saxena](http://www.amazon.in/s?_encoding=UTF8&field-author=Saxena%20R&search-alias=stripbooks) R
10. Professional Journalism by M. V. Kamath

**PGMCM4E002T**

**Film Appreciation**

**Credits: 04 Max. Marks: 100**

**Total Lecture: As per UGC guidelines and ordinance Exam Duration: 3 Hours**

**Course Objective**

* To familiarise students with various aspects of the film and its significance.
* To gain knowledge on various film theories.
* To trace the evolution of cinema and its different phases.
* To analyse films by emphasising on its narrative, performances and technicalities.

**Unit 1: Introduction to film**

Theme, Story and Screenplay

Cinematic Terms

Cinematography and Editing – Time and Space

Shot, Set and Design, Lighting

Sound/Music

**Unit 2: Forms/Genres of Film**

Feature Films/Short Films, Avant Garde/ Experimental, Documentary/Cinema,Verite/Direct Cinema

Thematic Genres: Action, Film Noir, Comedy, Tragedy, Horror, Mythological, Historical, Social, Science Fiction, Fantasy

**Unit 3: Evolution of Films**

Introduction to World Cinema

Introduction to Indian Cinema

Silent Era, Talkie Era, Studio Era

Pioneers of Cinema

**Unit 4: Milestone of Indian Cinema**

Golden Era, Post Golden Era

New Wave and post liberalisation

Emergence of Studio System

Stardom System

**Unit 5: Review of Films**

Plot, Character, Dialogue, Situation and Technology

Critical Film Review (Multiplex, OTT)

Pioneer Film Reviewers

**Continuous Internal Assessment**

Students are mandated to complete 10 assignments on:

* Review Writing
* Film Analysis
* Reporting on Films

Students are also instructed to make presentation before the Academic Advisory Committee of the department.

**Course Outcomes:**

After completion of the course, students will be able:

* To understand relevant theories in analysing films.
* To gain basic knowledge on film making.
* To write film reviews for various media.

**Reading List:**

1. The Ontology of the Photographic Image by Andre Bazin.
2. A Dialectic Approach to Film Form by Sergei Eisenstein.
3. Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films by Tom Gunning.
4. Classical Hollywood Cinema: Narrational Principles and Procedures by David Bordwell.
5. Notes on Film Noir by Paul Schraeder.
6. The Cult of the Auteur by Robert Stam.
7. Heavenly Bodies: Film Stars and Society by Richard Dyer.
8. The Moment of Disaggregation by Madhava Prasad.
9. The Actor as Parallel Text in Bombay Cinema by Vijay Mishra, Peter Jeffery and Brian Shoesmith.
10. The Panoramic Interior by Ranjani Mazumdar.

**PGMCM4I002T:**

**Media Writing**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: As per UGC guidelines and ordinance Exam Duration: 3 Hours**

**Course Objective**

* To introduce various writing styles and techniques to the students.
* To provide them understanding of basic elements of writing.
* To develop their skills in writing for different media.
* To make them understand the importance of translation and train them for it.

**Unit 1: Introduction to Writing**

Rhetoric Modes

Grammar & Style of Writing

Stylebook & Research

**Unit 2: Types of Media Writing**

News Writing

Feature Writing

Review Writing

Edit Page Writing

**Unit 3: Specialized Writing**

Technical Writing

Business Writing

Science and Sports Writing

Developmental Writing

**Unit 4: Writing for Media**

Writing for Newspapers and Magazines

Writing Broadcast Copies

Writing Ad Copies

Online Writing

**Unit 5: Translation**

Approaches to Translation

Translating Fiction and Nonfiction text

Literal and Figurative Translation

Texts in Translation

**Continuous Internal Assessment**

Students are mandated to complete 10 assignments on:

* News Writing
* Feature Writing
* Review Writing
* Opinion Writing
* Specialized report writing
* Broadcast copy writing
* Ad copy writing
* Online writing
* Translation

Students are also instructed to make presentation before the Academic Advisory Committee of the department.

**Course Outcomes:**

After completion of the course, students will be able:

* To use various writing styles and techniques in professional world.
* To write copies for broadcast, print and web.
* To translate any given fiction or non-fiction text with professional approach.

**Reading List:**

1. The Language of the News by Martin Conboy
2. Producing Online News: *Stronger Skills, Stronger Stories* by Ryan M. Thornburg
3. Reaching Audiences: *A Guide to Media Writing* by Katherine C. Mcadams & Jan Johnson Elliot
4. Feature Writing for Journalists by Sharon Wheeler
5. Language and Media by Alan Durant & Marina Lambrou
6. Writing for the Mass Media by Stovall, James Glen
7. Writing and producing for Television and Film by Esta De Fossard & John Riber
8. Magazine article writing - substance and style by Rinehart and Holt
9. Writing for visual media by Anthony Friedman
10. The Didactics of Audiovisual Translation by Jorge Díaz-Cintas
11. REFERENCES

Mass Communication Theory: An Introduction by Denis Mcquail

Critical Terms for Media Studies by WJT Mitchell & Mark B.N. Hansen

Setting the Agenda: The Mass Media and Public Opinion by Maxwell McCombs

Critical Media Studies: An Introduction by Brian L. Ott & Robert L. Nack

Political Economy of Communication in India by Pradip Ninan Thomas

Media Studies: The Essential Resource by Sarah Casey Benyahia, Abigail Gardner, Philip Rayner & Peter Wall

The Basics of Communication: A relational Perspectives by Steve Duck, David T. McMahan

The Dynamics of Political Communication: Media & Politics in Digital Age by Richard M. Perloff

Key Themes in Media Theory by Dan Laughey

M.V. Kamath, The Journalists Handbook, Vikas Publishing House, New Delhi, 1995.

George, T.J.S. Editing: A Handbook for the Journalist, IIMC, New Delhi, 1989.

Rogers, Geoffrey. Editing for Print, Mocdonald Book, 1993.

Hodgson, F.W. Subediting: A Hand book of Modern Newspaper Editing & Production, Focal Press, London, 1987.

Frguson, Rowena. Editing the Small Magazine, Columbia, 1976.

Strunk, William (Jr.). Elements of Style, MacMillan, (Revised by EB White).

George A. Hough, Writing, Kanishka Publishers, New Delhi, 1998.

Jan R. Hakemulder, Fay A.C. de Jonge and P.P. Singh, Reporting and Editing, Anmol Publications, New Delhi, 1998.

Economist Style Book

PTI Style book

The Society of the Spectacle by Debord, G.

People, Society and Mass Communications by Dexter, Lewis A. & David M White. eds.,

Media and Cultural Studies: Keyworks by Durham, Meenakshi G and Douglas M. Kellner

Introduction to Communication Studies by Fiske, John.

Power, truth, strategy by Foucault, M.

Production of Culture/ Cultures of Production by Gay, P. du ed.

Culture, Communication and Political Economy by Golding, P and Murdock, G

Capitalism and Communication: Global Culture and the Economics of Information by Garnham, Nicholas.

Media and Conflict: Framing Issues, Making Policy, Shaping Opinions Hardcover by Eytan Gilboa (Editor).

Narrating the Nation: Representations in History, Media and the Arts by Ed. Stefan Berger, Linas Eriksonas, Andrew Mycock.

Making Media: Foundations of Sound and Image Production by Jan Roberts-Breslin

Audio Basics, Stanley Alten, Cengage Advantage Books

Broadcast Journalism by Boyd Andrew

News production: Theory and Practice by Machin, David & Niblock, Sarah

Radio Production by Robert McLeish

Radio Programme Production: A Manual for Training by Richard Aspinall

Programme Making for Radio by Jim Beaman

The Radio programme: planning, producing, presenting by Howard Gough

The Media Student’s Guide to Radio Production by Bob Gilmurray

Introduction to Radio: Production and Programming by Michael H. Adams, and Kimberly K. Massey

Journalism in India by Rangaswami Parthasarthy.

History of Indian Journalism by J. Natrajan.

India’s Newspaper revolution: Robin Geofrey

4- Capitalism, Politics and the Indian Language Press by Kumar Baghchi.

5- Journalism: Who, What, When, Where, Why and How; James Glen Stovall, PHI Learning Pvt. Ltd.

Journalism: A very short introduction by Ian Hargreaves, Oxford

Journalism: A Beginners Guide; Sarah Niblock; One World Oxford

Imprint of the Raj: How fingerprinting was born in colonial India by Sengoopta, C.

The Gramophone comes to India: Indian Music and the West by Farrell, G.

The Press in India: A new History by Raghavan, G.N.S.

Mass communication in India by Keval J. Kumar.

Television in India: Satellites, Politics and Cultural Change, Ed. by Nalin Mehta.

Freedom of Press: Under the Indian Constitution by BR Sharma.

Introduction to the Constitution of India by DD Basu.

Makers of Modern India, Ed. by Ramachandra Guha.

Press Laws and Media Ethics by Anil K. Dixit.

Law of the Press by DD Basu.

The Muzzled Press by KS Padhy.

Journalistic Ethics by PK Menon.

Indian Journalism: Keeping It Clean by Alok Mehta.

When News was New by TerhiRantanen.

Making Media: Foundations of Sound and Image Production by Jan Roberts-Breslin

The Television Handbook by Holland, P

Television Production Handbook by Herbert Zettl

India on Television by Nalin Mehta

An Introduction to Writing for Electronic Media by Robert B. Musburger

Broadcast News: Writing, Reporting and Producing by Ted White and Frank Bernas

Shooting TV News: Views from Behind the Lens by Rich Underwood

Nonlinear Editing: Storytelling, Aesthetics and Craft by Bryce Button

Video Editing: A Post Production Primer by Steven E. Browne

Broadcast Management in India: Major Guidelines and Policy Frameworks by Angela Wadia

Albert Book and Dennes Schiel, Fundamentals of Copy & Layout (USA: National Text Book Company, 1997)

Felton George, Advertising: Concept and Copy (New Jersey: Printice Hall, 1994) –

Landa Robin, Advertising by Design (John Wiley & Sons 2000)

Lester Paul Martin, Visual Communication, Images with Messages (Australia: Wadsworth Thomson Learning, 2000)

Subrouto Paul (ed), Brand power (London MacMillan Press, 1994)

Sengupta, Subrato, Brand Positioning: Strategies for Competitive Advantage (New Delhi: Tata McGraw Hill Co. 1990)

Valladares (JD), The craft of copy writing ( New Delhi, 2000)

Jaishri Jethwaney, Corporate Communication- Principles and Practice ( OUP: New Delhi, 2010)

Pitman Jackson: Corporate communication for managers (UK: Pitman Publishing, 1987

Mario Pricken. Creative Advertising: Ideas and Techniques from the World’s Best Campaigns

Alexander, A, et al. (2004). Media Economics: Theory and Practice, Lawrence Erlbaum.

Doyel, G. (2002). Media Ownership: The economics and politics of convergence and concentration in the UK and European Media, Sage, Thousand Oaks.

Doyel, G. (2002). Understanding Media Economics, Sage, Thousand Oaks.

G. Picard, R. G. (2002). Media Firms: Structures, Operations and Performance, Lawrence Erlbaum.

R. (2002). Cultural Goods and the Limits of the Market, St. Martin’s Press, New York.

Adorno, T.W. and Horkheimer, M. (1944). The Culture Industry: Enlightenment as Mass Deception, New York, Herder and Herder.

Golding, P and Murdock, G (1991). Culture, Communication and Political Economy, Edward Arnold, London.

McQuail, Denis. (2000). McQuail’s Mass Communication Theory, Sage: London.

Mosco, V. (1996). The Political Economy of Communication: Rethinking and Renewal. Sage: London.

Khandekar, V. Kohli. (2012). The Indian Media Business. Fourth Edition.

Introduction to Information Technology by Turban, Rainer, Potter

Web Journalism: Practice and Promise of a New Medium by James Glen.

Online Journalism: Principles and Practices of News for the Web by James C.Frost.

Digitizing the News: Innovation in Online Newspapers.

Blog: Understanding the Information Reformation That’s Changing the World by Hugh Hewitt.

Journalism in the 21st Century: Online Information, Electronic Databases and the News by Tom Koth (Adamantine Press Ltd.)

Introduction to Information Technology by Turban, Rainer, Potter.

Web Radio by Chris Priestman.

The Online Journalist by Randy Reddick, Elliot King.

How Internet Radio Can Change the World by Eric Lee.

Hand Book of New Media by Lievrouw, Leah A. and Livingstone, S.

New Media and Internet Activism: From The Battle of Seattle to Blogging by Kahn, R and D Kellner.

New Media: A Critical Introduction by Martin Lister, Jon Dovey, Seth Giddings, Iain Grant and Kieran Kelly.

India’s Information Revolution: A Critique by Gill, S.S.

The Face of The Future: Biometric Surveillance and Progress by Rana Das Gupta in The Citizen of Everyday Life

The Network Society, Social Aspects of the New Media by Van Dijk, Jan.

The Information Age: An Anthology on Its Impact and Consequences by David S. Alberts, Daniel S.

New Media: The Key Concepts by Nicholas Gane and David Beer.

al.

New Media from Borges to HTML by Manovich, Lev.

The Rise of the Network Society by Castells, Manuel.

Albert Book and Dennes Schiel, Fundamentals of Copy & Layout (USA: National Text Book Company, 1997)

Klepner L. Michael, The Handbook of Digital Publishing (Pentice Hall 2000)

NN Sarkar, Designing Print Communication (New Delhi: Sagar Publication, 1998)

Sherr Leslie H & David J Kajd: Design for Response, (Rockport Publishers 1998)

Wagner Jon, Images of Information (New Delhi: Sage Publications, 1979

Hodgson, F.W. A Handbook of Modern Newspaper Editing and Production (London: Focal Press, 1987)

Strunk, Willliam, Elements of Style (MacMillan).

Ferguson, Rowena. (1976). Editing the Small Magazine, Columbia.

George, T.J.S. (1989). Editing: A Handook for the Journalist, IIMC, New Delhi.

N.N. Sarkar. Art and Production.

Communication for Development in the Third World: Theory and Practice by Melkote, Srivinas R.

International and Development Communication: A 21st – Century Perspective by Mody, Bella. (ed.).

Nair and Shirley White (eds.) Perspectives on Development Communication, Sage, New Delhi, 1993.

Social Marketing: Strategies for changing Public Behaviour by Kotler P., Roberto E.L.

Diffusion of Innovations by Rogers E.M.

India's Communication Revolution: From Bullock Carts to Cyber Marts by Rogers E. M., Singhal A.

Communication and Sustainable Development by Servaes J., Malikhao, P.

Communication for Development and Social Change by Servaes, J., ed.

Combating AIDS Communication Strategies in Action by Singhal A. and Rogers E.M.

Methods for Development Work and Research: A Guide for Practitioners by Britha Mikkelsen.

New literacies: Changing knowledge in the classroom by Lankshear, C., & Knobel, M.

Digital literacy by Gilster, P.

The age of social transformation by Drucker, P.F.

Knowledge capitalism: Business, work and learning in the new economy by Burton-Jones, A.

Language and symbolic power by Bourdieu, P. (G. Raymond & M. Adamson, Trans.).

Learning from text: A multidimensional and developmental perspective. In M.L. Kamil, P.B. Mosenthal, P.D. Pearson, & R. Barr (Eds.) by Alexander, P.A., & Jetton, T.L.

Handbook of reading research by Mahwah, NJ.

Virtual Freedom: Net Neutrality and Free Speech in the Internet Age by Dawn C. Nunziato.

New Media from Borges to HTML by Manovich, Lev.

De Certeau, Michel. (2011) The Practice of Everyday Life. University of California Press.

The Media Monopoly by Bagdikian,Ben H.

Manufacturing Consent: The Political Economy of the Mass Media by Chomsky, Noam and Herman.

Capitalism and Communication: Global Culture and the Economics of Information by Garnham, Nicholas.

Medium is the Message by McLuhan, M.

McQuail’s Mass Communication Theory by McQuail, Denis.

Media Discourses: Analysing Media Text by Donald Matheson.

Critical Models Interventions and Catchwords by Theodor W. Adorno.

Communication as Culture by James W. Carey.

Michel Foucault in Routledge Critical Thinkers by Sara Mills.

Jacques Derrida in Routledge Critical Thinkers by Nicholas Royle.

[The Anti 9-5 Guide by Michelle Goodma](http://erclk.about.com/?zi=3/2oH2)n

Starting Your Career as a Freelance Writer by Moira Allen

My So-Called Freelance Life by Michelle Goodman

On Writing by Stephen King

The Well-Fed Writer by Peter Bowerman

Only As Good As Your Word by Susan Shapiro

How to Work as a Freelance Journalist Paperback by Marc Leverton

Everything You Wanted to Know About Freelance Journalism by  [Kavitha Rao](http://www.amazon.in/s?_encoding=UTF8&field-author=Kavitha%20Rao&search-alias=stripbooks) and  [Charukesi Ramadura](http://www.amazon.in/s?_encoding=UTF8&field-author=Charukesi%20Ramadurai&search-alias=stripbooks)i

Freelance Journalism by  [Saxena](http://www.amazon.in/s?_encoding=UTF8&field-author=Saxena%20R&search-alias=stripbooks) R

Professional Journalism by M. V. Kamath

The Ontology of the Photographic Image by Andre Bazin.

A Dialectic Approach to Film Form by Sergei Eisenstein.

Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films by Tom Gunning.

Classical Hollywood Cinema: Narrational Principles and Procedures by David Bordwell.

Notes on Film Noir by Paul Schraeder.

The Cult of the Auteur by Robert Stam.

Heavenly Bodies: Film Stars and Society by Richard Dyer.

The Moment of Disaggregation by Madhava Prasad.

The Actor as Parallel Text in Bombay Cinema by Vijay Mishra, Peter Jeffery and Brian Shoesmith.

The Panoramic Interior by Ranjani Mazumdar.

The Language of the News by Martin Conboy

Producing Online News: *Stronger Skills, Stronger Stories* by Ryan M. Thornburg

Reaching Audiences: *A Guide to Media Writing* by Katherine C. Mcadams & Jan Johnson Elliot

Feature Writing for Journalists by Sharon Wheeler

Language and Media by Alan Durant & Marina Lambrou

Writing for the Mass Media by Stovall, James Glen

Writing and producing for Television and Film by Esta De Fossard & John Riber

Magazine article writing - substance and style by Rinehart and Holt

Writing for visual media by Anthony Friedman

The Didactics of Audiovisual Translation by Jorge Díaz-Cintas