1. PROGRAMME MATRIX - 2017

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

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| --- |
|  **Semester 1** |
| **Course Code** | **Course Title** | **Credit** | **CIA** | **MSE** | **ESE** | **Total****Marks** |
|  | **CORE COURSES** |  |  |  |  |  |
| PGMCM1C001T | Mass Communication: Concepts and Theories | 4 | 25 | 25 | 50 | 100 |
| PGMCM1C002T | Print Media: Reporting and Editing | 4 | 25 | 25 | 50 | 100 |
| PGMCM1C003T | Radio Journalism  | 4 | 25 | 25 | 50 | 100 |
|  | **ELECTIVE COURSES** |  |  |  |  |  |
| PGMCM1E001T | Contemporary Issues and Concerns in Media  | 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 | Media Laws and Ethics | 4 | 25 | 25 | 50 | 100 |
| PGMCM2C002T | Television Journalism | 4 | 25 | 25 | 50 | 100 |
| PGMCM2C003T | Advertising, Corporate Communication and Public Relations  | 4 | 25 | 25 | 50 | 100 |
|  | **ELECTIVE COURSES** |  |  |  |  |  |
| PGMCM2E001T | Media Management | 4 | 25 | 25 | 50 | 100 |
|  | **FOUNDATION COURSES** |  |  |  |  |  |
| PGMCM2F002T | 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** |  |  |  |  |  |
| PGMCM3C004T | New Media and Digital Journalism | 4 | 25 | 25 | 50 | 100 |
| PGMCM3C005T | Communication Research | 4 | 25 | 25 | 50 | 100 |
| PGMCM3C006T | Development Communication | 4 | 25 | 25 | 50 | 100 |
|  | **ELECTIVE COURSES** |  |  |  |  |  |
| PGMCM3E002T | Integrated Marketing Communication | 4 | 25 | 25 | 50 | 100 |
| PGMCM3E003T | Print: Production Techniques | 4 | 25 | 25 | 50 | 100 |
|  | **INTERDISCIPLINARY COURSE** |  |  |  |  |  |
| PGMCM3I002T | 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** |  |  |  |  |  |
| PGMCM4C004I | Internship | 4 | 25 | 25 | 50 | 100 |
| PGMCM4C005D | Dissertation | 8 |  |  |  | 200 |
| PGMCM4C006T | Media Discourse | 4 | 25 | 25 | 50 | 100 |
|  | **ELECTIVE COURSES** |  |  |  |  |  |
| PGMCM4E004T | Freelance Journalism | 4 | 25 | 25 | 50 | 100 |
| PGMCM4E005T | Film Appreciation | 4 | 25 | 25 | 50 | 100 |
|  | **INTERDISCIPLINARY COURSE** |  |  |  |  |  |
| PGMCM4I002T | 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 for the stream.
* To provide specialized training to the students to choose their specific career path.
* To help students in their placements 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 journalists.
* To organize internship opportunities for students.
1. PROGRAMME SPECIFIC OUTCOME

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

1. COURSE OBJECTIVE

**Sem I**

**PGMCM 1C001T:**

**Mass Communication: Concepts and Theories**

**Credits: 04 Max Marks: 100 Total Lecture Hours: 40 Exam Duration: 3 Hours**

**Course Objective**

The theories and models constitute the most fundamental aspect of mass communication as an interface between normative and empirical. Communication has graduated from the simplest to the most complex form; therefore, this course brings in thorough scrutiny of prevalent theories and inculcates critical thinking in students to measure up to the reality of the world which keeps renewing itself conceptually, technologically and practically. Through the course, students will be exposed to broader contextualization of theoretical frameworks into practicability and employability.

 **PGMCM1C002T:**

**Print Media: Reporting and Editing**

**Credits:04 Max Marks: 100**

**Total Lecture Hours: 40 Exam Duration: 3 Hours**

**Course Objective**

Considered as the ‘mother’ of journalism, print media is the ‘nerve’ of our society despite the world has undergone technological revolution with a ‘claim’ that print media may give way to other forms of journalism. But like always, print is flourishing and supplying news everyday. For reporting and editing, we simply hark back to print. This course is set to provide students with understanding of news and skills related to news writing, reporting and editing. Also the structure of newsroom and its various functionaries are studied in this core course.

**PGMCM 1C003T**:

**Radio Journalism**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: 40 Exam Duration: 3 Hours**

**Course Objective**

This course builds on the basic skills required for Radio Production. The course guides students in learning theories and techniques of sophisticated radio production, including multi-track recording, mixing, signal processing, editing, mastering, creative radio production, and sound design for other media. After completion of the course, students are expected to produce broadcast-quality radio production contents in order to be able to make a niche for themselves in a lucrative media environment.

**PGMCM1C003T:**

**Contemporary Issues and Concerns in Media**

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

**Total Lecture Hours: 40** **Exam Duration: 3 Hours**

**Course Objective**: As a most illustrated performative text of society, media shapes much of the society. Globalisation and shrinking of the world have given new dimensions and fresh outlooks to analyse contents and functioning of media. Market and ethics are often at loggerheads with each other. How media structures and is structured, become an interesting area of critical discussion. This course is set to orient the students in the similar direction.

**PGMCM1F001T:**

**Introduction to Journalism**

 **Credits: 04 Max Marks: 50 Total Lecture Hours: 40 Exam Duration: 3 Hours**

**Course Objective:**

This course provides the basic skeleton of mass media as an academic discipline as well as a profession. Supplemented with detailed enquiry on the workings of various media forms and their historical contexts, the course provides deeper understanding of journalism and various implications in colonial and postcolonial setting. Also, the course seeks to orient students to the practices of journalism as well as to arm them with key perspectives of journalism.

**Semester II**

**PGMCNM2C001T: Media Laws and Ethics**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: 40 Exam Duration: 3 Hours**

**Course Objective**

Media, being the fourth pillar of democracy, follows certain basic principles in order to adhere to the norms of the society. In absence of it, media often faces an anarchic situation rupturing societal fabric therefore, it’s mandatory for the media professionals to have the knowledge of laws and ethics which regulate media This course aims to empower the future media practitioners for fearless journalism by discerning their rights and limitations as a journalist.

**PGMCM 2C002T:**

**Television** **Journalism**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: 40 Exam Duration: 3 Hours**

**Course Objective**

This course addresses the practical aspect of television journalism. It captures finer nuances of production skills such as camera operation, audio control, basic directing, lighting, and editing. Students are expected to learn all terminologies of production and post-production and use these practical, hands-on experiences in real media environment. They are also expected to become proficient in all production roles: camera operation, audio control, basic directing, lighting, and editing.

**PGMCM2C003T:**

**Advertising, Corporate Communication and Public Relations**

**Credits:04 Max Marks: 100**

**Total Lecture Hours: 40 Exam Duration: 3 Hours Course Objective**

The advertising world is a fascinating one. At the same time, it is highly competitive and challenging. Getting on to the production of an advertisement is a cumbersome process. This course aims to instill in students with creative unease that goes into the making of an advertisement. Keeping the needs of the market oriented economy, the course offers the very processes that create advertising, PR skills and corporate communication.

**PGMCM2E001T:**

**Media Management**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: 40 Exam Duration: 3 Hours Course Objective**

With the changing trend in the media industry, the role of editors is being replaced by that of managers. Instead of having a manager from hardcore management background, it is better to train people for handling media with the knowledge of intricacies of media industry. It is with this objective that the course on media management has been designed with inputs from management stream. This course also deals with economics of media and regulations and recommendations against concentration in media industry.

**PGMCM2F002T:**

**Introduction to New Media**

**Credits: 04** **Max Marks: 50**

**Total Lecture Hours: 40 Exam Duration: 3 Hours**

**Course Objective**: This course aims to examine the impact of new digital technologies on all spheres of life and arm students with fresh perspectives on the newer role of the media. The course surveys new modes of communication which are faster, easier and cheaper. Journalism has also kept pace with such revolution and extended itself to this new digital platform in the form of convergence. This course is set to offer the techniques and skills required for new media and digital journalism.

**Semester III**

**PGMCM3C004T:**

**New Media and Digital Journalism**

|  |  |
| --- | --- |
|  |  |
| **Credits: 04** |  **Max Marks: 100** |
| **Total Lecture Hours: 40** | **Exam Duration: 3 Hours** |

**Course Objective**

This course aims to examine different facets of New Media which has taken the world by storm. New media technologies are growing by leaps and bounds which has made a difference in the digital world. The different units focus on the impact of new media and associated frameworks which will make the students venture into the expansive digital world like digital gaming, content, social TV etc. In this way, the students will be encouraged to understand different facets of new media.

**PGMCM3C005T:**

**Communication Research**

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

**Total Lecture Hours: 40 Exam Duration: 3 Hours**

**Course Objective:** This course aims to instill cognitive inquisitiveness amongst students by using various processes of Research and its application in communication praxis. CommunicationResearch is a major field of inquiry where students will be engaged in discovering, interpreting or revising facts and concomitants by employing various theories, tools and techniques of research.

**PGMCM3C006T:**

**Development Communication**

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

**Total Lecture Hours: 40 Exam Duration: 3 Hours**

**Course objective**

This course is designed to unearth various dynamics of ‘Development’ in the rapidly changing socio-political scenario of India. Since media cannot be sequestered from realities surrounding world, development communication plays a most crucial part in empowerment and employment of various stakeholders. With mushrooming of civil society organisations, this course will give leeway to students to expand their interests and choose career path in a dynamically different field.

**PGMCM3E002T:**

**Integrated Marketing Communication**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: 40 Exam Duration: 3 Hours Course Objective**

Integrated marketing communications (IMC) is the practice of the current time in the field of Advertising and Public Relations. The role of advertising and other promotional mix elements are important factors of this field. Attention will be given to the various IMC tools used in contemporary marketing including advertising, direct marketing, Internet and interactive marketing, sales promotion, publicity and public relations. The process by which integrated marketing communication programs are planned, developed and executed as well as the various factors and considerations that influence this process, will be examined in this elective course and the students will learn how to develop IMC plans that connect to measurable business objectives.

**PGMCM3E003T:**

**Print: Production Techniques**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: 40 Exam Duration: 3 Hours Course Objective:** Print journalism production techniques are essential part of Print Journalism without which newspapers cannot be brought out. Producing for print media requires a deep understanding of designing, makeup, graphics and layout. The students are imparted with the designing concept, newspaper format, principles of graphics and layout of the newspapers and magazines through this elective course. Also the students will produce a tabloid and a broadsheet as the practical reflection of their learning in this course.

**PGMCM3I002T:**

**Online Communication**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: 40 Exam Duration: 3 Hours**

**Course Objective**

This course emphasizes the role of online media in the contemporary scenario. The different units on history of online communication, writing for online media, generation of online content, news and convergence will lead the students towards better understanding of online media. This will further enhance the skill of the students in forming their own opinion about the issue which is in vogue nowadays through several blogging and micro-blogging sites.

**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: 04 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: 40 Exam Duration: 3 Hours Course Objective** This course aims to decipher various meanings and agenda depicted in/through different media platforms.Media discourse is a public, manufactured, on-record form of interaction. It is not ad-hoc or spontaneous (in the same way as casual speaking or writing is). Obvious as these basic characteristics may sound, they are crucial to the investigation, description and understanding of media praxis.

**PGMCM4E004T:**

**Freelance Journalism**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: 40 Exam Duration: 3 Hours**

**Course Objective**

Freelance journalism is the most rapidly growing area in the field of journalism as it does not adheres to norms of full time employment of a media organization. With the advent of digital technology, this field is further growing with umpteen number of freelance and citizen journalists existing in the society. But who can become a freelance journalist? This course offers an interdisciplinary approach to understand various tools for becoming a freelance journalist. It is designed to orient students to different levels of freelance journalism- be it TV or Print or Web.

**PGMCM4E005T:**

**Film Appreciation**

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

**Total Lecture Hours: 40** **Exam Duration: 3 Hours**

**Course Objective**

This course aims to make students aware about the details of films and the different processes involved in it. The different units of the course emphasise on the different aspects of the filmmaking process. To make the course more comprehensive in nature, the history of cinema, its different phases and the contemporary context will be dealt in detail which will enable students analyse it in a more concrete way.

**PGMCM4E005T:**

**Film Appreciation**

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

**Total Lecture Hours: 40** **Exam Duration: 3 Hours**

**Course Objective**

This course aims to make students aware about the details of films and the different processes involved in it. The different units of the course emphasise on the different aspects of the filmmaking process. To make the course more comprehensive in nature, the history of cinema, its different phases and the contemporary context will be dealt in detail which will enable students analyse it in a more concrete way.

1. COURSE LEARNING OUTCOME
2. SYLLABUS CONTENT

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**Board of Studies in Mass communication and New Media**

**Proposed Syllabus**

Central University of Jammu, Jammu

May 2017

**Introduction**

Mass communication is a field which deals with the art and science of various communicative processes. From accessing information and participating in socio-political change, to impacting on our interpersonal relations, it’s an interface of all existing disciplines where messages are interpreted through the political, cultural, economic, semiotic, hermeneutic, technological and social dimensions of their contexts. It studies significant developments in the media and its concomitants as to how media texts are produced, distributed, regulated and consumed and how media influences society.

The Post-graduate Journalism and Mass Communication programme provides a wide array of skills and knowledge (both theoretical and practical) oriented towards a ready 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, forms 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 and with state-of-the-art technology. The programme seeks to foster acquisition of critical thinking amongst students so that they understand the relationship between the production, reception and construction of meanings in all forms of communications.

**About the Department**

Established in 2014, the Department of Mass Communication and New Media, Central University of Jammu, currently offers two years full-fledged Post-Graduate Course in Journalism and Mass Communication. It also offers four Interdisciplinary Elective Courses at Master Levels for the students of other disciplines. The department is equipped with latest innovations to excel in all academic pursuits practical applications of Mass Media. We are committed to quality education and professional development for future media practitioners in different spheres of the media and society.

**Objectives of the Department**

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

To provide specialized training to the students to choose their specific career path.

To help students in their placements 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 journalists.

To organize internship opportunities for 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 | Mass Communication: Concepts and Theories | 4 | 25 | 25 | 50 | 100 |
| PGMCM1C002T | Print Media: Reporting and Editing | 4 | 25 | 25 | 50 | 100 |
| PGMCM1C003T | Radio Journalism  | 4 | 25 | 25 | 50 | 100 |
|  | **ELECTIVE COURSES** |  |  |  |  |  |
| PGMCM1E001T | Contemporary Issues and Concerns in Media  | 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 | Media Laws and Ethics | 4 | 25 | 25 | 50 | 100 |
| PGMCM2C002T | Television Journalism | 4 | 25 | 25 | 50 | 100 |
| PGMCM2C003T | Advertising, Corporate Communication and Public Relations  | 4 | 25 | 25 | 50 | 100 |
|  | **ELECTIVE COURSES** |  |  |  |  |  |
| PGMCM2E001T | Media Management | 4 | 25 | 25 | 50 | 100 |
|  | **FOUNDATION COURSES** |  |  |  |  |  |
| PGMCM2F002T | 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** |  |  |  |  |  |
| PGMCM3C004T | New Media and Digital Journalism | 4 | 25 | 25 | 50 | 100 |
| PGMCM3C005T | Communication Research | 4 | 25 | 25 | 50 | 100 |
| PGMCM3C006T | Development Communication | 4 | 25 | 25 | 50 | 100 |
|  | **ELECTIVE COURSES** |  |  |  |  |  |
| PGMCM3E002T | Integrated Marketing Communication | 4 | 25 | 25 | 50 | 100 |
| PGMCM3E003T | Print: Production Techniques | 4 | 25 | 25 | 50 | 100 |
|  | **INTERDISCIPLINARY COURSE** |  |  |  |  |  |
| PGMCM3I002T | 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** |  |  |  |  |  |
| PGMCM4C004I | Internship | 4 | 25 | 25 | 50 | 100 |
| PGMCM4C005D | Dissertation | 8 |  |  |  | 200 |
| PGMCM4C006T | Media Discourse | 4 | 25 | 25 | 50 | 100 |
|  | **ELECTIVE COURSES** |  |  |  |  |  |
| PGMCM4E004T | Freelance Journalism | 4 | 25 | 25 | 50 | 100 |
| PGMCM4E005T | Film Appreciation | 4 | 25 | 25 | 50 | 100 |
|  | **INTERDISCIPLINARY COURSE** |  |  |  |  |  |
| PGMCM4I002T | Media Writing | 4 | 25 | 25 | 50 | 100 |
| **Total** |  | **24** | **100** | **100** | **200** | **600** |

**Semester I**

**PGMCM 1C001T:**

**Mass Communication: Concepts and Theories**

**Credits: 04 Max Marks: 100 Total Lecture Hours: 40 Exam Duration: 3 Hours**

**Course Objective**

The theories and models constitute the most fundamental aspect of mass communication as an interface between normative and empirical. Communication has graduated from the simplest to the most complex form; therefore, this course brings in thorough scrutiny of prevalent theories and inculcates critical thinking in students to measure up to the reality of the world which keeps renewing itself conceptually, technologically and practically. Through the course, students will be exposed to broader contextualization of theoretical frameworks into practicability and employability.

**Unit 1: Introduction to Communication**

Conceptualizing Communication

History of Communication

Forms and types of Communication

 Communication as Science, Social Science and Arts

**Unit 2: Theories and Models of Communication**

Development of Communication Models

Important models of Communication

Use of Communication theories and Models

Normative Theory of Press

**Unit 3: Media Effects Theories**

Lasswell’s Chain of Communication

Agenda Setting and Social Functions of Media

Cultivation, Uses and Gratification and Two-Step Flow

McLuhan’s Medium as Message & Innis’ Bias of Communication

**Unit 4: Critical Theories**

William’s Cultural Form & Habermas’ Public Sphere

Hall’s Encoding and Decoding & Ideology of News

Benjamin’s Mechanical Reproduction

Adorno’s Culture Industry

**Unit 5: Communication & Political Economy**

Anderson’s Imagined Communities

Gramsci’s Hegemony

Althusser’s Ideological State Appartuses

Chomsky’s Manufacturing Consent

 **Reading List:**

1. Mass Communication Theory: An Introduction by Denis Mcquail

2. Mass Communication in India by Keval J. Kumar

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

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

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

6. Political Economy of Communication in India by Pradip Ninan Thomas

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

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

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

10. Key Themes in Media Theory by Dan Laughey

**PGMCM1C002T:**

**Print Media: Reporting and Editing**

**Credits:04 Max Marks: 100**

**Total Lecture Hours: 40 Exam Duration: 3 Hours**

**Course Objective**

Considered as the ‘mother’ of journalism, print media is the ‘nerve’ of our society despite the world has undergone technological revolution with a ‘claim’ that print media may give way to other forms of journalism. But like always, print is flourishing and supplying news everyday. For reporting and editing, we simply hark back to print. This course is set to provide students with understanding of news and skills related to news writing, reporting and editing. Also the structure of newsroom and its various functionaries are studied in this core course.

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

Evolution and Changing Concept of News

Relationship between Information and News

Elements of News and News Sense

Accuracy, Fairness and Objectivity in News

**Unit 2: News Reporting**

Sources and their relevance in reporting

News Gathering Process

Structure of News: Inverted Pyramid

Types of reporting: Based on Beats and Bureau

**Unit 3: Writing for Print**

Writing news beyond inverted pyramid

Elements of good writing

Feature: Writing to be read

Opinion writing

**Unit 4: News Editing**

Editing: Role, Objectives and Importance

Editing Process: News selection and Placement

Editorial Vocabulary and Symbols

Editorial Values and Challenges

**Unit 4: Editorial Functions**

Headlines: Kinds, Techniques, Styles

Process of Copy Editing

News Room Structure and Functionaries

Structure and Functions of News Bureau

**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

**PGMCM 1C003T**:

**Radio Journalism**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: 40 Exam Duration: 3 Hours**

**Course Objective**

This course builds on the basic skills required for Radio Production. The course guides students in learning theories and techniques of sophisticated radio production, including multi-track recording, mixing, signal processing, editing, mastering, creative radio production, and sound design for other media. After completion of the course, students are expected to produce broadcast-quality radio production contents in order to be able to make a niche for themselves in a lucrative media environment.

**Unit 1: Basics of Radio Journalism**

Science of Electronic Communication

Fundamentals of audio and sound

Functions and organizational structure of Radio Station

AM and FM, Public, Private and Community Radio

**Unit 2: Genres of Radio Programming**

Formats of Radio Programmes

Writing and editing for different formats

Writing for voice dispatches: Bytes and Outside Broadcast (OB) copy

Anchoring & Recording for Radio

**Unit 3: Studio and field production**

Live news, Voice dispatches

Live reporting

Radio bridge program production

Special Election Coverage

**Unit 4: Radio Studio**

Chain Digital Studio Mixer

Portable Audio Mixers Microphones – Designs, Categories and Applications

Audio studio - Off air and on air

Audio Workstations – Nuendo, Avid, Pro tools and others

**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

News Bulletin/Magazine

**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

**PGMCM1C003T:**

**Contemporary Issues and Concerns in Media**

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

**Total Lecture Hours: 40** **Exam Duration: 3 Hours**

**Course Objective**: As a most illustrated performative text of society, media shapes much of the society. Globalisation and shrinking of the world have given new dimensions and fresh outlooks to analyse contents and functioning of media. Market and ethics are often at loggerheads with each other. How media structures and is structured, become an interesting area of critical discussion. This course is set to orient the students in the similar direction.

**Unit 1: Public Opinion**

Public opinion and Democracy: James Bryce and Walter Lippmann

Media culture and cultural product

Media organization, media content and Effect on market

Cultural integration and cultural pollution

**Unit 2: Media Ownership**

 Media Ownership Patterns

 Concentration in Media: Duopoly, Oligopoly and Monopoly

Cross Media Holding and its Regulation

Political alliance of media

**Unit 3: Politics, Economics and Sociology of News**

Making Sense of News

Paid news syndrome

Fragmentation of audience

Journalism: Issues and Contemporary Debates

 Future of News and Journalism

**Unit 4: Media, War and Conflict**

Conflict: External and Internal

Local, national and international media during conflict

National Media and challenges of Conflict Reporting

Peace Journalism

**Unit 5: Media and Society**

Human Rights and Media

Media and Gender, Religion, Culture

 Media and Ecology

**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.

**PGMCM1F001T:**

**Introduction to Journalism**

 **Credits: 04 Max Marks: 50 Total Lecture Hours: 40 Exam Duration: 3 Hours**

**Course Objective:**

This course provides the basic skeleton of mass media as an academic discipline as well as a profession. Supplemented with detailed enquiry on the workings of various media forms and their historical contexts, the course provides deeper understanding of journalism and various implications in colonial and postcolonial setting. Also, the course seeks to orient students to the practices of journalism as well as to arm them with key perspectives of journalism.

**Unit 1: Journalism: Concept, Nature, Scope, Aims and Objectives and Functions**

Elements of Journalism

Journalism in Changing Times

**Unit-2: Journalism as a Profession;**

Journalists: Their roles and Responsibilities;

Careers in Journalism

**Unit 3: Types of Journalism**

Mainstream Journalism

Alternative Journalism

Citizen Journalism

Yellow Journalism

**Unit 4: Evolution of Global Media**

History and Development of Print Media

Growth and development of Radio and Television

Evolution of New Media

**Unit 5: History of Mass Media in India**

Evolution of Newspapers in India: Pre independence

Growth of Newspapers in India: Post Independence

First and Second Press Commission: Main findings

Evolution, Growth and Expansion of Radio and TV channels in India

Evolution and growth of News Agencies: National and International

**Unit 6: Makers of Indian Journalism**

Prominent journalists: Pre Independence era

Milestones in Indian Journalism: Post Independence

Contemporary Trends in English and Hindi News Media

Media in Jammu & Kashmir

**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: Media Laws and Ethics**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: 40 Exam Duration: 3 Hours**

**Course Objective**

Media, being the fourth pillar of democracy, follows certain basic principles in order to adhere to the norms of the society. In absence of it, media often faces an anarchic situation rupturing societal fabric therefore, it’s mandatory for the media professionals to have the knowledge of laws and ethics which regulate media This course aims to empower the future media practitioners for fearless journalism by discerning their rights and limitations as a journalist.

**Unit 1: Introduction to Media Laws**

Media Laws: Rational, Principles and Evolution

Normative Theories of Media Laws

Media Laws in the Age of Globalization

Media Economy and Media Laws

**Unit 2: Indian Constitution: Key Features**

Federal system of Governance

Fundamental Rights and Duties

Directive Principles of State Policy

Various Bodies of Democracy and Media

**Unit 3: Laws and Provisions related to Journalism and Media**

Freedom of Speech and Expression,

Important Acts and Laws related to Media :-

* Working Journalist Act
* Press Council Act
* PrasharBharti Act
* IT Act

**Unit 4: Media Regulation**

Debates and Controversies related to Media Regulation

Regulation of Broadcast, Press and Web

State Regulation, Self-Regulation, Co-Regulation

Press Ombudsman: Readers Editor

**Unit 5: Media Ethics**

Principles of Ethics

Journalistic Values: Concept, Importance and Debates

Journalists Code of Conduct

Media Ethics and Role of Different Media Organizations

**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 RamachandraGuha.
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: 40 Exam Duration: 3 Hours**

**Course Objective**

This course addresses the practical aspect of television journalism. It captures finer nuances of production skills such as camera operation, audio control, basic directing, lighting, and editing. Students are expected to learn all terminologies of production and post-production and use these practical, hands-on experiences in real media environment. They are also expected to become proficient in all production roles: camera operation, audio control, basic directing, lighting, and editing.

**Unit 1: TV Journalism**

Basics of Audio-Visual Communication

Various formats of Broadcast reports

Writing to visuals

Techniques of Interview

**Unit 2: TV Production** **Technology**

Television systems

Broadcasting and Distribution

Competing broadcast technologies

Lighting and Shots

**Unit 3: Process of TV Production**

Basics of field production

Studio production concepts

Outside Broadcast Production

Mega productions and international events

**Unit 4: TV News Production**

News flow management

News room computer systems

Broadcast Archiving Systems

Integrating Sources & Panel Production

**Unit 5: TV News Editing & Presentation**

Organizational structure of TV news channel

Structuring a TV news program

Packaging news capsules and live inputs

TV news presentation

**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: 40 Exam Duration: 3 Hours Course Objective**

The advertising world is a fascinating one. At the same time, it is highly competitive and challenging. Getting on to the production of an advertisement is a cumbersome process. This course aims to instill in students with creative unease that goes into the making of an advertisement. Keeping the needs of the market oriented economy, the course offers the very processes that create advertising, PR skills and corporate communication.

**Unit 1: Advertising**

Advertising Concept, Principles and Relevance

Evolution and Growth 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 and Corporate communication**

The Evolution of PR and CC

Elements of Corporate Communication

Organizational Communications

CC/PR in brand building

**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

Public 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

Laws and Ethics in PR: Role of PRSI and IPRA

**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: 40 Exam Duration: 3 Hours Course Objective**

With the changing trend in the media industry, the role of editors is being replaced by that of managers. Instead of having a manager from hardcore management background, it is better to train people for handling media with the knowledge of intricacies of media industry. It is with this objective that the course on media management has been designed with inputs from management stream. This course also deals with economics of media and regulations and recommendations against concentration in media industry.

**Unit1: Media Management**

Concept and Theories of Management

Organizational Behaviour

Human Resources in Media

Complexities of Managing Media

**Unit 2: Media Economics**

Overview of Economics of Media industry

Economics of Scale, Economics of Scope

Budgeting in Media

Economics of Convergence

**Unit 3: Media Ownership**

Ownership Patterns in Media

Organizational structure of Media Organizations

Ownership of Media and Objectivity

Owners of Various Media Organizations

Apex Bodies: DAVP, INS and ABC

**Unit 4: Media Expansion**

Cross Media Expansion and Mono Media Expansion

Horizontal and Vertical Integration

Diagonal Integration in Media

Recent 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

Press Commissions on Indian Newspaper Management Structure

**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: 04** **Max Marks: 50**

**Total Lecture Hours: 40 Exam Duration: 3 Hours**

**Course Objective**: This course aims to examine the impact of new digital technologies on all spheres of life and arm students with fresh perspectives on the newer role of the media. The course surveys new modes of communication which are faster, easier and cheaper. Journalism has also kept pace with such revolution and extended itself to this new digital platform in the form of convergence. This course is set to offer the techniques and skills required for new media and digital journalism.

**Unit 1: Components of New media**

 Basic information related to computer

 Network, Server, Work Station, Modem

Internet in India: Development, Future and Challenges

Prominent News Portal and Search Engine

**Unit 2: New Media**

 New Media: Concept, Characteristics and Nature of medium

Digital Divide

 New Media and Convergence

 New Media and future of Traditional Mass Media

**Unit 3: Social Networking**

 Social Networking Sites and Journalism

 Facebook, Instagram, Blogging

Social Messaging and Journalism: Twitter Phenomenon

Phenomenon of Wikileaks

**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**

**PGMCM3C004T:**

**New Media and Digital Journalism**

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| --- | --- |
|  |  |
| **Credits: 04** |  **Max Marks: 100** |
| **Total Lecture Hours: 40** | **Exam Duration: 3 Hours** |

**Course Objective**

This course aims to examine different facets of New Media which has taken the world by storm. New media technologies are growing by leaps and bounds which has made a difference in the digital world. The different units focus on the impact of new media and associated frameworks which will make the students venture into the expansive digital world like digital gaming, content, social TV etc. In this way, the students will be encouraged to understand different facets of new media.

**Unit I: Introduction to New Media Framework**

New Media Ecology

Trans-media Narratives across multiple media

Platforms: Static and Dynamic form

**Unit II: New Media: Impact, Technologies, Practice and Forms**

The New Media Practitioners

New Media Practice & Convergence

Disseminating Digital Content: Social TV, Video conferencing

Digital Cinema: New Media Fiction & New Media Documentary

**Unit III: New Media and Governance: Social Shaping**

Internet Governance & Regulatory Frameworks

Cyber Activism: Definition and Concept

Barriers to New Media: Economy, Gender, Geography

Opportunities in New Media

**Unit IV: Social Media**

Dynamics of Social Media Network: Characteristics

Growing Personal Sphere and Online Communities

Social Media as platform for Marketing, Advertising and Online Revenue

Future Trends: Social media and Digital Analytics

**Unit V: Issues in New Media**

Traditional Media Vs New Media

Cyber Crimes and Security

 Net Neutrality

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

**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 Introductionby 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: 40 Exam Duration: 3 Hours**

**Course Objective:** This course aims to instill cognitive inquisitiveness amongst students by using various processes of Research and its application in communication praxis. CommunicationResearch is a major field of inquiry where students will be engaged in discovering, interpreting or revising facts and concomitants by employing various theories, tools and techniques of research.

**Unit 1: Introduction to Research**

Research: Concept and Objective, Role and scope

Process and Characteristics of Research

Basic Elements of Research

Socio-Political context of Communication Research

**Unit 2: Types of Research**

Historical Research, Pure and Applied Research

Scientific Research, Exploratory Research

Participatory Research, Action Research

Qualitative and Quantitative Research

**Unit 3: Research Design**

Defining Research Design

Area of Research, Title, Problem, Hypothesis,

Review of Literature

**Unit 4: Qualitative and Participatory Tools and Techniques**

Audience research

Sampling Techniques

Tools and Techniques: Participatory and Ethnographic Research

**Unit 5: Data Analysis and Interpretation**

Content Analysis, Questionnaire, Schedule, Interview, Opinion Poll

Data Analysis: Verification, Coding, Analysis and Interpretation

Use of SPSS in research

Report Writing

**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: 40 Exam Duration: 3 Hours**

**Course objective**

This course is designed to unearth various dynamics of ‘Development’ in the rapidly changing socio-political scenario of India. Since media cannot be sequestered from realities surrounding world, development communication plays a most crucial part in empowerment and employment of various stakeholders. With mushrooming of civil society organisations, this course will give leeway to students to expand their interests and choose career path in a dynamically different field.

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

Conceptual Framework of Development

Theories of Development

Role of Government and Civil Society in Development

Rights based Approach to Development: Education, Food, Employment and Health

**Unit 2: Development Communication**

Concept and Theories of Development Communication

Role of Communication in Development

Approaches to Development Communication

**Unit 3: Development Issues and Media**

Media, Social Change and Development Issues – Gender, Human Rights, Social Inclusion (Marginalised Communities)

Mass Media and Globalisation

Media and National Development

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

Development Support Communication and its Historical Context

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

Development Communication and International Developmental Agencies, SDGs

ICT for Development

**Unit 5: Development and Advocacy Journalism**

Development Journalism: Concept and Objectives

Evolution and Scope of Development Journalism

Practice of Development and Advocacy Journalism

**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:**

**Integrated Marketing Communication**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: 40 Exam Duration: 3 Hours Course Objective**

Integrated marketing communications (IMC) is the practice of the current time in the field of Advertising and Public Relations. The role of advertising and other promotional mix elements are important factors of this field. Attention will be given to the various IMC tools used in contemporary marketing including advertising, direct marketing, Internet and interactive marketing, sales promotion, publicity and public relations. The process by which integrated marketing communication programs are planned, developed and executed as well as the various factors and considerations that influence this process, will be examined in this elective course and the students will learn how to develop IMC plans that connect to measurable business objectives.

**Unit 1: Introduction and Overview**

Concept of IMC

Creating an Integrated Marketing Communication Plan

Components of IMC: Advertising tools, Promotional tools, Integration tools

The importance of IMC

**Unit 2: Promotions opportunity analysis**

Competitive analysis

Opportunity analysis

Target market analysis

Customer analysis

Positioning analysis

**Unit 3: Establishing communication budget**

The percentage of sales method

The meet-the-competitive method

The “what we can afford” method

The objective and the task method

Budgeting expenditure

**Unit 4: Marketing Communication**

The Marketing concept

The Communications mix and Marketing Mix

Market Research, Segmentation, Positioning and Targeting - Media and vehicle selection

Emerging communication Environment

**Unit 5: Corporate Image and brand management**

The Corporate Image

Promoting the desired image

Branding

Brand management

**Reading List:**

Designing and Managing Integrated Marketing Communication- Philip Kotler and Lane Keller**.**

Marketing Communications: Interactivity, Communities and Content - Fill C.

Integrated Marketing Communication - Pickton D & Broderick A.
Marketing Communications - Egan J.
The Essentials of Marketing Communications - Blythe.
Advertising & Promotion: An Integrated Marketing Communications Approach - Hackley C.
Advertising Creative: Strategy, Copy, Design - Altstiel, T. & Grow, J.

Advertising - Jethwaney Jaishri.

Marketing Strategy Masterclass - Fifield, P
Strategic Marketing - Cravens & Piercy

**PGMCM3E003T:**

**Print: Production Techniques**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: 40 Exam Duration: 3 Hours Course Objective:** Print journalism production techniques are essential part of Print Journalism without which newspapers cannot be brought out. Producing for print media requires a deep understanding of designing, makeup, graphics and layout. The students are imparted with the designing concept, newspaper format, principles of graphics and layout of the newspapers and magazines through this elective course. Also the students will produce a tabloid and a broadsheet as the practical reflection of their learning in this course.

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

Aesthetics of Designing: Art, Communication Art and Graphics

Functions of Graphic Communication

Design: Concept, Basic Elements and Objectives of Designing

Basic 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

Various Parts of Newspaper Design: Flags, Masthead, Headlines, Initial Letters, Ornaments and Border

Layout Planning of Newspapers and Dummy

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

Unit 4: Newspaper Format and Makeup

Newspaper Format: Full format, Tabloid and Magazine

Make-up: Need and Importance

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 and its Importance

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

**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.

**PGMCM3I002T:**

**Online Communication**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: 40 Exam Duration: 3 Hours**

**Course Objective**

This course emphasizes the role of online media in the contemporary scenario. The different units on history of online communication, writing for online media, generation of online content, news and convergence will lead the students towards better understanding of online media. This will further enhance the skill of the students in forming their own opinion about the issue which is in vogue nowadays through several blogging and micro-blogging sites.

**Unit 1: Introduction to Online Communication**

Online Communication: the concept

History and growth of online media

Nature and Function of Online Communication

Online communication in India: Contemporary scenario

**Unit 2: Writing for Online media**

Process of online writing

Essentials of Editing

Online Publishing

Cyber Laws

**Unit 3: Generating Online Content**

Process of generating online content

Online content for Websites, E-Newsletters

 Online content for Podcast

**Unit 4: News for Online media**

E – Newspaper, E – Magazines

Web casting, Pod Casting, Internet Radio

Computer assisted Online Interview

Opinion writing on online media: Blogging, Micro-blogging

**Unit 5: Convergence**

Convergence of different mass media

Digitalization versus Democratization

Mobile media: Use of Apps

Consumers, Producers and Prosumers

**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: 04 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: 40 Exam Duration: 3 Hours Course Objective** This course aims to decipher various meanings and agenda depicted in/through different media platforms.Media discourse is a public, manufactured, on-record form of interaction. It is not ad-hoc or spontaneous (in the same way as casual speaking or writing is). Obvious as these basic characteristics may sound, they are crucial to the investigation, description and understanding of media praxis.

**Unit 1: Communication Discourse**

Introduction to Discourse

Intercultural Communication

Semiotics and Communication

**Unit 2: Media and Ideology**

Role of Ideologies in Understanding the Media

Prominent Ideologies in Media Discourse

Media and Cultural Imperialism: McDonaldization, Culture Industry

Political Economy, Hegemony, Manufacturing Consent and Public sphere

**Unit 3: Media and Gender**

Feminism and Media

First and Second Waves of Feminism

Mulvey’s Male Gaze & Butler’s Gender Trouble

Post-feminism and the Third wave

**Unit 4: Communication Thinkers**

Classical Thinkers: Lasswell, Mc Luhan, Cantril etc.

Contemporary Thinkers: Noam Chomsky, Christian Fuchs, Edward S. Herman, John A. Lent, Graham Murdock, Vincent Mosco etc.

Critical Thinkers: Stuart Hall, Raymond Williams, Althusser’ ISA etc.

**Unit 5: Media and Postmodernity**

Baudrillard: Hyperreality and Simulation

Boorstin and Debord: the Image and the Spectacle

Jameson: Pastiche and Intertextuality

Lyotard: the Decline of Metanarratives

The Information Society

**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:**

**Freelance Journalism**

**Credits: 04 Max Marks: 100**

**Total Lecture Hours: 40 Exam Duration: 3 Hours**

**Course Objective**

Freelance journalism is the most rapidly growing area in the field of journalism as it does not adheres to norms of full time employment of a media organization. With the advent of digital technology, this field is further growing with umpteen number of freelance and citizen journalists existing in the society. But who can become a freelance journalist? This course offers an interdisciplinary approach to understand various tools for becoming a freelance journalist. It is designed to orient students to different levels of freelance journalism- be it TV or Print or Web.

**Unit 1: Freelance Journalism**

Concept and Practice of Freelance Journalism

Qualities of a good freelancer

Knowing the industry: Readers and Market

Pitching: Writing pitch letter

Working with editors

**Unit 2: Print Content**

Generating story ideas

Feature writing and Interviews

Specialised writing

**Unit 3: Broadcast Content**

Structure and Characteristics

Basic camera Learning

Dealing with Audio

Writing for Visuals and Sound

**Unit 4: Web Content**

Writing for multimedia

Citizen Journalism

Tracking Social Media

**Unit 5: Rights and Responsibilities**

Laws related to Media

Privileges and Duties of Freelancer

Ethical Dimensions

Freelancing and its relationship with mainstream Media

**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

**PGMCM4E005T:**

**Film Appreciation**

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

**Total Lecture Hours: 40** **Exam Duration: 3 Hours**

**Course Objective**

This course aims to make students aware about the details of films and the different processes involved in it. The different units of the course emphasise on the different aspects of the filmmaking process. To make the course more comprehensive in nature, the history of cinema, its different phases and the contemporary context will be dealt in detail which will enable students analyse it in a more concrete way.

**Unit 1: Grammar of film**

Frame, Shot, Scene, Sequence

Dialogue, Script Writing, Screenplay

The Camera Movements and Point of view

Sound, Editing and Mise-en-scene

**Unit 2: Early Cinema**

Early Cinema and the Studio Era

The Pioneers of World Cinema

The Silent Era

Hollywood and World Cinema

**Unit 3: Indian Cinema: The Beginnings**

Phalke and Swadeshi Enterprise

The eminent filmmakers of Indian Cinema

The Early Genres: Social, Mythological

Films after the onset of sound: the talkies

**Unit 4: Indian Cinema and different phases**

The Golden 1950s

The Bachchan Phenomenon: 1970 onwards

Films after Globalisation: the 1990s

Contemporary Hindi Cinema: the pioneers of niche films

**Unit 5: Film Appreciation: Approaches to Seeing**

Critical viewing of three films and its cinematic appreciation

**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: 40 Exam Duration: 3 Hours**

**Course Objective**

This course is an introduction to various writing styles and techniques. As an interdisciplinary course, it bridges the gap between professional and amateur writers. This gives a comprehensive framework and hands-on experience to students to write effectively and imaginatively for broadcast, print and web media. Since the world keeps renewing itself in the wake of new technologies, the role of writing becomes crucial to such changes.

**Unit 1: Introduction to Writing**

Modes of Discourse, Rhetoric

Genres of Writing

Grammar & Style of Writing

Stylebook & Research

**Unit 2: Types of Writing in Media Environment**

News Writing

Feature Writing

Writing Reviews

Edit Page Writing

**Unit 3: Specialized Writing**

Technical Writing

Business Writing

Science and Sports Writing

Developmental Writing

**Unit 4: Writing for Different 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

**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

**Department of Mass Communication and New Media**

**Syllabus for PhD Course work in Mass Communication and New Media (As per UGC Minimum Standards and Procedure for Award of M.Phil/Ph.D.Degree Regulation,2016 )**

**(Academic Session 2017-18)**

**Semester: I Duration:Six Month**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Course Code | Course Title | Credit | Marks | Teaching Hours | Continuous Internal Assessment | End semester Examination |
| Ph.D MCNM 101 | Research Methodology and Computer Applications  | 4 | 100 | 40 | 25 | 75 |
| Ph.D MCNM 102 | Media Discourse | 4 | 100 | 40 | 25 | 75 |
| Ph.D MCNM 103 | Development Communication | 4 | 100 | 40 | 25 | 75 |
| **Grand Total** | **12** | **300** | **120** | **75** | **225** |

**Ph.D MCNM 101: Research Methodology and Computer Applications Credit 4**

**Unit I:** Introduction to Research

Research: Concept and Objectives – Scope and Significance, Basic Elements of Research.

Types of Research in Social Sciences, Inductive and Deductive Reasoning in Research,Scientific Research, Experimental Research, Participatory Research, Action Research, Socio-Political Context of Research, Theoretical Framework and Analytical Framework, Qualitative and Quantitative Research, Case Study Method and FGD(Focus Group Discussion).

**Unit II**: Research Design

Area of Research, Selection of the research problem, Title, Formulation of Hypothesis , Literature Review, Preparation of Synopsis

**Unit III.** Tools and Techniques

Questionnaire, Schedule, Interview, Observation, Peoples Meter, Diary Writing, Area Study, Telephone Survey, Online Survey, Opinion Poll, Exit Poll.

Statistics in Communication Research (Measure of Central Tendency, Co-relation , T-Testing and Chi Square), Probability and Non Probability Sampling (Concept and Types), Method of Research: Survey Research, Exploratory Research and Observation Research, Variables, Data Collection and Data Analysis, Validity and Reliability of Tools, Survey Research.

**Unit IV: Computer Applications & Report Writing**

Fundamentals of Computer Application, Use of Digital Tools for Media Research, Report Writing: Purpose, Steps and Reference & Documentation.

**Ph.D MCNM 102: Media Discourse Credit 4**

**Unit I: Mass Media and Ideology**

Role of Ideology in Understanding the Mass Media

Prominent Ideologies in Media studies: Critical Theory, Political Economy of Mass Media, Multiculturalism and Structuralism.

**Unit II:** **Contemporary Media Discourse**

Hegemony (Gramsci), Cultural Industry (Adorno), Public Sphere (Habermas), Public Opinion (Walter Lippman), Medium is the Message (Mc Luhan), Agenda Setting (Mc Comb), Manufacturing Consent/ Propaganda Model (Noam Chomsky).

**Unit III: Media Ownership**

Media Ownership Pattern, Cross Media Holding and its Regulations, Diversity and Pluralism in Media.

**Ph.D MCNM 103: Development Communication Credit 4**

**Unit I:** Concept of Development Communication, Theories of development Communication, Prominent Theoreticians, Approaches to Development Communication.

**Unit II:** Development Communication and Mass Media, Role of Government in Development, Development Communication and National-Global Agencies.

**Unit III:** Communicating Development, Communication gaps in Development Programmes, Development Scene in India: Issues and Challenges.

**Unit IV:** Rural and Urban Development, Development for Marginalised Communities, Case Studies in communication for Development.

**Ph.D MCNM 104: Review of Literature and Presentations Credits- 4**

**Unit-1:** Reviewing three thesis’s on Media – (Ph.D. awarded thesis’s)

**Unit-2**: Reading 10 Research Papers on Media related topics

**Unit-3:** Reading of 5 books related to the area, the researcher wants to study

**Unit-4:** Presentations

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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

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Programme Making for Radio by Jim Beaman

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

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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.

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

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

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

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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 RamachandraGuha.

Press Laws and Media Ethics by Anil K. Dixit.

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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.

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The Rise of the Network Society by Castells, Manuel.

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Social Research Methods by Bryman , Alan.

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