CENTRAL UNIVERSITY OF SOUTH BIHAR

Course Structure

Master of Arts in Journalism and Mass Communication

(MAJMC) Degree Programme

(Effective from the Academic Session 2018-2019)

Department of Mass Communication and Media

School of Media, Arts and Aesthetics

Minutes of the meeting of the Board of Studies (BoS), Department of Mass Communication & Media

Held on: 09th and 10th July, 2018

A meeting of the Board of Studies of the Department of Mass Communication & Media, School of Media, Arts and Aesthetics was held on 09th and 10th July, 2018 in the Department. The following members were present.

Dr. Atish Prashar, Dean (I/C) & Head	Convener
Prof. Dr. G. P Pandey , AUS	External member
Dr. Ram Kumar, CUSB, Patna	Cognate member
Prof. T. B. Singh, CUSB, Patna	Cognate member
Dr. Kinshuk Pathak, CUSB, Patna	Member
Dr. Sujeet Kumar, CUSB, Patna	Member
Dr. Anindya Deb, CUSB, Patna	Member

At the outset the convener welcomed the members and presented the draft structure and content of the syllabi of PG and Ph.D. Courses in Mass Communication proposed to be run from the forthcoming academic session.

On day- one (i.e. 09.07.2018) the committee reviewed and discussed the draft structure of "M.A. in Journalism and Mass Communication" and "Ph. D in Journalism and Mass Communication" courses along with academic ordinance of MAJMC. The committee suggested several changes in the structure as well as the content of the syllabi of the said courses. Further in the light of UGC notification vide no.f.5-1/2013 dated July 5. 2014, committee suggested to restructure of the existing nomenclature i.e MACMS as MAJMC to make it at par with other universities.

The revised Syllabus of the "Ph.D in Journalism and Mass Communication" course was reviewed again and the committee expressed its satisfaction. It was unanimously resolved that the attached Syllabus of the said course be recommended for further approval by the competent body/authority of the University.

On day- two (i.e. 10.07.2018) the committee reviewed and discussed the draft content of the syllabi of "M.A. in Journalism and Mass Communication" and Ph. D in Journalism and Mass Communication courses. The committee suggested to modify the structure of the syllabus of MAJMC course in accordance with the choice based credit system recommended by the University Grants Commission. Accordingly, the structure was modified and the courses were allocated into Core, Elective, and Skill Enhancement Courses along with SWAYAM courses. Further few new courses under the said categories were also proposed and included in the syllabus.

The revised Syllabi of the "M.A. in Journalism and Mass Communication" course was reviewed again and the committee expressed its satisfaction and resolved that the attached Syllabi of the said courses be recommended for further approval by the competent body/authority of the University.

The meeting ended with thanking external members and internal members for giving their valuable inputs and time.

Dr. Atish Prashar

Prof. Dr. G. P Pandey

Prof. T. B. Singh

Dr. Ram Kumar

Dr. Kinshuk Pathak

Dr. Sujeet Kumar

Dr. Anindya Deb

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ORDINANCE AND REGULATIONS GOVERNING

MASTER OF ARTS IN JOURNALISM AND MASS COMMUNICATION (MAJMC) DEGREE PROGRAMME OF CENTRAL UNIVERSITY OF SOUTH BIHAR UNDER CHOICE BASED CREDIT SYSTEM

(Effective from Academic Session 2018-19)

Under the powers conferred by The Central Universities Act, 2009- section 28(1) (b)], as amended, Central University of South Bihar, hereby, institutes the four semester Post Graduate Degree Programme for the Award of Master of Arts in Journalism and Mass Communication (MAJMC) Degree by the Department of Mass Communication and Media under the School of Media, Arts and Aesthetics of the University under the choice based credit system. The following ordinance for governing admission, course of study, examinations and other matters relating to MAJMC. Degree under Department of Mass Communication and Media of the Central University of South Bihar are hereby laid to come in force w e f. the Academic Session 2018-19 onwards till further amended.

1. Definitions of Key Words:

1.1 **'Choice-Based Credit System (CBCS)'**: The CBCS provides choice for the students to select course from the prescribed courses (Elective or Soft-skill courses). It provides a 'cafeteria' approach in which the students can take courses of their choice, learn at their own pace, study additional courses and acquire more than the minimum required credits, and adopt an inter-disciplinary approach to learning.

1.2 **'Academic Year'**: Two consecutive (one odd + one even) semesters shall constitute one academic year.

1.3 **'Course'**: Course, usually referred to as paper having specific title and code number, is a component of a Programme. It consists of a list of topics /points /concepts /theories /principles etc. which a student has to learn and master during the Programme of study. Each Course generally shall be of 04 credits. Each course should define the learning objectives/ learning outcomes. A course may be designed to be delivered through lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/ term papers/assignments /presentations / self-study work etc., or a combination of some of these.

1.4 **'Course Teacher'**: The course teacher generally will be the teacher who has primarily conceived the course, developed its contents, taken up the responsibility of teaching it and evaluating the performance of the students in that course.

1.5 **'Credit'**: A unit by which the course work is measured. It determines the number of hours of instructions required per week. One credit is equivalent to one hour of teaching (lecture or tutorial) or two hours of practical work/field work per week.

1.6 **'Credit Point'**: It is the product of the grade point and the number of credits for a course.

1.7 **'Grade Point'**: It is a numerical weight allotted to each letter grade on a 10-point scale.

1.8 **'Letter Grade'**: It is an index of the performance of students in a said course. Grades are denoted by letters O, A+, A, B+, B, C, P and F. A letter grade is assigned to a student on the basis of evaluation of her/his performance in a course on a ten point scale.

1.9 **'Programme'**: An educational Programme leading to the award of a Degree, Diploma or Certificate.

1.10 **'Credit-Based Semester System (CBSS)'**: Under the CBSS, the requirement for awarding a degree or diploma or certificate is prescribed in terms of number of credits to be completed by the students.

1.11 **'Semester'**: Each Semester shall consist of 15-18 weeks of academic work equivalent to 90 actual teaching days. The odd semester may be scheduled from July to December and even semester from January to June. The credit-based semester system provides flexibility in designing curriculum and assigning credits based on the course content and hours of teaching.

1.12 **'Semester Grade- Point Average (SGPA)'**: It is a measure of performance of the work done in a semester. It is ratio of total credit points secured by a student in various courses registered in a semester and the total course credits taken during that semester. It shall be expressed up to two decimal places.

1.13 **'Cumulative Grade Point Average (CGPA)'**: It is a measure of overall cumulative performance of a student over all semesters. The CGPA is the ratio of total credit points secured by a student in various courses in all semesters and the sum of the total credits of all courses in all the semesters. It shall be expressed up to two decimal places.

1.14 **'Transcript'/ 'Grade Card' 'or Certificate'**: Based on the grades earned, a grade certificate shall be issued to all the registered students after every semester. The grade certificate will display the course details (code, title, number of credits, grade and/or marks secured) along with SGPA of that

semester.

1.15 'The University': 'The University' in this Ordinance means the Central University of South Bihar.

2. Admission and Other General Provisions:

2.1 The Programme of study leading to Master of Arts in Journalism and Mass Communication (MAJMC) Degree of Central University of South Bihar shall be of two year (Four Semesters) duration which may be completed in a maximum duration of four years (Eight Semesters).

2.2 The intake to the said PG Programme (MAJMC) shall be as decided by the UATEC/AC of the University from time to time.

2.3 The admission to the MAJMC Programme shall be governed by the provisions as laid down by the UATEC/AC of the University from time to time.

2.4 Reservation of seats for admission in MAJMC shall be as per reservation policy of Govt. of India & as notified by GOI/UGC from time to time.

2.5 In accordance with the reservation rules of GOI for admission in central higher educational institutions, reservation of seats in MAJMC are as follows.

S. No.	Category	Reservation
1	SC Candidates	15 % of the intake
2	ST Candidates	7.5% of the intake
3	OBC Candidates	27% of the intake
4	Divyang Candidates	5% of the intake *(on horizontal reservation basis)*
5	Dependents/Wards of Defence Personnel/Kashmiri Migrants/ NCC cadets	As per the GOI rules

(a) The candidates seeking admission under the above categories shall be required to fulfill the prescribed eligibility conditions of admission requirements of the programme & shall submit requisite documents in support of their claim, as prescribed by the GOI from time to time.

(b) The SC/ ST/OBC candidates must enclose attested copy of the latest caste certificate as per GOI norms along with their Admission Form/Enrolment form stating that the candidate belongs to SC/ST/OBC Category.

The following are empowered to issue SC/ST/OBC Certificates:

(i) District magistrate/ Additional District Magistrate/ Collector/ Deputy Commissioner/ Addl. Deputy Commissioner/Deputy Collector /Ist Class Stipendiary Magistrate/City Magistrate/Sub Divisional magistrate/ Taluka Magistrate/ Executive Magistrate /Extra Assistant Commissioner.

(ii) Chief Presidency Magistrate/ Addl. Chief Presidency Magistrate/ Presidency Magistrate.

(iii) Revenue Officer not below the rank of Tehsildar.

(iv) Sub - Divisional Officer of the area where the candidate and/or his family normally resides.

(v) Administrator/Secretary to the Administrator/ Development Officer (Lakshadweep Islands).

(vi) Candidate must note that certificate from any other person/authority shall not be accepted generally.

(c) 5% seats on horizontal reservation basis shall be reserved for Divyang Candidates (Benchmark Category) and shall be further sub-divided into different categories of Divyangs as per the GOI rules.

A candidate applying under Divyang category must attach a certificate by CMO, District Hospital. However, she/he shall be considered under Divyang category only after verification from the University Medical Board, if necessary.

(d) Vacant seats reserved for SC/ST/OBC candidates, if any, may be filled up as per the GOI/UGC rules. In case in any one of the two categories of candidates viz., SC/ST, the required number of candidates for admission is not available (i.e., the list of respective category has been exhausted), then candidates belonging to the other category (SC or ST as the case may be, if available), shall be called for admission in order of merit so as to make up the deficiency in the required number in any of the aforesaid two categories. This provision

shall be applicable to candidates belonging to SC & ST categories only.

(e) If sufficient number of candidates are not available in OBC category (i.e., OBC category list has been exhausted), such vacant seats shall be transferred to the general category.

2.6 Mere appearance in the admission test shall not entitle a candidate to be considered for admission to the Programme unless she/he fulfills the eligibility conditions. Applicants must fully satisfy themselves about their eligibility before filling the application form.

2.7 Provisional admission shall be offered to the candidates in order of merit list and the availability of seat in the Programme on the date of admission.

2.8 In case there is more than one candidate securing equal ranks as obtained by the last candidate in order of merit in the list of candidates to be called for admission, the following *inter-se* ranking rules of the University shall be applicable.

In case the candidates have equal/tie ranks then the marks obtained in the qualifying examination shall be the deciding factor and if, that is also same or result of both the candidates is not declared, then a senior candidate on the basis of date of birth shall be given preference. However, in a case of tie rank, if the result of qualifying examination of one candidate is declared then she/he will be given preference, provided she/he fulfills other eligibility conditions. In case of any dispute the decision of the Chairman, UATEC shall be final.

2.9 If the result of the qualifying examination is not declared by a university/board till the date of admission, the mark-sheet of the qualifying examination by a candidate can be submitted on or before 30th September of the admission year. In exceptional cases, further extension may be given by the Competent Authority on cogent reason(s). However, it may be noted that this clause cannot be extended to the candidate(s) whose result is being withheld or not declared by the university/board due to some specific reasons particularly related to the candidate(s). Furthermore, if the result of qualifying examination is not declared by a university/board in general then the aggregate percentage of marks/grades of the completed semesters/years of the qualifying examination (e.g. three years/six semesters of BA/B.Sc./B.com in case of admission in MA must be not less than the required percentage of marks/grades in the qualifying examination.

2.10 At the time of reporting for admission, the candidates are required to be present in person and bring the documents in original as well as a set of

photocopy duly attested as notified by the Admission Committee/Controller of Examinations (CoE) from time to time.

2.11 A candidate provisionally selected for admission shall be required to fill the prescribed form, submit the required documents, collect her/his admit card or any other equivalent document for admission to the Programme from the office of the Department/School/University after paying the fees on or before a date fixed for the purpose, otherwise the offer made to her/him will automatically stand cancelled.

2.12 In case any provisionally selected candidate fails to deposit the fee by the date prescribed, her/his provisional admission shall be cancelled and the seat thus falling vacant shall be offered to the next candidate in order of merit under the specified category.

2.13 Notwithstanding anything contained in this ordinance, a candidate who is qualified under the foregoing ordinance for admission to the University, and who is a student of some other Indian University/Institution, shall not be admitted to the University without the production of a Leaving or Transfer Certificate and/or Migration Certificate (as the case may be) issued by the last college/university attended and certifying to the satisfactory conduct of the student mentioning the highest examination she/he has passed. However, in certain cases if the candidates are not in position to submit the Transfer Certificate and/or Migration Certificate and the character certificate at the time of admission, they should submit the same as early as possible, but not later than 30th September of the year of admission in MAJMC failing which the University reserves the right to cancel their admission. In exceptional cases, further extension may be given by the Competent Authority on cogent reason(s). However, it may be noted that this clause cannot be extended to the candidate(s) whose result is being withheld or not declared by the university/board due to some specific reasons particularly related to the candidate(s).

2.14 A waitlisted candidate shall be offered admission strictly on the basis of ranking, provided there is a vacancy in the Programme. Such waitlisted candidates shall have to deposit their fees latest by the date fixed by the Admission Committee/ Competent Authority.

2.15 The candidates enjoying employed status and selected for admission to MAJMC Programme in the University, are required to produce Leave Sanction /Relieving Order at the time of Admission/Registration from their employer for the duration of the Programme permitting them to pursue their studies at the University, failing which the offer of admission may stand withdrawn. In case of any dispute the decision of the competent authority shall be final.

2.16 The admission of any candidate is liable to be cancelled without giving any further notice forthwith or at any time during the period of the concerned Programme of Study, if it is detected that the candidate has /had produced fake / forged certificate(s) /document(s), indulged in any act of misconduct/indiscipline and has /had concealed any other relevant information at the time of admission.

2.17 The admission of the candidate to the MAJMC Programme shall be subject to such ordinances, rules and regulations as may be framed from time to time by the University.

2.18 Foreign students shall be admitted as per the rules of the University.

2.18 Only the High Court of Patna shall have jurisdiction in case of any dispute relating to the provisional admission in the Programme.

3. Eligibility Conditions

The eligibility conditions for admission into the MAJMC Programme shall be as follows:

Sl. No.	Degree	Subject	Eligibility	Intake
1.	M.A.	JMC	Bachelor's degree in any discipline with a minimum of 55% marks for General /OBC candidates and 50% marks for SC/ST candidates.	35

However, the eligibility conditions for admission into MAJMC Programme & intake of the programme shall be decided by the University Admission, Teaching and Evaluation Committee (UATEC) from time to time.

4. Medium of Instruction of the Programme:

The medium of instruction and examination shall be in English for MAJMC Programme.

5. Programme Fee:

5.1 The semester-wise fee structure of MAJMC Programme is given below

Amount

zSl. No	Particular Head	Amount
	One Time Fee for (2 Years)	
1	Admission	500.00
2	Enrolment	1000.00
3	Identity Card	100.00
4	Security Deposit (Refundable)	1000.00
5	Library/Magazine/News letter	1500.00
6	Cultural Activities	1000.00
7	Games/Athletics	500.00
	Semester Fee	
8	Tuition Fee (for professional Programme: Communications & Media Studies)	3500.00
9	Laboratory Fee (for professional Programme: Communications & Media Studies	2000.00
10	Computer Lab (Except M.Sc./ M.Tech Computer Science, Bioinformatics)	500.00
11	Evaluation	500.00
12	Production Fee (Only in IV Semester)	2000.00
	Annual Fee	
13	Vidyarthi Medi-Claim Policy Premium (VMCPP)	522/- + Applicable Tax
	Following amount of fees to be deposited at the time of admission:	
	Master's Programme	First Semester Fee+VMCPP fee of Rs. 603/- (including Service Tax @ 15%)
M.A.	Journalism and Mass Communication	12100.00

5.2 The mode and schedule of payment of fees shall be decided by the university from time to time.

5.3 The fee structure of MAJMC Programme under Department of Mass Communication and Media may be changed by the University prospectively. Such changed fee structure shall be declared in the admission notification of the concerned academic session.

6. Conduct of the Programme:

6.1 To qualify for the MAJMC Degree, a candidate must earn 100 credits as contained in the Programme structure/Syllabus of MAJMC. Degree as annexed with this ordinance. This Programme structure/Syllabus is subject to update/change/modify from time to time as prescribed by the Board of Studies (BoS) of the Department and need not to follow the procedure prescribed for updating the ordinances.

6.2 A student of the MAJMC Programme shall not be permitted to seek admission concurrently to any other equivalent or higher degree or diploma examination in this University or any other University, subject to rules/regulations of UGC or equivalent body in this regard and adoption of the same by the University.

6.3 The maximum period allowed to complete the MAJMC Programme will be four years (Eight Semesters).

6.4 The Department shall offer courses as per its schedule and available resources and can decide to offer or not to offer a particular course in a particular semester. To earn additional or lesser credits in a semester from the Department than the prescribed in the syllabus and to earn credits from other Departments/Schools shall be the sole responsibility of the student. S/he has to choose the courses in such a way that it becomes feasible for her/him to earn the credits.

7. Type of Courses:

The MAJMC Programme of the University has three types of courses, viz,. Core courses, Elective courses, and Self-study/Skill-based courses.

7.1 Core courses:

7.1.1. The core courses are those courses whose knowledge is deemed essential for the students registered for the MAJMC Programme. Where feasible and necessary, two or more Programmes (like, degree, diploma and certificate etc.) may prescribe one or more common core courses.

7.1.2 All the core courses prescribed for MAJMC Degree Programme offered by the Department of Mass Communication and Media under the School of Media, Arts and Aesthetics shall be mandatory for all the students registered in the MAJMC Programme.

7.1.3 A core course of the Programme may be an elective course for any other Programme.

7.2 Elective courses:

7.2.1 The elective courses can be chosen from a pool of courses (papers). These courses are intended to:

- allow the student to specialize in one or more branches of the broad subject area;
- help the student to acquire knowledge and skills in a related area that may have applications in the broad subject area;
- help the student to bridge any gap in the curriculum and enable acquisition of essential skills (e.g. statistical, computational, language or communication skills etc.); and
- help the student to pursue an area of interest.

7.2.2 Along with the elective courses prescribed for the MAJMC Degree Programme offered by the Department of Mass Communication and Media a student has to register herself/himself in different elective courses in such a way that she/he ensures earning of minimum eight credits as elective from the other Departments/Schools.

7.2.3 The student may also choose additional elective courses offered by the University to enable her/him to acquire extra credits from the discipline, or across the disciplines. However, up to only 16 credit courses with best grades completed from the other Departments/Schools shall be considered for calculating CGPA of the Programme of study.

7.3 Self-study/Skill-based Courses:

The self-study/skill-based courses are optional, not mandatory. Being non-credit courses, the performance of students in these courses shall be indicated either as "satisfactory" or as "unsatisfactory", instead of the Letter Grade and this shall not be counted for the computation of SGPA/CGPA. These courses may also be taken by a student from other Departments/Schools.

Moreover, if the BoS of the Department feels that the Programme of study of MAJMC requires certain academic backgrounds to pursue the Programme effectively, it may recommend some course(s) without credit(s) to meet the

purpose as compulsory part of the syllabus

Note: A course (Core/Elective/Self-study/Skill-based) may also be offered by the department in the form of a Dissertation, Project work, Practical training, Field work or Internship/Seminar etc.

8. **Mobility Options and Credit Transfers:**

The students shall be permitted to opt inter-disciplinary and horizontal mobility and can take courses of their choice, learn at their paces, enroll for additional courses, acquire more than the required credits, and adopt an interdisciplinary approach to learning, subject to the provisions made in this ordinance.

8.1. A student may be allowed to take course/courses of any other University/Organization/Institution, the courses of whom are duly accredited by the Department of Mass Communication and Media School of Media, Arts and Aesthetics under MoU or otherwise and approved by the Academic Council. (Note: The the Department of Mass Communication and Media School of Media, Arts and Aesthetics shall try to ensure accreditation of relevant courses of other Universities/Organizations/Institutions including MOOCs and increase the choice basket of MAJMC Programme).

8.2. A student availing inter-university mobility shall continue to be a bonafide-student of the University where she/he initially got admission and in case she/he earns credits from a different university, the credits so earned shall be transferred to her/his parent University.

8.3. It shall be the responsibility of the student to assess the feasibility and practicality of vertical mobility (across universities), as it doesn't entitle a student to be exempted or relaxed from any of the requisites (sessional, attendance, assignments, end-semester examinations and Programme duration etc.) for the completion of the Programme.

8.4. The mobility option should not be interpreted as inter-university migration.

8.5. The mobility across the disciplines is also subject to availability of desired elective course, faculty, infrastructure and number of students (as fixed by the University/Department from time to time) opting for that elective course.

8.6. The mobility shall be permissible from the Regular Mode Programme to the Regular Mode Programme of learning only, and cannot be replaced by Open/Distance/Online Programme.

8.7 A student of some other University shall in any case be admitted only at the beginning of the particular Programme/Course which she/he proposes to take in the University subject to the fulfillment of other conditions.

9. Credits:

A credit defines the quantum of contents/syllabus prescribed for a course and determines the number of hours of instruction required per week. Thus, in each course, credits are assigned on the basis of the number of lectures/tutorials/laboratory work/field work and other forms of learning required for completing the contents in 15-18 week schedule. 2 hours of laboratory work/field work is generally considered equivalent to 1 hour of lecture.

(i) 1 credit = 1 hour of instruction per week (1 credit course = 15 contact hours of instruction per semester)

(ii) 4 credits = 4 hours of instruction per week (4 credit course = 60 contact hours of instruction per Semester)

(iii) 1 credit = 1 hour of tutorial per week (1 credit course = 15 contact hours of instruction per semester)

(iv) 1 credit = 2 hours of laboratory work/field work per week (1 credit course = 30 hours of laboratory work/field)

Number(s) of credit(s) assigned to a particular course are mentioned in the detailed syllabus of the courses.

10. Course Coding:

Each course offered by the Department of Mass Communication and Media is identified by a unique course code comprising of twelve letters/numbers indicating Programme/level of Programme (first two letters in uppercase), Discipline/Subject (Next three letters in uppercase), Semester (next digit ranging from 1 to 4), Course Number (next three digits starting from 001 for each semester), Nature of Course for the Programme (next letter in uppercase i.e. C = Core Course; E = Elective Course, S = Self-study/Skill course), total number of credits for the course (next two digits starting from 00), respectively.

For example, the course code for second core course of the MAJMC Programme in the Third semester in the Department carrying 4 credits shall be ***MAJMC3002C04***.

Every time when a new course is prepared by the BoS of the Department (merely changing minor content and not the course title shall also be considered as a new course) it shall be assigned a new course code.

However, the University may decide a different course codification pattern for any Programme in future as per the demand of the situation.

11. Duration of the Programme:

The minimum duration for completion of MAJMC Programme shall be four consecutive semesters (two odd and two even semesters). *The maximum period for completion shall be eight semesters.*

Provided that (i) a semester or a year may be declared by the Controller of Examinations as a zero semester or a zero year for a student if she/he could

not continue with the academic work during that period due to terminal illness and hospitalization of longer duration or due to accepting a scholarship/fellowship, with due permission of the University, subject to the fulfillment of requirements laid down in this respect by the rules or regulations of the University. Such a zero semester/year shall not be counted for calculation of the duration of the Programme in the case of such a student.

(ii) Hostel and other related facilities shall not be given to a student after completion of minimum duration, i.e., four semesters required for MAJMC Programme.

12. Student Mentor:

The Department shall appoint a Mentor for each student from amongst the faculty members of the Department. All faculty members of the Department shall function as Student Mentors and shall generally have more or less equal number of students. The Student Mentor shall advise the student in choosing courses and render all possible support and guidance to her/him.

13. Course Registration:

13.1. The registration for courses shall be the sole responsibility of the student. No student shall be allowed to do a course without registration, and no student shall be entitled to any credits in the course, unless she/he has been registered for the course by the scheduled date fixed by the Department/School/University.

13.2. Every student has to register in each semester (in consultation with her/his Student Mentor) for the courses she/he intends to undergo in that semester by applying in the prescribed proforma in triplicate (one copy each for student, for the student's file to be maintained in the departmental office and for the office of the Controller of Examinations), duly signed by her/him, the Student Mentor, the concerned Course Teacher and finally approved by the Head/In charge of the Department of Mass Communication and Media , within the deadline notified for the purpose by the Department/School/University.

13.3. Registration done in different courses within the stipulated period of time by a student shall not ordinarily be permitted to be changed. However, in exceptional cases, a student may be allowed by the Head/In charge of the Department of Mass Communication and Media to add a course, substitute a course for another course of the same type (elective or self-study/skill-based) or withdraw from a course, for valid reasons by applying on prescribed proforma (in triplicate as mentioned above in 13.2) with the consent of the Student Mentor not later than one week from the last date of course registration in a particular semester. Further, withdrawal from a course shall be permitted only if the courses registered after the withdrawal

shall enable the student to earn a minimum of 20 credits. This duly approved change/withdrawal shall be notified by the office of the Department of Mass Communication and Media to all concerns like Controller of Examinations, both the Course Teachers etc.

13.4. A student shall register for a minimum of 20 credits and can register for a maximum of 32 credits in a semester unless specified otherwise by the University for a Programme of study.

13.5. If a student registers herself/himself for more elective courses than the prescribed in the Programme, while calculating the Cumulative Grade Point Average (CGPA), only the prescribed number of elective courses for the Programme of study shall be included in the descending order of the grades obtained by her/him ensuring the presence of minimum 8 and maximum 16 credits from the electives of other Departments/Schools.

13.6. A student shall have the option to choose an elective course from other Departments/Schools irrespective of the semester in which the course is offered remaining other conditions same subject to the conditions that the course is being offered by the particular department in that semester. For example, a student of third semester can opt. a course of others department offered in first/third semester provided the course in being offered by the particular department.

14. **Examination and Promotion:**

(A) The examination of all the courses required for the MAJMC degree shall be internal in nature and generally consisting of Continuous Internal Assessment and End-Semester Examination. For the preparation of final grade in a particular course, the Continuous Internal Assessment (Formative in nature) and the End-Semester Examination (Summative in nature) shall have the weightage of 30% and 70%, respectively.

(B) Each course, irrespective of credits assigned to it, shall be evaluated out of 100 points. These points should not be confused with traditional system of marks. The points obtained by a student in a course are indicator of percentage of marks and not the raw marks. Since, the University has adopted the system of grading, hence, the marks shall not be reflected in a grade sheet of a student. However, for wider uses, and if required, the students or the prospective employer or end user may take the following reference for calculating maximum marks and obtained marks for a Programme/Course:

For Maximum Marks --

1 Credit Course = 25 marks course

2 Credit Course= 50 marks course

3 Credit Course= 75 marks course

4 Credit Course= 100 marks course

and so on.

For obtained marks –

The obtained points may be converted into marks by taking them as percentage of marks. For example:

(i) If a student has obtained 80 points in a 4 Credit Course, then it may be converted as: *80 marks out of 100.*

(ii) If a student has obtained 80 points in a 2 Credit Course, then it may be converted as: *40 marks out of 50.*

(iii) If a student has obtained 80 points in a 1 Credit Course, then it may be converted as: *20 marks out of 25.*

In such course(s), where direct numerical grades are awarded in place of points, these numerical grades shall be converted into marks by using the following formula:

Points in the Course = Numerical grade in the Course x 10

However, any change may be recommended in this pattern by the UATEC, from time to time.

14.1. Continuous Internal Assessment:

14.1.1 The Continuous Internal Assessment of the students' learning and performance shall be carried out by the Course Teacher(s). Considering the nature of the course, the teacher(s) shall decide the mode of Continuous Internal Assessment, which may include one or more assessment tools, such as student's class performance, assignments, class tests, take-home tests, term paper(s), presentations, oral-quizzes, case studies and laboratory work etc.

14.1.2 Each Course Teacher shall design the Continuous Internal Assessment system for the course she/he offers with the approval of the Departmental Committee (DC). This approved design of Continuous Internal

Assessment shall be announced to the students of the respective courses at the beginning of each semester by the concerned teacher.

14.1.3 Generally, each course shall be taught by one teacher only, who shall maintain all the records related to attendance, teaching and assessment in a systematic manner. In an exceptionally rare case, if a teacher is assisted in teaching by other teacher, the teacher (in-charge of the course) shall be responsible for coordinating teaching and assessment, including award of final grade.

14.1.4 In case a student fails to appear in any Continuous Internal Assessment, it will be taken care by the concerned Course Teacher at her/his level.

14.2. End-Semester Examination:

14.2.1 Generally, End-Semester theory question paper shall include a limited number of very short answer type questions followed by short and long questions covering the entire syllabus in such a way that the question paper ensures assessing students' knowledge, understanding, application and analysis-synthesis/reflection of the subject. Thus, a standard model format of the End-Semester Examination paper consisting of 70 points shall be as under –

Section-A: 15 very short questions of 02 points each = 30 points
(Short specific questions covering the entire syllabus to be given which should be answered in approximately 50 words by the examinee).

Section-B: 04 short questions of 05 points each = 20 points
(05 short questions to be given out of which 04 questions are to be attempted in approximately 200 words by the examinee).

Section-C: 02 long questions of 10 points each = 20 points
(03 long questions to be given out of which 02 questions are to be attempted in approximately 500 words by the examinee).

However, a different format of the End-Semester question paper for some particular course (e.g., project, dissertation or laboratory/field work etc.) may be prescribed by the Board of Studies (BoS) of the Department which

shall come into force only after the approval of the competent authority of the University.

14.2.2 The duration of the End-Semester theory examination generally shall be of three hours.

14.2.3 The DC shall appoint one or more team(s), as per the need, of preferably three faculty members in each team for moderation of question papers of End-Semester Examinations and communicate the same to the Controller of Examinations. The task of moderation shall be organized by the Controller of Examinations.

The paper setter and the moderator(s) shall ensure and certify that question paper is comprehensive to cover all important topics/themes/course and fit for assessing the mastery of the entire course. They shall also ensure and certify that not more than 10% questions from the previous year question paper have been repeated.

14.3 In exceptional cases, depending upon the nature of a particular course, a totally different mode of assessment and evaluation may be prescribed by the BoS of the Department for the course, which shall come into force only after the approval of the competent authority of the University. However, it must be reflected in the detailed syllabus of the course and be available to the students at the beginning of the semester.

14.4 Any partial or complete change in the system of examination (Assessment & Evaluation) may be recommended by the UATEC which shall be implemented only after the approval of the competent authority.

14.5 A student is required to secure a minimum of 'P' grade in the Continuous Internal Assessment and in the End-Semester Examination, taking together, in a course.

14.6 Making Evaluated Answer-scripts Available to the Students:

14.6.1 All the examination answer-scripts shall be made available to the students after evaluation by the respective teachers as per the schedule decided by the concerned teachers or the University. In case of the End-Semester Examination, the evaluated answer scripts shall be made available to the

students within 7 days of the last examination for the semester. Thereafter, within a week, all the answer books along with the statement of marks shall be sent by the concerned teacher through her/his Department to the Office of the Controller of Examinations for declaration of the results.

14.6.2 If a student is not satisfied with the evaluation of her/his answer script, s/he must submit a written objection to the concerned Head of the Department (offering the course) within 8 days from the last examination for the semester. Such complaint shall be looked after by a panel of three faculty members, including the concerned teacher, to be nominated by the concerned Head of the Department, whose decision shall be final. The revised points, if any, shall be submitted by the panel to the concerned Head of Department who shall further submit it to the Controller of Examinations. This complete process of grievance redressal by the panel and the further submission of marks by the Head of Department, generally, should not take more than 7 days from the date of receipt of the grievance. However, in case of any controversy, the matter shall be referred to the Vice-Chancellor for final decision and action.

14.6.3 Once evaluated answer books are submitted to the Controller of Examinations, there shall be no re-evaluation/re-totaling thereafter.

14.7 **Letter Grades and Grade Points:**

An absolute grading system shall be adopted to grade the students.

14.7.1. Under the absolute grading system, points shall be converted to grades based on pre-determined class intervals.

14.7.2. In the End-Semester theory or practical examinations, the examiner shall award the points and these points after adding the points of Continuous Internal Assessment shall be further converted into Grades/Grade points in accordance with the provisions of this ordinance.

14.7.3. Detail Grade Sheet issued by the Controller of Examinations office at the end of the semester shall carry points /percentage and equivalent grades (numerical and letter) both.

14.7.4. The 10-point Grading System, with the Letter Grades as given under shall be followed:

Letter Grade	Numerical Grade Point	Class Interval (in %)
O (Outstanding)	10	Above 90 and ≤ 100
A+ (Excellent)	9	Above 80 and ≤ 90
A (Very Good)	8	Above 70 and ≤ 80
B+ (Good)	7	Above 60 and ≤ 70
B (Above Average)	6	Above 50 and ≤ 60
C (Average)	5	Above 45 and ≤ 50
P (Pass)	4.5	40 to 45
F (Fail)	0	< 40
Ab (Absent)	0	Absent

Note:

(i) F= Fail, and the students graded with 'F' in a Programme or Course shall be required to re-appear in the examination.

(ii) The minimum qualifying points for a course shall be 45% (i.e., 'P' grade).

(iii) The students shall have to qualify in the Continuous Internal Assessment and the End-Semester examinations taking together.

(iv) Before awarding numerical grade to the points obtained in a course, only the total of Continuous Internal Assessment and End-Semester Examination shall be rounded off to remove the decimal point. Thus, no separate rounding off shall be done of the points obtained in different components of Continuous Internal Assessment and End-Semester Examination.

(v) There shall be rounding off of SGPA/CGPA up to two decimal points.

(vi) The SGPA/CGPA obtained by a student shall be out of a maximum of 10 points.

(vii) In order to be eligible for the award of the MAJMC Degree of the University, a student must obtain CGPA of 4.50 at the end of the Programme x

(viii) Provided that the student who is otherwise eligible for the award of the MAJMC Degree but has secured a CGPA of less than 4.50 at the end of the minimum permissible period of semesters may be allowed by the Department to repeat/reappear as the case may be the same course(s) or other courses of the same type in lieu thereof in the extra semesters provided in Clause 11 related to the duration of Programme.

(ix) The Cumulative Grade Point Average (CGPA) obtained by a student shall be classified into the following division/Class:

CGPA	Class/ Division
Above 9	Outstanding
Above 8 to 9	First Class (With Distinction)
6 to 8	First Class
5.5 to < 6	High-Second Class
5 to < 5.5	Second Class
4.5 to < 5	Third Class

14.8. Re-appear in the End-Semester Examination:

14.8.1 Once a student has fulfilled the attendance requirements in a course as per the provisions mentioned in this ordinance but has failed to score minimum grade required to qualify the Course or failed to appear in the End-Semester Examination of the course, may be allowed to re-appear in the End-Semester Examination, in such course, in the extra semesters provided under the Clause 11 on duration of Programme.

14.8.2. Such student may avail the chance to re-appear only within the maximum duration of the Programme. The re-appearance shall be permitted only in the End-Semester Examination of the concerned course(s) and the marks obtained by the student in the Continuous Internal Assessment conducted earlier for the particular course(s) shall be carried forward to be added with the marks obtained by her/him in the latest End-Semester Examination of the respective course(s).

14.8.3. The re-appear examination of even semesters shall be conducted along with the End-Semester Examinations of even semesters. Similarly, the re-appear examinations of odd semesters shall be conducted along with the End-Semester Examinations of odd semesters.

14.8.4. The re-appear examination shall be based on the syllabi of the course in force at the time of initial registration to the course.

14.8.5 A student who is re-appearing for the End-Semester Examination as per the clause 14.8.1 above; can re-appear in the subsequent semester(s), whenever the examination of a particular course is held, on payment of Rs. 2000/- (may be revised time to time by the University) per course in addition to the prescribed semester fee of the semester in which she/he has been promoted/provisionally promoted, if applicable, within the maximum permissible duration for the Programme.

14.8.6. A student who has got the Migration/Transfer Certificate issued from the University shall not be allowed to re-appear in the End-Semester Examination.

14.9 Re-appear in the End-Semester Examination for Improvement of Grade(s):

14.9.1 If a student wishes to improve her/his grade(s) in any course (s), s/he can re-appear in the End-Semester Examination in the subsequent odd/even semester(s) whenever the examination of the particular course(s) is held, on payment of Rs. 2000/- (may be revised time to time by the University) per course in addition to the prescribed semester fee of the semester in which she/he has been promoted/provisionally promoted, if applicable, within the maximum permissible duration for the Programme of study of the student.

14.9.2 A student may improve her/his points/grade by reappearing in the End-Semester Examination of a course as per the provisions of reappearing mentioned above. In such cases points obtained by the student in the Continuous Internal Assessment of the particular course shall be carried forward to the subsequent End-Semester Examination of the course. However, in such case, the points/grades obtained on the basis of latest appeared End-Semester Examination shall be considered for calculation of final CGPA of the Programme.

14.9.3 The re-appear examination of a course for improvement of grade shall be based on the syllabi of the course in force at the time of initial registration to the course.

14.9.4 A student who has got the Migration/Transfer Certificate issued from the University shall not be allowed to re-appear in any examination for improvement of grade.

14.10 Repeating course(s):

14.10.1 A student having attendance shortage in any course may repeat the course by taking re-admission in that course in subsequent odd/even semester(s), whenever the course is being offered, within the maximum permissible duration of the Programme.

14.10.2 If a student repeats a course she/he has to fulfill all the desired requirements afresh including attendance, Continuous Internal Assessment and the End-Semester Examination. In such case the course content shall be based on the syllabi of the course in force at the time of repeat of the course. However, at the time of repeating, if the same course is not being offered by the Department due to any reason, the student may choose any other course of similar nature and credits from the available courses on recommendation of the Mentor and approval of the concerned Head of Department.

14.10.3 If a student repeats a course, she/he has to submit a fee of Rs. 3000/- (may be revised time to time by the University) per course in addition to the prescribed semester fee of the semester in which she/he has been

promoted/provisionally promoted, if applicable.

14.11 Promotion Rules:

14.11.1 A student shall be declared as '**Promoted**' to the next semester when s/he earns 'P' Grade or above in the last concluded semester examination, maintaining the spirit and pattern of semester system and covering the mandatory components, such as Continuous Internal Assessment and End-Semester Examinations in all the courses for which s/he was registered till date.

14.11.2 A student shall be **'Provisionally Promoted'** to the next semester if she/he secures less than 'P' grade in **maximum three courses** out of the total courses registered by her/him till date.

14.11.3 A student shall be deemed as **'Failed'** in a semester when she/he gets below 'P' Grade in **more than three courses** or does not appear in the End-Semester Examination of **more than three courses**, after fulfilling the attendance requirements as per this ordinance, out of the total courses registered by her/him till date. In such case(s), a student has to re-appear in the End-Semester Examination of the course(s) in subsequent odd/even semester(s) within the maximum permissible duration of the Programme on payment of Rs. 2000/- (may be revised time to time by the University) per course. Since, such student does not need to attend the classes of the course(s) again; the marks of Continuous Internal Assessment obtained by her/him in the course(s) earlier shall be carried forward to be added with the marks obtained by her/him in the latest End-Semester Examination of the respective course(s).

14.11.4 A student shall also be deemed as **'Failed'** in a semester when she/he failed to appear in the End-Semester Examinations of more than three courses due to the attendance criteria mentioned in 18.4 of this ordinance. Such student has to repeat the courses in the subsequent odd/even semester(s), whenever the courses are being offered, within the maximum permissible duration of the Programme, on payment of the prescribed fees as per the clause 14.10.3.

14.11.5 Under no circumstances, any student shall be permitted to register in a new course if she/he is having less than 'P' Grade in more than three courses.

14.11.6 A student shall be declared to have passed the Programme of study and award of the degree if she/he has secured the required credits with at least 'P' grade.

14.11.7 The re-examination of End-Semester Examination of the failed or provisionally promoted students shall be as per the clauses/sub-clauses under 14.8 above. However, only in a case where a student of final semester (within the minimum prescribed duration of the Programme) fails to appear or to achieve 'P' grade in maximum three courses including all backlogs after the result declaration of final semester, the Department may ask the concerned course Teacher(s) to conduct re-examination of End-Semester Examinations of such course(s) within a month from commencement of the next semester relaxing the condition of odd/even semester as given in 14.8.3 the student shall have to pay a fee of Rs. 2000/- per course.

14.11.8 If a candidate is repeating a course in an academic session, whatever may be the reason, it shall not be counted in the total number of seats and shall not affect the fresh intake of the MAJMC Programme in that academic session.

14.12 **Minimum Credit Requirements:**

For a two-year MAJMC Degree Programme, the credit requirements shall be 100 credits, including core and elective courses as prescribed in the detailed syllabus attached with this ordinance and regulations. A minimum of 8 credits and maximum of 16 credits shall be in the form of elective courses from the Core/Elective courses offered by the others Department(s).

15. Computation of SGPA and CGPA:

The University shall follow the following procedure to compute the Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA):

15.1. The SGPA is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student in a particular semester and sum of the number of credits of all the courses undergone by a student in that semester, i.e.,

$SGPA\ (Si) = \sum (Ci \times Gi) / \sum Ci$

Where, Ci is the number of credits of the ith course and Gi is the grade point scored by the student in the ith course.

15.2. The CGPA is also calculated in the same manner taking into account all

the considerable courses as per the provision laid down in this ordinance out of the total courses undergone by a student over all the semesters of a Programme, i.e.,

$$CGPA = \sum (Ci \times Gi) / \sum Ci$$

Where, Ci is the number of credits of the ith course (which is to be considered for the award of the PG Degree) and Gi is the grade point scored by the student in the ith course.

15.3. The SGPA and CGPA shall be rounded off to 2 decimal points.

15.4 Since, the calculation of CGPA is not based on all the courses undergone by the student, rather it is governed by other provisions laid down in this ordinance like, clause 7.2.3, 13.5 etc., the CGPA may differ from the corresponding calculations based on SGPA only.

16. **Illustration of Computation of SGPA and CGPA:**

16.1. Illustration for computing SGPA:

Course	Credit	Grade Letter	Grade Point	Credit Point
Course I	3	A	8	3 x 8 = 24
Course II	4	B+	7	4 x 7 = 28
Course III	3	B	6	3 x 6 = 18
Course IV	3	O	10	3 x 10 =30
	Total credits for the semester = 13			Total Credit points Earned = 100

Thus, SGPA = 100/13 = 7.69

16.2 Illustrations for computing CGPA:

Courses Considered for the Award of the Degree	Completed in the month (Year)	Credit	Grade Letter	Grade Point	Credit Point
Course I	Dec 2018	4	A	8	4 x 8 = 32
Course II	Dec 2018	4	B+	7	4 x 7 = 28
Course III	June 2019	4	B	6	4 x 6 = 24
Course IV	June 2020	4	o	10	4 x 10 = 40
		Total credits for the semester =16			Total Credit points earned= 124

Thus, CGPA= 124/16= 7.75

Note: Formula to calculate percentage from CGPA/SGPA= CGPA or SGPA x 10; and formula to calculate percentage to CGPA or SGPA = Percentage/10,

e.g., In case of example mentioned in Table 16.2, the percentage of CGPA = 7.75 x 10 = 77.50%

16.3. **Transcript (Format):** Based on the above, letter grades, grade points, and the SGPA, the Transcripts/Detail Grades Certificates (DGCs) shall be issued to the candidates for each semester and a consolidated transcript on completion of the Programme indicating the performance in all the courses considered for calculating the CGPA. Along with the CGPA, the percentage of marks obtained in the Programme shall be reflected in this consolidated transcript on the basis of the CGPA. However, this system may be changed by the University at any point of time without prior notice to the stakeholders as per the need.

17. **Removal of Student Name from the Programme:**

The name of a student falling under any one of the following categories shall automatically stand removed from the rolls of the University:

(a) A student who has failed to fulfill the minimum grade point requirements prescribed for the Programme during the maximum duration of the Programme.

(b) A student who has already exhausted the maximum duration allowed for completion of the Programme and has not fulfilled the requirements for the award of the degree.

(c) A student who is found to be involved in misconduct, forgery, indiscipline

or any other objectionable conduct, upon recommendation of the Disciplinary Committee/ Proctorial Board or any other procedure deemed fit by the University.

(d) A student who has failed to attend the classes as stipulated under the clause of attendance requirements in this ordinance.

18. **Attendance Rules:**

18.1 A student is required to attend 100% of the classes held in a course in the specific semester in order to be eligible to appear in the End-semester examination of that particular course.

18.2 Waiving of attendance-deficit up to a maximum of 25% is permissible to accommodate following situations:

(a) Representing the University in any inter-collegiate, inter-University, local, national or international events; (b) Participating in an activity of the University with prior permission of the Competent Authority; (c) Participation in NCC/NSC/NSS Camps duly supported by certificate. (d) Participation in Educational Excursions, which form a part of teaching in any subject, conducted on working days duly certified by the concern Course Teacher/ Head of Department /Dean; and (e) to cover all unforeseen reasons like illness, hospitalization, personal engagements elsewhere or other personal reasons which compel a student to absent herself/himself from attending the classes.

18.3 Hence, it shall be mandatory/compulsory to every student to have attendance in 75% classes held in particular course. No waiver, for whatsoever reason, shall be given. Accordingly, no application requesting waiver below 75% attendance shall be entertained by the University. However, a further relaxation up to 10% or the days spent (whichever is lesser) on the basis of situations mentioned under a, b & c of Clause 18.2 above (not on the basis of d of Clause 18.2) may be considered by the Vice-Chancellor on the recommendation of the Head/In charge of the Department. In any other situation no appeal can be made for this purpose even to the Vice-Chancellor.

18.4 A student, however, shall not be allowed to appear in the End-Semester Examination of the courses which are not covered under above mentioned clauses 18.1, 18.2 and 18.3. Such a student shall be permitted to repeat the courses in the subsequent odd/even semester(s), whenever the courses are being offered, within the maximum permissible duration of the Programme, on payment of the prescribed fees as per the clause 14.10.3. However, in the first semester, for repeating the courses, it shall be

mandatory for a student to have minimum 40% attendance in aggregate (taken together all the courses registered by her/him in the semester). If a student does not put in at least 40% of aggregate attendance in the first semester, she/he shall have to leave the Programme without claiming refund of any fees, and her/his admission shall be treated as cancelled.

18.5 The attendance of a newly admitted candidate shall be counted from the date of her/his admission/registration or date of beginning of classes, whichever is later. In the case of promoted candidates, attendance shall be counted from the date on which respective class begins. However, if a new student is admitted late after the commencement of the classes, s/he must get herself/himself registered in the desired courses following the due procedure within 5 working days after the admission failing which her/his attendance shall be counted after 5 working days from the date of admission.

18.6 In a case of changed registration as per the clause 13.3 of this ordinance the total classes held for calculating percentage of attendance in the newly registered course for a particular student shall be counted from the fresh registration in that particular course.

18.7 Monthly records of attendance of students in each of the courses taught by a teacher is to be prepared and submitted by the concerned teacher to the Office of the Head/In charge of the Department (HoD) and the Controller of Examinations' (CoE) office by the 10th day of the next month after displaying it to the students in the course and taking their signatures. The teacher will keep the original record of attendance with her/him and submit it finally to both the offices with her/his remarks regarding the eligibility of a student for appearing in the end semester examination within three working days after the last class or teaching day in the semester, whichever is later. Any failure in compliance in this matter must be informed by the concerned teacher to the Head of Department and the Controller of Examinations with justification.

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18.8 There shall be an Attendance Monitoring Committee in the Department under the Chairmanship of the Head or her/his nominee for proper monitoring of attendance records and taking suitable action(s) as per the requirements.

19. **Programme Structure:**

The MAJMC Programme shall be of two year duration divided into four semesters. A student is required to earn at least 100 credits within the stipulated time as per the details given in Annexure-1.

(ANNEXURE WILL CONTAIN THE FOLLOWING ALONG WITH THE DETAILED SYLLABUS)

The Courses and Credit Load (In the provided format along with specific scheme of examination, if any):

Semester-wise Distribution of Courses:

20. Power to Relax and Amendments

20.1 All the above clauses are subject to the amendments, as and when required, as per the decisions pertaining to rules, regulations and norms of the University Statutory Bodies and other Regulatory Bodies etc. (e.g., University Grant Commission (UGC), from time to time.

20.1.1 Notwithstanding what is contained in the foregoing clauses of this ordinance, the Academic Council may, in exceptional circumstances consider at its discretion and for reasons to be recorded, relax any of the provisions except those prescribing CGPA requirements.

20.2 Notwithstanding anything stated in this ordinance, for any unforeseen issues arising, and not covered by this ordinance, or in the event of differences of interpretation, the Vice-Chancellor may take a decision, after obtaining the opinion/advice,, if required, of UATEC. The decision of the Vice-Chancellor shall be final.

Central University of South Bihar

Department of Mass Communication and Media

M.A. in Journalism and Mass Communication

Programme Structure

(Effected from Academic Session: 2018-2019)

SEMESTER- I		
Course Code	**Course Title**	**Credit**
MAJMC1001C04	Communication: Concepts and Processes	4
MAJMC1002C04	Growth & Development of Media	4
MAJMC1003C04	Print Journalism	4
MAJMC1004C04	Photo Journalism	4
MAJMC1005C04	Use of Computer in Media	4
	Elective Basket-I (DSE*)	4
	Elective Basket – II (SEC/SSC**)	Non Credit
	Credit	**24**

SEMESTER-II		
Course Code	**Course Title**	**Credit**
MAJMC2001C04	Broadcast Journalism	4
MAJMC2002C04	Media Laws and Ethics	4
MAJMC2003C04	Advertising	4
MAJMC2004C04	Corporate Communication PR & Event Management-I	4
MAJMC2005C04	Internship/Project	4
	Elective Basket-I (DSE*)	4
	Elective Basket – II (SEC/SSC**)	Non-Credit
	Credit	**24**

SEMESTER-III		
Course Code	**Course Title**	**Credit**
MAJMC3001C04	Development Communication	4
MAJMC3002C04	Communication Research	4
MAJMC3003C04	Media Management	4
	Elective Basket - I (DSE*)	4
	Elective Basket - I (DSE*)	4
	Elective Basket - III(IDC/SWAYAM***) / Elective Basket- IV (IDC from outside Department/School)	4
	Elective Basket - III(IDC/SWAYAM***) / Elective Basket- IV ISC (Inter-School Courses)	4
	Credit	**28**

SEMESTER-IV		
Course Code	**Course Title**	**Credit**
MAJMC4001C04	New Media and Online Journalism	4
MAJMC4001C04	Dissertation	8
	Elective Basket - I (DSE*)	4
	Elective Basket - I (DSE*)	4
	Elective Basket - III(IDC/SWAYAM***) / Elective Basket- IV ISC (Inter-School Courses)	4
	Credit	**24**

*Department Specific Elective (mandatory for students)
**Skill Enhancement Courses/ Self Study Course (Non-credit paper, not mandatory)
***Inter-Department Courses or SWAYAM
****Inter-Department Courses from outside Department/School
*****Inter School Courses of the University

Elective Basket – I			
Department Specific Elective (DSE*)			
Course Code	**Course Title**	**Credit**	**Opt in**
MAJMC1001E04	Writing for Media	4	1st SEM
MAJMC1002E04	Folk & Community Media	4	
MAJMC2001E04	Political and International Communication	4	2nd SEM
MAJMC2002E04	News Production for Broadcast Media	4	
MAJMC2003E04	Inter Cultural Communication Studies	4	
MAJMC3001E04	Corporate Communication PR & Event Management-II	4	3rd SEM
MAJMC3002E04	Radio Fiction Non-fiction program production- I	4	
MAJMC3003E04	TV Fiction Non-fiction program production- I	4	
MAJMC3004E04	Science Communication	4	
MAJMC3005E04	Film Studies	4	
MAJMC4001E04	Newsletter & Website Designing	4	4th SEM
MAJMC4002E04	Advance Print	4	
MAJMC4003E04	Radio Fiction Non-fiction program production-II	4	
MAJMC4004E04	TV Fiction Non-fiction program production-II	4	

Elective Basket – II			
Skill Enhancement/Self Study Courses (SEC/SSC)**			
Course Code	**Course Title**	**Credit**	**Opt in**
MAJMC1001S04	Communication Skills (Written & Spoken)	Non-Credit	1st SEM
MAJMC1002S04	Contemporary Issues in Media-I	Non-Credit	
MAJMC2001S04	Indian Society, Polity, Gender and Culture	Non-Credit	2nd SEM
MAJMC2002S04	Contemporary Issues in Media-II	Non-Credit	

Elective Basket – III			
Inter-Department Courses/SWAYAM (IDC/SWAYAM*)**			
Course Code	**Course Title**	**Credit**	**Opt in**
	Film Appreciation	4	3rd SEM
	Consumer Behaviour	4	
	Basics of Photography	4	
	Privacy and Security in Online Social Networks (SWAYAM)	4	4th SEM
	Visual Semiotics for Visual Communication (SWAYAM)	4	

Elective Basket – IV			
Inter-Department Courses from outside Department/School**)**			
Course Code	**Course Title**	**Credit**	**Opt in**
	Organizational Behaviour in Indian Context	4	3rd SEM
	Organizing and Visualizing Data	4	
	The Science and Practices of Sustainable Development	4	4th SEM
	Indian Society	4	

Inter School Courses of the University		
Courses to be offered at University level by the CMS Department *****		
Course Code	**Course Title**	**Credit**
	Media Culture & Society	4
	Communication Skills (Writing and Speaking)	4
	Communication for Conflict and Disaster Management	4
	Digital and Social Media Management	4
	Documentary Making	4

SEMESTER – I

Course Details			
Course Title: **Communication: Concepts and Processes**			
Course Code	MAJMC1001C04	**Credits**	4
L + T + P	3 + 1 + 0	**Course Duration**	One Semester
Semester	Semester-1	**Contact Hours**	45 (L) + 15 (T) Hours
Methods of Content Interaction	Lecture, Tutorials, Group discussion; self-study, seminar, presentations by students, individual and group drills, group and individual field based assignments followed by workshops and seminar presentation.		
Assessment and Evaluation	• 30% - Continuous Internal Assessment (Formative in nature but also contributing to the final grades) • 70% - End Term External Examination (University Examination)		

Course Objectives

- To describe the foundations of human communication.
- To develop among them broad understanding of the concepts and process of communication.
- To make the students understand communication in a better way through various communication theories and models.

Learning Outcomes

After completion of the course the learners will be able to:

- To enhance the knowledge of students with regard to fundamentals of communication and its different forms.
- To know the elements of effective communication and barriers of communication.
- To illustrate the fundamentals of Mass Communication and its various forms.

- To describe the theories of communication that make the students understand about the role of communication in society and media.
- To understand various Communication Models and significance of Models in understanding communication process.
- To identify the target audience and segmentation of audience for the purpose of understanding communication process.

Course Contents

UNIT I: Fundamentals of Communication (25% Weightage)

- Communication: Concept, meaning and definition (s).
- Human Communication – the concept
- Objectives, scope and functions of communication.
- Seven Cs of Communication.
- Process & elements of communication
- Forms of communication: Intra personal, Inter- personal, Group and Mass Communication.
- Verbal and Non Verbal Communication.
- Effective Communication and barriers of communication.

UNIT II: Mass Communication (25 % Weightage)

- Mass Communication: Meaning, Definitions, characteristics.
- Functions of Mass Communication.
- Audience: types and nature.
- Media and Society
- New Media and Mass Communication
- Normative Theories of Press: Authoritarian, Libertarian, Soviet Communist Theory and Social Responsibility Theory.

UNIT III: Communication Theories (25 % Weightage)

- Sociological Theories of Mass Communication: Cultivation Theory, Agenda Setting Theory, Uses & Gratification Theory, Play Theory, Dependency Theory.
- Individual Difference Theory: Two-step, Multi-step flow of Communication.

- Personal Influence Theory: Selective Exposure, Selective Perception & Selective Retention Theory.

UNIT IV: Models of Communication **(25% Weightage)**

- SMCR Model.
- Shannon & Weaver Model.
- Schramm's Model.
- Osgood Model.
- Laswell Model.
- Dance's Helical Model.
- New Comb's Model.
- Gate Keeping Model.

Content Interaction Plan:

Lecture cum Discussion (Each session of 1 Hour)	**Unit/Topic/Sub-Topic**
1-5	• Communication: Concept, meaning and definition (s),Human Communication – the concept, Objectives, scope and functions of communication.
6-11	• Seven Cs of Communication, Process & elements of communication, Forms of communication: Intra personal, Inter- personal, Group and Mass Communication.
12-15	• Verbal and Non Verbal Communication
16-19	• Effective Communication and barriers of communication.
20-23	• Mass Communication: Meaning, Definitions, characteristics, Functions of Mass Communication, Audience: types and nature.
24-27	• Media and Society, New Media and Mass Communication

28-31	• Normative Theories of Press: Authoritarian, Libertarian, Soviet Communist Theory and Social Responsibility Theory.
32-35	• Sociological Theories of Mass Communication: Cultivation Theory, Agenda Setting Theory, Uses & Gratification Theory, Play Theory, Dependency Theory. • Individual Difference Theory: Two-step, Multi-step flow of Communication.
36-37	• Personal Influence Theory: Selective Exposure, Selective Perception & Selective Retention Theory
38-40	• SMCR Model, Shannon & Weaver Model, Schramm's Model, Osgood Model, Laswell Model.
41-45	• Dance's Helical Model, New Comb's Model, Gate Keeping Model.
15 Hours	*Tutorials*

Suggested References:

- Narula, M. (2004). *Mass Communication Theory and Practice*. New Delhi: Haranand Publication.
- Srivastava, M. (2011). *Suchana Sanchar Aur Samachar*. Lucknow: New Royal Book Company,
- Mc Quail, D. (2001). *Mc Quail's Mass Communication Theory*. New Delhi: Sage Publications.
- Baran, S. J. and Devis, D. K. (2000). *Mass Communication Theory: Foundation, Ferment and Future*. London: Wodsworth Cengage Learning.
- Andal, N. (1998). *Communication Theories and Models*. Delhi: Himalaya Publishing House.
- Joshi, U. (2002). *Text Book of Mass Communication and Media*. New Delhi: Anmol Publications Pvt. Ltd.
- Ravindaran, R.K. (2002). *Handbook of Mass Communication*. New Delhi: Anmol Publication.
- Rayadu, C. S. (2014). *Communication*. Mumbai: Himalaya Publishing House.
- Reviews, CTI (2016). *Communication Theories: perspectives, processes and contexts*, New York: Content Technologies.
- Jones, P. and Holmes, D (2011). *Key concepts in media and communications*. New York: Sage.

Course Details			
Course Title: **Growth and Development of Media**			
Course Code	MAJMC1002C04	**Credits**	4
L + T + P	3 + 1 + 0	**Course Duration**	One Semester
Semester	Semester 1	**Contact Hours**	45 (L) + 15 (T) Hours
Methods of Content Interaction	Lecture, Tutorials, Group discussion; self-study, seminar, presentations by students, individual and group drills, group and individual field based assignments followed by workshops and seminar presentation.		
Assessment and Evaluation	• 30% - Continuous Internal Assessment (Formative in nature but also contributing to the final grades) • 70% - End Term External Examination (University Examination)		

Course Objectives

- To understand the growth and development of media.
- To understand the process , function and techniques of development journalism with reference to print, electronic and other modern media.
- To evaluate the relevance potentials and use of various media as tools of development.

Learning Outcomes

After completion of the course the learners will be able to:

- To acquaint the students with in chronological growth and development of mass media.
- To let the students know the development of electronic media i.e. cinema, radio, TV .
- To enhance the basic knowledge about cinema , TV ,Radio and their functional role.

Course Contents

UNIT I: Introduction to Media **(25% Weightage)**

- Evolution of Newspapers in Europe
- Early History of Press in India in Pre-Independence era and Freedom Struggle.
- International News Agencies, Language press
- Print Media in the era of Internet & Social Media
- New emerging trends in media: Yellow Journalism, Paid News, Investigative Journalism, Interpretative Journalism etc .

UNIT II: Press in Post-Independence **(25 % Weightage)**

- Journey of press in Post-Independence era.
- Press & architect of modern India
- Corporatization of press, the Multi Editions Syndrome.
- Indian News Agencies**.**
- Challenges before Indian Print Media

UNIT III: Radio & Television **(25 % Weightage)**

- Growth of Radio and Television.
- Growth and Development of Radio in India
- Evolution and Development of Television in India
- Birth of Satellite Television

UNIT IV: Cinema & Internet **(25% Weightage)**

- Growth of Cinema.
- Advent and Development of cinema in India

- Advent of Internet and Social Media.
- Current scenario of social media in India .

Content Interaction Plan:

Lecture cum Discussion (Each session of 1 Hour)	**Unit/Topic/Sub-Topic**
1-5	• Evolution of Newspapers in Europe, Early History of Press in India in Pre-Independence era and Freedom Struggle. • International News Agencies, Language press • Print Media in the era of Internet & Social Media • New emerging trends in media: Yellow Journalism, Paid News, Investigative Journalism, Interpretative Journalism etc.
6-9	• News Agencies, Language press, Print Media in the era of Internet & Social Media. • Challenges before Indian Print Media • Journey of press in Post-Independence era. • Press & architect of modern India • Corporatization of press, the Multi Editions Syndrome.
10-12	• Growth of Radio and Television. • Growth and Development of Radio in India • Evolution and Development of Television in India • Birth of Satellite Television
13-16	• Corporatization of press, the multi edition syndrome, Indian news agencies**,** The competition faced by Indian Print Media in revenue sharing with other media.
17-21	• Growth of Radio and TV, Growth and Development of Radio in India, Evolution and Development of Television in India, Birth of Satellite TV

22-25	• Cinema
26-28	• Growth of Cinema.
29-33	• Advent and Development of cinema in India
33-38	• Advent of Internet and Social Media
39-42	• Social Media
43-45	• Current scenario of social media in India.
15 Hours	*Tutorials*

Suggested References:

- Baran, S J. (2005). *Introduction to Mass Communication*. New York: Mc-Graw Hill.
- Defleur, M. L. and Dennis, E. E. (1993). *Understanding Mass Communication*. Boston: Houghton Mifflin Co.
- Folkerts, J. and Lacy, S. (2005). *The Media in Your Life*. Delhi: Pearson Education.
- Harper, C. (2007). *The New Mass Media*. Boston: Houghton Mifflin Co.
- Singhal, A. M. and Rogers, E. M. (2001). *India's Communication Revolution*. New York: Sage.
- Kumar, K.J. (2007). *Mass Communication in India*. Mumbai: Jaico.
- Natrajan, S. (1962). *History of Press in India*. Delhi: Publications Division.
- Kohli-Khandekar, V. (2017). *Indian Media Business*. Delhi: Response Books.
- Sahay, U. (2009). *Making News*. Delhi: OUP.
- H.R. Luthra (1986), Indian Broadcasting, Publication Division, Ministry of information and Broadcasting, Govt.of India.
- NFDC (1998), Indian Cinema a Visual Voyage, Publication Division, Ministry of information and Broadcasting, Govt.of India.

Course Details			
Course Title: **Print Journalism**			
Course Code	MAJMC1003C04	**Credits**	4
L + T + P	3 + 1 + 0	**Course Duration**	One Semester
Semester	Semester-1	**Contact Hours**	45 (L) + 15 (T) Hours
Methods of Content Interaction	Lecture, Tutorials, Group discussion; self-study, seminar, presentations by students, individual and group drills, group and individual field based assignments followed by workshops and seminar presentation.		
Assessment and Evaluation	• 30% - Continuous Internal Assessment (Formative in nature but also contributing to the final grades) • 70% - End Term External Examination (University Examination)		

Course Objectives

- To make students acquainted with various forms of print media.
- To train students with existing various technologies widely in use in print journalism.
- To enhance journalistic skills of students.

Learning Outcomes

After completion of the course the learners will be able to:

1) To enlighten the students with various aspects of the print media and its significance.
2) To make students capable of understanding various aspects of content preparation for print media.
3) To enhance the writing skills of students.

Course Contents

UNIT I: Basics of Journalism **(25% Weightage)**

- News: Definition
- Elements of News
- News Value
- Human Communication and Print journalism
- The format: (a) Dailies and (b) Periodicals
- Print Media Content: (a) News (b) Views and (c) Advertising

UNIT II: Concepts and Principles in Journalism **(25 % Weightage)**

- Basic terminologies: The concept in Journalism
- Organizing a News Story , 5Ws and 1 H , Inverted Pyramid
- Uses of Archives , Reference Section, Identifying sources of News, uses of internet
- Principles of News selection

UNIT III: Growth and Development of Printing **(25 % Weightage)**

- Printing Technologies (Movable types – Setting - Block to Desktop Publishing)
- New Technology in Printing
- Printing Technological development in India
- Layout and Look (Traditional and new look- new experiments and effects)
- Multimedia

UNIT IV: Print Media Skills **(25% Weightage)**

- Reporting, Follow-up
- Kinds of Reporting
- Principles of Editing , Role of Sub Editor
- Art of interviewing
- Page Content
- Feature and Article Writing
- News and News Story
- Content Writing

Content Interaction Plan:

Lecture cum Discussion **(Each session of 1 Hour)**	**Unit/Topic/Sub-Topic**
1-5	• Definition, Elements of News, News Values, Human Communication and Print journalism
6-10	• The format: (a) Dailies and (b) Periodical, Print media content: (a) News (b) Views and (c) Advertising
11-14	• Basic terminologies: The concept in Journalism, Organizing a news story , 5Ws and 1 H , Inverted Pyramid
15-17	• Uses of archives , reference section, Identifying sources of news, uses of internet, Principles of news selection
18-21	• Printing Technologies (Block to Desktop Publishing), New Technology in Printing, Printing Technological development in India
22-24	• Layout and Look (Traditional and new look- new experiments and effects), Multimedia
25-28	• Principles of Editing,, Follow -up
29-31	• Role of Sub Editor • Editing, Art of interviewing
32-35	• Page Content
36-40	• Feature and Article Writing, News and News Story
41-45	• Content Writing
15 Hours	*Tutorials*

Suggested References:

- Keeble, R. (2005). *Print Journalism : A Critical Introduction* . London: Routledge.
- Keeble, R. (2008). *Ethics for Journalists*. London: Routledge.
- McKay, J. (2013). *The Magazines Handbook* . London: Routledge.
- Franklin, B. (2008). *Pulling Newspapers Apart : Analysing Print Journalism* . London: Routledge.
- Mckane, A. (2004). *Journalism : A Carrier Handbook*. London: A & C Black Publishers.
- Detrani, J. R. (2011). *Journalism : Theory and Practice* . New York: Apple Academic Press.
- Mckane, A. (2006). *News Writing*. New York: Sage.
- Cogoli, J. E. (1986). *Photo-Offset fundamentals*. New York: Bennett & McKnight Pub Co.
- Harrower, T. and Elman, J. M. (2012). *Newspaper Designer's Handbook*. New York: McGraw Hill.
- Ramakrishanan, R. (2012). *Hindi Patrakarita ke vividh Ayam*. New Delhi: Prabhat.
- Vaidik, V. P. (2006). *Hindi Patrakarita : vividh Ayam* . Delhi: Hindi Book Centre.
- Mehta, A. (2008). *Patrakarita ki laxman Rekha*. New Delhi: Samyik Prakashan.
- Shrivastava, K.M. (2003). *News Reporting and Editing*. New Delhi: Sterling.
- Kamath, M.V. (2009). *The Journalists Handbook*. New Delhi: Vikas.

Course Details			
Course Title: **Photo Journalism**			
Course Code	MAJMC1004C04	**Credits**	4
L + T + P	3 + 1 + 0	**Course Duration**	One Semester
Semester	Semester1	**Contact Hours**	45 (L) + 15 (T) Hours
Methods of Content Interaction	Lecture, Tutorials, Group discussion; self-study, seminar, presentations by students, individual and group drills, group and individual field based assignments followed by workshops and seminar presentation.		
Assessment and Evaluation	• 30% - Continuous Internal Assessment (Formative in nature but also contributing to the final grades) • 70% - End Term External Examination (University Examination)		

Course Objectives

- To make students acquainted with various aspects of photo journalism.
- To train students with existing various technologies, softwares and equipments widely in use in photo journalism.
- To enhance journalistic skills of students.

Learning Outcomes

After completion of the course the learners will be able to have knowledge of:

- Development of journalistic photography skills
- Understanding of the use of photographs to communicate in different media
- Understanding of journalistic ethics applied in photojournalism and about the special ethical issues that arise in photojournalism
- Skills like solid visual storytelling and working on multi-media project.
- To develop the discretion of students with reference to significance of visuals i.e. photographs in print media.
- To provide the technical knowledge aspects of photography and related areas in print media.

Course Contents

UNIT I: Photo Journalism (25% Weightage)

- Visual Communication: Meaning, Definition, Importance, Signs
- Importance of visuals in journalism
- Language of the visual
- Photography for different media: newspaper, magazine, internet
- Branches of photojournalism: Action Photography, Sports photo journalism, Travel photo journalism, Food, Lifestyle, Science, Medical, Spot News, War photo journalism and wildlife photo journalism

UNIT II: Theories of Visual Communication (25 % Weightage)

- The visual elements: space, line, form, shape, texture, light and colour, rhythm, movement, balance, harmony, variety and unity

- Organization of visual elements
- Knowing the aesthetics of photo journalism: Composition, Camera angles and caption
- Technical skills for Photo Journalism: Movements, Colour balances & effects
- Understanding Lights

UNIT III: Techniques of Photojournalism (25 % Weightage)

- Equipment used by photojournalists
- Types of Cameras: Digital versus Analogue, SLR versus Point and Shoot cameras
- Functioning of a camera and controls
- Different types of lenses: normal, wide, telephoto, filters
- Tripod and flash
- Types of image formats: Raw, JPEG, TIFF etc.
- Mobile phone for photo journalism

UNIT IV: Photo feature and Editing (25 % Weightage)

- Photo feature and essay
- Introduction to photo editing software
- Photo editing manipulating the images and applying effects
- Basics of photo editing: adjusting brightness, contrast, colour, resolution, crop
- Editing Software: Basics of Adobe Photoshop, online photo editing

Content Interaction Plan:

Lecture cum Discussion (Each session of 1 Hour)	**Unit/Topic/Sub-Topic**
1-2	Visual Communication: Meaning, Definition, Importance, Signs
3-4	Importance of visuals in journalism

5-6	Language of the visual
7-8	Photography for different media: newspaper, magazine, internet
9-10	Branches of photojournalism: Action Photography, Sports photo journalism, Travel photo journalism, Food, Lifestyle, Science, Medical, Spot News, War photo journalism and wildlife photo journalism
11-13	The visual elements: space, line, form, shape, texture, light and colour, rhythm, movement, balance, harmony, variety and unity
14-15	Organization of visual elements
16-18	Knowing the aesthetics of photo journalism: Composition, Camera angles and caption
19-20	Technical skills for Photo Journalism: Movements, Colour balances & effects
21-22	Understanding Lights
23-24	Equipment used by photojournalists
25-26	Types of Cameras: Digital versus Analogue, SLR versus Point and Shoot cameras
27-28	Functioning of a camera and controls
29-30	Different types of lenses: normal, wide, telephoto, filters
31-32	Tripod and flash
33-34	Types of image formats: Raw, JPEG, TIFF etc.
35	Mobile phone for photo journalism
36	Photo feature and essay
37-39	Introduction to photo editing software
40-41	Photo editing manipulating the images and applying effects
42-43	Basics of photo editing: adjusting brightness, contrast, colour, resolution, crop

44-45	Editing Software: Basics of Adobe Photoshop, online photo editing
15 Hours	*Tutorials*

Suggested References:

- Hoy, F. P., (1993). *Photojournalism: The Visual Approach*. New York: Prentice Hall Books.
- Chapnick, H.. (1994). *Truth Needs No Ally: Inside Photojournalism*. New York: University of Missouri Press.
- Parrish, F. S., (2001). *Photojournalism: An Introduction*. London: Wadsworth Publishing.
- Brill, B. (2001). *Photo Journalism: The Professionals' Approach*. New York:Focal Press.
- McCartney, S. (2001). *Mastering the Basics of Photography*, New York: Allworth Press
- Drew, H. (2005). *The Fundamentals of Photography*, New York: AVA Publishing.

Course Details			
Course Title: **Use of Computer in Media**			
Course Code	MAJMC1005C04	**Credits**	4
L + T + P	3 + 1 + 0	**Course Duration**	One Semester
Semester	Semester 1	**Contact Hours**	45 (L) + 15 (T) Hours
Methods of Content Interaction	Lecture, Tutorials, Group discussion; self-study, seminar, presentations by students, individual and group drills, group and individual field based assignments followed by workshops and seminar presentation.		
Assessment and Evaluation	• 30% - Continuous Internal Assessment (Formative in nature but also contributing to the final grades) • 70% - End Term External Examination (University Examination)		

Course Objectives

- To acquaint the students with computer and its operations/ functions.
- To apprise students with basic IT applications in media
- To make them learn Desktop/ laptop publishing software
- To enable them to develop and design various print materials

.

Learning Outcomes

After completion of the course the learners will be able to:

1) Have an in-depth knowledge of digital computer technology and its hardware and software aspects.

2) Students may inculcate a sense and interest in use of computers in media related jobs at various stages.

3) Students may have a good theoretical and practical knowledge of computer use in print media production.

Course Contents

UNIT I: Understanding the Computer **(25% Weightage)**

- Introduction: Software, Hardware and Peripherals
- Application Software :Microsoft Office (Word, Power Point and Excel)
- Use of Printer and Scanner
- Hindi and English Word Processing

UNIT II: Designing and Layout **(25 % Weightage)**

- Concept and theory of design
- Basic elements and principles of graphics
- Design and layout : various Software's
- Use of Colours

UNIT III: Desktop Publishing **(25 % Weightage)**

- Introduction to DTP
- Photoshop
- Corel Draw
- Quark Express
- In-Design

UNIT IV: Print Production **(25% Weightage)**

- Designing a visiting card
- Designing a letter head
- Newspaper front page Designing
- Magazine cover page Designing
- Newsletter & photo feature Designing

Content Interaction Plan:

Lecture cum Discussion **(Each session of 1 Hour)**	**Unit/Topic/Sub-Topic**
1-5	• Introduction: Software, Hardware and Peripherals, Application Software :Microsoft Office: (Word, Power Point and Excel)
6-10	• Use of printer and scanner**,** Hindi and English word processing
11-14	• Concept and theory of design and graphics, Basic elements and principles of graphics, Design and layout – various softwares, Use of colours
15-18	• Introduction to DTP, Photoshop, Corel Draw
19-22	• Quark Express, In-Design
23-25	• Print production
26-28	• Designing a visiting card
29-31	• Designing a letter head
32-35	• Newspaper front page Designing
36-40	• Magazine cover page Designing
41-45	• Newsletter & photo feature Designing
15 Hours	*Tutorials*

Suggested References:

- Evening, M. (2004). *Adobe Photoshop CS for Photographers*. New York: Focal Press.
- Coburn, F. D. (2007). *Corel Draw*. New York: Tata Mcgraw Hill Publishing Co Ltd.
- Jaiswal, A. (2003). *Fundamentals of computer Information technology Today*. New Delhi: Wiley Dreamtech.
- Rajaraman, V. and Adabala, N. (2014). *Fundamentals of computer*. New Delhi: Prentice Hall of India
- Parthasarathy, G. K. (2006). *Computer Aided Communication*. New Delhi: Authors Press.
- Singhai, R. (2006). *Computer Application for Journalism*. New Delhi:Ess Publishers
- Shrivastava, C. (2003). *Introduction to Information Technology*. Delhi: Kalyani Publishers.
- Bartee, T. C. (1984), *Digital Computer Fundamentals*. New York: Mc Graw Hill

Publication
- Sinha, P.K. and Sinha, P. (2012). *Computer fundamentals*. New Delhi: BPD.
- Parsons, J.J. (2016). *New Perspectives on Computer Concepts*. New York: Cengage.
- Long, L. (2004). *Computer fundamentals*. New Delhi:Dreamtech.
- Johansson, K., Lundberg, P. and Ryberg, R. (2011). *A guide to graphic print production*. New York: Wiley.
- Gatter, M. (2010). *Production for Print*. New York: Laurence King.
- Pace, K. (2002). *Designer`s guide to print production*. New York: Prentice Hall.
- Simmons, J. (2007). The Designer`s desktop manual. London: Adams Media.

Course Details			
Course Title: Writing for Media			
Course Code	MAJMC1001E04	**Credits**	4
L + T + P	3 + 1 + 0	**Course Duration**	One Semester
Semester	Semester-1	**Contact Hours**	45 (L) + 15 (T) Hours
Methods of Content Interaction	Lecture, Tutorials, Group discussion; self-study, seminar, presentations by students, individual and group drills, group and individual field based assignments followed by workshops and seminar presentation.		
Assessment and Evaluation	• 30% - Continuous Internal Assessment (Formative in nature but also contributing to the final grades) • 70% - End Term External Examination (University Examination)		

Course Objectives

- To develop basic critical and analytical media writing skills of students
- To develop the skills of students for structuring messages for a specific audience.
- To make the students understand various forms of media writing

Learning Outcomes

After completion of the course the learners will be able to:

1) Development of suitable writing skills of the students.
2) Development of knowledge of the students related with various forms and styles of media content preparation.
3) Functional creativity skills development of students for media writing.

Course Contents

UNIT I: Script-writing as a Creative Enterprise: (25% Weightage)

- Creative thinking
- The creative process
- Stages in the craft of script-writing
- Basic story idea
- Narrative synopsis outline – scene breakdown and full-fledged script

UNIT II: Narrative structure: (25 % Weightage)

- Beginning – middle – end
- Conflict, development, climax, and denouncement
- Story, storyline, plot and treatment
- Principles of suspense and surprise

UNIT III: Characterisation: (25 % Weightage)

- Character biography,
- tags
- stereotyping,
- two-dimensional versus three-dimensional characters,
- guiding principles for evolving effective and credible characters

UNIT IV: Formats for writing: (25% Weightage)

- Audio versus audio-visual scripts, shooting scripts and storyboards
- Writing versus directing and other related areas

(a) Writing for current affairs for TV and radio – news, sports, cultural, documentaries, Feature, crime and Human Interest

(b) Writing for fiction – ads, short film, converting the narrative into a video script.

Content Interaction Plan:

Lecture cum Discussion **(Each session of 1 Hour)**	**Unit/Topic/Sub-Topic**
1-5	• Creative thinking, The creative process, Stages in the craft of script-writing
6-11	• Basic story idea, Narrative synopsis outline – scene breakdown and full-fledged script
12-16	• Narrative synopsis outline – scene breakdown and full-fledged script
17-19	• Narrative structure: Beginning – middle – end, Conflict, development, climax, and denouement , Story, storyline, plot and treatment
20-25	• Principles of suspense and surprise
26-29	• Character biography, tags , stereotyping,
30-33	• two-dimensional versus three-dimensional characters
34-36	• guiding principles for evolving effective and credible characters
37-40	• Audio versus audio-visual scripts, shooting scripts and storyboards
41-42	• Writing for current affairs for TV and radio –news, sports, cultural, documentaries, Feature, crime and Human Interest
43-45	• Writing for fiction – ads, short film, converting the narrative into a video script.
15 Hours	*Tutorials*

Suggested References:

1. Swan, D. V. and Swan, J. R. (2015). *Film Scripwriting- A Practical Manual*. New York: Focal Press.
2. Fossard, E. De. and Ribber, J. (2005). *Writing and Producing for Television and Film*. New York: Sage.
3. Ahuja, B.N (2005). *Audio Visual Journalism*, Delhi: Surjeet Publications.

4. Field, S. (1989). *Selling Screenplay: The Screenwriter's Guide to Hollywood.* New York: Dell Publishing.

5. Meyer, W. (1989) *Screen Writing for narrative film and TV*. London: Collumbus Books.

6. Gothams Writers Workshop Faculty (2006) *Writing Movies*. New York: Bloomsberg.

7. Belavadi, V. (2013) *Video Production*. London: Oxford.

8. S. G. James (2008), Writing For the Mass Media, Dorling Kindersley (India) Pvt. Ltd.

9. M. Melvin (1992), Basic Media Writing, McGraw Hill.

Course Details			
Course Title: Folk and Community Media			
Course Code	MAJMC1002E04	**Credits**	4
L + T + P	3 + 1 + 0	**Course Duration**	One Semester
Semester	Semester-1	**Contact Hours**	45 (L) + 15 (T) Hours
Methods of Content Interaction	Lecture, Tutorials, Group discussion; self-study, seminar, presentations by students, individual and group drills, group and individual field based assignments followed by workshops and seminar presentation.		
Assessment and Evaluation	• 30% - Continuous Internal Assessment (Formative in nature but also contributing to the final grades) • 70% - End Term External Examination (University Examination)		

Course Objectives

- To empower the knowledge of students in terms of Folk and community Media.
- To help students understand various local folk and traditional forms and its culture.

Learning Outcomes

- Students will be aware of various folk practices around them.
- Students will be able to know what community media is.
- They will also know the concept of community participation and various related case studies.

Course Contents

UNIT I: Folk Media, Forms and Culture – (25 % Weightage)

- Meaning, Characteristics of folk Media.
- Different folk forms in Bihar,Meaning of Culture, Folklore, oral tradition
- Different Folk Media in India and Bihar
- Devotional and religious forms

- Different folk practices in peasantry society, *Various local folk dance Jat-jatin, seasonal dance like kajri and Jhumer, Sohur-khilouna, Saturi dance from Mithila, Natua, Chhau and Jhumur, Bidesia, Jhijhia, Fagua , Chhath Song, Chaita and Indian folk forms like yakshagana, tamasha,therukuthu*, puppetry, street play as a form for voicing public opinion.

UNIT II: Community Media (25 % Weightage)

- Definitions, concept and characteristics of a community; Community as social capital. Communities as stakeholders in development.
- People's participation in Development - nature, type and levels. Role of groups, community institutions and people's participation in programmes and initiatives of social change.
- Community media as an agent of socio cultural change .

UNIT III: Community participation: (25 % Weightage)

- Levels of citizen participation. Participation as empowerment. Perspectives in participatory communication. Public sphere and democracy. Critique of media as public sphere. Communication as basic human right

UNIT IV: Understanding community media (25 % Weightage)

- Folk Media and Culture
- Case study of select community media initiatives. Sangham Radio, Video Volunteers, Namma Dhwani etc.

Content Interaction Plan:

Lecture cum Discussion (Each session of 1 Hour)	**Unit/Topic/Sub-Topic**
1-2	• Introduction to folk media • Different folk forms in Bihar

3-5	• Meaning of Culture
6-7	• Folklore, oral tradition,
8-13	• Different Folk Media in India and Bihar • Devotional and religious forms, Different folk practices in peasantry society, *Various local folk dance Jat-jatin*,
14-17	• *seasonal dance like kajri and Jhumeri, Sohur-khilouna, Saturi dance from Mithila, Natua, Chhau and Jhumur, Bidesia, Jhijhia, Fagua*
18-19	• *Indian folk forms like yakshagana, tamasha, therukuthu*, puppetry, street play as a form for voicing public opinion.
20-21	• **Community:** Definitions, concept and characteristics of a community
22-31	• Community social capital. Communities as stakeholders in development. People's participation in Development - nature, type and levels. Role of groups, community institutions and people's participation in programmes and initiatives of social change.
32-33	• **Community participation-**Levels of citizen participation. Participation as empowerment
34-38	• Perspectives in participatory communication
39-42	• Public sphere and democracy
43	• Critique of media as public sphere.
44	• Communication as basic human right.
45	• Understanding community media- • Folk Media and Culture, Case study of select community media initiatives. Sangham Radio, Video Volunteers, NammaDhwani etc.
15 Hours	*Tutorials*

- Suggested References:

1.Howley, K. (2010). *Understanding Community Media*. New Delhi: Sage

2. Howley, K. (2005). Community Media People, Places, and Communication Technologies. New York: Cambridge University Press.

3. Pavarala, V. & Malik, K. (2007). *Other Voices: The struggle for community radio in India*. New Delhi: Sage

4. Halleck, D.D. (2002). *Hand Held visions: The impossible possibilities of community media*. USA: Fordham University Press.

5. Gordon, J. (2009). *A collection of community media debates and dilemmas*. Bern: Peter Lang.

Course Details			
Course Title: Communication Skills: Speaking and Writing			
Course Code	MAJMC1001S04	**Credits**	4
L + T + P	3 + 1 + 0	**Course Duration**	One Semester
Semester	Semester 1	**Contact Hours**	45 (L) + 15 (T) Hours
Methods of Content Interaction	Lecture, Tutorials, Group discussion; self-study, seminar, presentations by students, individual and group drills, group and individual field based assignments followed by workshops and seminar presentation.		
Assessment and Evaluation	• 30% - Continuous Internal Assessment (Formative in nature but also contributing to the final grades) • 70% - End Term External Examination (University Examination)		

Course Objectives

- to impart knowledge about communication process and its various forms
- to enhance students' communication skills
- to groom and polish students for professional world

- **Learning Outcomes**
  - Students will be able to know the fundamentals of communication along with basic English Grammar
  - Students will be able to write and speak English fluently.
    - And their reading and listening skills will be developed.

Course Contents

UNIT I: Introduction to Communication (25 % Weightage)

- Basic English Grammar: sentence formation, Verb
- Tense
- Use of Preposition, Active & Passive Voice
- Transformation of Sentences
- Communication: meaning and process
- Forms of communication
- SWOT Analysis, Johari Window
- Non-verbal communication: posture, gesture, facial expression, body language, eye contact, voice modulation

UNIT II: Speaking Skills & Etiquettes (25 % Weightage)

- Public speaking
- Effective presentation skills
- Techniques of group discussion
- Telephone manners

UNIT III: Writing Skills (25 % Weightage)

- Business letter, cover letter
- Resume writing
- Minutes writing
- Caption Writing

UNIT IV: Basic Listening Skills (25 % Weightage)

- Introduction to listening skills
- Self-Awareness
- Active listening
- Listening in difficult situation

Content Interaction Plan:

Lecture cum Discussion (Each session of 1 Hour)	**Unit/Topic/Sub-Topic**
1-2	• Basic English Grammar: sentence formation, Verb

3-7	• . Tense • Use of Preposition, Active & Passive Voice • Transformation of Sentences
8-13	• Communication: meaning and process
14-17	• Forms of communication • SWOT Analysis, Johari Window
18-21	• Non-verbal communication: posture, gesture, facial expression, body language, eye contact, voice modulation
22-33	• Public speaking • Effective presentation skills • Techniques of group discussion
34-38	• Telephone manners
39	• Business letter, cover letter
40	• Resume writing
41	• Minutes writing
42	• Introduction to listening skills • Self-Awareness
43-45	• Active listening • Listening in difficult situation
15 Hours	*Tutorials*

- Suggested References:

1. Shabdkosh, Central Hindi Academy
2. Wren and Martin, English Grammar and Composition.
3. Mohan, Krishna, Banerji, Meera (1990), Developing Communication Skills, Macmillan Publishers
4. Konar, Nira (2011), Communication Skills for Professionals, PHI Learning
5. Tom Burns, Sandra Sinfield (2009), Essential study skills the complete guide to success at University, Sage Publication
6. K.P. Thakur (2018), A Practical Guide to English Translation and Composition, Bharti Bhawan.
7. K.P. Thakur (2018), A Practical Guide to English Grammer, Bharti Bhawan.
8. SushilBahl (2009), Business Communication Today, Response Books

9. Bovee, Courtland L. (2011), Business Communication Today, Prentice Hall (Pearson)
10. Sharma, R.C. and Mohan, Krishna (2011), Business correspondence and report writing: a practical approach to business and technical communication, Tata McGraw Hill (New Delhi)
11. C. S. Rayadu Communication, Himalaya Publishing House, Mumbai
12. Aubrey B Fisher Perspective Human Communication Macmillan Publishing Co. New Delhi
13. N. Uma (2001), Mass Communication: Theory and Practice, Haranand Publications Pvt Ltd.

Course Details			
Course Title: Contemporary Issues in Media-1			
Course Code	MAJMC1002S04	**Credits**	4
L + T + P	3 + 1 + 0	**Course Duration**	One Semester
Semester	Semester-1	**Contact Hours**	45 (L) + 15 (T) Hours
Methods of Content Interaction	Lecture, Tutorials, Group discussion; self-study, seminar, presentations by students, individual and group drills, group and individual field based assignments followed by workshops and seminar presentation.		
Assessment and Evaluation	• 30% - Continuous Internal Assessment (Formative in nature but also contributing to the final grades) • 70% - End Term External Examination (University Examination)		

Course Objectives

- To empower the knowledge of contemporary issues in media
- To help students analysis the issues
- To encourage student to participate in group discussion and extempore.

Learning Outcomes

- Students will be aware of what is happening around the globe.
- Students will be able to know various issues coming to media
- They will also know the various contemporary media related issues.

Course Contents

UNIT I: International Issues (25% weightage)

UNIT II: National Issues (25% weightage)

UNIT III: Regional Issues (25% weightage)

UNIT IV: Contemporary Media Specific Issues (25% weightage)

Content Interaction Plan: Based on the issues going during the current semester Identify Important International, National and Regional Issues in terms of Socio Political, Cultural, Religious, and Gender Issues.

SEMESTER – II

Course Details			
Course Title: **Broadcast Journalism**			
Course Code	MAJMC2001C04	**Credits**	4
L + T + P	3 + 1 + 0	**Course Duration**	One Semester
Semester	Semester II	**Contact Hours**	45 (L) + 15 (T) Hours
Methods of Content Interaction	lectures, tutorials, practical exercises, assignments, presentations, campaign planning project, surprize test, field visits, case studies etc .		
Assessment and Evaluation	• 30% - Continuous Internal Assessment (Formative in nature but also contributing to the final grades) • 70% - End Term External Examination (University Examination)		

Course Objectives

- To make students understand the fundamentals of Television and radio journalism.
- To impart knowledge to the students regarding reporting and editing skills.
- To make students produce TV and radio News Packages.
- To identify different modes of broadcasting.
- To acquaint the students to know the process of gathering news and report for Television.

Learning Outcomes

Students would be able:

- To understand the nature and language of radio and TV formats and programmes.
- To understand the fundamentals of TV reporting, skills, ethics for TV reporting and can also be apply while reporting.
- Able to identify the right kind of music and sound effects for different formats of radio and TV programmes
- To conduct a good interview for production purpose.

- To understand the role of control room, PCR command and Cues, Live Board and can also be able to produce bulletin.

Course Contents

Unit I Basics of Radio Journalism (25% Weightage)

- Radio: An oral medium, its strength and weaknesses
- Basic features and Characteristics of radio news: How it is different from print and TV news
- Radio News: policy and practice
- Newsgathering: report writing's voice cast by correspondents' sound bites from the spot
- Using sound bytes and actualities
- Radio Interview & Vox pop
- News room set-up in a radio station

Unit II Radio News (25% Weightage)

- Radio News Bulletins: Elements and structure
- Radio News Bulletins Structure
- Compilation of bulletins: editing pool copies for bulletin, bunching, preparing headlines
- News capsule
- News Anchoring: important guidelines
- Equipment for radio production: studio set up, transmission & related technical person, microphones
- Link Announcement & Continuity

Unit III TV News (25% Weightage)

- Understanding the medium: Nature and Visual language of TV
- Television News: Meaning and concept
- Sources of TV news
- TV news script formats
- Types of story

- Principles of public service broadcasting
- Structure & function of Television News Room
- Basic camera shot

Unit IV TV News Production (25% Weightage)

- News writing for TV: Basic principles of News Bulletin
- Structuring News Story, News gathering and writing, integrating bytes, visualization of news
- Reporting: qualities of a TV news reporter
- Fundamental of TV reporting: reporting skills, ethics of TV reporting
- Interview: types of interviews, art of conducting a good interview
- News Packaging
- Anchoring a show, News live shows
- Info-graphics for news bulletin
- Piece to camera

Content Interaction Plan:

Lecture cum Discussion (Each session of 1 Hour)	**Unit/Topic/Sub-Topic**
1-2	Radio: An oral medium, its strength and weaknesses
3	Basic features and Characteristics of radio news: How it is different from print and TV news
4-5	Radio News: policy and practice
6	Newsgathering: report writing's voice cast by correspondents' sound bites from the spot
7	Using sound bytes and actualities
8	Radio Interview & Vox pop
9	News room set-up in a radio station
10	Radio News Bulletins: Elements & structure
11-12	Radio News Bulletins structure
13-14	Compilation of bulletins: editing pool copies for bulletin, bunching, preparing headlines

15-16	News capsule
17	News Anchoring: important guidelines
18-19	Equipment for radio production: studio set up, transmission & related technical person, microphones
20	Link Announcement & Continuity
21	Understanding the medium: Nature and Visual language of TV
22	Television News: Meaning and concept
23-24	Sources for TV news
25	TV news script formats
26	Types of story
27-28	Principles of public service broadcasting
29	Structure & function of Television News Room
30-31	Basic camera shot
32	News writing for TV: Basic principles of news bulletin
33-34	Structuring news story, News gathering and writing, integrating bytes, visualization of news
35-36	Reporting: qualities of a TV news reporter
37-38	Fundamental of TV reporting: reporting skills, ethics of TV reporting
39-40	Interview: types of interviews, art of conducting a good interview
41-42	News Packaging
43	Anchoring a show, News live shows
44	Info-graphics for news bulletin
45	Piece to camera
15 Hours	*Tutorials*

Suggested Readings:

1. Boyd, A., Stewart, P., Alexander, R. (2012). *Broadcast Journalism: Techniques of Radio and Television News*. Taylor & Francis.
2. Chapman, J., & Kinsey, M. (2008). *Broadcast Journalism: A Critical Introduction*. Taylor & Francis.
3. Ac, F., Jonge, D., & Hakemulder, J. R. (1998). *Broadcast Journalism*. New Delhi: Anmol Publications.
4. Chapman, J., & Kinsey, M. (2008). *Broadcast Journalism: A Critical Introduction*. Routledge.

5. Stewart, P., & Alexander, R. (2016). *Broadcast Journalism: Techniques of Radio and Television News*. Routledge.
6. Hudson, G., & Rowlands, S. (2007). *The Broadcast Journalism Handbook*. Pearson Longman.
7. Thompson, R., & Malone, C. (2004). *The Broadcast Journalism Handbook: A Television News Survival Guide*. Rowman & Littlefield.
8. Shrivastava, K. M. (2005). *Broadcast Journalism in the 21st Century*. New Dawn Press.
9. Barnas, F., & White, T. (2013). *Broadcast News Writing, Reporting, and Producing*. CRC Press.
10. H.R. Luthra(1986), Indian Broadcasting, Publication Division, Ministry of Information and Broadcasting, Govt. of India.

More Reading:

11. Hyde, S. W. (1998). *TV & Radio announcing*. Delhi: Kanishka Publishers.
12. Chantler, P., & Stewart, P. (2003). *Basic Radio Journalism*. Taylor & Francis.
13. Baran, S. J., & Devis, D. K.(2000). *Mass Communication Theory: Foundation Ferment and Future*. Thomson Wadsworth.
14. Andal, N. (2017). *Communication Theories and Models*. Delhi: Himalaya Publishing House.
15. Joshi, U. (2002). *Text Book of Mass Communication and Media*. New Delhi: Anmol Publications Pvt. Ltd.
16. Ravindaran, K. (2002). *Handbook of Mass Communication*. New Delhi: Anmol Publications Pvt. Ltd.
17. Rayadu, C. S. (2010). *Communication*. Mumbai: Himalaya Publishing House.

Course Details			
Course Title: **Media Laws & Ethics**			
Course Code	MAJMC2002C04	**Credits**	4
L + T + P	3 + 1 + 0	**Course Duration**	One Semester
Semester	Semester-II	**Contact Hours**	45 (L) + 15 (T) Hours
Methods of Content Interaction	Lecture, Tutorials, Group discussion; self-study, seminar, presentations by students, individual and group drills, group and individual field based assignments followed by workshops and seminar presentation.		
Assessment and Evaluation	• 30% - Continuous Internal Assessment (Formative in nature but also contributing to the final grades) • 70% - End Term External Examination (University Examination)		

Course Objectives

- To provide knowledge of various media laws and ethical aspects of Media profession to the students
- To inculcate ethical values (personal & organizational) required for a journalist.

Learning Outcomes

After completion of the course the learners will be able to:

- Understanding of how media policies and regulations enable or constrain effective media environments
- Understanding of the obligations and rights of media practitioners in the execution of their duties
- Understanding of changing media landscapes and their possible legal implications

Course Contents

UNIT I: Legal Provisions and Indian Constitution **(25% Weightage)**

- Constitution of India : Fundamental Rights : Freedom of speech and Expression and its limitations : Article 19(1)(a)
- Salient features of Indian Constitution , Preamble
- Directive Principles of State.
- Theory of basic structure of nation –union and States.
- Powers and functions of legislative , Executive and Judiciary .
- Contempt of Court Act 1971, legal provisions for Parliament and Legislature cverages.
- Emergency and Media Laws.

UNIT II: Specified Press law (25 % Weightage)

- Brief history of press laws in India
- Post Publication Restraints
- Law of defamation
- Working Journalist Act 1955
- Right to Information Act 2005 vis a vis. Official Secrets Act 1923
- Prasar Bharti Act - 1990
- Press and Registration of Books act 1875.+
- Copyright Act

UNIT III: Press Council and Press Commissions of India (25 % Weightage)

- Broad guidelines and codes.
- Role and functioning of Press Council and Press Commission in India
- Accountability and independence of media. Covering Conflict and International Humanitarian law
- Code of Conduct by Associations of Media professionals

UNIT IV: Introduction to Ethics (25% Weightage)

- Discussion of importance of ethics in the era of TRP fuelled Tabloid Journalism.
- Conflict of Interest
- Paid News

- Trial by Media
- Ethical Issues related to Media
- Confidentiality of sources
- Ethics of Sting Operations
- Fakery and Fabrication of news
- Using Shock value in language and visuals.

Content Interaction Plan:

Lecture cum Discussion (Each session of 1 Hour)	**Unit/Topic/Sub-Topic**
1-5	• Constitution of India : Fundamental Rights : Freedom of speech and Expression and its limitations : Article 19(1)
6-10	• Directive Principles of State. Theory of basic structure of nation –union and States.
11-15	• Provision of declaring Emergency and its effects on Media: provisions for amendments in the Constitution.
16-19	• Brief history of press laws in India, Post Publication Restraints, Contempt of Court Act-1971 , legal provisions for Parliament and legislature coverages, Law of defamation , libel and sedition
20-24	• Working Journalist Act 1955**,** Right to Information Act 2005 vis a vis. Official Secrets Act 1923, Prasar Bharti Act – 1990, Press and Registration of Books act 1875, Copyright Act
25-28	• Press council and press commission: broad guidelines and codes, Role and functioning of Press Council and Press Commission in India
29-32	• Accountability and independence of media. Covering Conflict and International Humanitarian law, Code of Conduct by Associations of Media professionals
33-36	• Discussion of importance of ethics in the era of TRP fuelled Tabloid Journalism, Conflict of Interest, Paid News, Trial by Media, Ethical Issues related to Television debates

37-40	• Confidentiality of sources, Ethics of Sting Operations
41-43	• Fakery and Fabrication of news,
44-45	• Using Shock value in language and visuals.
15 Hours	*Tutorials*

Suggested References:

- Moore. Roy L.(1999) Mass Communication Law and Ethics : A Casebook, L. Erlbaum Associates
- Moore, Roy L,and Murray, Michael D,(2008) Media Laws and Ethics, Rutledge
- R Jan, Hakemulder,(2006) Media ethics and laws ,Rutledge
- Lee, Patrick , Plaisance ,(2012) Media ethics key principles for responsible practice , Sage
- Day, Louis Alvin ,(2006) Media communication ethics , Thomson Wandsworth
- Keebal, Richard,(2009) Ethics for journalists , Rutledge
- Basu.D.D,Law of the Press ,(2011) Lexis Nexis- Butterworths Wadhwa
- Basu D.D,(2014) Introduction to the Constitution of India , Lexis Nexis
- Ravindranath P.K,(2005)Press Laws and Ethics of Journalism, Authors Press
- S.K. Aggarwal (2010), Media and Ethics, Shipra Publication
- M. Neelamalar (2016), Media, Laws and Ethics, Prentice Hall India Learning Pvt. Ltd.

Course Details			
Course Title: **Advertising**			
Course Code		**Credits**	4
L + T + P	3 + 0 + 1	**Course Duration**	One Semester
Semester	Semester II	**Contact Hours**	45 (L) + 15 (T) Hours
Methods of Content Interaction	lectures, tutorials, practical exercises, assignments, presentations, campaign planning project, surprize test, field visits, market research, case studies etc .		
Assessment and Evaluation	• 30% - Continuous Internal Assessment (Formative in nature but also contributing to the final grades) • 70% - End Term External Examination (University Examination)		

Course Objectives

- To provide basic and emerging concepts and principles to the students in relation to better decision making in the areas of Advertising & allied fields.
- To enable the students to integrate various functions with organizational goals and strategies.
- To sensitize students on various gender/ social communication issues in the light of concepts.
- To provide hands-on training on planning and production of brand and social campaigns.
- To provide skills on various relevant software especially in media planning and production of campaigns to the students .

Learning Outcomes

After completion of the course the learners will be able to:

- Students will learn how to write content for advertising
- Students will get aware of various aspects of advertising campaign
- They will get hands on training on all the aspects of advertising.

Course Contents

UNIT I: Advertising (25% Weightage)

- Meaning, Concept and Origin
- Types of advertising
- Advertising, Agency, Structure
- Brand image, unique selling proposition
- Advertising as a marketing tool

UNIT II: Advertising Campaign Planning (25 % Weightage)

- Defining strategy and its relevance
- Advertising Campaign
- Advertising appropriation and budgeting
- Methods of measuring effectiveness of advertising programme – Different types of Pre-testing, con current testing and post testing techniques
- Advertising as marketing tool

  I. The product marketing process

  II. Market segmentation process

  III. Target marketing process

  IV. Advertising and product, price, place and promotion element.

- Advertising as PR tool

  i. PR, Publicity & Corporate Advertising

- PR technologies implemented in advertising

UNIT III: Creative Strategy (25 % Weightage)

- Idea Generation
- Creative brief
- Creative appeals
- Creativity: Layout and production
- Advertising Copy, meaning , type, Writing Ad copy: print, radio, TV, outdoor, online

UNIT IV: Media Planning (25% Weightage)

- Media planning and buying agencies
- Media brief
- Preparing a media plan

- Media terms: circulation, readership, viewership, listenership, reach, frequency impressions, GRP
- Advertising Research

Content Interaction Plan:

Lecture cum Discussion (Each session of 1 Hour)	**Unit/Topic/Sub-Topic**
1-2	• Advertising Meaning, concept and origin
3-4	• Advertising as a marketing tool
5-6	• Types of advertising
7-9	• Advertising agency structure
10	• Brand image, unique selling proposition
11	• Defining strategy and its relevance
12-14	• Planning an advertising campaign planning
15-16	• Advertising appropriation and budgeting
17-20	• Methods of measuring effectiveness of advertising programme – Different types of Pre-testing, concurrent testing and post testing techniques
21-26	• Advertising as marketing tool: • The Product Marketing Process. • Market Segmentation Process. • Target Marketing Process. • IV- Advertising and product, price, place and promotion element.
27-28	• Advertising as PR tool: • I- PR, Publicity & Corporate Advertising

29	• PR technologies implemented in advertising
30	• Idea Generation
31	• Creative brief
32	• Creative appeals
33	• Creativity: Layout and production
34-37	• Writing Ad copy: print, radio, TV, outdoor, online
38-39	• Media planning and buying agencies
40	• Media brief
41-42	• Preparing a media plan
42-45	• Media terms: circulation, readership, viewership, listenership, reach, frequency impressions, GRP, Advertising Research
15 Hours	*Tutorials*

Suggested References:

1. Sontakki C.N Advertising, Kalyani Publishers, New Delhi, 1989
2. Jethwany Dr. Jaishree N. Advertising, Phoenix Publishing House Pvt. Ltd., New Delhi
3. Chunawala S.A. Advertising Sales and Promotion Management Himalaya Publishing House, New Delhi
4. Guinn Thomas and Allen Semenic Advertising and Integrated Brand Promotion Vikas Publishing House, New Delhi
5. Aaker David A and Myers John G Advertising Management, Prentice Hall of India, New Delhi
6. Vilanilam J.V & Verghese A.K. Advertising Basics, Sage, New Delhi
7. Vilmshurst John and Mackay Adrian The fundamentals of advertising, Butterworth Henemann, Oxford
8. Chunawala S.A. Advertising Sales and Promotion Management Himalaya Publishing House, New Delhi
9. Guinn Thomas and Allen Semenic Advertising and Integrated Brand Promotion Vikas Publishing House, New Delhi

Aaker David A and Myers John G Advertising Management, Prentice Hall of India, New Delhi

Course Details			
Course Title: **Corporate Communication PR & Event Management-I**			
Course Code	MAJMC2004C04	**Credits**	4
L + T + P	3 + 1 + 0	**Course Duration**	One Semester
Semester	Semester II	**Contact Hours**	45 (L) + 15 (T) Hours
Methods of Content Interaction	Lecture, Tutorials, Group discussion; self-study, seminar, presentations by students, individual and group drills, group and individual field based assignments followed by workshops and seminar presentation.		
Assessment and Evaluation	• 30% - Continuous Internal Assessment (Formative in nature but also contributing to the final grades) • 70% - End Term External Examination (University Examination)		

Course Objectives

- To understand the concepts and evolution of corporate communication in the context of organizations
- To introduce the application of corporate communication to achieve organizational goals.
- To discuss the role of strategy in corporate communication.
- To give formal instructions and training to students to be future managers of the event Industry.
- To develop an understanding of the theory and practice of creating and delivering various types of events.

Learning Outcomes

After completion of the course the learners will be able to:

- Course will enhance knowledge and Skills of Fundamentals of Corporate communication PR and Event Industry.

- Students will be able to Understand Strategic communication and barriers of communication.
- Students will be able to understand prerequisites of writing for different media platforms.
- Students will be able to understand technique and theoretical framework of planning for Events of different categories.

Course Contents

UNIT I: Understanding Corporate Communication (30% Weightage)

- Introduction to Corporate Communication
- Principles & Concepts of Corporate Communication.
- Difference and similarities between Public relation and Corporate communication
- Corporate communication and public affairs, Corporate communication and corporate affairs
- Organizing corporate communication activities
- Areas of strategic thinking in corporate communication
- Ethics and laws in corporate communication
- Scope and functions of Corporate Communication
- Tools of corporate communication; Lobbying, Sponsorship, Financial communication, corporate reputation, corporate identity, Media mileage

UNIT II: Public Relations & Practices (25% Weightage)

- Public relations , concept ,scope , meaning, need process and public
- Evolution of PR
- Tools and methods of public relations; preparing media kit and writing for media
- PR practices: corporate PR, NGO, Government, professional PR organization
- Planning for PR campaign
- Evaluation of PR campaign
- Image and attitude research , PRO and PR Setup .

UNIT III: Events: Need and Management (25% Weightage)

- Events and Event Management : Types of Events , Event Management and its functions
- Understanding Events and its need
- Events as a communication tool

- Events as a marketing tool
- Elements of Event Management: Event Infrastructure, Organizers, Sponsors, Logistics.
- Conceptualization and Planning
- The Nature of Planning, Project Planning, Planning the Setting, Location and Site
- The Operations Plan, The Business Plan, Developing the Strategic Plan

UNIT IV: Human Resource and Revenue (20% Weightage)

- Human Resource Management; Need Assessment, Policies and Procedures,
- Generating Revenue.; Fund-Raising, Grants, Merchandizing and Licensing, Food and Beverage Sales,
- Financial and Risk Management; the Budget and Cost-Revenue Management, Cash Flow Management, Accounting, Risk Management.
- Market Research; Consumer Research on Events, Visitor Surveys, The Sampling Method.
- Communications-Reaching the Customer & Evaluation; the Communication Mix, Developing and Communicating a Positive Image. Observation Techniques and Applications, Evaluation of Costs and Benefits

Content Interaction Plan:

Lecture cum Discussion (Each session of 1 Hour)	**Unit/Topic/Sub-Topic**
1-2	• Introduction to Corporate Communication • Principles & Concepts of Corporate Communication.
3-4	• Difference and similarities between Public relation and Corporate communication
5-7	• Corporate communication and public affairs, Corporate communication and corporate affairs • Organizing corporate communication activities
7-9	• Areas of strategic thinking in corporate communication • Ethics and laws in corporate communication
10-13	• Scope and functions of Corporate Communication • Tools of corporate communication; Lobbying, Sponsorship, Financial communication, corporate reputation, corporate Identity, Media mileage
14-15	• Public relations meaning, need process and public • Evolution of PR
16-17	• Tools and methods of public relations; preparing media kit and writing for media

18-19	• PR practices: corporate PR, NGO, Government, professional PR organization • Planning PR campaign
20-22	• Evaluation of PR campaign • Image and attitude research
23-25	• Events and Event Management : Types of Events & Event Management and its functions • Understanding Events and its need
26-28	• Events as a communication tool • Events as a marketing tool
29-31	• Elements of Event Management: Event Infrastructure, Organizers, Sponsors, Logistics. • Conceptualization and Planning
32-35	• The Nature of Planning, Project Planning, Planning the Setting, Location and Site • The Operations Plan, The Business Plan, Developing the Strategic Plan
36-40	• Human Resource Management; Need Assessment, Policies and Procedures, • Generating Revenue.; Fund-Raising, Grants, Merchandizing and Licensing, Food and Beverage Sales,
41-42	• Financial and Risk Management; the Budget and Cost-Revenue Management, Cash Flow Management, Accounting, Risk Management.
43-45	• Market Research; Consumer Research on Events, Visitor Surveys, The Sampling Method. • Communications-Reaching the Customer & Evaluation; the Communication Mix, Developing and Communicating a Positive Image. Observation Techniques and Applications, Evaluation of Costs and Benefits
15 Hours	*Tutorials*

Suggested References:

- Cornelissen, Joep, Corporate Communication: A Guide to Theory and Practice, (Los Angeles: Sage Publishing) 2008.
- Kitchen, Philip J. and Schultz, Don E., Raising the Corporate Umbrella: Corporate Communications in the 21st Century
- Palgrave, 2001, Argenti, Paul, Corporate Communications New York: McGraw-Hill Irwin, 2007
- Corporate Communication : Principles, Techniques and Strategies - Kogan Page 1997
- Coombs, W. Timothy, "Protecting Organization Reputations During a Crisis: The Development and Application of Situational Crisis Communication Theory,"

Corporate Reputation Review, Vol. 10, No. 3, pp. 163–176

- Coombs, W. Timothy, Crisis Management and Communications, Institute for Public Relations, 2007
- Anton Shone & Bryn Parry, Event Successful Management' , Cengage learning 2002
- Julia Rutherford Silvers Professional Event Coordination, John Willey & Sons 2003.
- Events Managements: A practical guide by Marie Christie and Lesley Mc Ateer
- Mehta D S, Handbook of Public Relations in India', Allied Publishers Pvt Ltd, 1968.

Course Title: Internship/Projects

Course Code:MAJMC2005C04

Semester: II **Course Credit: 04**

- Soon after the Second Semester End-Term Examination, students will undergo trainingeither in industry or at department in various forms of Mass Media for four weeks andwill submit a comprehensive Summer Training Report (STR) alongwith a Power PointPresentation incorporating the work done during the training.

- The hard copy of the STR (in duplicate) is to be submitted alongwith a soft copy ofPower Point Presentation at least 4 weeks before the commencement of End TermExamination of the Third semester.

- Summer Training Reports will be evaluated by the Board of Examiners comprising of anInternal Examiner and one External Examiner separately out of 50 marks each. TheExternal Examiner will be appointed by the Vice Chancellor.

- Moreover, students may opt and go for summer NCRI projects where they will have to visit any village of their choice in accordance with the NCRI, Hyderabad. They will have to submit a report both to NCRI and the Department and accordingly they will have to visit NCRI, Hyderabad prior to beginning of research project and at the end of the project if their proposal gets selected in NCRI.

Course Details			
Course Title: **Political and International Communication**			
Course Code		**Credits**	4
L + T + P	3 + T + 0	**Course Duration**	One Semester
Semester	Semester-II	**Contact Hours**	45 (L) + 15 (T) Hours
Methods of Content Interaction	lectures, tutorials, practical exercises, assignments, presentations, workshop, seminar etc.		
Assessment and Evaluation	• 30% - Continuous Internal Assessment (Formative in nature but also contributing to the final grades) • 70% - End Term External Examination (University Examination)		

Course Objectives

- Describe the connection between media systems and economic and political structures in various types of societies, and the role of the mass media in the functioning of economic and political systems.
- Explain the significance of regulatory frameworks of international communications improve critical tools with which to analyze the complex interests involved in media systems

Learning Outcomes

After completion of the course the learners will be able to:

- Understand the diversity of worldviews, values, behaviour, traditions, and experiences of co-cultures.
- International encounters in various contexts.
- Understand the roles of language, power, and communication.

Course Contents

UNIT I: Introduction **(25% Weightage)**

- Scope and characteristics, Relationship of politics with communication.

- Theoretical approaches, The role of media in politics; mediation, political socialization, political participation, political processes, public opinion, persuasion, public policy, rights and responsibilities of the media. Channels of political communication.

UNIT II: International Dimension of Political Communication (25 % Weightage)

- Globalisation of media, transnational news, Ideological promotion and conflict, international relations and propaganda, emergence of third world political communication.
- Communication as a human right – UNO's Universal Declaration of Human Rights and communication - international news agencies and syndicates, their organizational structure and functions – a critique of western news values.

UNIT III: Identity Politics and nation building (25 % Weightage)

- local assertions and its links to global assertions, gender issues - country or region-specific gender, race, class and caste issues from a post-colonial perspective; racial profiling, discrimination, xenophobia and cross border migration, HDI, Development and Environmental Concerns - conflict of interests between economic and environmental concerns

UNIT IV: Political, Economic and Cultural Dimensions of International Communication (25% Weightage)

- Communication and information as a tool of equality and exploitation, international news flow, imbalance in media growth – international, regional and internal disparities. Impact of ICT on news flow, information super highways – international telecommunication and regulatory organizations
- Debate on New World Information and Communication Order and New International Economic Order, MacBride Commission's report – non-aligned news agencies pool – its working, success, failure. Issues in international communication – democratization of information flow and media systems – professional standards; information – prompted cultural imperialism – criticisms.

Content Interaction Plan:

Lecture cum Discussion (Each session of 1 Hour)	**Unit/Topic/Sub-Topic**
1-4	• Scope and characteristics, Relationship of politics with communication.
5-11	• Theoretical approaches, The role of media in politics; mediation, political socialization, political participation, political processes, public opinion, persuasion, public policy, rights and responsibilities of the media. Channels of political communication.
12-18	• Globalisation of media, transnational news, Ideological promotion and conflict, international relations and propaganda, emergence of third world political communication.
19-25	• Communication as a human right – UNO's Universal Declaration of Human Rights and communication - international news agencies and syndicates, their organizational structure and functions – a critique of western news values.
26-30	• Local assertions and its links to global assertions, gender issues - country or region-specific gender, race, class and caste issues from a post-colonial perspective; racial profiling, discrimination, xenophobia and cross border migration, HDI, Development and Environmental Concerns - conflict of interests between economic and environmental concerns
31-38	• Communication and information as a tool of equality and exploitation, international news flow, imbalance in media growth – international, regional and internal disparities. Impact of ICT on news flow, information super highways – international telecommunication and regulatory organizations
39-45	• Debate on New World Information and Communication Order

	and New International Economic Order, MacBride Commission's report – non-aligned news agencies pool – its working, success, failure. Issues in international communication – democratization of information flow and media systems – professional standards; information – prompted cultural imperialism – criticisms.
15 Hours	*Tutorials*

Suggested References:

1. Thussu, Daya Kishan (2009), *International Communication*: *A Reader*
2. Mohammadi, Ali. (1997). *International Communication & Globalization*, Sage Publications.
3. Edward S. Herman, and Noam Chomsky, (2002) *Manufacturing Consent: The Political Economy of the Mass Media*, Pantheon Books, New York.
4. Seator, Jean. (1998). *Politics and the Media*, Blackwell.
5. Gunther, Richard. (2000). *Democracy and the Media*, Cambridge.
6. D. D. Basu, An introduction to the Constitution of India, LexisNexis publisher
7. Johari, J. C. (1974). *Indian Government and Politics: Basic Framework and State Structure*. Delhi: Vishal Publications.

Course Details			
Course Title: **News Production for Broadcast Media**			
Course Code	MAJMC2002E04	**Credits**	4
L + T + P	1 + 0 + 3	**Course Duration**	One Semester
Semester	Semester-II	**Contact Hours**	15 (L) + 45 (P) Hours
Methods of Content Interaction	Practical, lab work, presentation, projects, workshop, seminar etc.		
Assessment and Evaluation	• 60% - Continuous Internal Assessment (Formative in nature but also contributing to the final grades) • 40% - Evaluation of audio and video production before External examiners		

Course Objectives

- To prepare an audio brief.
- To use different types of microphones for radio/audio productions.
- To apply various elements of radio production for producing different radio formats.
- To handle various aspects of TV production and direction.
- To write news scripts for TV.
- To use sound and light.
- To apply production and post-production technique effectively to produce a TV news program.

Learning Outcomes

Students would be able:

- To write script for radio i.e. documentary, bulletin
- To prepare various types of radio programmes.
- To distinguish the qualities of different types of microphones used in radio production.
- To understand basic audio recording techniques.
- To prepare a video brief.

- To write a script and prepare a news story.
- To understand the floor plan and lighting plan.
- To produce a news bulletin.

Course Contents

Unit I Writing for Radio (25 % Weightage)

- Preparation of audio brief
- Research and scripting of radio news production
- Writing exercises for radio news production
- Radio production process, programming, transmission, studio broadcast with multiple sources

Unit II Radio News Production (25 % Weightage)

- Production of radio discussions
- Presentation of various types of programmes
- Production of social messages (max 30 seconds).
- Use of audio mixer
- Recording and editing of sound
- News Productions, Anchoring, Announcing
- Studio production of Radio newsreel, Current affairs, Studio interviews, Studio discussions, Phone-in programmes
- Studio production of News Bulletin, PSM, Phone-in

Unit III Writing for TV (25 % Weightage)

- Structure of TV new room
- Writing for television: Writing to still, writing for video, reference visuals to words.
- TV news writing; marking copy in production language.
- Writing for television programmes – research, visualization and production script.
- Television reporting: visualising news/ENG – research, investigation interview techniques; piece to camera and voice over
- The concept of ENG (Electronic News Gathering)

Unit IV TV News Production (25 % Weightage)

- Television news editing: planning, production, sequencing, editing and compilation of news programmes - writing
- Lead-in/intro to news packages – headlines writing, teasers and promos.

- Television anchoring: voice broadcast skills – Communication, flow, modulation - facing a camera
- Eye contact - use of teleprompter; live studio and field interviews - moderating TV studio discussions; anchoring chat shows and cross-fire.

Content Interaction Plan:

Practical/ Lab Work **(Each session of 1 Hour)**	**Unit/Topic/Sub-Topic**
1-2	Preparation of audio brief
3-4	Research and scripting of radio news production
5-6	Writing exercises for radio news production
7-8	Radio production process, programming, transmission, studio broadcast with multiple sources
9-10	Production of radio discussions
11-12	Presentation of various types of programmes
13-14	Production of social messages (max 30 seconds)
15-16	Use of audio mixer
17-18	Recording and editing of sound
19-20	News Productions, Anchoring, Announcing
21-22	Studio production of Radio newsreel, Current affairs, Studio interviews, Studio discussions, Phone-in programmes
23-24	Studio production of News Bulletin, PSM, Phone-in
25-26	Structure of TV new room

27-28	Writing for television: Writing to still, writing for video, reference visuals to words
29-30	TV news writing; marking copy in production language
31-32	Writing for television programmes – research, visualization and production script
33-34	
35	Television reporting: visualising news/ ENG – research, investigation interview techniques; piece to camera and voice over
36	The concept of ENG (Electronic News Gathering)
37-38	Television news editing: planning, production, sequencing, editing and compilation of news programmes - writing
39-40	Lead-in/intro to news packages – headlines writing, teasers and promos
41-43	Television anchoring: voice broadcast skills – Communication, flow, modulation - facing a camera
44-45	Eye contact - use of teleprompter; live studio and field interviews - moderating TV studio discussions; anchoring chat shows and cross-fire
15 Hours	Lectures for basic understanding of software for radio and TV studio

Suggested Readings:

1. Gouh, H. (1982). Planning, producing, presenting the radio programme: An AIBD manual for media trainers. Malaysia.

2. Eng, P. & Hodson, J. (2001). Reporting and writing News: A basic hand book. Bangkok. Written for the Indo- china Media Memorial Foundation.

3. Dimbleby, N., Dimbleby, R., & Whittington, Ken (1994). A guide to production techniques. UK: Hodder and Stoughton Bath.

4. Carole, F. (2002). The Radio Handbook. Routledge, London & Newyork

5. Paul, C., & Stewart, T. (2009).Essential Radio Journalism: How to produce and present radio news (Professional Media Practice). Methuen Drama .

6. Gross, L. S., & Ward, L. W. (1999). *Electronic Movie making*. Wadsworth Publishing.

7. Donald, R., & Spann, T. (2004). *Fundamentals of TV Production*. New Delhi: Surjeet Pubications.

8. Burrows, T. D., & Lynne. S. (1998). *Video Production Publisher*. MC Graw Hill.

9. Zettl, H. (2014). *Handbook of Television Production*. Wadsworth Publishing.

10. Trewin, J. (2003). Presenting on TV and Radio: An insider's guide. Focal Press.

11. Mc Liesh, R. (2005). *Radio Production*. Focal Press.

Course Details			
Course Title: **Inter-Cultural Communication Studies**			
Course Code	MAJMC2003F04	**Credits**	4
L + T + P	3 + T + 0	**Course Duration**	One Semester
Semester	Semester-II	**Contact Hours**	45 (L) + 15 (T) Hours
Methods of Content Interaction	lectures, tutorials, practical exercises, assignments, presentations, workshop, seminar etc.		
Assessment and Evaluation	• 30% - Continuous Internal Assessment (Formative in nature but also contributing to the final grades) • 70% - End Term External Examination (University Examination)		

Course Objectives

- Help students in acquiring different communication systems in different culture
- Limitations and cultural practices effecting communication.

Learning Outcomes

After completion of the course the learners will be able to:

- Students will understand cultural elements of communication.
- Understanding of inter cultural communication shall make them better communicator.

Course Contents

UNIT I: Introduction **(25% Weightage)**

- Culture- definition – process – culture as a social institution – value systems – primary – secondary – eastern and western perspectives.
- Inter-cultural communication – definition – process – philosophical and functional dimensions – cultural symbols in verbal and non-verbal communication.

UNIT II: Perception of the World **(25 % Weightage)**

- Western and Greek (Christian) – varied eastern concepts (Hindu, Islamic, Buddhist, others) – retention of information – comparison between eastern and western concepts.

UNIT III: Modern Media and Inter-cultural communication **(25 % Weightage)**

- Barriers in intercultural communication – religious, political and economic pressures
- Inter-cultural conflicts and communication
- Impact of new technology on culture
- Globalization effects on culture and communication
- Mass media as a culture manufacturing industry –mass media as a cultural institution
- Mass culture typologies – criticism and justification.

UNIT IV: Culture, Communication and Folk Media **(25% Weightage)**

- Character, content and functions – dance and music as instruments of inter-cultural communication
- UNESCO's efforts in the promotion of intercultural communication – other organizations – code of ethics.

Content Interaction Plan:

Lecture cum Discussion (Each session of 1 Hour)	**Unit/Topic/Sub-Topic**
1-5	• Culture- definition – process – culture as a social institution – value systems – primary – secondary – eastern and western perspectives.
6-11	• Inter-cultural communication – definition – process – philosophical and functional dimensions – cultural symbols in verbal and non-verbal communication.
12-16	• Western and Greek (Christian) – varied eastern concepts (Hindu, Islamic, Buddhist, others) – retention of information –

	comparison between eastern and western concepts.
17-19	• Barriers in intercultural communication – religious, political and economic pressures
20-21	• Inter-cultural conflicts and communication
22-24	• Impact of new technology on culture
25-27	• Globalization effects on culture and • Communication
28-30	• Mass media as a culture manufacturing industry –mass media as a cultural institution
31-33	• Mass culture typologies – criticism and justification.
34-39	• Character, content and functions – dance and music as instruments of inter-cultural communication
40-45	• UNESCO's efforts in the promotion of intercultural communication – other organizations – code of ethics.
15 Hours	*Tutorials*

Suggested References:

8. Sean Mc Bride Many voices one world, UNESCO Publication,1986
9. . Nordenstreng, K., & Griffin, M. S. (Eds.). (1999). *International media monitoring*. Hampton Pr.
10. Weaver, D. H., & Wu, W. (1998). *The global journalist: News people around the world*. Hampton Pr.
11. McQuail, D. (Ed.). (1972). *Sociology of mass communications: Selected readings* (Vol. 961). Penguin Books.
12. Melkote, S. R., & Steeves, H. L. (2001). *Communication for development in the Third World: Theory and practice for empowerment*. Sage.
13. Edgar, P., & Rahim, S. A. (Eds.). (2015). *Communication policy in developed countries* (Vol. 4). Routledge.

Course Details			
Course Title: **Indian Society, Polity Gender and Culture**			
Course Code	MAJMC2001S04	**Credits**	4
L + T + P	3 + T + 0	**Course Duration**	One Semester
Semester	Semester-II	**Contact Hours**	45 (L) + 15 (T) Hours
Methods of Content Interaction	lectures, tutorials, practical exercises, assignments, presentations, workshop, seminar etc.		
Assessment and Evaluation	• 30% - Continuous Internal Assessment (Formative in nature but also contributing to the final grades) • 70% - End Term External Examination (University Examination)		

Course Objectives

- Explain various aspects of Indian culture and heritage.
- Identify, discuss and explain various issues and concerns of contemporary Indian socio-economic and political system.
- Apply their knowledge in restructuring the system by developing positive, differentiative and analytical capabilities.

Learning Outcomes

After completion of the course the learners will be able to:

- Students will come to know about the social formation of India and cultural heritage.
- Students with greater understanding of society polity and culture will be better journalists.

Course Contents

UNIT I: Indian History, Culture and Heritage (25% Weightage)

- India that is Bharat.
- The Great Indian Heritage (art, culture, mythology, language, fairs and festivals)

- Landmarks in Indian Freedom Movement

UNIT II: The Indian Polity (25 % Weightage)

- Salient Features of Indian Constitution: Preamble, Relevence of Fundamental Rights and Directive Principles
- Three branches of Government: (Legislative, Executive and Judiciary Branch), Functions and role of three branches
- Parliamentary Democracy (Federal and Unitary features)
- Centre-State Relations : Issues of Regionalism
- Decentralization of Power: Panchayti Raj
- Legislative Procedures-From Bill to Act.
- Indian Judicial System : Judicial Activism
- General Elections : Electoral Reforms

UNIT III: Indian Society through the Ages (25 % Weightage)

- Social Reforms in India
- Indian Renaissance: Raja Ram Mohan Roy, Dayanand Saraswati, Ishwar Chandra Vidyasagar, Swami Vivekananda, Mahatma Gandhi, Jyotiba Phule, Baba Bhim Rao Ambedkar
- Indian Society and Modernization
- Composite culture of India

UNIT IV: Major Issues and Concerns (25% Weightage)

- Population Explosion
- Corruption
- Illiteracy
- Public Health and hygiene
- Poverty
- Caste Conflicts
- Communal tensions

- Gender Inequality
- Environment Issues

Content Interaction Plan:

Lecture cum Discussion (Each session of 1 Hour)	**Unit/Topic/Sub-Topic**
1-2	• India that is Bharat.
3-5	• The Great Indian Heritage (art, culture, mythology, language, fairs and festivals)
6-7	• Landmarks in Indian Freedom Movement
8-10	• Salient Features of Indian Constitution: Preamble, Relevence of Fundamental Rights and Directive Principles
14-16	• Three branches of Government: (Legislative, Executive and Judiciary Branch), Functions and role of three branches
17-18	• Parliamentary Democracy (Federal and Unitary features)
19-20	• Centre-State Relations : Issues of Regionalism
21-22	• Decentralization of Power: Panchayti Raj
23	• Legislative Procedures-From Bill to Act.
24	• Indian Judicial System : Judicial Activism
25	• General Elections : Electoral Reforms
26	• Social Reforms in India
27-28	• Indian Renaissance: Raja Ram Mohan Roy, Dayanand Saraswati, Ishwar Chandra Vidyasagar, Swami Vivekananda, Mahatma Gandhi, Jyotiba Phule, Baba Bhim Rao Ambedkar
29-30	• Indian Society and Modernization
31	• Composite culture of India

32-33	• Population Explosion
34	• Corruption
35-36	• Illiteracy
37-38	• Public Health and hygiene
39	• Poverty
40	• Caste Conflicts
41-42	• Communal tensions
43	• Gender Inequality
44-45	• Environment Issues
15 Hours	*Tutorials*

Suggested References:

14. Shyam Benegal, Bharat Ek Khoj (Series)
15. Guha, R. (2017). *India after Gandhi: The history of the world's largest democracy*. Pan Macmillan.
16. Vohra, R. (2014). *The making of India: a political history*. Routledge.
17. Majumdar, R. C., & Bhavan, B. V. (1964). *The History and culture of the Indian People*. Bharatiya Vidya Bhavan.
18. A.L. Basham, A Cultural History of India: The Wonder that is India, Metropolitan Book Company, Volume-1 & 2
19. Agrawal, A. N., & Agrawal, A. N. (1976). *Indian economy: nature, problems, and progress*. International Book Distributors..
20. Kothari, R. (1995). *Caste in Indian politics*. Orient Blackswan.
21. Ministry of I &B, Facts about India
22. Nehru, J. (2004). The Discovery of India. 1946. *London: Meridian*.
23. Shukla V.N., Constitution of India, Eastern Book Company, Lucknow 200a
24. Bakshi P.M., The Constitution of India, Universal Law Publishing Co. Pvt. Ltd. 2001
25. Jhabvala, Noshirvan H, The Constitution of India, C Jamnadas and Co., Mumbai, 2003
26. D. D. Basu, An introduction to the Constitution of India, LexisNexis publisher
27. Johari, J. C. (1974). *Indian Government and Politics: Basic Framework and State Structure*. Delhi: Vishal Publications.

Course Details			
Course Title: Contemporary Issues in Media-II			
Course Code	MAJMC1002S04	**Credits**	4
L + T + P	3 + 1 + 0	**Course Duration**	One Semester
Semester	Semester-II	**Contact Hours**	45 (L) + 15 (T) Hours
Methods of Content Interaction	Lecture, Tutorials, Group discussion; self-study, seminar, presentations by students, individual and group drills, group and individual field based assignments followed by workshops and seminar presentation.		
Assessment and Evaluation	• 30% - Continuous Internal Assessment (Formative in nature but also contributing to the final grades) • 70% - End Term External Examination (University Examination)		

Course Objectives

- To empower the knowledge of contemporary issues in media
- To help students analysis the issues
- To encourage student to participate in group discussion and extempore.

Learning Outcomes

- Students will be aware of what is happening around the globe.
- Students will be able to know various issues coming to media
- They will also know the various contemporary media related issues.

Course Contents

UNIT I: International Issues (25% weightage)

UNIT II: National Issues (25% weightage)

UNIT III: Regional Issues (25% weightage)

UNIT IV: Contemporary Media Specific Issues (25% weightage)

Content Interaction Plan: Based on the issues going during the current semester Identify Important International, National and Regional Issues in terms of Socio Political, Cultural, Religious, and Gender Issues.

SEMESTER – III

Course Details			
Course Title: **Development Communication**			
Course Code	MAJMC3001C04	**Credits**	4
L + T + P	3 + T + 0	**Course Duration**	One Semester
Semester	Semester III	**Contact Hours**	45 (L) + 15 (T) Hours
Methods of Content Interaction	lectures, tutorials, practical exercises, assignments, presentations, campaign planning project, surprize test, field visits, case studies etc .		
Assessment and Evaluation	• 30% - Continuous Internal Assessment (Formative in nature but also contributing to the final grades) • 70% - End Term External Examination (University Examination)		

Course Objectives

- To understand the concept of Development Communication.
- To understand the process, functions and techniques of developmental journalism with reference to print, electronic and other modem media.
- To evaluate the relevance, potential and use of various media as tools of development.

Learning Outcomes

After completion of the course the learners will be able to:

- sStudents will learn the importance of communication in the field of development.
- They will have field exposure to learn practical aspects of development communication.

Course Contents

UNIT I: Development **(25% Weightage)**

- Meaning, concept, process and models of development - theories origin – approaches to development.

- Problems and issues in development, characteristics of developing societies, development dichotomies.
- Gap between developed and developing societies. Development issues on national and regional and local level.
- Sustainable development

UNIT II: Development Communication (25 % Weightage)

- Meaning – concept – definition – philosophy – process – theories.
- Role of media in development communication – strategies in development communication – social cultural and economic barriers –development communication policy – strategies and action plans – democratic decentralization, Panchayati Raj – planning at national, state, regional, district, block and village levels.
- Interrelation between development and development communication.
- **Models of Development Communication:** Dominant Paradigm Model, Participatory development model, Basic needs model. New paradigm of development.

UNIT III: Media in Development Communication (25 % Weightage)

- Understanding the role of traditional and modern media in development communication.
- ICT role in development communication.
- Uses of various forms of media: puppetry, theatre, print media, radio, television and cinema.
- Concept of development journalism, historical background and significance.
- Issues of development journalism: health, nutrition, social issues, resource use, literacy, agriculture and environment.

UNIT IV: Communication for Development Project (25% Weightage)

- Research, Identifying problem, Planning Media Strategy, Communication objective setting, target audience mapping, Message strategy- Content Design, treatment of content; understanding culture in communication (social norms, beliefs and attitudes), Community mobilisation, Advocacy in development communication, media selection and media mapping; Implementation design, Monitoring and evaluation: processes and practice ***(Students will do field visit to carry out the project.)***

- The Students will come with mid-media strategy and will produce Street Play, Puppet show etc. they may also produce radio or video programmes on any Contemporary Development Issue.

Content Interaction Plan:

Lecture cum Discussion **(Each session of 1 Hour)**	**Unit/Topic/Sub-Topic**
1-3	• Meaning, concept, process and models of development - theories origin – approaches to development.
4-5	• Problems and issues in development, characteristics of developing societies, development dichotomies.
6-8	• Gap between developed and developing societies. Development issues on national and regional and local level.
9	• Sustainable development
10-12	• Meaning – concept – definition – philosophy – process – theories.
13-17	• Role of media in development communication – strategies in development communication – social cultural and economic barriers –development communication policy – strategies and action plans – democratic decentralization, Panchayati Raj – planning at national, state, regional, district, block and village levels.
18	• Interrelation between development and development communication.
19-22	• **Models of Development Communication:** Dominant Paradigm Model, Participatory development model, Basic needs model. New paradigm of development
23-24	• Understanding the role of traditional and modern media in development communication.
25-26	• ICT role in development communication.
27	• Uses of various forms of media: puppetry, theatre, print media, radio, television and cinema.
28-29	• Concept of development journalism, historical background and significance.

30-31	• Issues of development journalism: health, nutrition, social issues, resource use, literacy, agriculture and environment.
Research, Identifying problem, Planning Media Strategy, Communication objective setting, target audience mapping, Message strategy- Content Design, treatment of content; understanding culture in communication (social norms, beliefs and attitudes), Community mobilisation, Advocacy in development communication, media selection and media mapping; Implementation design, Monitoring and evaluation: processes and practice ***(Students will do field visit to carry out the project.)***	
32-33	• Identification of problem, planning media strategy and setting objective.
34-36	• Profiling the target audience and creation of content.
37-40	• Implementing the strategy, monitoring and evaluation of the process.
41	• Field visit with the project.
42-45	• The Students will come with mid-media strategy and will produce Street Play, Puppet show etc. they may also produce radio or video programmes on any Contemporary Development Issue.
15 Hours	*Tutorials*

Suggested References:

1. Narula, U., 1994; Development Communication. Haianand Publications.
2. Melkote Srinivas : Communication for Development in the Third World - Theory and Practive, Prestice - Mall, New Delhi, 1991.
3. Ravindran, N., et. al. 1993; Perspectives in Development Communication, Sage Publications, New Delhi.
4. Raghavan, G.N.S., 1993; Development and Communication in India, Gian Publishing House, New Delhi.
5. Hancock. A., 1980; Communication Planning for Development, UNESCO, Paris.
6. Fernandes, Walter : Development with People, Indian Social Institute, New Delhi, 1988.
7. Jayaweera N. & Amunugama S. : Rethinking Development Communication, AMIC, Singapore, 1988.
8. Kumar, Keval J. : Communication and Development : Communication Research Trends, Vol. 9, No. 3, 1988.

More Readings:

1. Hoogvelt Ankie : The Third World in Global Development, Macmillan, London, 1982
2. Hornik, Robert C : Development Communication : Information Agriculture and Nutrition in Third World, Longman, London/ NY, 1988.
3.

4. Sondhi, Krishan : Communication, Growth and Public Policy Breakthough, New Delhi, 1983.

Schramm, Wilbur : Mass Media and National Development, Stanford UP, Stanford, 1964

Course Details			
Course Title: Communication Research			
Course Code	MAJMC3001C04	**Credits**	4
L + T + P	3 + 1 + 0	**Course Duration**	One Semester
Semester	Semester III	**Contact Hours**	45 (L) + 15 (T) Hours
Methods of Content Interaction	Lecture, Tutorials, Group discussion; self-study, seminar, presentations by students, individual and group drills, group and individual field based assignments followed by workshops and seminar presentation.		
Assessment and Evaluation	• 30% - Continuous Internal Assessment (Formative in nature but also contributing to the final grades) • 70% - End Term External Examination (University Examination)		

Course Objectives

- To impart understanding of various research techniques and method.
- To make student understand research process and its nauances.
- To make student undertake media research.

Learning Outcomes

- Students will be able to know the basics of research and
- Students will understand the various tools of data collection.
- They will also know the how to process, arrange data, and code them and its interpretation.
- Also their knowledge will be enhanced in various areas of media research.

Course Contents

UNIT I: Fundamentals of Research **(25% weightage)**

- Meaning, Objectives and types of research
- Research approaches – quantitative and qualitative
- Defining the research Problem

- Research ethics
- Element of research – Variable, types of Variables, Levels of measurement, measuring scale
- Sampling- steps in sampling design, selection a sampling procedure
- Types of sampling – probability and Non-Probability

UNIT II: Tools of Data Collection (25 % Weightage)

- Primary and secondary data
- Field observation method
- Focus groups
- Intensive Interviews
- Case Study method
- Content analysis, Discourse analysis.
- Survey research
- Longitudinal research

UNIT III: Data Analysis and Presentation (25 % Weightage)

- Processing of data- editing, classification, tabulation
- Analysis of data
- Data distribution, Summary Statistics, Sample distribution
- Hypothesis testing
- SPSS-an introduction
- Interpretation of data – Inferences drawn from the study
- Report Writing- Steps involved, Layout of the research Project

UNIT IV: Research Applications (25 % Weightage)

- Research in Print media
- Research in electronic media
- Research in advertising
- Research in Public Relations
- Research in New Media and Social Media Platforms (Facebook, Twitter, Instagram, LinkedIn etc.)

Content Interaction Plan:

Lecture cum Discussion (Each session of 1 Hour)	**Unit/Topic/Sub-Topic**

1-2	• Meaning, Objectives and types of research
3-5	• Research approaches – quantitative and qualitative
6-7	• Defining the research Problem • Research ethics
8-13	• Element of research – Variable, types of Variables, Levels of measurement
14-17	• Measuring scale
18-19	• Sampling- steps in sampling design, selection a sampling procedure • Types of sampling – probability and Non-Probability
20-21	• Primary and secondary data • Field observation method
22-31	• Focus groups • Intensive Interviews
32-33	• Case Study method • Content analysis
34-38	• Survey research • Longitudinal research • Processing of data- editing, classification, tabulation • Analysis of data
39	• . Data distribution, Summary Statistics, Sample distribution • Hypothesis testing
40	• SPSS-an introduction • Interpretation of data – Inferences drawn from the study • Report Writing- Steps involved, Layout of the research Project
41	• Research in Print media
42	• Research in electronic media
43	• Research in advertising
44	• Research in Public Relations

45	• Research in New Media and Social Media Platforms (Facebook, Twitter, Instagram, LinkedIn etc.)
15 Hours	*Tutorials*

- Suggested References:
- Treadwell, Donald, Introducing communication research : paths of inquiry, Sage Publications, 2011
- Reinard, John, Communication Research Statistics, Sage Publications, 2006
- C. R. Kothari Research Methodology: Methods & Techniques, WishwaPrakashan, New Delhi, 1996
- James & George, Qualitative research in technical communication, Routledge Publishers, 2011
- G.K. Parthasarthy, Electronic Media and Communication Research Methods, Gnosis Publication, 2006
- Priest, Susana Horning, Doing Media Research an Introduction, Sage Publication, 2010
- Berger , Arthur Asa, Media and communication research methods: an introduction to qualitative and quantitative approaches, Sage Publication, 2011
- Judith Bell Doing your Research Project,Viva Books Private Limited, 1999
- Hansen Andero, Cottle Simon, Mass Communication Research methods, Negrine Ralph, Newbold Chris Mc Millan Press Ltd., London 2004
- Wimmer Roger D, Mass Media Research, Thompson, New York, Dominick Joseph R 2004
- Anderson & James, Media Research Methods: understanding metric and interpretative approaches, Sage Publication, 2012.
- Jensen Klaus Brush ed. A Handbook of Media and Communication Research, Routledge, London 2002
- Allen et. al., Quantitative Research in Communication, Sage publications, 2011
- Gunter, Media Research Methods: measuring audiences, reactions and impact, Sage Publications, 2000
- Mishra R.P., Research Methodology, New Delhi Concept, 1988
- Kumar Ranjit, Research methodology, Sage publications, 2011
-

Course Details			
Course Title: **MEDIA MANAGEMENT**			
Course Code	MAJMC3003C04	**Credits**	4
L + T + P	3 + T + 0	**Course Duration**	One Semester
Semester	Semester-III	**Contact Hours**	45 (L) + 15 (T) Hours
Methods of Content Interaction	lectures, tutorials, practical exercises, assignments, presentations, visit to media organization, workshop, seminar etc.		
Assessment and Evaluation	• 30% - Continuous Internal Assessment (Formative in nature but also contributing to the final grades) • 70% - End Term External Examination (University Examination)		

Course Objectives

- To impart knowledge about the various media management aspects
- To make students understand the structure and functioning of various media organizations
- To apprise students with various media business models
- To enhance students' knowledge about media marketing strategies and campaign planning

Learning Outcomes

After completion of the course the learners will be able to:

- Students will learn various aspects of media management.
- Students will have hands on training by designing marketing and planning campaign.

Course Contents

UNIT I: Media Management **(25% Weightage)**

- Media Management: principles, concepts and functions
- Planning: definition, process and relevance
- Leadership and motivation
- Ownership pattern of Regional Media

UNIT II: Media Governance and Economics **(25 % Weightage)**

- Structure of various media organization
- Functions of various departments
- Ownership pattern of media organizations
- Economic principles of media structure

UNIT III: Media Marketing **(25 % Weightage)**

- Media marketing strategies and analysis
- Consumer behaviour & market research

UNIT IV: Media as a Business **(25% Weightage)**

- Print: production, marketing, distribution, revenue
- Television: broadcast business model, revenue, distribution
- Radio: radio business model, revenue
- Internet: internet business model
- Film: planning, production, distribution, marketing, revenue, retail

Content Interaction Plan:

Lecture cum Discussion (Each session of 1 Hour)	**Unit/Topic/Sub-Topic**
1-3	• Media Management: principles, concepts and functions
4-6	• Planning: definition, process and relevance
7-8	• Leadership and motivation
9	• Ownership pattern of Regional Media
10-12	• Structure of various media organization
13-14	• Functions of various departments
15-18	• Ownership pattern of media organizations
19-21	• Economic principles of media structure
22-24	• Media marketing strategies and analysis

25-27	• Consumer behaviour & market research
28-31	• Print: production, marketing, distribution, revenue
32-34	• Television: broadcast business model, revenue, distribution
35-37	• Radio: radio business model, revenue
38-40	• Internet: internet business model
41-45	• Film: planning, production, distribution, marketing, revenue, retail
15 Hours	*Tutorials*

Suggested References:

28. Khandekar Kohli Vanita, The Indian Media, Sage Publications, 2011
29. Tungate,Marke, Media Monoliths: how great media brands thrive and survive, Kogan Page, 2005
30. Doyle, Gillian, Media ownership: the economics and politics of convergence and concentration in the UK and Europe media, Sage publication, 2006
31. Shamsi, N. Afaque, Media organization and management, Anmol publication, 2006
32. Albarran, Alan B., The media economy, Routledge, 2010
33. Redmond, J, Trager R Media Organisation Management, Biztantra, New Delhi 2004
34. J.F. Stoner & Freeman, Principles of Management
35. S. Kundra, Media Management, New Delhi Anmol, 2005
36. Roy, Ram, Media Management, Delhi Gaur Publishers & Distrubuters, 2011
37. Pande, B.D. Modern Journalism, mass communication and media management, Anamika Publishers, 2011
38. Aggarwal Bala Vir & Gupta V.S., Handbook of Journalism and Mass Communication, concept publishing company, 2006
39. Jeffrey Robin, India's Newspaper Revolution: Capitalism, Politics and the Indian-Language Press, 1977-99, C. Hurst & Co. publishers, 2000
40. Jeffrey Robin, Media Modernity, Permanent Black, 2010
41. Shamsi, N. Afaque, Media organization and management, Anmol publication, 2006
42. Stoner, James A., Management, New Delhi Pearson, 1995
43. Arvind Kumar, Media management and social issues vol. I-II, Anmol publication
44. M.A. Shewan & B.D. Usmani (ed.), Encyclopedia of media management, vol. – I-V, Himalaya books, 2010
45. Dr. Sakthivel Murughan, M. Management Principles & Practices, New Age International Publishers, New Delhi, 2005

Course Details			
Course Title: Corporate Communication, PR & Event Management-II			
Course Code	MAJMC2004C04	**Credits**	4
L + T + P	3 + 1 + 0	**Course Duration**	One Semester
Semester	Semester III	**Contact Hours**	45 (L) + 15 (T) Hours
Methods of Content Interaction	Lecture, Tutorials, Group discussion; self-study, seminar, presentations by students, individual and group drills, group and individual field based assignments followed by workshops and seminar presentation.		
Assessment and Evaluation	• 30% - Continuous Internal Assessment (Formative in nature but also contributing to the final grades) • 70% - End Term External Examination (University Examination)		

Course Objectives

- The students need to be trained to acquire skills in various kinds of writing for Media.
- The focus of the practical sessions should be on imparting specialized skills required in the Corporate and Event Industry
- This Paper aims at enhancing the creativity of students by undertaking exercises in Conceptualizing and Designing Of Events and understand the importance of Professional photography

Learning Outcomes

Course will enhance knowledge and Skills;

1. Fundamentals of Corporate communication PR and Event Industry.
2. Students will be able to design Strategic communication and barriers of communication.
3. Students will be able to write for different media platforms.
4. Students will be able to plan and execute Events of different categories.

Course Contents

UNIT I: Media Writing Project **(25% Weightage)**

- Writing for media: press releases, press backgrounders, rejoinders, press communiqué,

  Making clips of electronic media.
- Understanding Communication tools
- Understanding Market and audience

UNIT II: Planning for Events **(25% Weightage)**

- Professional association
- Concept
- Theme
- Fabrication
- Light & sound
- Handling vendors
- Special Events: Aim of event , Types and category, Sports, Rallies, Wedding , corporate events, Develop a mission, Establish Objectives Preparing event proposal, Use of planning tools

UNIT III: Event Management and Professional photography **(25% Weightage)**

- Event Management Lab: Concept & Designing Of Events
- Professional photography: Types of Camera, Camera Operations, Digital Darkroom Techniques, Composition, Flash Usage, Use of Exposure Meters and Filters, Camera Basics, Studio Lighting and Display of Photographic Work.
- Evaluation of Cultural Events (Case Study)

UNIT IV: Strategic Project Planning **(25% Weightage)**

- Students will undertake a critical analysis of a unique strategic issue or objective discussed in class. It will require that each student research the goals and/or needs of a particular corporation or industry of his/her choice and then propose an integrated communications strategy to achieve those goals/needs. Students are cautioned in not setting too broad a topic and focus on something that allows for a discretely detailed strategy. Students will be required to submit a prospectus that provides a concise overview of the topic, describes the corporation's/industries unique circumstances, and the main frameworks to address the issues involved.

Content Interaction Plan:

Lecture cum Discussion **(Each session of 1 Hour)**	**Unit/Topic/Sub-Topic**
1-2	**Media Writing Project** • Press releases • Press backgrounders
3-5	• rejoinders • press communiqué making clips for electronic media
6-7	• Understanding Communication tools
8-10	• Understanding Market and audience
11-17	**Planning for Events** • Professional association • Concept • Theme • Fabrication • Light & sound Handling vendors
18-21	Special Events: • Aim of event • Types and category • Sports, Rallies • Wedding • Corporate events • Develop a mission • Establish Objectives Preparing event proposal • Use of planning tools
21-24	• Event Management Lab: Concept & Designing Of Events
24-26	**Event Management And Professional photography** • Professional photography • Types of Camera
27-32	• Camera Operations • Digital Darkroom Techniques • Composition, Flash Usage • Use of Exposure Meters and Filters

	• Camera Basics • Studio Lighting and Display of Photographic Work.
33-37	Evaluation of Cultural Events (Case Study)
38-45	**Strategic Project Planning** • Students will undertake a critical analysis of a unique strategic issue or objective discussed in class. It will require that each student research the goals and/or needs of a particular corporation or industry of his/her choice and then propose an integrated communications strategy to achieve those goals/needs. Students are cautioned in not setting too broad a topic and focus on something that allows for a discretely detailed strategy. Students will be required to submit a prospectus that provides a concise overview of the topic, describes the corporation's/industries unique circumstances, and the main frameworks to address the issues involved.
15 Hours	*Tutorials*

Suggested References:

1. Bruce E Skinner, Event Sponsorship, Publisher',Vladimir Rukavina, Wiley 2002, ISBN 0471126012
2. Anton Shene, Bryn Parry, Successful Event Management, Thomson Learning ISBN 1844800768, 2004
3. Judy Alley, Event Planning, John Wiley and Sons, ISBN 0471644129, 200
4. Lynn Van Der Wagen & Brenda R. Carlos, Event Management for Tourism, Cultural, Business and Sporting Events, Pearson Prentice Hall, 2005
5. Coombs, W. Timothy, Crisis Management and Communications, Institute for Public Relations, 2007
6. Anton Shone & Bryn Parry, „ Event Successful Management' , Cengage learning 2002
7. Julia Rutherford Silvers Professional Event Coordination, John Willey & Sons 2003.
8. Events Managements: A practical guide by Marie Christie and Lesley McAteer P. Jones and D. Holmes. Key concepts in media and communications. Sage.

Course Details			
Course Title: **Radio Fiction Non-fiction program production- I**			
Course Code		**Credits**	4
L + T + P	3 + 1 + 0	**Course Duration**	One Semester
Semester	Semester III	**Contact Hours**	45 (L) + 15 (T) Hours
Methods of Content Interaction	Lectures, tutorials, practical exercises, assignments, presentations, campaign planning project, surprize test, field visits, case studies etc .		
Assessment and Evaluation	• 30% - Continuous Internal Assessment (Formative in nature but also contributing to the final grades) • 70% - End Term External Examination (University Examination)		

Course Objectives

- To acquaint the students with radio production methods and procedures.
- To impart understanding of the medium and various radio programmes.
- Students should be able to produce radio programmes and news bulletin.

Learning Outcomes

Students would be able:

1. To understand the advantages and disadvantages of radio as a medium of mass communication.
2. To apply radio signs and codes in radio programme recordings.
3. To distinguish and identify the different modes of broadcasting and types of radio stations.
4. To write effectively for ear.
5. To understand the three phase of radio production i.e. pre production, production, post production.

6. To apply the right kind of music and sound effects for different formats of radio programmes.

7. Course Contents

Module I Basics of Radio Programming

- Radio Programme production: Basic Equipments
- Radio transmission modes: Amplitude Modulation (AM), Short Wave (SW), Medium Wave (MW), Frequency Modulation (FM)
- Microphone: Types and importance
- Elements of Radio Script
- Programme objectivity
- Identity target listener
- Radio signs & codes
- Community Radio: Concept & Importance

Module II News & Feature

- Technique of radio news writing
- Radio news reporting: Field reporting, reporting specialized areas, investigative reporting
- News capsuling and radio commentary
- News based programme
- Radio Talk
- Interview and discussion
- Feature and Documentary

Module III Programme Production

- Music Programmes
- Drama and Serial
- Vox Pop
- Phone In
- Youth and women related programme
- Chat Show
- Radio Commercial: Types, Copy Writing, Slogans

Module IV Programme Presentation

- Special audience programme
- Link Announcement & Continuity

- Pronunciation
- Use of Silence
- Forming a personality for the programme/station
- Production technology: audio recording, editing software

Content Interaction Plan:

Lecture cum Discussion (Each session of 1 Hour)	**Unit/Topic/Sub-Topic**
1-3	Radio Programme production: Basic Equipments
4-5	Radio transmission modes: Amplitude Modulation (AM), Short Wave (SW), Medium Wave (MW), Frequency Modulation (FM)
6-8	Microphone: Types and importance
9	Elements of Radio Script
10-12	Programme objectivity
13-17	Identity target listener
18	Radio signs & codes
19-22	Community Radio: Concept & Importance
23-24	Technique of radio news writing
25-26	Radio news reporting: Field reporting, reporting specialized areas, investigative reporting
27	News capsuling and radio commentary
28-29	Radio Talk
30-31	Interview and discussion
32-33	Feature and Documentary
34	Music Programmes
35-36	Drama and Serial
37-38	News writing for TV: Basic principles of news bulletin
39-40	Vox Pop, Phone In, Youth and women related programme
41	Radio Commercial: Types, Copy Writing, Slogans
42	Special audience programme
43	Link Announcement & Continuity, Pronunciation
44	Forming a personality for the programme/station

45	Production technology: audio recording, editing software
15 Hours	*Tutorials*

Suggested Readings:

1. . Fossard, E. D. (2005). Writing and Producing Radio Drama: communication for behaviour change. Sage Publication.
2. 2. McLeish, R. (2001). Radio production. Amsterdam: Focal Press.
3. 3. Carole, F. (1994). The radio handbook. Routledge.
4. 4. Dattani, M. (2005). Collected plays: screen, stage and radio plays. New Delhi: Penguin Books.
5. 5. Chignell, H. (2009). Key Concepts in radio studies. New Delhi: Sage Publication.

Course Details			
Course Title: **TV Fiction Non-fiction program production- I**			
Course Code		**Credits**	4
L + T + P	3 + 1 + 0	**Course Duration**	One Semester
Semester	Semester III	**Contact Hours**	45 (L) + 15 (T) Hours
Methods of Content Interaction	lectures, tutorials, practical exercises, assignments, presentations, campaign planning project, surprize test, field visits, case studies etc .		
Assessment and Evaluation	• 30% - Continuous Internal Assessment (Formative in nature but also contributing to the final grades) • 70% - End Term External Examination (University Examination)		

Course Objectives

❖ To identify different kinds of video camera, camera shots, movements, mounts, angles and compositions along with basic operations and functions of a video camera.

❖ To describe techniques of lighting for video production.

❖ To describe the methods of recording and mixing of sound in video production.

❖ Students should be able to produce television programmes and news bulletin.

Learning Outcomes

Students would be able:

1. To understand the different types of video camera, its parts and functions.
2. To work on different types of shots, camera angle and camera movement and composition.
3. To apply the technique and use of lighting.
4. To use different lighting tools i.e. diffusers, reflectors, cutters and gels.
5. To apply the basics of audio in video programmes.
6. To understand various audio elements used in video broadcast.
7. To use audio mixers for recording and editing of film.

Course Contents

Module I Pre-Production **(25% Weightage)**

- Fundamentals of TV Production
- Fiction and Non-fictional programmes
- Researching the topic
- Developing programme brief: objective, content, target audience, duration etc.
- Principles of scripting a programme: Plot, character, story board, script breakdown
- Budget: budget format, factors for controlling budget
- Location hunting and recce
- Make up & Costume
- Scenic design
- AV Script
- Conversational Writing

Module II Visualization **(25% Weightage)**

- Composition: different types of shots, camera angles and camera movements
- Lights and its properties
- Different types of lights
- Basic lighting techniques
- Audio fundamentals
- Various audio elements used in video programmes.
- Types of microphones.
- Preparing TV visuals: Simplicity, Contrast, Balance, Composition

Module III Production **(25% Weightage)**

- The production personnel: role and responsibilities
- Production schedule
- Video programme production

Module IV Post Production **(25% Weightage)**

- Introduction to editing
- Video formats
- Mechanics of editing
- Linear & Non-Linear editing
- Vision Mixing in PCR

- Maintaining Consistency and Continuity
- Basic transitions: Cut, dissolve, fade, wipe, sequencing of shots
- Guidelines for Editing

Content Interaction Plan:

Lecture cum Discussion (Each session of 1 Hour)	**Unit/Topic/Sub-Topic**
1-2	Fundamentals of TV Production
3	Fiction and Non-fictional programmes
4	Researching the topic
5-6	Developing programme brief: objective, content, target audience, duration etc.
7-8	Principles of scripting a programme: Plot, character, story board, script breakdown
9	Budget: budget format, factors for controlling budget
10	Location hunting and recce
11	Make up & Costume
12	Scenic design
13	AV Script
14	Conversational Writing
15-16	Composition: different types of shots, camera angles and camera movements
17	Lights and its properties
18-19	Different types of lights
20-21	Basic lighting techniques
22-23	Audio fundamentals
24-25	Various audio elements used in video programmes
26-27	Types of microphones
28-29	Preparing TV visuals: Simplicity, Contrast, Balance, Composition
30-31	The production personnel: role and responsibilities
32-33	Production schedule

34	Video programme production
35-36	Introduction to editing
37	Video formats
38-39	Mechanics of editing
40-41	Linear & Non-Linear editing
42	Vision Mixing in PCR
43	Maintaining Consistency and Continuity
44	Basic transitions: Cut, dissolve, fade, wipe, sequencing of shots
45	Guidelines for Editing
15 Hours	*Tutorials*

Suggested Readings:

1. Carole, F. (2002). The Radio Handbook. Routledge, London & Newyork

2. Paul, C., & Stewart, T. (2009).Essential Radio Journalism: How to produce and present radio news (Professional Media Practice). Methuen Drama .

3. Gross, L. S., & Ward, L. W. (1999). Electronic Movie making. Wadsworth Publishing.

4. Donald, R., & Spann, T. (2004). Fundamentals of TV Production. New Delhi: Surjeet Pubications.

5. Burrows, T. D., & Lynne. S. (1998). Video Production Publisher. MC Graw Hill.

6. Zettl, H. (2014). Handbook of Television Production. Wadsworth Publishing.

7. Trewin, J. (2003). Presenting on TV and Radio: An insider's guide. Focal Press.

8. Mc Liesh, R. (2005). Radio Production. Focal Press.

Course Details			
Course Title: Science Communication			
Course Code	MAJMC3004E04	**Credits**	4
L + T + P	3 + 1 + 0	**Course Duration**	One Semester
Semester	Semester-III	**Contact Hours**	45 (L) + 15 (T) Hours
Methods of Content Interaction	lectures, tutorials, assignments, presentations, surprize test, case studies, workshops, seminar etc.		
Assessment and Evaluation	• 30% - Continuous Internal Assessment (Formative in nature but also contributing to the final grades) • 70% - End Term External Examination (University Examination)		

Course Objectives

- To provide an insight into popular science communication in the wider context
- To enhance practical communication skills, with particular emphasis on effective writing, speaking and exhibiting on scientific and science related topics / issues for a variety of masses.

Learning Outcomes

After completion of the course the learners i.e. students :

- Science Communication students will be able to produce contents i.e. reports and other written forms , useful for various kinds of media , policy makers, government and others
- Students will be sensitized on the issues related with science communication.

Course Contents

Module I: Introduction to Science Communication (25% Weightage)

- Science Communication-Characteristics
- Media use for science communication
- Media coverage of science-print-radio-Television and New Media
- Promotional campaigns of science communication
- Status of science communication in India

Module II: Communicating Science to the Media (25 % Weightage)

- Development messages
- Writing science for media-Print, Radio , Television, New Media
- Science in the news ; how scientific values and news value differs , and whether science news should be a "special case in the media".
- News Writing : structure and conventions of press releases and news stories . The importance of audience analysis in writing effectively.

Module III: Communicating Science to the Public (25 % Weightage)

- Articulate the difference between public understanding and public engagement
- Describe the value of public engagement
- Describe and evaluate potential controversies from your audience
- Science and new technology : discussion of science apps and social media.
- Science on radio: incorporating science into public service broadcasting difficulties and opportunities posed by relying on the spoken word to explain complex information.

Module IV: Health Communication (25% Weightage)

- Health Literacy-major health issues in India-AIDS, Cancer ,Family planning , Polio, Swine Flu , bird flu , malaria, TB , No tobacco etc.
- Ethics of reporting health issues in the media
- News writing techniques of public health-related issues
- Research on media coverage of health issues in Indian Media
- Health communication strategies

Content Interaction Plan:

Lecture cum Discussion (Each session of 1 Hour)	**Unit/Topic/Sub-Topic**
1-3	• Meaning Science Communication
4-6	• History of Science Communication
6-8	• Goals for Science Communication
9-11	• Motivations for Science Communication
12-14	• Write a press release using your research topic
15-18	• Develop media messages
19-22	• Participate in mock interviews
23-25	• Articulate the difference between public understanding and public engagement
26-29	• Describe the value of public engagement
30-33	• Describe and evaluate potential controversies from your audience
34-36	• Consider the value of effective communication with policy makers

37-40	• Critique the premise that the role of science in policy should be that of informing policy , not making policy
41-45	• Explain why not every policy maker is going to be concerned with science and why not every scientist is going to be concerned with policy
15 Hours	*Tutorials*

Suggested References:

1. Gregory. Jane., & , Miller. Steve. (2000). *Science In Public: Communication, Culture , And Credibility* . Basic Book Publishers.
2. Bowater, Laura., & Yeoman, Key. (2013). *Science Communication :*. A Practical Guide for Scientists. Blackwell Publisher
3. Bauer. Martin W & Bucchi. Massiniano . (2007). Journalism , Science and Society : Science Communication Between News and Public Relations. Routledge
4. Bennett, David, J., & Jennings, Richard C. (2015). *Successful Science Communication*. Cambridge University Press
5. Holliman, Richard, & Thomas, Jeff.& Seanlon , Elean , & Smidt, Sam, (2009). *Practising Science Communication in the Information Age: Theorizing Professional Practices*. Oxford University Press, USA.
6. Bucchi, Massima. (2005). Science in Society: An Introduction to Social Studies of Science. *Routledge*.
7. Hayes , Richard , & Grossman , Daniel. (2006). A Scientist Guide To Talking With The Media: Practical Advice from the Union of Concerned Scientist. Rutgers University Press

Course Details			
Course Title: Film Studies			
Course Code		**Credits**	4
L + T + P	3 + 1 + 0	**Course Duration**	One Semester
Semester	Semester III	**Contact Hours**	45 (L) + 15 (T) Hours
Methods of Content Interaction	Lecture, Tutorials, Group discussion; self-study, seminar, presentations by students, individual and group drills, group and individual field based assignments followed by workshops and seminar presentation.		
Assessment and Evaluation	• 30% - Continuous Internal Assessment (Formative in nature but also contributing to the final grades) • 70% - End Term External Examination (University Examination)		

Course Objectives

- To make students understand the various aspects of film making.
- To make students understand the aesthetic sense of film and how it produces messages.
- To make students learn basic functions of camera.

Learning Outcomes

- Students will learn creation of good messages through films
- Students will learn basic functions of camera

Course Contents

UNIT I: Introduction to Film Studies (20% weightage)

- Basic Aspects of Film Language and Film Aesthetics
- Mise-en-scene: concept, significance and elements of mis-en-scene

- How camera produces meaning: shot, scene, sequence, shot sizes, composition and camera angles, Editing and meaning
- Aspects of film narrative-textual analysis of film

UNIT II: Cinema in Retrospect (20 % Weightage)

- Early history of cinema: Silent Cinema (1895-1930). The rise of the studio system and star system in Hollywood; Evolution of Classical Hollywood cinema: The dominant film paradigm.
- World cinema: Iran, Latin America, East-Asia.
- Independent filmmaking, History of the documentary
- Origin, growth and development of cinema in India.

UNIT III: National Cinema Movements (20 % Weightage)

- Soviet Montage Cinema
- German Expressionistic Cinema
- Italian Neo-Realist Cinema
- French New Wave Cinema
- Indian New Wave (Parallel/Art) Cinema

UNIT IV: Film Theories (20 % Weightage)

- Classical Film theory (Bazin, Eisentein Arnheim et al)
- Post-Classical: Auteur theory/Apparatus theory
- Post-colonial approaches
- Indian film studies

Practical/Lab Work **(Each session of 1 Hour)**	**Unit/Topic/Sub-Topic**
1-3	• Basic Aspects of Film Language and Film Aesthetics
4-5	• Mise-en-scene: concept, significance and elements of mis-en-scene
6-8	• How camera produces meaning: shot, scene, sequence, shot sizes, composition and camera angles, Editing and meaning
8-9	• Aspects of film narrative-textual analysis of film
10-12	• Early history of cinema: Silent Cinema (1895-1930).

13-15	• The rise of the studio system and star system in Hollywood;
16-18	• Evolution of Classical Hollywood cinema: The dominant film paradigm.
18-20	• World cinema: Iran, Latin America, East-Asia.
21-23	• Independent filmmaking, History of the documentary
24-26	• Origin, growth and development of cinema in India
27-29	• Soviet Montage Cinema
30-32	• German Expressionistic Cinema
33-35	• Italian Neo-Realist Cinema
35-37	• French New Wave Cinema
38-39	• Indian New Wave (Parallel/Art) Cinema
40	• Indian New Wave (Parallel/Art) Cinema
41-42	• Post-Classical: Auteur theory/Apparatus theory
43	• Post-colonial approaches
44	• Indian film studies
45	• Discussion
15 Hours	Lectures for basic understanding of documentary production

Suggested Readings:

- Satyajit Ray, Ritwik Ghatak, Mrinal Sen, Adoor Gopalkrishnan, Shyam Benegal
- India Filmmakers – Jim Jarsush, Wong Kar wai, Sodenberg, Lars Von Triers.
- Major filmmakers of world cinema- Louis Bunuel Jean Jack Godard, Akira Kurosawa, Ingmar Bergman, Baernardo Bertolucci, Abbas Kiarostami, Mazid Mazidi, Yasujiro Ozu, Roman Polanski etc.

The concerned Course Teacher/s will provide reading reference to the students before the beginning of the Semester.

SEMESTER – IV

Course Details			
Course Title: **New Media and Online Journalism**			
Course Code	MAJMC4001C04	**Credits**	4
L + T + P	3 + T + 0	**Course Duration**	One Semester
Semester	Semester-IV	**Contact Hours**	45 (L) + 15 (T) Hours
Methods of Content Interaction	lectures, tutorials, practical exercises, assignments, presentations, workshop, seminar etc.		
Assessment and Evaluation	• 30% - Continuous Internal Assessment (Formative in nature but also contributing to the final grades) • 70% - End Term External Examination (University Examination)		

Course Objectives

- To impart knowledge about communication process and its various forms on digital platforms
- To make students understand various theories and models of new media communication
- To enhance students' ability on online journalism.

Learning Outcomes

After completion of the course the learners will be able to:

- Students will learn various aspects on online journalism/.
- Students will get practical input of online journalism which will help them in getting placed in industry..

Course Contents

UNIT I: Introduction **(25% Weightage)**

- Advent of www
- Internet and its impact on News Organisations.
- Overview of local and international Online journalism.

- Online versus other mediums.
- Growth of independent news websites

UNIT II: New Media & Culture (25 % Weightage)

- Concept of new media and technologies.
- Uses of new media-(e-governance, e-commerce, e-education etc.)
- New media theories-Manuel Castells Network Society, Patrice Flichy's-Internet Imaginaire, Henry Jenkins-Convergence culture, Participatory culture and Collective intelligence.
- Digital Divide
- Information Overload.
- Security and Surveillance

UNIT III: New Media and Journalism (25 % Weightage)

- Concept and definition of online journalism
- Features of online journalism
- Types of online journalism: News websites, Blogs: Creation and writing, Citizen Journalism, Social Media: Facebook, Twitter, Instagram, LinkedIn etc.)

UNIT IV: Writing for Web (25% Weightage)

- Writing news stories, features and articles.
- Interview and chats on the web as news source.
- Mobile digital news formats
- Computer Assisted Journalism (CAJ)
- Introduction to CMS (Content Management System)

Content Interaction Plan:

Lecture cum Discussion (Each session of 1 Hour)	**Unit/Topic/Sub-Topic**
1-2	• Advent of www
3-4	• Internet and its impact on news organisations.
6-7	• Overview of local and international online journalism.

8-9	• Online versus other mediums.
10-12	• Growth of independent news websites
13	• Concept of new media and technologies.
14-15	• Uses of new media-(e-governance, e-commerce, e-education etc)
16-21	• New media theories-Manuel Castells Network Society, Patrice Flichy's-Internet Imaginaire, Henry Jenkins-Convergence culture, Participatory culture and Collective intelligence.
22-23	• Digital Divide
24	• Information Overload.
25	• Security and Surveillance
26-27	• Concept and definition of online journalism
28	• Features of online journalism
29-34	• Types of online journalism: News websites, Blogs: Creation and writing, Citizen Journalism, Social Media: Facebook, Twitter, Instagram, LinkedIn etc.)
35-37	• Writing news stories, features and articles.
38-39	• Interview and chats on the web as news source.
40	• Mobile digital news formats
41-43	• Computer Assisted Journalism (CAJ)
44-45	• Introduction to CMS (Content Management System)
15 Hours	*Tutorials*

Suggested References:

46. Ray, T. (2006). *Online Journalism: a basic text.* Cambridge India.
47. New Media by John v.pavlik(Coulmbia University Press,2001)
48. Introduction Digital Journalism: Emerging Media and the Changing Horizons of Journalism, Edited by Kevin Kawamoto(Rowman and Lilltlefield Publishers,2003)
49. Journalism to Online Journalism: Publishing News and Information by Roland De Wolk(Allyn & Bacon,2001)
50. Kumar, Keval, Teleommunications and New Media Technology in India: Social and

Cultural Implication, Gazette, Volume 54 no 3, pp 267-277, 1995

51. Caperna A., Integrating ICT into Sustainable Local Policies. ISBN13:9781615209293
52. Carnoy, Martin. "ICT in Education: Possibilities and Challenges." Universitat Oberta de Catalunya, 2005.
53. "Good Practice in Information and Communication Technology for Education." Asian Development Bank, 2009.
54. Grossman, G. and E. Helpman (2005), "Outsourcing in a global economy", Review of Economic Studies 72: 135-159.
55. Oliver, Ron. "The Role of ICT in Higher Education for the 21st Century: ICT as a Change Agent for Education." University, Perth, Western Australia, 2002.
56. Walter Ong, Orality and Literacy: The Technologizing of the Word (London, UK: Routledge, 1988), in particular Chapter 4

Course Details			
Course Title: Dissertation			
Course Code	MAJMC4001C04	**Credits**	4
L + T + P	3 + 1 + 0	**Course Duration**	One Semester
Semester	Semester IV	**Contact Hours**	45 (L) + 15 (T) Hours
Methods of Content Interaction	Lecture, Tutorials, Group discussion; self-study, seminar, presentations by students, individual and group drills, group and individual field based assignments followed by workshops and seminar presentation.		
Assessment and Evaluation	• 60% - Continuous Internal Assessment (Formative in nature but also contributing to the final grades) • 40% -Viva Voce External Examination (University Examination)		

Course Objectives

- To make students formulate research topic
- To make students prepare research design
- To make students conduct a pilot study
- To make students undertake data collection
- To make students undertake data analysis
- To make students produce dissertation

Learning Outcomes

- Students will be able to decide the research topic.
- They will also be able to review the related literature in congruence with research topic.
- Students will also be able to prepare hypothesis/Research Questions and decide appropriate methodologies.
- They will also know the ways of data analysis and its interpretation.

Course Contents

UNIT I: Finalizing the topic (25% weightage)

Finalizing the topic

- Selection of area of study (Radio, TV, films, radio, films, advertising, new media etc.)
- Rationale of statement of the problem/Topic.
- Writing introduction to the Topic

Secondary Data Collection

- Review of Literature/video/audio.
- Technique of writing literature of Review.

Seminar presentation on review of literature

UNIT II: Research Design (25 % Weightage)

- Research Problem
- Research objectives/questions/hypothesis.
- Theoretical or conceptual framework.
- Research approaches: quantitative, qualitative, triangulation.
- Data collection methods.
- Universe, sampling technique, setting, time period
- Analysis techniques

UNIT III: Pilot study (25 % Weightage)

- Prepare questionnaire (if any)
- Select a small sample
- Data collection and Analysis
- Analyse the findings
- Rectify the research proposal (if required)
- Presentation of full synopsis.

Data Collection

- Primary and Secondary
- Survey research
- Field observation
- Focus groups
- Intensive interviews
- Case study
- Content analysis or Discourse analysis
- Experimental Research
- Longitudinal study

UNIT IV: Data Analysis (25 % Weightage)

- Processing of data – editing, coding, classification, tabulation
- Analysis of data – Statistics
- Interpretation of data – inferences drawn from the study

Dissertation Writing

- Formation of chapters
- Determining the order of the dissertation
- Writing as per style guide of the University
- Editing

Presentation

- Seminar presentation
- Modification, if any.

- Proof reading
- Final submission of dissertation

Content Interaction Plan:

Lecture cum Discussion (Each session of 1 Hour)	**Unit/Topic/Sub-Topic**
1-2	• Selection of area of study (TV, films, radio, films, advertising, new media etc.) Rationale of statement of the problem/Topic
3-5	• Writing introduction to the Topic • Review of Literature/video/audio. • Technique of writing literature Review. • Seminar presentation on review of literature
6-7	• Research Problem • Research objectives/questions/hypothesis. • Theoretical or conceptual framework.
8-13	• Research approaches: quantitative, qualitative, triangulation. • Data collection methods. • Universe, sampling technique, setting, time period • Analysis techniques
14-17	• Prepare questionnaire (if any) • Select a small sample • Data collection and Analysis • Analyse the findings
18-19	• Rectify the research proposal (if required) • Presentation of full synopsis
20-21	**Data Collection** • Primary and Secondary • Survey research • Field observation
22-31	• Focus groups • Intensive Interviews • Case Study method • Content analysis • Experimental Research • Longitudinal study

32-33	**Data Analysis** • Processing of data – editing, coding, classification, tabulation • Analysis of data – Statistics • Interpretation of data – inferences drawn from the study
34-38	**Dissertation Writing** • Formation of chapters • Determining the order of the dissertation
39	• Writing as per style guide of the University
40	• Editing
41	• Seminar presentation
42	• Modification, if any.
43	• Proof reading
44	• Final submission of dissertation
45	• Final Presentation (in front of all faculty)
15 Hours	*Tutorials*

- Suggested References:
- Treadwell, Donald, Introducing communication research : paths of inquiry, Sage Publications, 2011
- Reinard, John, Communication Research Statistics, Sage Publications, 2006
- C. R. Kothari Research Methodology: Methods & Techniques, WishwaPrakashan, New Delhi, 1996
- James & George, Qualitative research in technical communication, Routledge Publishers, 2011
- G.K. Parthasarthy, Electronic Media and Communication Research Methods, Gnosis Publication, 2006
- Priest, Susana Horning, Doing Media Research an Introduction, Sage Publication, 2010
- Berger , Arthur Asa, Media and communication research methods: an introduction to qualitative and quantitative approaches, Sage Publication, 2011
- Judith Bell Doing your Research Project,Viva Books Private Limited, 1999
- Hansen Andero, Cottle Simon, Mass Communication Research methods, Negrine Ralph, Newbold Chris Mc Millan Press Ltd., London 2004
- Wimmer Roger D, Mass Media Research, Thompson, New York, Dominick Joseph R 2004
- Anderson & James, Media Research Methods: understanding metric and interpretative approaches, Sage Publication, 2012.

- Jensen Klaus Brush ed. A Handbook of Media and Communication Research, Routledge, London 2002
- Allen et. al., Quantitative Research in Communication, Sage publications, 2011
- Gunter, Media Research Methods: measuring audiences, reactions and impact, Sage Publications, 2000
- Mishra R.P., Research Methodology, New Delhi Concept, 1988
- Kumar Ranjit, Research methodology, Sage publications, 2011

Course Details			
Course Title: **Newsletter and Website Designing**			
Course Code	MAJMC4001E04	**Credits**	4
L + T + P	1 + 0 + 3	**Course Duration**	One Semester
Semester	Semester-IV	**Contact Hours**	15 (L) + 45 (P) Hours
Methods of Content Interaction	Practical, lab work, presentation, projects, workshop, seminar etc.		
Assessment and Evaluation	• 60% - Continuous Internal Assessment (Formative in nature but also contributing to the final grades) • 40% - Evaluation of Newsletter and Website before External examiners)		

Course Objectives

- to give students practical knowledge of website designing and newsletter designing
- to make students acquaint with new software and technology which are widely in use in industry

Learning Outcomes

After completion of the course the learners will be able to:

- Students will learn the basics of website designing and newsletter designing.
- Students will learn various software and will produce a group newsletter and a group website.

Course Contents

UNIT I: Website designing **(25% Weightage)**

- Basics of web content development (system analysis and design)
- Content placement
- Concepts of Tags, metatags, keywords
- Basics of DHTML.
- Working mechanism of CMS (Content Management System).

UNIT II: Production of a Website **(25 % Weightage)**

- Production of a website.

UNIT III: Newsletter Designing **(25 % Weightage)**

- Quark Express
- Photoshop
- In-design
- Basic idea of designing
- Page designing

UNIT IV: Production of newsletter **(25% Weightage)**

- Production of a newsletter using all required software

Content Interaction Plan:

Practical/Lab Work **(Each session of 1 Hour)**	**Unit/Topic/Sub-Topic**
1-3	• Basics of web content development (system analysis and design)
4-7	• Content placement
7-8	• Concepts of Tags, metatags, keywords
9-11	• Basics of DHTML.
12-14	• Working mechanism of CMS (Content Management System).
15-25	• Production of a website.
26-29	• Quark Express
29-34	• Photoshop
35-37	• In-design

38-39	• Basic idea of designing
41-42	• Page designing
43-45	• Production of a newsletter using all required software
15 Hours	• Lectures for basic understanding of software for Newsletter and Website designing.

Suggested References:

57. Jain, S. Web Designing and Development : Training Guide, Publisher: BPB Publication
58. Jenkins, Web Design: The L Line,Wiley India Pvt Ltd, 2008
59. Harrower, T. The Newspaper Designer's Handbook, McGraw-Hill Professional, 2012
60. Dreamweaver, online tutorials
61. Joomla tutorials
62. Photoshop tutorials

Course Details			
Course Title: **Advance Print**			
Course Code	MAJMC4003E04	**Credits**	4
L + T + P	3 + 1 + 0	**Course Duration**	One Semester
Semester	Semester- IV	**Contact Hours**	45 (L) + 15 (T) Hours
Methods of Content Interaction	Lecture, Tutorials, Group discussion; self-study, seminar, presentations by students, individual and group drills, group and individual field based assignments followed by workshops and seminar presentation.		
Assessment and Evaluation	• 30% - Continuous Internal Assessment (Formative in nature but also contributing to the final grades) • 70% - End Term External Examination (University Examination)		

Course Objectives

- To develop communication and writing skills on specialized reporting, opinions and editorials.
- To develop an analytical approach towards the coverage of print media and investigate publishable news.
- To make them understand the skills of good writing and editing stories.

Learning Outcomes

After completion of the course the learners will be able to:

- To know the art of effective writing, reporting and storytelling techniques.
- To develop an ability to analyse and critique the works in print media.
- To identify the target audiences and able to communicate effectively with the news readers.
- To develop an ability to analyse and critique the works in print media.
- To identify the target audiences and able to communicate effectively with the news readers.

Course Contents

Unit I: News Content Development **(25% Weightage)**

- Finding news stories
- Evaluation, planning and writing
- Writing news content with suitable leads
- Review before publication

Unit II: Art of News writing **(25 % Weightage)**

- Writing features
- Reviews and editorials: style and contents.
- Framing sentences, graphs and stories
- Lead writing
- Body writing

Unit III: Writing news stories on the Web **(25 % Weightage)**

- Interview and chats on the web as a news source
- Online version`s e-paper, e-magazines
- Mobile digital news format
- Transforming print pages into web pages

Unit IV: Advanced Print Reporting **(25% Weightage)**

- Crime
- Culture and lifestyle reporting
- Sports reporting
- Environment and science reporting
- Citizen journalism

Content Interaction Plan:

Lecture cum Discussion (Each session of 1 Hour)	**Unit/Topic/Sub-Topic**
1-5	• Finding news stories, Evaluation, planning and writing
6-9	• Writing news content with strong leads, Review before publication
10-13	• News writing. Writing features, Reviews and editorials: style and contents.
14-17	• Writing features, Reviews and editorials: style and contents, Framing sentences, graphs and stories
18-20	• Lead writing, Body writing
21-22	• Interview and chats on the web as a news source
23-25	• Online version`s e-paper, e-magazines, Mobile digital news format, Transforming print pages into web pages
26-31	• Print reporting. Culture and lifestyle reporting
32-36	• Sports reporting
37-40	• Environment and science reporting
41-45	• Citizen journalism
15 Hours	*Tutorials*

Suggested References:

- Maguire, M. (2014). *Advanced Reporting: essential skills for 21st century journalism*. New York: Routledge.
- Cruz, Ceciliano-Jose B. (2014). *Advanced Campus Journalism*. New York: Rex Bookstore, Inc.
- Keeble, R. and Thurman, N. (2005). *Print Journalism: a critical introduction*, New York: Routledge.
- Stein, M. and Burnett, C. (2006). *The Newswriter's Handbook Introduction to Journalism*. New York: Blackwell Publishing.
- Zachariah, A. (2008). *Print Media Communication And Management: Elements, Dimensions And Images*. New Delhi: Kanishka Publishiners Distributors.
- Mencher, M. (2010). *News reporting and writing*, New York: Mc-Graw Hill.

- MacDougall, C.D. (2016). *Principles of editorial writing*. New York: W.C. Brown Co. Publishers.

- Hodson, J. and Watts, G. (2010). *Beyond basics: an advanced journalism manual*. New York: IMMF.

Course Details			
Course Title: **Radio Fiction Non-fiction program production- II**			
Course Code		**Credits**	4
L + T + P	1+ 0+ 3	**Course Duration**	One Semester
Semester	Semester- IV	**Contact Hours**	15 (L) + 45 (P) Hours
Methods of Content Interaction	Practical, lab work, presentation, projects, workshop, seminar etc.		
Assessment and Evaluation	• 60% - Continuous Internal Assessment (Formative in nature but also contributing to the final grades) • 40% - Evaluation of audio production before External examiners		

Course Objectives

- To impart knowledge of radio production techniques and formats
- To enhance the radio production skills of the students
- To produce various types of radio productions.

Learning Outcomes

Students would be able:

1. To do radio programme planning.
2. To use different types of production elements for making radio programme.
3. To write radio scripts.
4. To understand different Radio programme formats.
5. To distinguish and describe the qualities of different types of microphones, new trends and technology used in radio production.

Course Contents

Module I Radio Programme Planning (25% Weightage)

- Definition of Fiction and Non Fiction Programme
- Programme planning and production process

- Production elements of radio program: speech, narration, dialogue, sound effects, music, silence

Module II Radio Programme Writing (25% Weightage)

- Writing for Radio: meaning, objective and totality, merits and demerits
- Elements of radio writing, process of writing, basic principles of radio writing
- Language of the radio scripts, types of the scripts.
- Types of Programme: Drama, Serial, Sitcom

Module III Radio News based Programme Writing (25% Weightage)

- Writing the Radio New Bulletin
- Non-fiction programme: Meaning and definition.
- Spoken words Programmes: Talk, interview, discussion, quiz, story, poetry recitation,
- Documentaries, radio magazine, phone in, radio bridge
- Musical Non-fiction Programme: light, classical, folk

Module IV Radio Programme Production (25% Weightage)

- Equipment of radio production, studio setup, transmission and related technical person
- Microphones: importance, types, sound recording machines, sound mixers etc.
- Familiar with equipment and their operation
- Production of final product

Content Interaction Plan:

Practical/Lab Work **(Each session of 1 Hour)**	**Unit/Topic/Sub-Topic**
1-3	Programme planning and production process
4-5	Production elements of radio program: speech, narration, dialogue, sound effects, music, silence
6-8	Writing for Radio: meaning, objective and totality, merits and demerits
9-11	Elements of radio writing, process of writing, basic principles of radio writing

12-15	Language of the radio scripts, types of the scripts.
16-18	Types of Programme: Drama, Serial, Sitcom
19-21	Writing the Radio New Bulletin
22-25	Non-fiction programme: Meaning and definition
26-28	Spoken words Programmes: Talk, interview, discussion, quiz, story, poetry recitation
29-30	Documentaries, radio magazine, phone in, radio bridge
31-33	Musical Non-fiction Programme: light, classical, folk
34-37	Equipment of radio production, studio setup, transmission and related technical person
38-41	Microphones: importance, types, sound recording machines, sound mixers etc.
42-43	Familiar with equipment and their operation
44-45	Production of final product
15 Hours	Lectures for basic understanding of radio programme production

Suggested Readings:

1. Fossard, E. D. (2005). Writing and Producing Radio Drama: communication for behaviour change. Sage Publication.

2. McLeish, R. (2001). Radio production. Amsterdam: Focal Press.

3. Carole, F. (1994). The radio handbook. Routledge.

4. Dattani, M. (2005). Collected plays: screen, stage and radio plays. New Delhi: Penguin Books.

5. Chignell, H. (2009). Key Concepts in radio studies. New Delhi: Sage Publiscation.

Course Details			
Course Title: **TV Fiction Non-fiction program production- II**			
Course Code		**Credits**	4
L + T + P	1+ 0+ 3	**Course Duration**	One Semester
Semester	Semester- IV	**Contact Hours**	15 (L) + 45 (P) Hours
Methods of Content Interaction	Practical, lab work, presentation, projects, workshop, seminar etc.		
Assessment and Evaluation	• 60% - Continuous Internal Assessment (Formative in nature but also contributing to the final grades) • 40% - Evaluation of video production before External examiners		

Course Objectives

❖ To provide expertise in production of television programmes (news and non-fiction).

❖ To lay stress on pre-production, ideation, research, scriptwriting, production and post-production work-editing, voice over, music, vision mixing and packaging.

Learning Outcomes

Students would be able:

1. To understand the research process that precedes the production of a television programmes.
2. To apply the right kind of music and sound effects for different formats of programmes.
3. To understand the different types of video camera, its parts and functions.
4. To work on different types of shots, camera angle and camera movement and composition.
5. To apply the technique and use of lighting.
6. To use different lighting tools i.e. diffusers, reflectors, cutters and gels.
7. To apply the basics of audio in video programmes.
8. To understand various audio elements used in video broadcast.
9. To use audio mixers for recording and editing of sound

Course Contents

Module I Pre-Production (25% Weightage)

- Documentary profile
- Researching the topic
- Script writing: script format, Story element, Developing story ideas
- Producing fundamentals worksheet
- Visual, structural, pacing, progression, use of graphics
- Sound element: voice over, talking heads, music, ambiance, sound effect, silence,
- Source of document, authenticity, credibility, meaning, role and responsibilities of key team members

Module II Studio Operations (25% Weightage)

- Introduction to camera equipment and formats
- Camera operation: Image basics
- Use of lights (Indoor and Outdoor)
- Use of audio mixer
- Use of video mixer
- Single and Multi camera operation
- Field Shooting

Module III Introduction to Editing software (25% Weightage)

- Editing techniques
- Creating a script using editing software
- Creating rough cut
- Editing: audio-video mixing, voice over

Module IV Production of final product (25% Weightage)

- Prepare a final product
- Promotional activities
- Screening of students' work

Content Interaction Plan:

Practical/Lab Work **(Each session of 1 Hour)**	**Unit/Topic/Sub-Topic**
1-3	Documentary profile
4-5	Researching the topic
6-8	Script writing: script format, Story element, Developing story ideas
9-11	Producing fundamentals worksheet
12-15	Visual, structural, pacing, progression, use of graphics
16-18	Sound element: voice over, talking heads, music, ambiance, sound effect, silence,
19-21	Source of document, authenticity, credibility, meaning, role and responsibilities of key team members
22-25	Introduction to camera equipment and formats
26-28	Camera operation: Image basics
29-30	Use of lights (Indoor and Outdoor)
31-33	Use of audio mixer
34-37	Use of video mixer
38-40	Editing techniques
41	Creating a script using editing software
42	Creating rough cut
43	Editing: audio-video mixing, voice over
44	Prepare a final product
45	Screening of students' work
15 Hours	Lectures for basic understanding of television programme production

Suggested Readings:

1. Ralph Donald and Thomas Spann, Fundamentals of Television Production, Surjeet Publications, New Delhi.

2. Herbert Zettl, Handbook of Television Production, Publisher: Wadsworth.

3. Thomas D Burrows & Lynne S., Video Production Publisher, MC Graw Hill.

4. Ralph Donald and Thomas Spann, Fundamentals of TV Production, Surjeet Pubications, New Delhi.