

Communication Theory

Full Marks: 100

Written: 70

Continual Assessment (Internal): 30

Module 1 : Introduction to Communication

Origin, Basic concepts, Definitions, Nature, Process and function of Human Communication.

Types of Communication and their contexts (From Intra Personal to Mass Communication).

Media of Interpersonal, Group, Mass and Mass Self Communication.

Audience, Culture, Society and Market Influence on Content of Communication.

Module 2 : Human Communication and Brain

Understanding Human Brain and its role in Communication.

Basic Human Communication functions- Perceiving, feeling, thinking, relating, interpreting and motor sensory coordination.

Fundamental thinking skills- evaluation, reasoning, questioning, critical thinking, decision making.

Information processing- creation, dissemination and reception of mediated information.

Structuring message, it's encoding and decoding.

Module 3 : Different perspectives on Communication

Indian perspectives- Sadharanikaran and other seminal thoughts.

Early European perspective- technological determinism.

(McLuhan), Mathematical theory of Shannon and Weaver.

Administrative Approaches (From Lasswell to Newcomb).

Frankfurt School (Critical theories).

Media system- factors and theories (Authoritarian, Libertarian, Socialistic, Social Responsibility, Development).

Module 4 : Changing Communication and Media Scenario

Convergence of media with IT and telecom- Impact on media industry.

Social media and changing Communication pattern.

Mobile telephony for business, entertainment, relationship and social cohesion,
Citizen Journalism.

Recommended Books:

1. Mass Communication in India by Keval J. Kumar
2. Mass Media Today by Subir Ghosh
3. Media and Society by R.K. Ravindran
4. Communication Theory by Melvin De Fleur

Media Literacy

Full Marks: 100

Written: 70

Continual Assessment (Internal): 30

Module 1 : Media Goal and Agenda

Values behind social construction of reality

Recognizing who creates a particular media message

Understand what media creation wants us to believe

Discovering how media messages offer meaning

Module 2 : Realizing Persuasion

Persuasion as a goal of communication

Identifying ‘tools’ of persuasion used

Recognizing bias, spin, misinformation, economic interest and lies

Module 3 : story

Reading for between headline and body text: uniformity and misleading

Understanding closer of the story

Discovering what is not told and why

Story setting and serving agenda

Module 4 : From evaluation to creation

Observing issues raised in TV and newspaper

Evaluate message in those issues from own belief, experience and values

Create your own message on those issues

Recommended Books:

Media Literacy, 5th edition, W. James Potter

Media Literacy Test Kit, Loho Chaudhary, Biplab

Writing for Media

Full Marks: 100

Written: 70

Continual Assessment (Internal): 30

Module 1 : Language of Media

Types of Media and their uniqueness

How some expressions in different media differs

Writing the same story for Print, TV, Radio and Web- Problem and scope

Module 2 :News

News : definitions, element, values and concepts

Sources of News; News gathering techniques- Web based sources,

Press briefing, Press Conference, Meet the Press Programmes

Types of Interview, Purpose, Technique

Handouts, News release, Press note etc.

Module 3 : Other Content

Feature writing, columns, news writing and analysis for Newspaper and Web

Media Criticism and reviews

Editorial Writing, Types of Editorials

Creative Writing- Essays, short stories, middles

Obituaries

Module 4 : Writing for different needs

Writing for blogs

Public relation writing

Script for Radio and TV

Writing scholarly articles- notes and referencing styles

Recommended Books:

Associated press style book

Style book of All India Radio

Media Organization Management

Full Marks: 100

Written: 70

Continual Assessment (Internal): 30

Module 1 : Introduction

Understanding media- Media industry overview

Media product- Media business amidst convergence

Media market Features- market share and concentration, integration, BSOs, Product diversity and other aspects

Ownership types & Issues- Foreign investment pattern-Small media ownership--LLP

Launching an MO & Launching a media product

Module 2 : Management Overview

Management- definition & principles- Basic functions of managers- Application in media industry

Tasks in media organization (MO)- uniqueness of media business- Public service aspect

Departmentation in MOs- Multiple Centre- Multiple product MOs- Team & Task force

Overview of economics – foundation of media business- Intellectual capital

MO Profit Equation- Cost revenue equation & Break-even

Module 3 : Editorial and Program Management

Communication package/Editorial mix

Workflow of the department- Executive functions of media professionals

Understanding audience for media product- Creation of unique user value in media product

Conventions, deadlines, work schedule- Ensuring creativity within routine

Utilizing scope of convergence inter media and transmedium editorial aspects- designing media product

Module 4 : Media Marketing: Promotion, Distribution, Advertising

Overview of marketing- Strategy of media marketing- Promotion

Distribution management in MOs in TV, radio & print

Ad department structure & function in MOs in TV, radio, print & Web

Agency relations- Ad production & Scheduling/Placement

Convergent MOs' Joint Ad regime

Recommended Books:

Media organization management by Loho Chaudhary

Indian Media Business by Kohli Khandekar

History, Law & Ethics of Media

Full Marks: 100

Written: 70

Continual Assessment (Internal): 30

Module 1:Media History

Early communication systems- development of printing- early efforts of News papering in India with special efforts to Hicky and Raja Ram Mohan Roy

Newspapers and magazines in the 19th century- First war of the Press

The Indian Press and freedom movement- Gandhi, Ravindranath Tagore, Nehru, Subhash Chandra Bose

Development of Radio, Cinema, Recording and News Agency in India(up to 1947)

Module 2: Contemporary History of Media in India

Post Independence development of the press- major landmarks of English and Indian Language

Development of Radio after Independence- from air days to FM and Community Radio

Development of TV- AIR days, SITE experiment, post-Asiad phase, Opening of Indian Sky wave (1991) and afterwards (major landmarks)

Development of Cinema, recording and New Media (Major Landmarks)- Phase of Medimorphosis.

Module 3: Constitution, Institutions and Law for Media

Constitution of India: Preamble, Fundamental rights- freedom of speech and expression and their limits

Directive principles of state policy

Provisions of declaring emergency, effects of emergency on media

Reporting legislature and parliamentary privileges and media

Laws for print media- press and registration of books act (1864)

Working journalist and other newspaper employees (conditions of service and miscellaneous provisions) act 1955

Prasar Bharti act, cinematography act and acts for cable television and FM Radio

Copyright act, trademark act and patents act- with reference to WTO agreement and IPR legislations

Communication convergence bill and cyber laws impact of media.

Module 4: Media Ethics

Approach to Media Ethics : Etic and Emic

Media ethical problems including privacy, right to reply, sting operations
Guarding against communal writing and sensational and yellow journalism,
freebies, bias, coloured reports

Ethical issues related with ownership of media and national, transnational
monopoly, Private treaties between media and corporate houses

Role of press council of India and its broad guidelines for the press, paid news

Codes suggested for the media by Press Council, Editors Guild of India

Advertising council of India, PRSI, NBA

Recommended Books:

1. Laws of the press by D.D. Basu
2. History of Press, Press Laws and communication by B.N. Ahuja
3. Freedom and fraud of the Press by Kekar Ghosh
4. Press and Press Laws in India by Hemendra Prasad Ghosh
5. Media Ethics and laws by Jan R. Hakeculdar

Communication Research

Full Marks: 100

Written: 70

Continual Assessment (Internal): 30

Module 1: Overview of Research in Communication

Overview of research in Communication : search for models and theories

Tracing root of research from Indian perspective

Context in communication research- social, economic, cultural, technological and political

Research traditions- Administrative vs. Critical, Communication vs. Marketing

Module 2: Research Design and Sampling

Qualitative vs. quantitative, Basic vs. Applied Research, Cross sectional vs.

Longitudinal, Laboratory vs. Field Research etc.

Method- observation, Survey, Content analysis, Census, Case study, Clinical study

Preparing Research question- Questionnaires and Schedules, Pre testing and Pilot-testing

Sampling Techniques- Strength and Limitations- statistical method of basic analysis, Frequency Distribution, SD etc.

Module 3: Conducting Communication Research

Research process- Topic identification, Observation, Theorizing and Verification of phenomenon

Deciding title, Introduction, Rationale, Problem, Aim and Objective on Research Questions

Theoretical/ Conceptual/ Operational framework- perspective building/ hypothesizing

Methodology: Design, Universe/ Population, Variable/ Attributes/ indicators, sample, instrument, data type, time, limitation, data presentation, data analysis, summary/ Executive summary, Conclusion and Recommendations

Module 4: Communication Research in India

Landmark studies : SITE, AURCP, Community Radio

Market research in India- Audience research- TAM, RAM, NRS & other audience researches

Public opinion surveys and Policy research in Communication

Folk Media Research

Communication strategy preparation

Research on Mobile Communication in India

Print Media and Photography

Full Marks: 100

Written: 70

Continual Assessment (Internal): 30

Module 1: Anatomy of News

Definition and Concept- elements/determinants- content sourcing- structure of news- news development- basic style of news writing- news Operation

Module 2: Reporting: Specialized Approach

Basic of reporting- different reporting types and styles- Investigative reporting
Interpretative reporting- conflict reporting – narrative journalism- Interview, magazine reporting

Module 3: Editing and Opinion Journalism

Editing- Editing symbols- Editing desk-Editor- News editor- Chief sub editor- Sub editor- proof reading- typography- headline- photo selection and editing- page planning and Layout- importance of editorial policies

Module 4: Photography

Basic process of professional still photography; Types of cameras- Disposable, Point and shoot, Compact or Autofocus, APS, Polaroid, SLR and Digital cameras
Understanding the structure and working of a professional camera
Types of camera lenses- Normal, Wide, Tele, Fisheye and Zoom
Angle of Vision and focal length of various types of lenses, choosing the right film
Relationship between shutter speed, film speed and aperture for different genres of photography
Depth of field and depth of focus, circles of confusion and their role in photography
Multiple exposure photography, Role of Bulb 'B' setting in professional photography ; Sources of light- Natural and artificial; Flash photography and its use in professional photography
Essentials of a press photograph, Qualities of a good photo journalist
Choosing the right spot. Right angle and right moment for an appropriate composition, Principles of cropping and photo editing

Electronic Media

Full Marks: 100

Written: 70

Continual Assessment (Internal): 30

Module 1: Television as a Medium of Mass Communication

introduction to the medium, its characteristics, advantages and disadvantages- its comparative analysis with other media of mass communication. Latest trends in the field of television journalism in India

Broadcasting versus narrowcasting

Basic shots- PAN, TILT, Zoom, etc.

Aspect ratio, head room, looking room

Transition, jump cut- its causes and remedies

Imaginary line, cut away shot

Phone in, hot switching, sound bite, piece to camera, voiced over news capsule

Module 2: Radio as a Medium of Mass Communication

Radio as a medium- its scope and function- its social role comparison with other media

FM- changing face of radio program

Interactive radio- community radio- Satellite Radio- AIR committees

Radio news- reporting editing- voice dispatch- compilation- production radio program- scope and format- actuality comparing anchoring

Module 3: Radio practical

writing for Radio news feature interview

Preparing spoken word program

Module 4: television practical

Scripting for television

Writing to visual and spot reporting

Submitting project report after visiting media houses or attending a workshop on Television journalism and content analysis

Advertising Management

Full Marks: 100

Written: 70

Continual Assessment (Internal): 30

Module 1 : Advertising Organization

Ad. agency Management- Account, Creative, Media planning, Media buying, HRD and other departments

Basic development- Pitching for Accounts- Creative and Media briefing process- Agency Media Interface

Agency revenue earning- Sources- Agency Audit

Mass Media Laws concerning Advertising- Apex bodies (AAAI, ASCI)- ASCI code of conduct- Case studies from ASCI etc.

Module 2 : Brand Management

Brand- Definition, Concept and Evolution of brand management

Brand equity, image, Personality- types of brands- USP

Brand positioning vs Product Positioning

Brand Manager's functions- Joint Management of brand health by company and Ad. agency

Module 3 : Media Planning and Media Buying

Media traits - Media scene in India sources of media information

Media planning- Media strategy

Media Buying- budgeting and presentation to client- media Scheduling

Research and Frequency- Media weight Theories- Analysing Media information

Module 4 : Advertisement Management in India : In search of Root

Deciding Campaign strategy India way- cases

Campaign in Small Budget- Word of Mouth and other innovations

Ad. organization: Managing a family for the best result- From Ad. Agency to IMC agency

Rural Advertising challenges in India

New Media

Full Marks: 100

Written: 70

Continual Assessment (Internal): 30

Module 1 :

- Introduction to new media technology
- Internet its historical perspective
- Information and Communication Technology
- Basic understanding of Internet from the view points of Mass Communication

Module 2 :

- Understanding of basic terminology like news group, Web servers, Web Browsers, URL Home Page, Search engine, Internet Protocols
- Basic knowledge of Multimedia
- Internet Protocols
- Web page, Social media
- Search resources

Module 3 :

- Web page development ,inserting, linking ; editing and publishing
- Cyber journalism; on-line editions of newspapers -management and economics; cyber newspapers- creation ,feed, marketing, revenue and expenditure, Online editing and publishing - Merits and demerits of Cyber journalism over traditional newspapers socio-economic aspects of Cyber journalism

Module 4 :

Use of social media in politics
Revenue model of social media
Cyber security
New media ethics

Recommended Books:

1. Handbook of New Media, Liverow
2. The ABC's of Internet, Crumlish, 1998, BPB publications, New Delhi
3. A Journalist's guide to the Internet: The Net as a reporting tool by Callahan Christopher
4. Writing for New Media

Folk Media and Development Communication

Full Marks: 100

Written: 70

Continual Assessment (Internal): 30

Module 1 : Introduction to Folk Media

Folk media: Meaning & definition

Nature and Scope of Folk media

Characteristics of folk media

Module 2 : Types of Folk Media

Types of folk media: Dance, theatre & music

Types of Festivals: Seasonal & Cultural

Folk media for promoting literacy, and social change

Module 3 : Concept and Indicators of Development

Definition, meaning and process of development

Economic and social indicators of development: GDP/GNP, Human Development Index, Physical Quality of Life Index

Communication as an indicator, Democracy as an indicator, Happiness Index

Module 4 : Media and Development

Role and performance of mass media: Print, Radio, TV, Outdoor publicity and traditional media - music, drama, dance, puppetry, street play, fairs, festivals and their role in development

Cybermedia and development: e-governance, digital democracy

ICT & Development, SITE Experiment

Recommended Books:

Parmar Shyam Traditional Folk Media in India New Delhi: Geka Books 1975

Malik, Madhu Traditional Form of Communication and the Mass

Media in India, Paris: Unesco

Development Communication – B.N. Ahuja and S.S. Chhabra.

Gandhi, Ved Prakash. Broadcasting and Development Communication. Kanishka.

Corporate Communication & Event Management

Full Marks: 100

Written: 70

Continual Assessment (Internal): 30

Module 1 : Introduction to PR and Corporate Communication

Definitions and concept elements- origin, Growth and development PR tools (House Journal, Corporate Journal for outside audience-Internal Communication- Analysis of Market trend for in house use, counseling speech writing, Background, Rejoinder, Balance sheet, Annual Report from PR to Corporate Communication

Module 2 : Different faces of PR

Publics in PR- Public Sector vis-à-vis Private Sector PR- Corporate PR- PR Audit- PR Research- PR Ethics

Module 3 : Profile of Corporate Communication

Event Management – Corporate Communication Campaign- Crisis Management- Public Affairs- Lobbying- Corporate Communication Department- PR Firms

Module 4 : Communication Planning for Corporate Communication

Planning, Writing, Producing and Delivering Print & AV Communication- Media Management- Press Release- Press Conference- Multiple Package- Identifying Audience

Culture and Heritage of Indian

Full Marks: 100

Written: 70

Continual Assessment (Internal): 30

Module 1 : Culture

Definition, Concept, Characteristics features and types, Universality, Communicability, Language, Importance of Culture in Communication Studies
Culture traits of Indian Society

Module 2 : Science of Culture

Traits, Configuration, Complexity levels, Culture Area

Module 3 : Transmission of Culture

Enculturation, Culture contact, Acculturation, Social/Cultural change, Cultural Distance, Folk-Urban Continuum, National Integration

Module 4 : Heritage

Indian Civilization, Tagore's Idea on Culture and Civilization of India, Heritage

International Communication

Full Marks: 100

Written: 70

Continual Assessment (Internal): 30

Module 1 : International communication

Political; Economic and Cultural dimensions of International communication

Communication and information as a tool of equality and exploitation

International news flow-imbalance

Module 2 : Communication and Human Rights

Communication as a Human Right – UNO's Universal Declaration of Human Rights and communication

International news agencies and syndicates

Organizational structure and functions of International news agencies

Module 3 : Impact of Technology

Impact of new communication technology on news flow

International telecommunication and regulatory organizations

Violence against media persons

Module 4 : News flow Imbalance

UNESCO'S efforts in removal imbalance in news flow

New world Information and Communication Order (NWICO)

Mac Bride Commission's report

Books Recommended :

McBride Commission : Many voice, one world

Melkote R. Srinivas : Communication and Development in Third
World: Theory and Practice

Williams Frederick : The Communication Revolutions

MAMC4/03

Dissertation/Industry Live Project Work

Full Marks: 100

Dissertation/Project Report Assessment

MAMC4/04

Internship/Media Production

Full Marks: 100

End Semester Assessment of Media Production/ Internship Work