

SYLLABUS

**M.A. in Journalism & Mass Communication
Choice Based Credit System**

Norms, Regulations & Course Content



DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

Harichand Guruchand University

Academic Session 2021- 22 Onwards

M.A. in Journalism & Mass Communication

Semester System (with effect from Academic Session 2021-2022)

1. The course for the M.A. in Journalism & Mass Communication Degree Examination shall be of two years consisting of four semesters with extensive field work and practical.
2. Candidates seeking admission into the course shall be required:
 - a. To have passed Bachelor Degree (10+2+3) from any recognized University with 40% marks in the University examination or B. Voc. in JMC
 - b. Total intake capacity is 25. Government Reservation rule will be strictly followed.
 - c. If the number of applicants exceeds the intake capacity, then marks obtained in HS and Graduation will be considered for the purpose of selecting candidates for admission. Otherwise, entrance tests may be conducted for specified categories (SC/ST/OBC-A/OBC-B/PD/UR) subject to the decision of the University. The candidates will have to pass the entrance test conducted by the Harichand Guruchand University to become eligible for the purpose of admission. Selection will be made on the basis of marks obtained at the entrance test. The question paper will be set from the following areas:
 - i) General Studies
 - ii) Human Development Activities/Welfare Programmes
 - iii) Concepts of Journalism, Mass Communication, & Development.
3. **Admission Procedure:** Admission into the course shall be made according to the rules as prescribed by the University of Harichand Guruchand from time to time. This course is a partly self-financed course due to its extensive Hands-on-Practical in different reputed Laboratories and/or Studios. The course fee for each semester is Rs. 10,000/-. Students have to pay the course fee at the beginning of each semester apart from nominal admission fee as prescribed by the university. Once admitted, the course fee will not be refunded, under any circumstances. However, the university will have every right to cancel the admission either due to shortage of requisite numbers of students or any other reason thereof and in that case, the course fee will be refunded. Admission into the course shall be made according to the rules as prescribed by the University from time to time. At present, admission will take place once a year.
4. **Academic Activity:**
 - a) The two year M.A. course will consist of four (04) semesters, covering Theory papers, Practicals, Field Work and Dissertation.
 - b) Every student shall be required to attend a minimum of 75% of theory and practical classes as well as field work in all the four semesters.
 - i) Ten days of field work on relevant subject(s) will be conducted either inside or outside the university campus.
 - ii) Sessional classes on Computer and Communicative English are mandatory.
 - iii) As part of field work and / or practical work, students will prepare *Harichand Guruchand University News Bulletin* in Bengali and English. The periodicity will be determined by the University.
 - c) Students are allowed to take one paper in Semester II from other subjects as Choice Based Credit System (CBCS) Paper as decided by the university.
 - d) Each student would be advised have access to a Laptop/Desktop computer.
 - e) Some practical classes may be arranged in the professional laboratories/studios situated in Kolkata and its surroundings and students will have to attend those classes on their own. No travelling cost will be provided for attending the classes.

5. Scheme of Examinations:

- a) All the theoretical papers in the four semesters shall be evaluated by internal / external examiners.
- b) One theoretical paper consisting of 50 marks with 05 credit points is divided into two parts: 40 marks for term-end examination and 10 marks for Seminar/Unit Test/Group Discussion. Each credit point is equivalent to 15 hours. A practical paper would be divided into two parts: 60% weightage for external examination and 40% weightage for internal examination/assignment. It is expected that 60 hours of net effective time will be spent per paper apart from examinations and other internal assessments.
- c) Assignment, Seminar papers, Reports etc. will be evaluated by the concerned internal examiner(s).
- d) Viva-Voce examination will be conducted at the end of each semester both by the internal and external examiners.
- e) Medium of instruction and the examination shall be in English and or / Bengali.
- f) A Candidate shall be declared to have passed the examination if she/he obtains minimum 40% of the total marks in all the semesters put together. A candidate shall be declared to have passed the examination if s/he obtains per paper a minimum of 34% in theory, practice and in viva-voce.
- g) Candidates who have completed the course in each semester with required attendance as per the University norms after fulfilling other academic requirements shall be permitted to proceed to the next semester course irrespective of whether they have appeared or not at the previous semester examinations(s). Such candidates may be permitted to appear for the examination of earlier semesters with the next examination of similar semester(s).
- h) If a candidate is unable to appear or fails or wants to improve s/he shall be allowed to have three more consecutive chances in the years following the second semester examination.
- i) If s/he fails in any theory paper(s), s/he may be allowed to appear for that theory examination in the next examination of similar semester(s). Similarly if s/he fails viva-voce or dissertation, s/he may be allowed to appear at viva-voce or write dissertation only. Candidates failing in the practical paper will have to appear at the concerned practical examination.
- k) Any student who would like to leave after the completion of the 2nd Semester examination would be awarded a PG Diploma in JMC on successfully passing the examinations and anybody may get the scope of lateral entry at the 3rd Semester with PG Diploma in JMC subject to the existence of the same syllabus and course curriculum.

6. Classification:

The Classification for division is:

- a) 60% and above First Class
- b) 40% and above but below 60 % - Second Class

7. Students appearing for improvement of score, on passing the examination in subsequent years shall not be awarded any class.

8. Scholarship

There is a provision of scholarship at the 2nd Semester and 4th Semester for meritorious but needy students. This will be decided on the basis of the 1st Semester and 3rd Semester results of PGJMC respectively. The number and amount of scholarships will be decided by the University later on.

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION
Harichand Guruchand University
M.A. in Journalism & Mass Communication

Structure of the Curriculum

Semester	Code	Course	Nature of Course	Full Marks	Credit
I	MAJMC-01	Mass Communication	Theory	50	05
	MAJMC-02	Reporting	Th + Prac	50	05
	MAJMC-03	Editing	Th + Prac	50	05
	MAJMC-04	Advertising	Th + Prac	50	05
	MAJMC-05	Radio and Television	Th + Prac	50	05

Semester	Code	Course	Nature of Course	Full Marks	Credit
II	MAJMC-06	Integrated Mass Communication (CBCS: For Students of other Depts)	Theory	50	05
	MAJMC-07	Public Relations	Th + Prac	50	05
	MAJMC-08	Film	Th + Prac	50	05
	MAJMC-09	New Media	Th + Prac	50	05
	MAJMC-10	Effective Communication Skills	Practical	50	05

Semester	Code	Course	Nature of Course	Full Marks	Credit
III	MAJMC-11	Development Studies: Theory & Practice	Th + Prac	50	05
	MAJMC-12	Communication for Development	Th + Prac	50	05
	MAJMC-13	Research Methodology	Theory	50	05
	MAJMC-14	Corporate Communication & Corporate Social Responsibility	Th + Prac	50	05
	MAJMC-15	Internship/Assignment	Practical	50	05

Semester	Code	Course	Nature of Course	Full Marks	Credit
	MAJMC-16	Media Management	Th + Prac	50	05
	MAJMC-17	Media Law and Ethics	Theory	50	05
	MAJMC-18	International Communication	Th + Prac	50	05
	MAJMC-19	Short Film Production & Mobile Journalism	Th + Prac	50	05
	MAJMC-20	Dissertation & Grand Viva	Practical	25+25	05

Total =				1000	100
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N.B. CBCS preferences will be declared by the university from time to time.

NSQF Criteria

NSQF Level	Process Required	Professional Knowledge	Professional Skill	Core Skill	Responsibility	Exit point / Awards	Job Role
8	Comprehensive, cognitive, theoretical knowledge and practical skill to develop creative solutions, to abstract problem. Undertakes self study, demonstrates intellectual independence, analytical rigour and good communication.			Exercise management and supervision in the context of work/study having unpredictable changes, responsible for development of self and others.		PG Diploma (2 Sem.)	Subeditor News Reporter Photo Journalist Media relation Online Translation Event Management Media Management Public Relation Manager Graphic Artist Radio Jockey Book Publication Video Editor
10	Advanced Knowledge and skill understanding of the subject, demonstrating mastery and innovation, completion of substantial research and dissertation. Highly specialized knowledge and problem solving skill to provide original contribution to knowledge through research and scholarship.			Responsible for decision making in complex technical activities, involving unpredictable study/work situations. Responsible for strategic decisions in unpredictable complex situations of work/study.		PG Degree (4 Sem.)	Advertising agency Entrepreneur Web page Designer Television Journalist Short film Maker Social Media Analyst Teaching Job

Scheme of Syllabus and Examination Pattern

Sl No.	Study Components	Course Title	Component	Hours	Examinations		Credit
				Hours in a week	Internal Assessment	Term-end Assessment	
I	Semester I						
1	Mass Communication		T	05	10	40	05
2	Reporting		T + P	05	10	40	05
3	Editing		T + P	05	10	40	05
4	Advertising		T + P	05	10	40	05
5	Radio and Television		T + P	05	10	40	05
II	Semester II						
1	Integrated Mass Communication (CBCS)		T	05	10	40	05
2	Public Relations		T + P	05	10	40	05
3	Film		T + P	05	10	40	05
4	New Media		T + P	05	10	40	05
5	Effective Communication Skills		T + P	05	10	40	05
III	Semester III						
1	Development Studies: Theory & Practice		T + P	05	10	40	05
2	Communication for Development		T + P	05	10	40	05
3	Research Methodology		T	05	10	40	05
4	Corporate Communication & Corporate Social Responsibility		T + P	05	10	40	05
5	Internship/Assignment		P	05	10	40	05
IV	Semester IV						
1	Media Management		T + P	05	10	40	05
2	Media Law and Ethics		T	05	10	40	05
3	International Communication		T + P	05	10	40	05
4	Short Film Production & Mobile Journalism		T + P	05	10	40	05
5	Dissertation & Grand Viva		P	05	10	40	05

Semester - I
MAJMC-01
MASS COMMUNICATION

1. Communication - function - features - Process
2. Components of Communication. Indian concept of Communication - 'SADHARANIKARAN'
3. Types of communication - interpersonal - intrapersonal – group communication- mass communication.
4. Concept of MASS
5. Mass communication - definition - features- audience - message - different types - recent trends - mass communication: society and culture
6. Theories of communication - their need and purpose - hypodermic needle theory - two-step flow and multi - step flow - individual difference - sociological - normative - chomsky's propaganda theory-agenda setting- gate keeping
7. Models of communication- significance and usefulness - models of Aristotle Lasswell-Berlo-Shannon and Weaver- Schramm and Osgood
8. Traditional (folk) media- origin features-variety- application in modern communication system -Indian experiences
9. International communication- imbalances in international news and information flow debates- McBride commission- impact of globalization.
10. Elements of Development Communication.

Reading List

1. Baran, Stanley J and Davis, Danis K., Mass Communication Theory, Wards Worth, New Delhi, 2006
2. David Berlo, The Process of Communication.
3. De Fleur, Melvin and Sandra, Ball Rokiach Theories of Mass Communication, Longman, New York, 1989
4. Emery & Others, Introduction to Mass Communication.
5. J.S. Yadava & Pradeep Mathur., Issues in Mass Communication : The basic concepts, Kanishka Publishers, Delhi, 2005
6. Keval J. Kumar, Mass Communication in India, Jaico Publishing House, 121, Mahatma Gandhi Road, Mumbai-01, 2002
7. Keval J.Kumar, Mass Communication in India, Jaico publication, 2005.
8. Kumar, Kewal J., Mass Communication in India, Jaico Books, New Delhi, 2005
9. McQuail, Dennis., Mass Communication Theory, Sage Publication, New Delhi, 2002
10. R. K. Ravindran, Handbook of mass communication, Anmal Publications. New Delhi. 2002.
11. Shymali Bhattacharjee., Media and Mass Communication : An Introduction Kanishka Publishers.
12. Wilbur Schram, Mass Communication

MAJMC-02**REPORTING**

News : Definition of news; element of news, news beats and sources, news stories, where and how to get it ?

The Reporter: Duties, responsibilities and qualities of a reporter, reporting room hierarchy Chief Reporter, special correspondent, bureau chief

Structure of news department: who does what in reporting in newspapers, magazines

News Writing : ABC of good writing, forceful expression, dos and don'ts in writing , different structures of news writing highlight, chronological and inverted pyramid structure, language of news writing ,etc; introduction to a news story

Feature: what is a feature? How does it differ from other forms of writing? Different types and styles. What is an Article ? Difference between news, feature and article.

Press Conference: how to cover a press conference: Meet the Press and briefing what is to be taken care of while covering scenes of disaster or crime

What is investigative journalism? Basic qualities: how it is different from other forms of reporting. Evaluation of investigative journalism, investigative reporting in the USA, Indian style of investigative reporting, Development journalism

Sting Operation: question of ethics.

Advocacy journalism, new journalism, citizen journalism

Agency Reporting: how does it differ from reporting for the newspapers, journals? Styles of agency reporting, writing styles deadline and dateline.

Government Media & Management : 1) Structure and formation of Government run News Bureau and Press Information Bureau (PIB); 2) Functions of Bureau Chief and his subordinates; 3) Making of press notes & press releases; 4) Conducting and handling of the press conference & press meet; 5) Gathering or collecting of news; 6) Sources of news; 7) Dissemination of news to the media; 8) Conducting of press party; 9) Handling of Govt. Press portal; 10) Subscribe articles, stories to Govt. Journals; and 11) Press Accreditation.

Specialized Reporting parliament/Assembly, legal/Judicial, Science, Sports, Business, life-style, emerging styles

Interview types of interview, how to take an interview, importance of note taking, reporting based on handouts, meeting, conventions, disaster, judicial, political, civic affairs, development, cultural.

Lab Journal.

Reading List

1. B Axelrod And Charles R Cooper, The St Martin's Guide to Writing, St Martin's Press
2. Fraser Bond, Introduction to Journalism.
3. Harold Evans Newspaper Design.
4. Hunt A, Newspaper Design.
5. Jo Ray Mccuen And Anthony Winkler, Rewriting Writing, Harcourt Brace Jovanovich
6. M V Kamath, The Journalist's Handbook, Vikas, 1983.
7. Marilyn L Satterwhite And Joseph Tinervia, Developing Writing Skills, McGraw Hill,
8. Mehta. D.S, Mass Communication and Journalism in India.
9. Merriam Webster's Manual for Writers, Merriam-Webster
10. Pvl Narasimha Rao, Style in Journalism, Orient Longman
11. Rangaswami Parthasarathy, Journalism in India, Sterling publishing, 1995
12. Wolseley & Campbell Newsmen at Work.
13. Wynford Hicks, Writing for Journalists, Routledge

MAJMC-03

EDITING

EDITING news desk: who does what up the newsroom tree, news Editor, Chief Sub-editor, Sub-editors and their functions

Different types of copy, testing copy-news value, testing copy for libel, slant and colour

Copy processing- its location, breaking up of stories, linking of similar stories, making the news meaningful, developing the copy.

Subbing: trimming the news, application of headline, layout-& design, different aspects of editing, news agency copy, news picture, use of editing symbols, different types of page make -up -front page and other pages, collection of data, checking sources and facts

Editorials and types of editorials: how to write? Who writes?

Book Editing.

Reading List

1. Baskett & Scissors The Art of Editing.
2. Bruce Westley News Editing
3. George T J S, Editing-A Handbook for Journalism.
4. Jo Ray Mccuen And Anthony Winkler, Rewriting Writing, Harcourt Brace Jovanovich
5. Judith Butcher, Copy Editing, Cambridge University Press, 1992.
6. Marilyn L Satterwhite And Joseph Tinervia, Developing Writing Skills, McGraw Hill,
7. Mcgriffert R C, The Art of Editing News.
8. Merriam Webster's Manual for Writers, Merriam-Webster
9. Pvl Narasimha Rao, Style in Journalism, Orient Longman
10. Spencer L M, Editorial Writing.
11. Wynford Hicks, Writing for Journalists, Routledge

MAJMC-04

ADVERTISING

1. Advertising- Definition- marketing and communication points of view-role of advertising-development of advertising through the ages.
2. Differences with Public Relations, Publicity, Propaganda & Marketing
3. Types of advertising : Product, Institutional/Corporate, financial, public service, political ad, display & classified.
4. Advertiser-role and functions
5. Agency- Function and structure
6. Overview of the world of media- features of each medium-print, television, radio, outdoors, direct mailing; social media planning process.
7. Creativity-discipline and creativity- pre-writing consideration-writing suggestions for print, TV, Radio and outdoor copy-creative theories: Rosser Reeves, USP and David Ogilvy's Brand Image Theory.
8. Principles of making design & layout..
9. Advertising Budget, Advertising research, Economic and social aspects of advertising.

Practical

Copy writing - media-wise: print, radio, TV outdoor, Layout, and design.

Reading List

1. Clow E Kenneth, Integrated Advertising, Promotion and Marketing Communication, Prentice Hall, 2002
2. Jethwaney J. and Jain Shrut, Advertising Management, Oxford University Press, New Delhi, 2006
3. Keval J Kumar, Advertising in India.
4. Otto Kleppner, Advertising Procedure.
5. Sandage and Others, Advertising -Theory and Practice.
6. Sethia & Chunawala, Advertising- Principles and Practice.

MAJMC-05**Radio and Television****RADIO**

1. Radio as medium - special features - evolution and future.
2. Modes of Broadcast techniques - AM- FM Space Radio.
3. Reporting for Radio written, voiced dispatches- interview in news- straight reporting from the spot at broadcast time.
4. Radio news- editing, compilation and branching. Voice dispatch, Capsules
5. Concept- planning and techniques of radio production news and others- differences in characteristics- National- International- regional- Local community radio, narrow casting.
6. Radio interview - phone -ins.
7. Radio talk- Radio documentary and features. Programme and specialized public Service Broadcast, Campus Radio, Radio Jingles
8. Broadcasting- voice and style
9. Community Radio.

Practicals**Television**

1. History& characteristics: Television as a medium of communication. Its characteristics-advantages- disadvantages-a comparative analysis with other media.
2. Growth of television in India.
3. Common equipment & their technological progress: Moving image, scanning, Line, Frame, Electronic Camera. Telecine, Video recorder, Transmitter, New communication technology - Satellite, DTH, CASH, Cable TV.
4. Television programme production: system of television production. Use of TV Studio & OB Van. Stage of production with special emphasis on TV script writing for debate, discussion documentary and feature. Aspect ratio, essential area & basic shots used in TV
5. Light, Sound, Graphic / Computer graphics, Make-up, basic discussion.
6. How to make a TV commercial / TV script writing
7. Preparation of budget and proposal for TV production.
8. Post production : Knowing the edit console; editing.
9. Writing for Television : Various genres
10. Television News: Different types of stories: dry, caption stories, AVO, Writing to visuals, voiced over capsule, piece to camera, compilation of TV bulletins.
11. Guideline for a TV news reporter, Interviewer and News Anchor.
12. Preparing script for Television News capsule and Documentary.
13. Guidelines for TV News reporter.

Practicals**Reading List**

1. Ambrish Saxena, Radio in New Avatar : AM to FM, Kanishka Publishers, Distributors, New Delhi- 110002, 2011.
2. Jan K. Hakemulder, Radio and TV Journalism, Anmol Publications, New Delhi, 1998
3. Janet Trewin, Presenting on TV and Radio, Focal Press, 2003
4. Paul Chantler, Peter Stewart, Basic Radio Journalism, Focal Press, 2003
5. R.K. Ravindaran, Handbook of Radio, Television & Broadcast Journalism, Anmol publication, Delhi, 1999.
6. Stuart We. Hyde, Television and Announcing, Kanishka Publishers, New Delhi, 1998

Semester - II
MAJMC-06
Integrated Mass Communication
(CBCS: For 2nd Semester PG Students of other Departments)

Unit I :

Communication – Definition – Nature, Scope – Functions of Communication – Process and Elements of Communication – Source, Message, Channel, Receiver, Noise, Feedback, Context and Effect – Types of Communication – Intrapersonal, Interpersonal, Group, Mass Communication, Verbal and Nonverbal Communication.

Unit II :

Communication Models – Aristotle – Lasswell, Schramm, Berlo, Shannon & Weaver and Dance's Helix model – Seven C's for effective communication.

Unit III :

Print Media – Origin and Development of Print Media-Nature and Characteristics of Print Media – types of news Media – Newspaper, Magazine – Print Media in India – Evolution of Printing in India and new Printing Technology.

Unit IV :

Radio Media – Radio as Mass Media – Origin and Growth in India – Nature and Characteristic – Different types of Radio Stations – Public, Private and Community Radio – Online Broadcasting.

Unit V :

Visual and New Media – Television as Mass Media, Origin, Growth in India, Nature and characteristics – Film Origin, Growth in India, Characteristics – Digital/New Media Characteristics and Features.

Reading List

1. Bitner J, Mass Communication- An Introduction.
2. David Berlo, The Process Of Communication.
3. Emery & Others, Introduction To Mass Communication.
4. Fedler F, Introduction To Mass Media.
5. Ghosh, Subir : Mass Communication: An Indian Perspective (2009), Sahitya Samsad
6. Gupta, Handbook of Mass Communication and Journalism.
7. Keval J Kumar, Mass Communication In India.
8. Rivers, W L Mass Media.
9. Schramn Wilbur, Men, Messages and Media.
10. Wilbur Schram, Mass Communication.

MAJMC-07

PUBLIC RELATIONS

1. Public relations as a management function
2. Major definitions-issue management
3. Popular misconception-how does public relations differ from (a) marketing, (b) advertising (c) publicity (d) propaganda and (e) lobbying
4. Code of ethics
5. Publics in public relations
6. Qualities of a professional.
7. Planning for public relations-stages in public relations campaign SWOT analysis communication audit
8. Media relations- video news release, press conference, video conferencing, field visits, rejoinders.
9. Consumer relations-consumer education- role of public relations
10. Company periodicals- goal and purpose- type- contents- news gathering- photographs and visual elements-audio visual format-RNI.
11. Public relations Agency
12. New communication Technology -fax-e-mail -E-commerce, Internet, maintaining company website -SMS - blogging. Web journalism and content writing
13. Event management-exhibition.
14. Government media-PIB, Various Media units of centre/ state.

Reading List

1. Ahuja & Chandra, Public Relations.
2. Cutlip & Center, Effective Public Relations.
3. Effective Public Relations: S. M. Cutlip & A. C. Center, Prentice Hall, 2008.
4. Handbook of PR in India: D. S. Mehta, Allied, 1997.
5. Handbook of Public Relations: Philip Lesley, Jaico, 2000.
6. Practical Public Relations: Sam Black, Prentice, 1983.
7. Ra Vindran, Handbook of Public Relations.
8. Sam Black, Practical Public Relations,
9. The Public Relations Handbook: Alison Theaker, Routledge, 2008.

MAJMC-08

FILM

1. Evolution of film as a medium of communication.
2. Cinema as art, entertainment, propaganda and social communication - fiction, documentary, docu-feature, short film.
3. Indian Scenario- introduction of the cinematic medium in India. Great Maestros, Regional variation. Patterns of popular entertainment films.
4. Glimpses of World Cinema. Masters of World Cinema.
4. Stages of film making .
5. Film appreciation.
6. Script writing.

Practicals

Reading List

7. Angela Wadia, Global Resource Book on Right to Information , Kanishka Publishers, Delhi, 2006
8. Barua, Vidisha, Press and Media laws Manual, Universal Law Publishing Co. Pvt. Ltd., New Delhi, 2002.
9. Dr. Sanjeev Bhanawat, Electronic Media, Jan Sanchar, Kendra, Rajasthan University, Jaipur
10. Guha Thakurta, Paranjyot, Media Ethics, , Oxford University press, New Delhi, 2009
11. Jean Claude Bertrand, Media Ethics and Accountability System, Transaction Publishers, 2000
12. John Vernon Pavlik, New Media Technology, Allyn & Bacon, 1997
13. Prince Shadwal, Satellite Radio- World space in India, Adhyayan Publisher & Distributors, New Delhi, 2006.
14. Ravindranath, P.K., Press laws and Ethics of Journalism, Authors Press, New Delhi, 2004
15. Valerie Alia, Brian Brennan & Barry Hoffmaster, Deadlines and Diversity : Journalism Ethics in a changing World , Black point (Nova Scotia), Fernwood Publishing, 1996.

MAJMC-09

New Media

Unit 1 : Introduction to New Media

- A. Brief history and evolution of the Internet.
- B. Internet as a medium of communication.
- C. New Media Terminologies: websites and portals; cyber space; cyber culture; cyber journalism; digital divide; blogs; blogosphere; vlog; webisodes; webinars; podcasts; search engine and search engine optimization; user-generated content; content duration; hits; page views; users; unique users; sessions; contextual advertising;

Unit 2: Characteristics of online journalism.

- A. Immediacy, Interactivity and Universality.
- B. Language and Style of Online Journalism.
- C. News Determinants in Cyber Space.
- D. Do's and Don'ts of Internet Reporting.
- E. Ethical Issues in Online Journalism : Obscenity and Privacy, Copyright, Cyber Laws & Act.
- F. .A Look at Online Sites of leading Media Organisations.

Unit 3: Conceptualizing Websites

- A. Components of a Website.
- B. Different Types of Websites.
- C. Web Layout: Design, Colour, Graphics, Visual Information.
- D. Writing for Online Medium: Interactivity of Form and Content in New Media, Linear Writing versus Interactive Writing, Grammar of Interactivity, Multimedia Storytelling , Hypertext.
- E. Writing Copies that can be fetched by Search Engines; Keyword Writing.

Unit 5. Practicals

Reading List

1. Benedict , M., Cyberspace : First Steps.(ed).. Cambridge , M.A. , MIT Press, 1991.
2. Chapman and Chapman, Digital Multimedia , Wiley Publications.
3. Craig, Richard; Online Journalism : reporting , writing and editing for new media. Belmont: Thomson/Wadsworth.
4. Nick, Heap Ray & Thomas Geoff : Information Technology and Society. New Delhi: Sage Publications.
5. Polonsky, Brett: Official Microsoft FrontPage 2000 Book. Washington: Microsoft Press.
6. Satyanarayana , R. Information Technology and facets , Delhi: Manak 2005.
7. Snellned , Temple Bob and Clerk T. Michael: Internet and Web Basics all in one. Indianapolis: Pearsons Educations.
8. Srivastava , Chetan: Fundamentals of Information Technology. New Delhi: Kalyani Publishers.
9. Sunder , R, Computers Today , 2nd Edition, John Wiley , 2000.

MAJMC-10

Effective Communication Skills

Unit I : Fundamentals of Language: Basic use of parts of Speech, Tenses, Articles, Model verbs, Conditional sentences, verbs, phrasal verbs and idioms, word-building through suffix and prefix, compound words, for specific usage related to the situations.

Unit II : Reading skills: Dealing with difficult vocabulary, Reading comprehensions, reading sub skills - skimming and scanning.

Unit III : Sentence pattern and paragraph writing: Basic writing skills and conveying specific factual information using simple sentences of various patterns. Transformation of sentences, writing Introduction, welcoming, thanksgiving and conclusion.

Writing : Effective Sentences, Cohesive Writing, Clarity and Conciseness in Writing – Introduction to Technical Writing – Better Paragraphs, Definitions, Practice in Summary Writing – Four modes of writing – Use of dictionaries, Indices, library references – Making Bibliographical Entries with Regard to Sources from Books, Journals, Internet etc.

Unit IV : Effective Oral Communication: Oral reports, Discussion, Telephonic conversations, Pronunciation, Stress and Intonation. British and American English, synonyms and antonyms, Public speaking. Presentation skills – Group Discussions – Dialogue Writing– Short Extempore – Debates-Role Plays-Conversation Practice. Public Speaking and News Reading.

Unit V : English for Job-search: Drafting covering letters and applications specific to a job. Difference between CV, Resume and Bio-data. Tips for Interview Success. Body Language. Mock Interviews for enhancing skills.

Unit VI : Basic Communication Theory : Importance of Communication – Stages of communication, Modes of Communication – Barriers to Communication-Strategies for Effective Communication – Listening: Importance, Types, and Barriers –Developing Effective Listening Skills.

Unit VII : Comprehension and Analysis : Comprehension of Technical and Non-technical Material – Skimming, Scanning, Inferring-Note Making and extension of Vocabulary, Predicting and Responding to Context-Intensive Reading and Reviewing.

Unit VIII : Business Writing/Correspondence : Report Writing – Memoranda – Notice– Instruction – Letters .

Reading List

1. Adair, John. Effective Communication. London: Pan Macmillan Ltd.2003.
2. Ajmani, J. C. Good English: Getting it Right. New Delhi: Rupa Publications, 2012.
3. Amos, Julie Ann. Handling Tough Job Interviews. Mumbai: Jaico Publishing,
4. B. K. Das et al., Cambridge, An introduction to Professional English and Soft Skills University Press (Facilitated by BPUT)
5. Bonet, Diana (2004). The Business of Listening: Third Edition. New Delhi: Viva Books.
6. Brown, Michele & Gyles Brandreth. How to Interview and be interviewed. London: Sheldon Press, 1994.
7. Business Communication Today: Tenth Edition. New Jersey: Prentice Hall, 2010.
8. Carnegie, Dale. The Quick and Easy Way to Effective Speaking. New York: Pocket Books, 1977.Collins, Patrick.
9. Fensterheim, Herbert and Jean Baer. Don't Say Yes When You Want To Say No. New York: Dell, 1975
10. Geoffrey Leech and Ian Svartik. Communicative Grammar of English
11. J.D.O'Connor Better English Pronunciation.
12. M Ashraf Rizvi, The McGraw, Effective Technical Communication Hill companies. Alan Pease, Understanding Body Language
13. Meenakshi Ramanand Sangeeta Sharma, Oxford Publications Technical Communication: Principles and Practice, Second Edition
14. Speak with Power and Confidence. New York: Sterling, 2009.

Semester – III**MAJMC-11****Development Studies: Theory & Practice**

1. Meaning of Development: Basic concept of poverty; concept, measurement and indicators,
2. Underdevelopment and development; Sustainable Development: Concept & possibilities (including environment and energy issues), Liberalization and Globalization
3. Development Theories: Classical School; Adam Smith, Ricardo, Malthus, John Stuart Mill. The Marxian School; Marx, Mao
Dependency Theories: Baran, Frank, Prebisch etc. Contemporary perspectives: Amin, Amartya Sen, Mahababul Haque. Dominant paradigm of modernization:
4. Development Perspectives:Grundtvig,Tagore,Gandhi and Freire. Schumacher, Sunderlal Bahugana, Mohammad Yunus
Development Planning: Origin and development of Indian Five Year Plans- the Nehruvian mission and Mahalanabis model
5. Emergence of India as a nation state and implication of federalism
6. Truman's four point programme and the emergence of development politics
7. Understanding the government and local self-government structures-Panchayati Raj Institution as a system.
8. Understanding grants, aids and funds for development and partnerships and collaboration for development-bilateral and multilateral relations India as a member of global organizations. Aid as Imperialism.
9. Problems and strategies of development: Urban and rural
10. Micro approach in development- Self Help Group and micro finance.
11. Development Project Writing.

Reading List

1. Development Journalism- What Next?- An Agenda for the Press: D.V.R. Murthy, Kanishka, 2007.
2. Grassroots Comics- A Development Tool - Leif Packalen, Sharad Sharma, Ministry for Foreign Affairs of Finland, 2007 available on <http://formin.finland.fi/developmentpolicy>.
3. In posters!- A Social Commentary through Cartoons: K.P. Sasi, VAK, 2004.
4. Kuldeep Mathur, Panchayati Raj:Oxford India Short Introductions, Oxford India Publication, 2013
5. Organizing for Social Change- A Dialectic Journey of Theory and Praxis: Michael J. Papa et al., Sage, 2006.
6. Participatory Rural Appraisal- Principles, Methods and Application: N. Narayanasamy, Sage, 2009.
7. Sukhamoy Chakravarty, Development Planning: The Indian Experience, Oxford University Press

MAJMC-12**Communication For Development**

Theories on Development Communication: Empathy (Daniel Learner); Magic Multiplier (Wilbur Schramm); Elements in management (Rosario-Braid); Social change theories, Family Tree Theories, diffusion of innovation

Dominant Paradigm: a critical review, Dependency theory, Participatory theories and approaches; Social mobilization, the Dialogical approach.

Grundtvig as the pioneer of Development Communication.

Extension or Communication? Freirean approach to Development Communication.

Feminine perspectives of development: Social Feminists, Marxist Feminists

Communication and Development: communication systems and processes in developing societies-UNESCO approach-satellite and mass media in communication-SITE, kheda and post SITE; nature, functions, and relationships among them and factors relevant to development, Digital Divide, Right to Information

Perspectives of Development Communication: Participatory communication, Strategic Communication, Approaches and Frameworks used in development communication, Entertainment Education, Bottoms-up communication

Use of communication in designing development programmes:

Global: Experiences from UNESCO, UNICEF, World Bank, WHO, DFID, Johns, Hopkins University.

Indian: National Rural Health Mission, National Rural Employment.

Disaster management : Role of Communication.

Pandemic and its impact on society: Role of Communication.

Role of IEC (Information, Education, Communication)

Community Media.

Reading List

1. Communication for Development in the Third World: Srinivas R. Melkote & H. Leslie Steeves, Sage, 2008.
2. Communication of Innovations- A Journey with Everett Rogers: eds Arvind Singhal & James W. Dearing, Sage, 2006.
1. Communication Technology and Human Development- Recent Experiences in the Indian Social Sector: Avik Ghosh, Sage, 2006.
3. Communications Development and Civil Society: V.S. Gupta, Concept, 2004.
4. Development Communications and Media Debate: Mridula Menon, Kanishka, 2007.
5. Doing Development Research: eds Vandana Desai & Robert B. Potter, Sage, 2006.
6. J. V. Vilanilam, Development Communication in Practice : India and Millennium Development Goals, Sage, India, 2009.
7. K. Sadanandan Nair and Shirley A White (Edited), Perspectives on Development Communication, Sage Publications Pvt. Ltd., 2009.

MAJMC-13

RESEARCH METHODOLOGY

1. What is Research? What is the purpose of research? Explain Project Cycle.
2. Management to introduce types and nature of research : formative, processual research and summative research, feedback and reactions
3. Understand how to frame VISION- MISSION-GOAL-OBJECTIVE
4. Framing a hypothesis and research objective
5. Explain Elements of research: Structuring a Research work/ Project through Project Cycle and time-line.
6. Research on: Social (including economic and cultural), Anthropological
7. Types of Research: Primary and Secondary
8. Sampling versus complete enumeration
9. Methods of conducting research: Quantitative and Qualitative
10. Presentation of Data: Textual and Tabular
11. Analysis and Interpretation
12. Understanding sample and sampling and their types: (i) population sampling (ii) different types of sampling techniques (iii) parameter and statistics (iv) standard error (v) normal distribution and its characteristics
13. Tools of research: Quantitative and Qualitative
14. Conducting Different types of Studies: Base-line, Situational Analysis, Rapid Assessment, Census etc.
15. Framing a hypothesis and research objective
16. Audience Research: Audience Segmentation: Audience Profile: Audience needs and preferences assessment (Media Habits)
17. Participatory Communication Research (PRC) . Needs Assessment.

Reading List

1. Allen T Harrell, New methods in Social Science Researches Praeger Publishers, New York
2. Broota K D, Experimental Designs in Behavioral Research, New Age International.
3. Ghosh, B N, Scientific Methods and Social Research, Sterling Publishers, New Delhi
4. Judith Bell, Doing your Research Project, Viva Books Private Limited, 1999
5. K G Parthasarthy: Electronic Media and Communication Research Methods, Authors press, New Delhi, 2006
6. Kothari, C.R, Research Methodology: Methods & Techniques, Wishwa Prakashana, New Delhi, 1996
7. Philip Mayer, Precision Journalism, A reporters' Introduction to Social Science methods, Rawman and Littlefield, Lanham, MD, 2005
8. Sharon Lorio, Qualitative Research in Journalism : Taking it to the streets, Lawrence Erlbaum, Mahwah: NJ, 2004
9. Uma Joshi, Media Research- Cross Sectional Analysis, Authors Press, 2002
10. Wimmer Roger D, Dominick Joseph R, Mass Media Research, Thompson, New York, 2004

MAJMC-14**CORPORATE COMMUNICATION & CORPORATE SOCIAL RESPONSIBILITY****Corporate Communication**

1. What is corporate Communication: Principles of Corporate Communication & Areas of Applications
2. Major definitions- RACE formula
3. Communication and Corporate world; Corporate Governance, Cynicism.
4. Corporate Identity-types of identity-corporate image survey-image management
5. Public opinion-how public opinion is formed-opinion leaders & social interaction- role of media.
6. Day to day operations-Environmental Sustainability, workplace Issues
7. Crisis management-role of corporate communication-recent case studies
8. Tools for Business Communication: letters, meetings, memos, reports, minutes, presentation and annual report

Corporate Social Responsibility

1. Corporate Social Responsibility: Meaning and Scope-its Philosophy & history.
2. Different definitions-
3. Community engagement, community relations-case studies in Indian context.
4. Today's relevance-increasing Affluence, Growing & Changing Social Expectations, Globalization.
5. Concept of Corporate Citizenship.
6. Milton Friedman's views of the Third World
7. Economic Argument & Moral Argument for CSR
8. CSR as a corporate investment, event as a CSR initiative
9. Understanding UN stipulations and GOI ratifications for CSR
10. CII, ASSOCHAM, FICCI recommendations on CSR
11. Strategic Philanthropy, Cultural Conflict Ethics (Personal & Legal obligations as opposed to Discretionary Actions)
12. CSR Initiatives & Innovative Ventures of different organizations (RANK & BOLT award etc.)

Reading List

1. Cees B. M. Van Riel, Charles J. Fombrun, Essentials of Corporate Communication: Implementing Practices for Effective Reputation Management, Taylor & Francis, 2007.
2. Effective Public Relations: S. M. Cutlip & A. C. Center, Prentice Hall, 2008.
3. Handbook of PR in India: D. S. Mehta, Allied, 1997.
4. Handbook of Public Relations: Philip Lesley, Jaico, 2000.
5. International Communications Strategy-Developments in Cross-Cultural Communications, PR and Social Media: Silvia Cambie and Yang-May Ooi, Kogan Page, 2009.
6. Joep P Cornelissen, Corporate Communication : A Guide to Theory and Practice, Sage
7. Narayan Mitra & Rane Schmidpeter, Corporate Social Responsibility in India: Cases and Developments after the Legal Mandate, Springer International Publishing, 2016.
8. Paul A Argenti, Corporate Communication , McGraw-Hill Education, 2015.
9. Practical Public Relations: Sam Black, Prentice, 1983.
10. Publications, 2017.
11. Samuel O. Idowu and Stephen Vertigans, Stages of Corporate Social Responsibility: From Ideas to Impacts, Springer International Publishing, 2016.
12. Sanjay K Agarwal, Corporate Social Responsibility in India, Sage Publications, 2008.
13. The Public Relations Handbook: Alison Theaker, Routledge, 2008.

MAJMC-15

Internship / Assignment

(Details will be given later on)

Semester – IV

MAJMC-16

Media Management

Unit I :

Management concept – Principles of Management – Functions –Nature of leadership – Understanding Motivation – Decision Making–Factors influencing good management –Flow of communication in an organization - Bottom up, top down, vertical and horizontal – Management decision in media

Unit II :

Media Organization – Structure and Characteristics of Media Organizations –Newspapers, Cinema, Radio, Television, Magazines and Online Media – Ownership Patterns of Print and Electronic Media – Merits and demerits –Media as an industry and profession

Unit III :

Economics for Media – News gathering, Processing, Advertising, Printing, and Circulation – Management Problems of Small, Medium, and Large newspapers –Advertisement v/s circulation– Media Promotion.–Professionalism –Trade Unionism–Public Relations for Newspaper Organization.

Unit IV :

Electronic Media – Principles of Television and Radio Management in India –Economics and Administrative concerns of government owned electronic media – Present Status Electronic Media in India – Private Channels – Social Commitment v/s Profit making – Quality Control and Cost Effective Techniques

Unit V :

Media Bodies– DAVP, INS and ABC – News agencies and syndicates –Ownership and Organization structures – Various Committees to study the problems of media in India– Global Competition on Indian Media

Reading List

1. Mehra, Newspaper Management.
2. Mocavatt & Pringle, Electronic Media Management
3. Ra Yudu C S, Media And Communication Management.
4. Rucker & Williams, Newspaper Organization And Management.
5. Sindhvani, Newspaper Economics And Management.4. Herbert Williams Newspaper Organization And Management

MAJMC-17

Media Law and Ethics

Unit I :

Indian Constitution– Preamble – Characteristics– Basic legal concepts - Judicial system in India – Media systems–Constitutional Provisions for Freedom of speech and expressions- Article 19(1) (a) Reasonable restrictions- Article 19(2) – freedom of the press in India – Supreme Court Cases related to Article 19 – Indian Penal Code – Related Case Laws of Apex Court of India

Unit II :

Acts for Media – Working Journalist Act – Official Secrets Act 1923 – Law of Defamation – Copyright Act – Contempt of Court act – Legislative privileges and contempt of legislature – obscenity – cinematography Act

Unit III :

Laws for Media – press and registration of book act – AIR and DD codes for commercial advertising – Prasar Bharati Act – Cable TV Network Act – Intellectual property rights – Right to Information Act – Human Rights and Media – Cyber laws in India
– Right to Privacy

Unit IV :

Council for Media – First Press Commission – Second Press Commission– Recommendations — Structure and functions of Press Council of India – Professional code of conduct for media persons– Media and Globalization,

Unit V :

Pressures on Media– Political, Corporate, Religious, Social – Press during Emergency – Press as a Fourth Estate – Advertisers and Lobbies– Censorship v/s Self-Regulation – Embedded Journalism – Sting Journalism – Issues relating to FDI – Case Studies

Reading List

1. A. N. Grover, Press and the Law
2. Ambrish Saxena, Freedom of Press and Right to Information in India, Kanishka Publishers, Delhi, 2004.
3. Angela Wadia, Global Resource Book on Right to Information , Kanishka Publishers, Delhi, 2006
4. B. Basu, Laws of Press in India
5. Barua, Vidisha, Press and Media laws Manual, Universal Law Publishing Co. Pvt. Ltd., New Delhi, 2002.
6. Crone, Lawandthe Media – An Everyday Guide for Professionals
7. D. D. Basu. Constitution of India
8. K.S. Padhy, Battle for Freedom of Press in India
9. K.S. Padhy, Mass Media and Freedom of Press in India
10. K.S. Venkataramaiah, Mass Media Laws and Regulations in India
11. KS Venkataramaiah, Freedom of the Press–Some Recent Incidents
12. S. K. Aggarwal, Media and Ethics
13. T.N. Trekha, The Press Council
14. Zamir Naizi, Press in Chains

MAJMC-18

International Communication

Unit 1: Understanding International Communication

- a. What is International Communication?
- b. International Communication in the Internet Age.
- c. Imbalance in International Information Flow.
- d. The New World Information and Communication Order(NWICO).
- e. Towards an Integrative View of Balanced Information Flow.

Unit 2 : Approaches to Theorizing International Communication.

- a. Modernization Theory.
- b. Dependence Theory.
- c. World Systems.
- d. Structural Imperialism.
- e. Hegemony.
- f. Propaganda.
- g. Global Village.
- h. Technological Determinism.
- i. Globalization.
- j. Cultural Imperialism.
- k. Theories of Information Society.

Unit 3: International/Transnational Media Organizations.

- a. News Agencies.
- b. Evolution.
- c. Functions.
- d. Typology.
- e. Broadcast Networks.
- f. Cable News Networks.(CNN).
- g. British Broadcasting Service(BBC).
- h. Al Jazeera Networks.
- i. Online Social Media.
- j. Internet and Information Sharing.
- k. News Portals.

Unit 4: Disappearing Borders of Empowerment

- a. Global Homogenization and Cultural Hybridity.
- b. Revised Cultural Imperialism.
- c. Spaces of Empowerment.

Unit 5: Key Figures in International Communication.

- a. Marshall McLuhan
- b. Bill Gates.
- c. Noam Chomsky.
- d. Walter Lippmann.
- e. Sean McBride.

Reading List

1. Akinfeleye, R.,T.I.Okoye ,I & Sunday ,O(2009).The Continued Dominance of International News Agencies.Journal of African Communication Research,Vol.2(3).
2. Many Voices One World (MacBride Report), Unesco, 1980.
3. Alleyne M.O.(1997).News Revolution.New York, St.Martins Press.

MAJMC-19

Short Film Production & Mobile Journalism

Short Film Production

Exercise 1 : Concept mapping, discussion with experts and outline writing techniques.

Exercise 2 : Making of Story, screenplay and storyboard

Exercise 3 : Casting, crew selection, budgeting and allocating the production cost. Identifying the resources and location

Exercise 4 : Production stage: Shot division. Two and three camera production. Rehearsal

Exercise 5 : Post production, Censorship, Promotion and Selling.

Mobile Journalism

Mobile Journalism and Social Networking.

- A. Using the mobile for stories; apps and tools for reporting; mobile-based story telling: ideas and projects.
- B. Smartphone Photography.
- C. Facebook and Social Media: the newsfeed of tomorrow?
- D. Twitter as a means of disseminating news. Creating Handles and using Twitter to generate traffic to stories.
- E. Use of Instagram.
- F. News writing for apps, robotic news and rewriting.
- G. Content Writing .
- H. Film making by mobile phone.

Practicals.

Reading List

Will be prescribed later on.

MAJMC-20

Dissertation & Grand Viva

Every student will be assigned the Final Dissertation at the end of the Fifth Semester.

The Final Dissertation will be pursued by him/her under the supervision of an internal supervisor in the Sixth semester. The student will make his/her final Dissertation on the subject/theme approved by the HOD/Coordinator in the fifth semester.

The Dissertation Reports (in duplicate) both hard & soft copy will be submitted by the students at least four weeks prior to the date of commencement of the End-Term Examination of the Sixth Semester. At the time of Grand Viva, the students will make a Power Point Presentation of the Final Dissertation as well as have to face the oral viva from overall subjects from all four semesters.