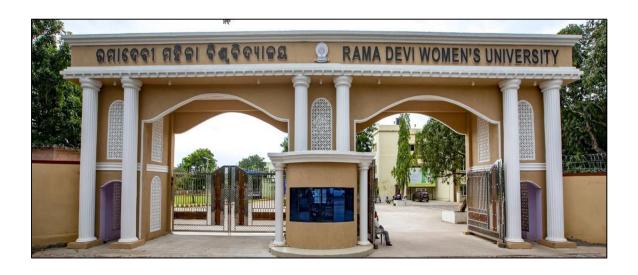# DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

SYLLABUS OF PG PROGRAMME (M.A.)

RAMA DEVI WOMEN'S UNIVERSITY

Vidya Vihar, Bhubaneswar-751022, Odisha

Website: https://rdwu.ac.in

PG Department of Journalism and Mass Communication

Syllabus for MJMC : (2022-24)

Rama Devi Women's University,
Vidya Vihar , Bhubaneswar

Course Structure and Syllabus for MAJMC 2022-24

SEMESTER I

SL No.	Types of course	Course Code	Course Titles	Units	Credits	Marks		
						Mid sem	*End sem*	*Total*
1.	Hard Core	HC-101	Principles of Communication	5	5	30	70	100
2.	Hard Core	HC-102	Print Media (Reporting and Editing)	5	5	30	70	100
3.	Hard Core	HC-103	Media History, Laws and Ethics	5	5	30	70	100
4.	Hard Core	HC-104	Computer Application in Mass Media	5	5	30	70	100
5.	Allied Core	AC-101	Computer Application Course by e-learning Centre		3	Mid-Sem 10 + Practical 10= 20 marks	30	50
	TOTAL				**23**	**140**	**310**	**450**

SEMESTER II

SL No.	Types of course	Course Code	Course Titles	Units	Credits	Mid sem	End sem	Total
1.	Hard Core	HC-201	Television and Radio Journalism	5	5	30	70	100
2.	Hard Core	HC-202	Development Communication	5	5	30	70	100
3.	Hard Core	HC-203	Media Literacy	5	5	30	70	100
4.	Hard Core	HC-204	Environment Communication	5	5	30	70	100
5.	Core Elective	CE-201	A. Culture, Communication and Media B. Media Sociology	5	5	30	70	100
6.	Open Elective	OE-201	Film Making		4		50	50
	TOTAL				**29**	**150**	**400**	**550**

SEMESTER III

SL No.	Types of course	Course Code	Course Titles	Units	Credits	Marks		
						Mid sem	End sem	Total
1.	Hard Core	HC-301	Communication Research Methods	5	5	30	70	100
2.	Hard Core	HC-302	Cinema Studies	5	5	30	70	100
3.	Hard Core	HC-303	Documentary Production	5	5	30	70	100
4.	Core Elective	CE-301	A. New Media and Convergence B. Media Management	5	5	30	70	100
5.	Core Elective	CE-302	A. Advertising B. Public Relations and Corporate Communication	5	5	30	70	100
6.	Field Internship	FI-301	Field Internship		3		50	50
	TOTAL				**28**	**150**	**400**	**550**

SEMESTER IV

SL No.	Types of course	Course Code	Course Titles	Units	Credits	Marks		
						Mid sem	End sem	Total
1.	Hard Core	HC-401	Rural Journalism	5	5	30	70	100
2.	Hard Core	HC-402	International and Intercultural Communication	5	5	30	70	100
3.	Hard Core	HC-403	Dissertation	5	5	30	70	100
4.	Core Elective	CE-401	A. Media and Human Rights B. Gender in Media	5	5	30	70	100
5.	Allied Core	AC-401	Women and Society		3	15	35	50
	TOTAL				**23**	**150**	**400**	**550**

PROGRAMME OUTCOMES

PO 1. The distinction of traditional and contemporary media theories will enhance better learning of the patterns of mass communication.

PO2. The various ethical issues in media coverage and news writing are articulated through various case studies.

PO3. The basic introduction to computers and the kinds of hardware and software are explained related to mass media.

PO 4. The writing categories and styles for the audio and visual medium are well explained.

PO 5: The strategies in development communication with the point of view of socio-economic and cultural indicators are explained.

PO6. The usages of traditional media, rural development, development communication and environment communication with contemporary issues are discussed.

PO7. The world of visual advertising and its techniques in various media platforms is disseminated.

PO8. Students will deliberate on the role of media for women empowerment and employment.

PO9. The world of media management in an economic lens such as budgeting,finance,capital costs and investments etc.,are explained.

PO10. Cinematic styles and kinds and various approaches to it on various treatments are discussed.

PROGRAM SPECIFIC OUTCOMES (PSOs)

PS01. To inculcate the idea of ethical reporting among the students.

PS02. develop critical thinking among the students about the different perspectives on development, specificnational development issues and programs and role of communication in it.

PS03. To enable discussion about the communication for Environment and media that reflect the development
schemes.

PS04. The students will be able to demonstrate an understanding of the overall role of advertising in the businessworld.

PS05. It offers a foundation for understanding cinema and its relation to culture, history, technology andaesthetics.

<u>**Semester I**</u>

Course title: **Principles of Mass Communication**   Course code: **HC 101**
Course credits: 5   Credit Hours: 50   Total marks: 100

Course Outcomes
- *To develop a broad concept of mass communication*
- *To understand the models and theories of communication*
- *To foster sense a theoretical understanding of technological developments*
- *To understand the mass culture through theories of communication*
- *To comprehend on various functions of mass communication*

Unit I- Introduction to Communication
Concept, nature, process and development of human communication, Marshall McLuhan's Theory of media, Functions of communication, 7 Cs of effective communication, Barriers to communication, Verbal and nonverbal communication, Intra-personal, Inter-personal, small group, public and mass communication public speaking

Unit II-Communication Models
Concept of Communication Models, Aristotle's Model, Berlo's SMCR, Shannon–Weaver, Harold Laswell, Osgood, Dance, Wilbur Schramm, George Gerbner, Newcomb, De Fleur's, Westley and MacLean's, Convergence model

Unit- III Communication Theories
Brief History of Mass Communication Theory, Hypodermic Needle, Personal Influence Theory (Two step, multi-step flow), Individual Difference Theory, Gatekeeping Theory, Diffusion of Innovation Theory, Agenda setting, Spiral of silence, Uses and gratification, Cultivation, Dependency, Cognitive dissonance, Normative theories of Press

Unit –IV Mass Media and its functions
Types of Mass Media, Functions, Media and their audiences, effects of mass media, Public opinion and democracy, Laswell's function of mass media, Role of media by Wilbur Schramm

Unit -V Information Society Technologies and Mass Communication and Culture (BlendedMode)

A brief history of Information Technology and Society, The First Wave, The Second Wave, The Third Wave, The Fourth Wave, Mass Culture, Popular Culture, and Folk Culture.

Suggested Readings:

1. Baran, Stanley and Davis, Dennis Mass Communication Theory, 7th Edition, 2015
2. Denis McQuail, McQuail's Mass Communication Theory, 6th Edition, 2010
3. Fahmy Shahira et al; Visual Communication Theory and Research, 2014
4. Fortner, Robert and Fackler Mark; The Handbook of Media and Mass Communication Theory, 2014
5. Harris, Richard Jackson; A Cognitive Psychology of Mass Communication, 6th Edition, 2013
6. Keval J. Kumar, Mass Communication in India, 1994
7. Kevin Williams, Understanding Media Theory, (2003),
8. Stevenson Nicholas; Understanding Media Cultures, 2002
9. Thomson B. John, The Media and Modernity, Polity Press, 1995
10. Vir Bala Aggarwal, V S Gupta, Handbook of Journalism and Mass Communication, 2012
11. Yadava, J.S. and Mathur Pradeep; Issues in Mass Communication, 2008

CO/PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	2	4	5	4	2	2	4	4	4	2
CO 2	2	5	4	4	4	4	4	4	2	2
CO 3	2	2	2	4	2	2	4	4	4	2
CO 4	2	4	4	2	2	2	2	4	4	4
CO 5	4	2	2	4	2	5	2	4	2	4

Course title: **Print Media (Reporting & Editing)**   Course code: **HC 102**

Course credits: 5   Credit Hours: 50   Total marks:100

Course Outcomes

- *To develop a broad concept of mass communication*
- *To understand the models and theories of communication*
- *To foster sense a theoretical understanding of technological developments*
- *To understand the mass culture through theories of communication*
- *To comprehend on various functions of mass communication*

Unit- I Introduction

Origin and History - Growth of Print Media, Growth of Print Media (vernacular) with special reference to Odisha, Meaning and definitions, criteria for newsworthiness, hard news and soft news, basic elements of a news story, News values, Sources of news, Structure of the news, ethical aspects of news. News writing style- Inverted pyramid style, hourglass style, nut graph style, News leads and their types, 5W's and 1H, language of news writing, style book

Unit-II Types of Reporting

Analytical, interpretative, investigative, sting operation, scoops and exclusives, Understanding Beats and their categories, reporting crime, accident, weather, city life, disaster, legal, political, communal, riots, wars/conflicts/tensions, obituary, sports, business, development & rural reporting, environment. Qualities, role and responsibilities of a reporter; Data Journalism

Unit-III Writing Styles

Interview- types and techniques, feature writing- tools and techniques, editorial writing, magazine writing, writing reviews for books and films, Columns, Tools of editing Editing marks and Editing Symbols, Style Guides and importance

Unit-IV Editing

Newsroom organization, different pages of a newspaper and its various contents, editing-concept, purpose and techniques, editing different types of copies, responsibilities of a sub-editor, and honing dubbing skills photo-journalism- selecting and editing photos, writing captions, photo features and designing newspaper pages.

Unit-V Practicing Reporting and Editing (Self Study/ Blended)

Production of a newspaper and Wall newspaper, Students' reporting on various events and the production process

Practical Assignments:

-News writing for various beats

- feature writing

- Editorial writing,

- writing reviews for books and films

-Copy editing

- Caption writing and Photo-Feature

Suggested Readings:

1. Kamath, M. V. (2009). *Professional journalism*. Vikas Publishing House.
2. Mencher, M., & Shilton, W. P. (1997). *News reporting and writing*. Madison, WI: Brown & Benchmark Publishers.
3. Raman, U. (2010). *Writing for the media*. Oxford University Press.
4. Shrivastava, K. M. (1987). *News reporting and editing*. Sterling Publishers Pvt. Ltd.
5. Sarkar, N. N. (2008). *Art and Print Production*. Oxford University Press, USA.
6. Brooks, B. S., & Pinson, J. L. (2017). *The art of editing in the age of convergence*. Routledge.
7. Lal, J. (2009). *Corporate Financial Reporting: Theory, Practice & Cases*. Taxmann.
8. Bennett, D. (2013). *Digital media and reporting conflict: Blogging and the BBC's coverage of war and terrorism*. Routledge.
9. Fedler, F., Bender, J. R., Davenport, L., & Kostyu, P. E. (2001). *Reporting for the media*. Harcourt College Publishers.
10. White, T. (2012). Broadcast news writing, reporting, and producing. Routledge.

CO/PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	4	5	4	2	4	5	2	4	2	2
CO 2	5	4	4	5	4	2	2	4	4	4
CO 3	4	4	4	4	2	2	5	2	2	2
CO 4	2	4	2	2	4	4	4	4	4	2

Course title: **Media History, Laws & Ethics**　　　　　　　　Course code: **HC 103**

Course credits: 5　　　　　　Credit Hours: 50　　　　　　　　Total marks:100

Course Outcomes

● *Introduce students to the rules and regulations of media laws.*
● *Explain the relationship between laws related to journalism, press freedom, and*
● *responsibilities of media.*
● *State the principles of journalism ethics.*

Unit- I. Indian constitution and Citizen's Rights

Indian Constitution – Salient Features of Indian Constitution, Fundamental Rights, Fundamental Duties, Directive principles of State policy, Article 19(1) (a) and Article 19(2), Freedom of Press, Press as a Fourth Estate

UNIT-II Media Laws

Contempt of Courts Act 1971, Provisions of Indian Penal Code with reference to sedition; laws dealing with obscenity; Official Secrets Act 1923, The Cable Television Networks (Regulation) Act 1995, Right to Information act- Copyright act, Working Journalists Act.

UNIT-III. Cyber Laws

Cyber laws in India; Cyber security concerns preventive measure, penalties, IT Act; Types of Cybercrimes, Issue of privacy, Regulation Laws in Different countries

UNIT-IV. Media Ethics

Ethical Issues in News/Media Coverage: Business Pressures, Bias and Objectivity, Trial by Media, Plagiarism, Yellow journalism, Sting Operations, Cheque book Journalism, Invasion of Privacy, Inflammatory writing (IPC 353), Sedition, Incitement to violence, Hate Speech, Codes suggested for the media by Press council, Editors Guild of India.

UNIT-V. Media Organizations in India (Blended mode)

The Press Information Bureau (PIB), The Press Council of India (PCI), Audit Bureau of Circulation Ltd. (ABC), Registrar of Newspaper for India (RNI), Indian Newspaper Society, Editors Guild of India, Codes suggested for the media by Press council. BOC
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Suggested Readings:

1. Kahn, R and D Kellner, "New Media and Internet Activism: From The Battle of Seattle to Blogging' *New Media & Society*, Vol. 6, No. 1, 87-95 (2004)
2. Thakur K: Internet Journalism, Department of Journalism, Pune, University, Pune.
3. Law Dictionary [Constitution of India (Article 19 (1) and 19 (2) 105, 194)], Universal Publisher.
4. P.K. Ravindranath, Press Laws and Ethics of Journalism, Author Press, New Delhi
5. Press Commission reports' . Govt. of India Press.
6. Duggal, P.(2002). Cyber Law in India, Saakshar Law Publications
7. K S Venkataramaiah, Freedom of the Press – Some Recent Incidents
8. Neelamalar. N (2009) Media laws and ethics, PHI Learning
9. G. T. Paranjoy, Media Ethics (2nd edition 2011) Oxford University Press, India
10. Natarajan, J. (2000). History of Indian Press, Publications Division

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CO 1	4	5	4	4	4	4	4	4	4	2
CO 2	2	4	4	5	4	2	5	4	4	2
CO 3	4	4	4	4	2	2	4	2	2	2
CO 4	4	4	4	2	2	4	2	4	4	4
CO5	5	4	2	4	2	2	4	4	2	2

Course title: **Computer Applications in Mass Media**   Course code**: HC 104**
Course credits: 5   Credit Hours: 50   Total marks:100

Course Outcomes
- *Provide an introduction to computers and their use in the media.*
- *Teach students how to use various software for media production.*
- *Understand the colour theory of designs*
- *Impart basic understanding of graphics.*

UNIT I. Introduction to computer graphics
Introduction to computers: types of computers hardware and software - digital technology keyboard functions, Concept of blogs, e-newspapers and e-magazines, Concept and theory of Design and Graphics - Principles of design - Basic elements of graphic and design Design and layout

UNIT II. Design Software: Adobe

Photoshop: Introduction to Adobe Photoshop, Understanding the interface, Starting a New Project, Getting started with layers, Understanding the tools, Saving and Printing Projects. Allied concepts: Vector graphics, Pixels & Resolution, Colour theory, InDesign : Introduction to Adobe InDesign, Understanding the Interface, Workspace and workflow, Layout and design, Text, Applying Styles, Typography, Tables, Drawing.

UNIT III. Other Designing Software

Coral draw; understanding the interface, tools, specifications, Preparation of Artworks: Typography & Printing, page preparation and preparation of documents for printing, Canva and other designing applications, Infographics: Evolution – Printing Revolution, aesthetics

UNIT IV. Layout for print

Magazine layout - pagination - designing various parts, Layout of broadsheet and tabloid, Design and Layout (Newspapers, Posters, Magazines) Photo Editing- Cropping, Aspect ratio - Relevance of fonts and sizes, Font families

UNIT V. Designing and formatting (Blended Mode)

Planning and designing of blogs, e-newspaper, e-magazine; Creating and designing Blogs, developing web designs including web version of lab journals.

Suggested Readings:

1. Roger C. Parker : Desktop publishing and design for dummies
2. Bob Shepherd: The art and business of Photo editing – Selecting and evaluating images for publication
3. Klepver L. Micheal: The Handbook of Digital Publishing (Pentice Hall 2000)
4. Schemer Richard: Handbook of Advertising Art and Production (New Jersey: Prentice Hall, 1990)
5. Sarkar Ann: Art and Print Production, (Oxford University Press 2013)
6. Albert Book & Dennes Schiel: Fundamentals of Copy & Layout (USA: National Text Book Company, 1997).

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CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	4	4	4	4	4	4	4	4	4	2
CO 2	2	4	4	4	4	2	4	4	4	4
CO 3	2	4	4	4	2	2	4	4	2	2
CO 4	2	4	4	2	2	4	2	4	4	4
CO5	4	2	2	4	4	2	4	4	2	4

Semester II

Course title: **Television and Radio Journalism**   Course code**: HC 201**
Course credits: 5   Credit Hours: 50   Total marks:100

Course Outcomes

- *A Comprehensive knowledge of electronic medium, with introduction of video production techniques and given hands on training for electronic journalism.*
- *This course will help understand the importance of wireless communication and understand how its evolution changed the face of news.*
- *To understand the discourse of radio and television journalism*
  At the end of the course students will be acquainted to the techniques of electronic media
- *and its usages in journalism.*

Part A

Radio Broadcasting
UNIT I

Radio with special reference to India; History of Radio, Public-Private FM Stations, Community Radio, Introduction to Sound, Different types of Radio, Public service broadcasting, Radio news organization, structure, and function.

UNIT II

Radio as a tool of development; Radio Rural Form, HAM Radio, Future of Radio: Internet Radio andpodcasts, Writing for radio formats

UNIT III (Blended mode)

Editing technology- Sound forge/Nuendo and other sound-editing technology. Introduction to radio production; radio news magazine, news feature, discussion and talk programmes, interview, documentary, sports, drama, sound bites (Jingles & Ads) & dispatches and Radio Bridge programme production. Radio: HD radio, Internet radio and Satellite radio.

Part B

Television Broadcasting
UNIT IV

Introduction to Television: SITE, KHEDA, Internet Television, You tube Channel & OTT

UNIT V

Organisational structure of TV news channel: TV Production in various medium, Writing for the visual medium, Writing anchor leads; Editing bytes, Procuring and editing visuals; Broadcast styles and techniques of writing, Introduction to TV Production: News bulletins; News features; News and current affairs; Talk shows and magazine programmes; Anchoring : delivery, pronunciation, voice modulation and diction, TV grammar.

TV and Radio Exercises

Radio News:

- Reporting of events and recording of sound bites
- Writing and editing of news reports
- Recording of voice casts
- Production of bulletins in groups

TV News:

- Writing, presenting and recording of PTCs

- Copy editing and video editing of news reports

- Writing and recording of voice overs

- Packaging, production of bulletins in groups

Suggested Readings

1. Elwyn, E. (1977). Radio: A Guide to Broadcasting techniques, Barrie and Jenkins.
2. Hyde, Stuart W. Television and radio Announcing.New Delhi. Kanishka Publications. 1998.New Delhi. 1994
3. Parthasarathy, Rangaswami. Here is the News! Reporting for the Media. Sterling Publications. 1998.
4. Agarwal, Vir Bala and V. S. Gupta Handbook of Journalism and Mass Communication. Concept Pub. Co. New Delhi. 2001
5. Masani, M. (1976).Broadcasting and the People, National Book Trust.
6. Saksena, G. (1996). Television in India: Changes and challenges, Vikas Publishing.
7. White, T. (1996). Broadcast News Writing, Reporting and Producing, Focal Press.
8. Ivor Y. (1995). Television News, Focal Press, Oxford.
9. Boyd, A. (2000), Broadcasting Journalism: Techniques of Radio & television News

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CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	4	4	4	4	4	2	2	2	2	2
CO 2	2	4	4	4	4	2	2	4	2	4
CO 3	2	4	4	4	2	4	2	4	2	2
CO 4	2	4	4	2	2	2	2	2	2	4

Course title: **Development Communication**   Course code**: HC 202**
Course credits: 5   Credit Hours: 50   Total marks: 100

Course Outcomes:
- To understand the role of mass media in bringing about social, behavioral change in national development.
- To Learn various development issues and initiatives taken through various forms of media technology.
- To discuss the role of folk media in development of the country
- To discuss the selected approaches to communication planning for policy development.
- To discuss the role of communication in national development

UNIT I. Growth & Concept
Origins of Development Communication, Concepts and Philosophy of Development, Guiding Principles of development Communication in Indian Society, Role of Communication in Development

UNIT II. Theories & Models
Western theories - Approaches to development, Indicators of development- Problems and issues in development, Vertical – Top-down Model-Horizontal, Models of Participatory Communication.

Unit III- Alternative paradigm and ICT
'Alternative' approaches to Development; Revival of 'modernisation' models, ICT internet and Mobile Telephony for Development; The need for national and international regulations media, development and social change: the Indian experience, Broadcasting as public service

Unit IV. Strategies and Role of media
Strategies in development communication, Social, cultural and economic barriers, Problems faced in effective communication. Components of Communication for Development - Role of Media in Development - Folk/Traditional Media, Electronic media, Social Marketing, Social Advertising, Community radio, Community welfare, Role of SHGs, Sustainable development goals (SDGs), Process documentation, Use of Convergent technology for social change

UNIT V. Issues & Challenges (Blended mode)
Democratic decentralization- Panchayati Raj system - planning at national, state, regional, district, block and village levels. Issues in Development, Identifying target audiences, Population, health and family welfare, Education, Environment. Developmental agricultural and rural extension agencies: governmental, semi-governmental and non-governmental organizations. Development journalism and alternative journalism, Development agencies in state and nation.

Suggested Readings:
1. P. Dahama and O.P.Bhatnagar, Edcuational and communication for development' Oxford and IBH Publishing Co.Pvt. Ltd. New Delhi, 2nd Edition.
2. Srinivas R. Melkote and H.Leslie Steeves, Communication for Development in the Third world', Sage Publication, New Delhi, 2nd Ed.
3. Schramm and Lerner, (1967), Communication and change in the developing countries. Honululu East West Center Press.
4. Development Communication, Uma Narula, 1999, Har Anand Publications Pvt. Ltd., New Delhi.

5. Perspectives on Development Communication: K. Sadanandan, Sage Publication, New Delhi.

6. Chauhan, Meenakshi R. *Advertising- The social Ad Changes*. New Delhi: Anmol Publications Pvt Ltd. 1995.

7. Desmond A, D'Albero. *Voice to the People*. Chennai: Culture and Communication, 1990.

8. Mathur, Kanwar, B. Communication for Development and Social Change. New Delhi: Allied Publications Ltd, 1994.

9. Uma Narula, W. Barnett Pearce Development as communication: a perspective on India. Southern Illinois University Press, 1986.

10. Uma Nerula. Development Communication: Theory and Practice. Har Anand. 2004

11. Kiran Prasad. Information and Communication Technology: Recasting Development. BR

12. Publishing Corporation, New Delhi. 2004.

CO/PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	4	4	5	4	4	2	4	2	4	2
CO 2	2	4	4	4	5	2	2	4	2	4
CO 3	4	4	4	4	2	5	2	5	2	4
CO 4	2	5	4	2	2	2	2	2	5	2

Course title: **Media Literacy**   Course code: **HC 203**

Course credits: 5   Credit Hours: 50   Total marks:100

Course Outcomes
- *To concentrate on various aspects of the society which need to be addressed by the media.*
- *To discuss approaches to learn new media technology for the development of society.*
- *to understand the concept of media embedded values.*
- *To discuss the core concepts of media literacy*
- *To understand society and how the media's role is important to reflect the various topics of Society.*

Unit I: Meaning and scope
Media Literacy, its meaning, definition, Need and Functions of Media Literacy, nature and importance, developing media literacy and its advantages

Unit II: Challenges and Requirements of Media Literacy
Obstacles to media literacy, information problem, digital divide, Information rich & Information poor, Essential requirements of media literacy, the media literacy model

Unit III: Process and Core Concepts of Media Literacy
Process of Media Literacy, Core Concepts of Media Literacy (Messages are constructed, Messages are constructed using creative language, Different people experience same media message differently,

Media have embedded values, Messages are organized to gain power

Unit IV: Media content
Reality and media content, content as a commodity (Marxist Approach, Chomsky, Adorno, Edward Said, Stuart Hall) judging the quality of news, the formula in entertainment, advertising and media literacy

Unit V: Media Ecosystem (Blended mode)
Media ecosystem and media monopoly, strategies for increasing media literacy, guidelines for helping others to develop media literacy

Suggested Readings:
1. 1.Dill, K. How Fantasy Becomes Reality: Seeing Through Media Influence, 1st ed. (OUP, 2009)
2. Hodkinson,P. Media, Culture and Society: An Introduction (Sage, 2010)
3. John.V. The Media of Mass Communication (PHI, 2012)

4. Mackey, M. Literacies Across Media: Playing the Text (Taylor and Francis, 2004)
5. Pike, D.M. Media Literacy: Seeking Honesty, Independence, and Productivity in Today's Mass Messages (IDEA, 2013)
6. Potter, W.J. Theory of Media Literacy: A cognitive approach (Sage, 2004)
7. W.J. Potter, Media Literacy, 7th ed. (Sage, 2013)

CO/PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	4	4	5	4	4	5	4	2	4	2
CO 2	4	4	4	4	5	2	2	4	2	2
CO 3	4	4	4	2	2	5	4	5	2	5
CO 4	2	5	4	5	2	2	2	2	5	4
CO5	5	4	2	2	4	5	4	2	5	4

Course title: **Environment Communication**   Course code: HC **204**
Course credits: 5   Credit Hours: 50   Total marks:100

Course Outcomes
- *To provide a realistic understanding of environmental issues*
- *To help the students assess environmental issues*
- *To identify strategies for overcoming them through various forms of media.*
- *To discuss contemporary issues through communication.*
- *Creating awareness and the role of media in safeguarding environment*

Unit -I: Environment Journalism

Define Environment Journalism, Difference between Environment Journalism and other modes o Journalism, Trend of Environmental Journalism and related to coverage in India with case studies, Environmental journalism and society, Role of media in protecting the Environment and Ecology

UNIT II: Environmental Reporting
Writing and reporting environmental issues, Designing of Environmental campaign with examples, Reporting about Science, Policy and Public Health, Environmental reporting – in print, audiovisual and online, National and local environmental issues and their media coverage

Unit III: Environment Journalism Scopes
Environment journalism in radio, Environmental journalism in Television, Environmental journalism in Digital media, Environment journalism in radio, Environmental journalism in Television, Environmental journalism in Digital media, The media as an environmental watchdog

UNIT IV: Environment & Society (Blended mode)
Major environmental movements in India, Role of NGOs in environmental conservation, Case studies of major environmental movements and media response in India, Environmental hazards, Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents, Pollution- natural and Man-made, Laws protecting environment, Problems in safeguarding the system.

UNIT V: Enforcement of Environmental Legislation
Issues involved in enforcement of environmental legislation, Discussing laws in various states, position of India in executing policies and tackling environmental issues in South-Asia.

Suggested Readings
1. Chhokar, K., Pandya, M., & Raghunathan, M. (Eds.). (2004). *Understanding environment*. Sage.
2. Kerapeletswe, C. K. (2004). Kanchan Chopra and SC Gulati, Migration, Common Property Resources and Environmental Degradation: Interlinkages in India's Arid and Semi-arid Regions. Sage.
3. Parikh, J., & Datye, H. (Eds.). (2003). *Sustainable management of wetlands: biodiversity and beyond*. Sage Publications India.
4. Cox, R. (2013). *Environmental communication and the public sphere*. Sage.
5. Jurin, R. R., Roush, D., & Danter, K. J. (2010). *Environmental Communication.: Skills and Principles for Natural Resource Managers, Scientists, and Engineers*. Springer Science & Business Media.
6. Dunlap, R. E., Dunlap, R. E., & Michelson, W. (Eds.). (2002). *Handbook of environmental sociology*. Greenwood.

CO/PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	4	2	5	4	2	5	4	2	4	2
CO 2	4	4	4	4	5	2	2	4	5	2
CO 3	4	2	2	4	5	5	4	5	2	5
CO 4	2	5	4	5	2	2	2	2	5	4
CO5	4	4	4	2	5	5	4	2	5	2

Course Title: **A. Culture, Communication and Media**   Course Code: **CE-201(A)**
Course Credits: 5   Credit Hours: 50   Total Marks:100

Course Outcomes:
- *To understand the social structure of Indian society*
- *The role of mass media and its important factors in social change.*
- *To discuss the various media audiences and its text.*
- *The effect of media on culture and society*

UNIT-I Culture as a Process
Culture: Concept, Process, characteristics. Learning Culture: Socialization and its theories, theorizing culture, Media and Cultural studies: Basic concepts and Key Thinkers.

UNIT-II Audience, Culture and Media Text
Media Ideology and Audiences, Culture through popular texts, identity, values, race, gender, Sexuality, caste and class, Media representation: The Reflective view, The Intentional view, The Constructionist View

UNIT-III: New Media and New Culture (Blended Mode)
Media & Globalization, Digital Literacies, Digital communities, Realism, gaming culture, Barrier free economy: BPO and Call Centre

UNIT-IV Media Culture and Community
Media and Religion, Media and Disability, Minorities and media culture, Cultural diffusion across communities.

UNIT-V Media and the Traditional Societies
Traditional knowledge system, the folk culture, Minimizing cultural lag and cultural ethnocentrism

CO/PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	P08	PO9	PO10
CO1	2	4	2	2	4	2	5	2	4	5
CO2	4	5	4	4	4	5	4	2	2	4
CO3	5	2	4	4	5	5	4	4	4	2
CO4	5	4	2	4	2	4	2	2	5	2

Course Title: **B. Media Sociology**　　　　　　Course Code: **CE-201(B)**
Course Credits: 5　　　　　Credit Hours: 50　　　　　Total Marks: 100

Course Outcomes
- *To introduce the students to the sociological perspective on mass media.*
- *To deal with various conceptual and theoretical perspectives on mass media*
- *To discuss how these perspectives help understand transformation in these concepts in contemporary times.*
- *To discuss media issues and movements*
- *To engage with contemporary issues in mass media and its social impact.*

Unit I. Mass Media as a Social Institution
Media for social communication, Media relation with other social institutions, As ideological apparatus, media and politics in India, An evaluative discourse of political role of media in post Independence India

Unit II. Media and Social Issue Movements
Racism, inequality and subjugation, Media and feminist movements, Media and juvenile delinquency, Mediated deviancy, media and violence, mediated crimes, trial by media, concept of pluralistic ignorance, Media and national integration, Assessment of promotional campaigns, case studies, Media and religious communication in Indian context, Treatment and promotion of secularism

Unit III. Mediated Stereotypes (Blended Mode)
Media portrayal of women, issues of empowerment, Gandhian perspective, recent media campaigns, Literacy, health, nutrition, cleanliness, pure water and power.

Unit IV Media Content as a Product
Manufacturing of consent, media as asynchronous filters, Producers of flak- arguments of Chomsky and Herman, Moral panics, media as tools of national and international propaganda

Unit V Media and Society
Cultural implications of mass media. Popular and elite culture. Multiculturalism and sub cultures.

Feminist critiques of media. Media and the minorities. National culture and communication policy. Mass Society; Political Economy; Functionalism; Technology Determinism; Information Society.

Suggested Readings

1. Carey, J. W. (1992). Communication as Culture: Essays on Media and Society, London: Routledge Publications.

2. Herman, E. and N. Chomsky. (2002). Manufacturing Consent: The Political Economy of Mass Media. New York: Pantheon Books.
3. Herman, E.S. (Eds.). (1998). Global Media: The New Missionaries of Corporate Capitalism. New Delhi: Madhyam Books.
4. Singhal, A. and E. M. Rogers. (2001). India's Communication Revolution: From Bullock Cart to Cyber Marts, Sage Publications.
5. James W Carey Communication As Culture: Essays on Media and Society, Routledge, (1989)
6. Wilkins, KG. (Ed.): Redeveloping communication for social change: Theory practice and power. UK: Rowman and Littlefield Publishers 2000.

CO/PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	4	5	2	4	4	2	2	5	2	5
CO2	2	2	4	5	2	4	2	2	4	4
CO3	2	4	2	2	5	2	4	4	5	2
CO4	4	2	5	2	2	5	4	2	4	4

Course Title: **Filmmaking**   Course Code: **OE-201**
Course Credits: 4   Credit Hours: 40   Total Marks: 50

Course Outcomes:
- *To discuss the various directorial theory and its purpose of making*
- *To understand film as a diverse art form, with a range of styles and genres, and as a powerful medium of communication*
- *To understand cinema as the social means of communication*
- *To understand the history of cinema and its ethnography*
- *To Understand the film production process*

UNIT I: Introduction to Typologies
Introduction to cinema, cinema as an art and Medium, Types of cinema, Genres of cinema, Where do good stories come from: Idea to story, Telling a story, Storyboard, Treatment, Structure and scripting.

UNIT II: The production Process

Shooting, Lighting and its concepts, Shooting styles: Techniques and tricks involved in cinematography, sound as a text, and concepts of sound production, dubbing, Sound Technology

UNIT III Post Production

Introduction to Editing: Understanding adobe premiere , Its interface and Basics of editing, Types of cuts, transitions and effects, Casting crew, Understanding film techniques and film as a text, Basic Ideas on Film Critiques and appreciation.

Unit –IV: History of cinema

History of vernacular cinema, reference to Odia film industry, Eminent film personalities(Raj Kapoor, Dada Saab Phalke, Amitabh Bachhan, Nargis, Sridevi and others) Eminent Films (Mother India, Do beegha zameen, Sholay and ohers) Eminent directors (Satyajit Ray, Shekhar Kapoor, Ritwik ghatak, Bimal Roy, Raj kumar Hirani, Vishal Bhardwaj) Controversial films (Kaghaz k phool, Mera naam joker, Films of Mira Nair, Aligarh)

Suggested work (Self Study/ Blended mode)
● Developing a story from an idea and transforming the story from page to screen
● Practicing cinematographic techniques and editing skills
● Suggested Practical Exercise- Producing a short film/ Documentary film (5 minutes)

Suggested Screenings
● *Nanook of the North* by Robert J Flaherty Nightmail by wasil Wright
● *Bombay our city* by Anand Patwardhan Black audio collective
● *City of Photos* by Nishita jain
● *Roger and Me* by Micheal Moore
● Films by PSBT

Suggested Readings
1. Andre Bazin,-The Ontology of the Photographic Image from his book What is Cinema Vol. I
2. Sergei Eisenstein, ―A Dialectic Approach to Film Form‖ from his book Film Form: Essays in Film Theory (Edited and Translated by Jay Leyda) San Diego, New York, London: A Harvest/Harcourt
3. Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films,"
4. Robert Stam, "The Cult of the Auteur," "The Americanization of Auteur Theory," "Interrogating
5. Authorship and Genre," in Film Theory: An Introduction. Massachusetts &Oxford : Blackwell Publishers: 2000, 83-91 & 123-129.

CO/PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	4	5	2	2	4	2	2	4	2
CO2	2	2	2	4	5	2	4	4	2	2
CO3	4	4	4	5	4	4	5	2	4	4
CO4	4	2	5	2	4	2	2	4	5	4

Semester III

Course Title: **Communication Research Methods**   Course Code: **HC 301**
Course Credits: 5   Credit Hours: 50   Total Marks:100

Course Outcomes:
- *Comprehend the relationship between theory and research methods in the study of communication.*
- *To discuss on various research process*
- *To discuss the communication research approaches.*
- *To understand various ethics associated with media research.*
- *Master the concepts and technical vocabulary of communication research.*

Learning Outcomes
● *To develop a research attitude in the field of Communication and in communication and media academics.*
● *To enable students to independently conceive and execute research Projects*
● *To enable students propose a hypothesis using data from any major medium of mass communication*

UNIT I: Basic Concepts
Evolution of research, Philosophy of research, Nature and scope of research; definition of communication research, Types of Research, characteristics of scientific research; element of scientific research – concepts and constructs, variables, scales and measurement, Functions of Research

UNIT II Research Process
Selection of research problems, Review of literature, Formulation of research questions, hypothesis, Determining the appropriate method of data collection, Types of sources,sample and sampling techniques, Analysis and interpretation of data, Presentation of results.

UNIT III Research Approaches
Focus group, case studies, field observation, interview survey research, content analysis, experimental

research, longitudinal studies, Ethnographic studies

UNIT IV Research Tools and Data Analysis

Statistical tools - Data Analysis - Importance of analysis. Report Writing - Content and structure of a Report, Diagrammatic Presentation, Bibliography & Index, Errors and Precautions in Report Writing, Ethics in conducting research, Ethical perspectives of mass media research.

UNIT-V: Media Research (Blended Mode)

Print media Research, Electronic media research, Advertising Research, Public relation research
Ideas on Internet research methods.

Suggested Readings:

1. Communication Theories and models: Dr. Andal N
2. Mass Communication Technology - New Perspective: Uma Narula
3. Perspective in Mass Communication: Pradip Kumar Dey
4. Theory and Practice in Social Research: Hans Raj
5. Media & Communication Research Methods, Arthur Asa Berger, 2000, Sage, New Delhi Pub. India Pvt. Ltd.
6. Media Research Methods, Gunter, 2000 Sage, New Delhi Pub. India Pvt. Ltd.

CO/PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	4	2	4	2	4	2	4	4	2
CO2	2	5	2	4	4	4	2	2	2
CO3	2	4	2	2	4	4	4	4	4
CO4	2	5	2	4	4	4	2	2	2

Course Title: **Cinema Studies**   Course Code: **HC 302**
Course Credits: 5   Credit Hours: 50   Total Marks: 100

Course *Outcomes*:
- *To offer a foundation for understanding cinema-and its relation to culture, history, technology and aesthetics.*
- *To create and analyze moving images, to produce research, and to make art.*
- *To discuss alternative media in contemporary times*
- *To discuss on film production from practical aspects*
- *To understand the various film languages and forms*

Learning Outcomes:

● *Understand the theory of a Director and its perspectives*
● *Technicalities of Film making and Understand the basics of Sound, Colour, and Art properties*
● *Aesthetics of Screen and Audience for Cinema*
● *To understand the basics of cinema and the language of cinema.*

Unit-I. Film history and language

Introduction to the history of film as a mass medium. From silent era to talkies and contemporary films, Various film forms and movements in world cinema, Cinema as an entertainment industry, Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage; Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour and Props in films.

UNIT II. Film forms

Film Form and Style - German Expressionism, Film Noir, Italian Neorealism, French New-Wave, and other Genres of Cinema, Indian Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob), The Indian New-Wave, Globalisation and Indian Cinema, Film Culture

UNIT III. Alternate cinema (Blended Mode)

Cinema Category, Regional cinemas, Introduction to Feminist Film Theory, Auteur theory - Film Authorship with a special focus on Satyajit Ray, Censorship of films in India: Film journalism in India; Film society movement in India; Globalization on Indian cinema and its impact, OTT platforms, Understanding the entertainment industry, Production and distribution model.

UNIT IV. Film production

Stages of filmmaking: Pre-production, Production and post-production, Cinematography, Editing, Sound, Lights, Shot composition, Film Composition, National Film Policy, NFDC

UNIT- V. Screening of Films, Criticism and practical hand on film making as respective to the syllabus.

Suggested Readings

1. Andre Bazin,-The Ontology of the Photographic Image from his book What is Cinema Vol. I
2. Sergei Eisenstein, ―A Dialectic Approach to Film Form‖ from his book Film Form: Essays in Film Theory (Edited and Translated by Jay Leyda) San Diego, New York, London: A Harvest/Harcourt
3. Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films,"
4. Robert Stam, "The Cult of the Auteur," "The Americanization of Auteur Theory," "Interrogating
5. Authorship and Genre," in Film Theory: An Introduction. Massachusetts &Oxford : Blackwell Publishers: 2000, 83-91 & 123-129.
6. Richard Dyer ―Heavenly Bodies: Film Stars and Society‖ in Film and Theory: An Anthology Massachusetts, U.S.A & Oxford, U.K: Blackwell Publishers: 2000, 603-617
7. Ideology of Hindi Film by Madhava Prasad, New Delhi: Oxford University Press. 1998
8. Global Bollywood by Anandam P. Kavoori and Aswin Punathambekar Eds. New York: New York University Press. 2008.

CO/PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	5	4	4	4	2	5	2	4
CO2	4	4	4	4	2	2	5	4	4	2
CO3	2	5	5	2	4	2	2	5	4	2
CO4	2	5	4	2	5	4	4	4	2	2

Course Title: **Documentary Production**   Course Code: **HC 303**
Course Credits: 5   Credit Hours: 50   Total Marks: 100

Course Outcomes :

- *To Understand Documentary as a diverse form, with a range of styles and genres*
- *To discuss the root of this diversity in its various historical and social contexts.*
- *To learn the production process of documentary making.*
- *To discuss on conceptual; of plots in documentary film production*
- *To discuss the research as an important part of film conceptualisation.*

UNIT I: Introduction to Typologies
What are documentaries: Documentary typologies– Features of Documentaries, Understanding the Documentary Introduction to Realism Debate Observational and Verite documentary, Introduction to Shooting styles Introduction to Editing styles, Structure and scripting the documentary

UNIT II: Conceptualisation of Plot
Production of drama programmes for radio and television– Characterization/casting, Location and sets– The Plot– Outline of the Actual drama production

UNIT III: Research and Pre-Production
Production techniques for radio and television – Documentary production techniques– Documentary production process– What does it take to do a good documentary? – Where do good stories come from ?

Choosing a subject matter– Documentary research: content research and conceptualizing the appropriate treatment and style, the use of music, narration and archival material.

UNIT IV: Post-Production (Blended Mode)
Documentary Production - Pre-Production - Researching the Documentary, Research: Library, Archives, location, life stories, ethnography Writing a concept: telling a story, Treatment, Writing a proposal and budgeting

UNIT V: Practice
Shooting a short film (5-6 minutes) and editing the same, Interviews, Audio narrations, Music in Documentary films

Suggested Screenings:
1. Nanook of the North by Robert J Flaherty Nightmail by wasil Wright
2. Bombay our city by Anand Patwardhan Black audio collective
3. City of Photos by Nishita jain
4. Roger and Me by Micheal Moore
5. Films by PSBT

Suggested readings:
● Trisha Das, How to write a Documentary
● Double take by PSBT
● Filming reality; The independent documentary movement in India by Shoma A. Chatterjee, Sage publication India
● Making Documentary films and videos; A practical guide to planning, filmimg, and editing, documentaries by Barry Humpe, Henry Holt and Company.

CO/PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	4	4	2	4	2	2	2	4	4
CO2	2	2	4	4	4	5	2	4	4	5
CO3	2	4	5	2	4	2	4	4	2	4
CO4	2	4	5	2	4	4	5	5	2	4

Course Title: (**A**) **New Media and Convergence**   Course Code: **CE 301 A**
Course Credits: 5   Credit Hours: 50   Total Marks:100

Course Outcomes:
- *To enhance the New Media Skills amongst students*
- *To enable students to understand the concept of Media Convergence*
- *To discuss on digital journalism in contemporary times*
- *To impart on digital Mediated Communication*
- *To help in understanding the importance of Digitalize Culture*

UNIT- I Introduction to New Media

Emerging trends in New Media, New media & Public sphere new media technology and culture, participatory culture and new media, a convergent technology, Internet censorship in India, New media literacy; The Information Technology Revolution

Unit- II Digital Culture

Social Media Digital culture and digital identity, Characteristics of new media; Various usages of new media: Different types of new media, Interactivity; Simultaneity; Theories of Network Society; Social Media theories; Social media analysis, Aggregator

Unit- III Media Convergence

Convergence of media and its effect on journalism, Digital journalism, Evolution, Characteristics, Integration of new technologies, prospects of online journalism in India, Mobile application in media, Artificial Intelligence.

Unit- IV - Digital Journalism

Social Media: its form, social media as a tool for Citizen Journalism, virtual community, Case studies and Writing for web newspapers and portals

Unit V - Digital Mediated Communication (Blended Mode)

Different types of Community media centers; Impact of social media on society, Important theoretical framework of CMC, cyber platform and communities; Search engine optimization (SEO); Advertising in the digital platform.

Suggested Readings:
1. Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010.
2. Eugenia Siapera, Understanding New Media, Sage, 2011.
3. Fuchs Christian, New Media, Web 2.0 and Surveillance, John Wiley, 2011.
4. Goldsmith, Jack, and Tim Wu., Who Controls the Internet? Illusions of a Borderless World. Oxford University Press US. 2006.
5. Kasturi, Suman and BobbyVardhan; Social Media, Connecting the World 24X7, Dominant Publishers, 2017.
6. Lev Manovich. The Language of New Media. Cambridge: MIT Press.2001
7. Narayan and Narayanan(Ed); Indian Connected: Mapping the Impact of New Media; Sage, 2016
8. Simon Lindgren, Digital Media and Society, Sage, 2017
9. Tapas Ray, Online Journalism: A Basic Text, 2006
10. Vincent Miller. Understanding Digital Culture. Sage Publications, 2011.

CO/PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	4	2	4	4	2	2	5	2	2	4
CO2	2	2	4	5	4	4	2	4	4	5
CO3	4	5	2	2	2	4	2	4	2	4
CO4	4	5	2	4	4	2	4	2	4	2
CO5	5	4	2	5	5	2	4	4	5	2

Course Title: **B. Media Management**   Course Code: **CE 301 B**
Course Credits: 5   Credit Hours: 50   Total Marks:100

Course Outcomes:
- *To enable and understand the experience on the production, marketing, finance and operations.*
- *To discuss on Contemporary Media Management*
- *To understand the ownership of media organizations in India*
- *To discuss the various issues and challenges in media management*
- *To understand the functions of media management*

Learning Outcomes:
• *The students will gain insight into media business activity*
• *It will comprehend the uniqueness of media products and its uniqueness.*
• *Help them understand the variables required to run and gain profit in the media business.*

Unit I: Introduction to Management
Fundamentals and basic functions of Management, principles of media management and its significance, different media management functions, media as an industry and profession

Unit II: Contemporary Media Management
Media organization, Emerging marketing strategies. Customer Relationship Management (CRM) in print, FDI in Media; Strategy to boost circulation – circulation department, New challenges. Sources of Media revenue

UNIT III: Ownership
Ownership patterns of mass media in India – sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (chains), Cross Media ownership and media conglomerates.

Unit IV Media Organisations (Blended Mode)
Brief Idea of Government Media Organization, PIB, Film Division & CBFC, News agency: PTI, ANI, INS Doordarshan & All India Radio,

Unit V : Changing trends and changing media scenario
Creative media agency, Event management organizations, Media productions house, Media Research companies. BOC.

Suggested Readings:
1.The Indian Media Business, V.Kohli, New Delhi: Sage 2013
2.Newspaper Organisation and Management by Herbert Lee Williams
3.Media Management in the Age of Giants by Dennis F. Henrick
4.Handbook Of Journalism And Mass Communication, Vir Bala Aggarwal and V. S. Gupta , 2001
5.Management of Electronic Media, Albarran, Alan B. New York: Thomson Wadsworth 2007.
6.News Media Management,P. K Ravindranath, English Edition publisher, 2005.
7.India's Newspaper Revolution, Robin Jeffrey, OUP, 2010.

CO/PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	5	2	4	2	4	2	4	4	2	4
CO2	4	4	2	4	2	4	5	4	2	2
CO3	4	2	4	5	4	2	2	5	4	4
CO4	2	4	4	4	4	4	4	2	4	2
CO5	2	5	2	2	4	5	5	4	2	2

Course Title: **A. Advertising**   Course Code: **CE 302 A**
Course Credits: 5   Credit Hours: 50   Total Marks: 100

Course Objectives:
- *To demonstrate an understanding of the overall role of advertising in the business world*
- *To understand the advertising strategies and budget*
- *Identity and understand the various advertising forms in media.*
- *To discuss the consumer Behaviour and Market Segmentation*
- *To understand the Advertising in various Media Forms*

UNIT-I Fundamentals of Advertising
Concept, Nature, Definitions, Evolution and History, Role, Objectives, Functions, and Basic Theories and Applications, Types and Classification of Advertising, Types of Appeals, Consumer behaviors.

Unit-II Consumer Behaviour and Market Segmentation

Consumer Behavior: Consumer buying process; Factors influencing consumer buying, decisions-an overview. Market segmentation: Concept, Importance and Bases; Target market selection; Positioning concept, importance and bases; Product differentiation vs. market segmentation.

UNIT-III Advertising in various Media Forms

Ad. Copy, Visualization, Layout, Media Planning and Strategy, Print Media, Broadcast Media, Out of Home Media, online. Developing the media plan, USP, Selection of Time and Space in Print and Electronic Media, Ad. Campaign, Models: AIDA and DAGMAR; Branded Content; Sponsorships; Revenue Sharing and Subscription Model; Digital Marketing – Social Campaigns.

Unit-IV Measuring Advertising Effectiveness

Measuring ad effectiveness; Advertising testing process; Evaluating communication and sales effects; Pre and Post-testing techniques.

UNIT-V Legal and Ethical Issues in Advertising (Blended Mode)

Advertising and Society Evolution and Current Status, Laws in Advertising - Advertising Statutory Bodies in India, Role of AAA and ASCI and the Study of Various Codes of Conduct, Regulatory and self-regulatory organization (SRO) for advertising content.

Suggested Readings:

1. Belch and Belch (2009), Advertising and Promotion, Tata McGraw Hill Co.

2. Sharma, Kavita (2011), Advertising: Planning and Decision Making, Taxmann Publication Pvt. Ltd.

3. Mahajan, J.P., and Ramki (2017), Advertising and Brand Management, Ane Books Pvt Ltd, New Delhi.

4. Burnett, Wells, and Moriarty (2005), Advertising: Principles and Practice, Pearson Education

5. Terence A. Shimp (2006), Advertising and Promotion: An IMC Approach, South Western, Cengage Learning.

6. O'Guinn (2012), Advertising and Promotion: An Integrated Brand Approach, Cengage Learning**.**

7. Chunawalla, S. A., & Sethia, K. C. (2008). *Foundations of Advertising: Theory & Practice*. Himalaya Publishing House.

8. Moriarty, S. E., Mitchell, N., Wells, W., & Wood, C. (2012). *Advertising & IMC: principles & practice*. Upper Saddle River, NJ: Pearson.

9. Young, A. (2014). *Brand media strategy: Integrated communications planning in the digital era*. New York, NY: Palgrave Macmillan.

CO/PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	4	5	4	2	4	5	5	4	2
CO2	5	2	4	5	4	2	5	4	2	4
CO3	4	5	2	4	4	2	4	2	2	2
CO4	2	4	2	2	4	4	2	2	5	4

Course Title: **B. Public Relations and Corporate Communication** Course Code: **CE 302 B**
Course Credits: 5   Credit Hours: 50   Total Marks: 100

Course Outcomes:
- *To equip with analytical public, private and corporate communication issues from a range of academic and practical perspective*
- *To communicate effectively in the business world with the emerging concepts, principles and strategies in relation to better decision making in the area of public relation and corporate communication.*
- *To Discuss various forms of public relations in contemporary scenarios.*
- *To understand various patterns of PR management*
- *To examine various PR tools in contemporary scenarios.*

Unit I: Public Relations
Concept and scope, Historical perspectives-Public Relations as a management function-Professionalism and job description of Public Relations, Objective of Public Relations, How PR is different from advertising, publicity and propaganda, Contemporary scenario of Public Relations practice

Unit II: PR Management
PR set up in an organization, Functions of a PR department, PR campaigns and programmes, PR in Public Sector Undertakings, Public Relations in a crisis situation, Government and Public Relations: PR in Central Govt., PR in State Govt, Ethics of PR (PRSI code of ethics), Event Management

Unit III: PR Tools
Various tools and media of communication-advertisement, brochure, annual report, house journal, film, coffee table book, sponsorship, photography, event management, facility visit, press conference, press briefing, Public Relations campaigns- developing the elements of creativity, Corporate films, Press Conference, Press Meet, Meet the press, Press Briefings, Press Tours, Press Release/Video News Release.

UNIT IV: Corporate Communications (Blended Mode)

Corporate Communication meaning and concept, applications, Significance and objectives of Corporate Communication, Impact of citizen journalism and "Transparency" on Corporate communications practice, Selection of media for corporate communication

UNIT V: Tools of CSR
Corporate culture, corporate philosophy, corporate citizenship, Tools & skills for Corporate Communication, Types of leaflets, Designing of leaflets, invitations, Blogs, Pod casting, chat rooms, and social networking sites, Important concepts in corporate communication: Image management, direct marketing, network marketing, Issue management, Celebrity endorsement.

Suggested Readings:

1. Anne Gregory, Planning and Managing a Public Relations campaign:A step by Step guide, The institute of Public Relations, London, Kogan Page 1999

2. Corporate Communication: Principle, Techniques and Strategies, Kogan Page. 1997

3. D.S. Mehta, Handbook of Public Relation in India, Allied Publishers, New Delhi

4. J.N. Kaul, Public Relations in India , Nyay Prakashan, Calcutta

5. Sharma, Diwakar(2004) Public relations: An emerging specialised profession, New Delhi: Deep & Deep Publications Pvt Ltd.

6. Banik, Dr G.C. (2005) PR & Media Relations, Delhi: Jaico Publishing House

7. Fernandez, Joseph (2009) Corporate communications: 21st century primer, New Delhi: Response books.

8. The power of Corporate Communication: Argenti, Paul, A & Forman , Janis

9. Handbook of Public Relation and Communication: K.R. Balan and C.S. Raudu, Castle Books Pvt. Ltd.

10. Corporate Communication, Goodwin Newman, State Uni. of New York, New York. Corporate Communication, Venkataraman, 1998, Sterling Pub. India Pvt. Ltd., New Delhi.

CO/PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	4	2	4	5	4	2	2	4	2
CO2	4	4	4	5	4	4	5	4	2	2
CO3	5	4	2	2	2	5	4	4	2	4
CO4	5	4	2	4	4	2	2	4	5	4

Course Title: Field Internship　　　　　　　　　　　　　　　　Course Code: **FI 101**
Course Credits:　　　　　　　　　　Credit Hours:30　　　　　　　　　　Total Marks:50

Course outcomes:

- *To train through an appropriate pedagogy of industry interface.*
- *To intensify the spirit of practice-based education, the department encourages internship programmes in the media industry.*
- *To understand the media industry in a pragmatic manner and raise numerous perspectives.*
- *To understand the media organaisation and its management.*

CO/PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	5	4	4	5	4	4	2	2	4
CO2	5	2	2	4	5	2	4	4	4	5
CO3	4	4	4	5	2	2	2	2	2	4
CO4	4	2	2	4	2	4	4	4	4	2

Course Title: **Rural Journalism**   Course Code: **HC 401**

Course Credits: 5   Credit Hours: 50   Total Marks:100

Course outcomes:
- *To orient and understand the realities of rural India.*
- *To learn the rural reporting, media structures and role of communication in rural India*
- *To understand the basic needs of rural and the role of traditional and new media communication especially traditional media in enhancing their lives.*
- *To discuss the role of the media in rural development.*
- *To understand the changing behavior of the society according to the media.*

Learning outcomes:
● *A student will be able to resolve social issues through rural journalism.*
● *Help in motivating to resolve rural issues and confront challenges in Rural India.*
● *A student can come up with new effective ideas and concepts to develop the grass root India.*
● *It will help in understanding media behaviour and the aspects of changing pattern*

Unit – I. Scope and Nature of Rural Journalism
Definition, Scope, Nature and Importance of Rural Journalism. Rural Reporting in India and its scope & challenges. Major rural Issues in India. Traditional and Folk Media: Introduction, practice and future of traditional and folk media in addressing rural issues.

Unit II Understanding Rural Needs
Use of traditional media for development in rural areas; Problems faced in communication in rural areas; critical appraisal of mainstream media's reportage on rural problems and issues; Rural-urban relations; Development paradoxes; Social & economic development; Rural & urban development; Rural-Urban Divide in India: grass-roots channels of communications.

Unit – III Role of Media in Rural Development
Concept of Rural Development and Rural Communication, Some Important Scope of Rural Development and Media. Problems of Communication in Rural Areas. Contribution of mass media (special reference to social media) in Rural Communication. NGO's/Volunteering agencies, Role of Panchayati Raj Institutions and Opinion Leaders, Rural Programmes- with special reference rural/tribal audience- women children, industrial workers, youth, students, teachers, phone-in-programmes. Development of Villages and Rural Journalism.

Unit – IV Rural Journalism and Social Changes (Blended Mode)
Media Organizations in Rural Setting : Rural newspapers, Rural radio, Television programmes for Rural India (KrishiDarshan);Effective scripting for rural media. Writing development messages for rural

audiences: specific requirements of media writing with special reference to radio and television. Definition and Importance of Social Changes, New Information Revolution and Rural Communication.

Unit – V: Practicing Rural Journalism
Rural field trips in academic climate, Understanding rural field trips in the prism of rural journalism, Situating rural field trips and gaining ethnographic methods for reflecting rural issues.

Suggested Readings:
1. Sharma, K. L. (1997). *Rural society in India*. Rawat Publications.

2. Kalpagam, U., & Arunachalam, J. (Eds.). (2008). Rural Women and Development in India: Issues and Challenges.

3. Sen, A. (1997). *Resources, values and development*. Harvard University Press.

4. Ward, W. B. (1952). Reporting agriculture through newspapers, magazines, radio, television.

5. Prasad, K. (2009). Communication for Development: Reinventing Theory and Action, Vol. 2. *New Delhi: BRPC*.

6. Xiaoge, X. (2009). Development journalism. *The handbook of journalism studies*, *357*.

7. Vijaya, K. (2014). Economic empowerment of women in Tamilnadu: prospects and problems in the current scenario.

8. Marsden, T., Murdoch, J., Lowe, P., Munton, R. C., & Flynn, A. (2005). *Con structuring thecountryside: An approach to rural development*. Routledge.

9. Mūrti, K. R. (2003). *Rural Reporting in India*. Prajasakti Book House.

10. Mahapatra, S. (2021). Digital Surveillance and the Threat to Civil Liberties in India.

CO/PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	4	2	4	2	2	5	4	2	4
CO2	4	4	2	2	4	5	5	2	2	4
CO3	4	5	4	4	4	4	4	4	5	4
CO4	5	4	4	5	5	2	2	4	2	4

Course Title: **International and Intercultural Communication** (Course Code: **HC 402)**
Course Credits: 5   Credit Hours: 50   Total Marks:100

Course Outcomes:
● *To develop the student's intercultural competence and increase cultural awareness*
● *To understand the meaning of cultural background in communication system*
● *To help you develop effective strategies in dealing with potential cultural conflicts and improve intercultural communicative competence.*
● *To discuss on the New communication technology and news flow*
● *To Understand Current issues in International communication*

Unit 1: Meaning and Perspectives
Culture: definition, culture as a social institution, Value systems: eastern and western perspectives. Intercultural communication: definition, process, philosophical and functional dimensions, cultural symbols in verbal and non-verbal communication.

Unit II: Impacts
Modern mass media as vehicles of intercultural communication, Culture and conflict, barriers in intercultural communication, impact of new technology on culture; globalisation effects on culture and communication; mass media as a culture manufacturing industry

Unit III: New communication technology and news flow
Global Village concept and reality; Information superhighway; Information society and Knowledge society; Reasons behind Imbalance in International news flow; controversy on the free flow Vs balance flow

Unit IV Current issues in International communication (Blended Mode)
Democratisation of information flow and media systems, media imperialism, effects of globalisation on media systems,

Unit V. Global Media and changes

Transnational media ownership, Prominent international media organisation- CNN, BBC, STAR Network, ICT and global communication- changing shades

Suggested Readings:
• Edwin R. et al. Specifications of Intercultural Communication: A Reader (Cengage Learning, 2014)
• Hutington, S.The Clash of Civilizations and the Remaking of World Order (Penguin, 1997)
• James W. CareyCommunication as Culture: Essays on Media and Society (Psychology Press, 1989)
• Martin, J.N. & Nakayama, T.K. Intercultural Communication in Contexts 5th Edition (McGraw- Hill, 2009)
• Martin, J.N. & Nakayama, T.K. (2002). Readings in Intercultural Communication. Experiences and contexts (McGraw- Hill, 2001)
• Samovar, Porter, Understanding Intercultural Communication: The Working Principles (2009).
• Thombre, A, Ramesh N. Rao Specifications of Intercultural Communication : The Indian Context (SAGE Publications India Pvt Ltd, 2015)
CO/PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	5	4	4	4	2	2	2		2
CO2	5	4	4	2	5	2	4	4	4	5
CO3	4	2	2	4	2	4	2	4	2	5
CO4	2	2	4	2	5	4	2	2	4	5

Course Title: **Dissertation**   Course Code: **HC 403**
Course Credits: 5   Credit Hours: 50   Total Marks:100

Course Outcomes:
● *To understand the nature and implication of research*
● *To apply qualitative and/or quantitative evaluation processes in the research area.*
● *To inculcate various research approaches in media research.*
● *To assess the ethics pertaining to media research*
● *To understand and develop a new insight in writing the thesis.*

Unit-I Topic Discussion
Proposal for the research- present the final proposal for acceptance of the topic for dissertation. This has to take place after consultations with the guide.

Unit-II Review of Literature
Work on the Review of Literature and present a reviewed paper as part of the Journal Club.
Unit III Research Ethics and Practice Data collection, analysis, Presentation, Research Softwares, Writing ethics, Ethics and Values, Plagiarism test

Unit-IV Methodology
Learn about the research design and tools for data collection and submit the report.

Unit-V Final submission
The dissertation after incorporating the changes will be submitted to the guide/mentor/assigned faculty with Viva Voce and Hard copy submission

Reference Books:
1. Peg Boyle Single. Demystifying Dissertation Writing. Stylus Publishing, 2009.
2. Derek Swetnam. Writing your Dissertation: The bestselling guide to planning, preparing and presenting first. How to Books, 2000.

CO/PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	4	2	4	5	4	2	4	4	2
CO2	2	4	2	2	4	4	2	4	2	4
CO3	2	2	4	2	2	2	4	4	4	4
CO4	4	4	4	4	2	2	5	2	4	2

Course Course Title: **A. Media and Human Rights**   Course Code: **CE 401 A**
Course Credits: 5   Credit Hours: 50   Total Marks:100

Course Outcomes:
● *To understand contemporary gender and human rights issues in society.*
● *To give a multi-disciplinary approach in society through media.*
● *To have a better understanding of the grass roots media and rights*

● *To understand various Human rights issues in India.*
● *To examine the function of the human rights commion.*

UNIT– I Human Rights
Concept, scope and importance—historical perspectives-changing dimensions of human rights Evolution of Human Rights, Human Rights in International Perspective -Universal Declaration of Human Rights. Convention on Elimination of All Forms of Discrimination against Women 1979 -- Convention on the Rights of the Child 1989 -Role of organizations like Amnesty International, Human Rights Watch, Human rights and constitutional and Legal Provisions in India

UNIT– II Human rights issues
Human rights and Democracy, Human rights and Education, Human Rights and environmental issues, Human Rights and Communal Riots, Human Rights in the terrorized areas, Human Rights and Gender Equity, Human rights violations - torture in police lockups

UNIT-III Human rights commissions (Blended Mode)
AFSPA, Custodial Deaths Role and responsibilities of implementing agencies of human rights in India-- National Human Rights Commission, State Human Rights Commission, National Commission for Women, National Commission for Minorities, National Commission for Scheduled Caste & Scheduled Tribe(S.C.&S.T.)

UNIT IV Writing on human rights
Types of reports and features on human rights, Sources and credibility of news. Problems of writing about human rights issues, Role of media in human rights protection, Human Rights Education, media's contribution to protect the human rights (national and international)

UNIT V Media and Human Rights
Media activism, Media lobbying, Pressure groups, Media Activism, Advocacy Journalism –Role of Social Media and mobilization of public opinion, Role of media in policy making, Information dissemination

Suggested Readings:
1. Ninan, Sevanti. Headlines from the heartland: Reinventing the Hindi public sphere. SAGE Publications Pvt. Limited, 2007.

2. Curran, James. "Rethinking mass communication." Cultural studies and communications. London: Arnold (1996).

3. McQuail, Denis. Mass communication theory: An introduction. Barcelona, 1991. 79-111

4. Berger, Arthur Asa. Media and society: A critical perspective. Rowman & Littlefield, 2012.Pg 9-21, 167-180

5. Nichols, Joe & Price, John, Advanced Studies in Media, Thomes Nelson,1999. 42-55

6. Thirumal, P., and Gary Michael Tartakov. "India's Dalits search for a democratic opening in the digital divide." International Exploration of Technology Equity and the Digital Divide: Critical, Historical and Social Perspectives (2010): 20.

7. Rajagopal, Arvind, ed. The Indian Public Sphere: Readings in Media History. New Delhi: Oxford University Press, 2009. 278-290.

8. Rayner, Philip, Peter Wall, and Stephen Kruger, eds. AS media studies: the essential introduction. Psychology Press, 2004. 53-61.

9.Banerjee, Menon & Priyam eds. Human Rights, gender and Environment, Pearson & Co. 2010

CO/PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	5	4	5	4	4	5	4	2	5	5
CO2	4	4	4	2	5	4	2	4	4	2
CO3	2	2	4	2	4	2	4	2	4	4
CO4	4	2	2	4	2	2	2	5	2	4

B. Gender in Media   Course Code: **CE 401 B**
Course Credits: 5   Credit Hours: 50   Total Marks: 100

Course Outcomes:
- *To understand contemporary gender and human rights issues in society.*
- *To find out the intersection between gender and media*
- *To give a multi-disciplinary approach in society through media.*
- *To have a better understanding of the grass roots media and rights*

UNIT-I Gender and Media

Media impact on individual and society, Democratic Polity and mass media; Media and Cultural Change; Rural-Urban Divide in India, The patriarchal media, commodification and marginalization

Unit II: Gender Issues

Gender: The concept and the constructs , Historical foundations for gender roles and communication, Socialization: Socialization and Gender Stereotyping Queer theories, Feminist Theory; History of Media and Gender debates in India (Case studies); Media and Masculinity; Media and Gender – Theoretical concerns.

UNIT III Media, Gender and Development

Concept of Gender and Development, Waves of feminism, Government policies for gender equality in India, Gender media and Social Change

Unit-IV Gender and Media Content

Gender and Language, Gender in Magazines, Beauty Culture**,** Gender in Television and Film, gender and the digital media

Unit-V Gender and Change

Changing trends of gender portrayal in Advertising, Film. electronic and print media, Grass root media for social change and empowerment of women, Role of new media in promoting women entrepreneurship, New media and its role in women empowerment

Suggested Readings:

1. Ninan, Sevanti. Headlines from the heartland: Reinventing the Hindi public sphere. SAGE Publications Pvt. Limited, 2007.

2. Curran, James. "Rethinking mass communication." Cultural studies and communications. London: Arnold (1996).

3. McQuail, Denis. Mass communication theory: An introduction. Barcelona, 1991. 79-111

4. Berger, Arthur Asa. Media and society: A critical perspective. Rowman & Littlefield, 2012.Pg 9-21, 167-180

5. Nichols, Joe & Price, John, Advanced Studies in Media, Thomes Nelson,1999. 42-55

6. Thirumal, P., and Gary Michael Tartakov. "India's Dalits search for a democratic opening in the digital divide." International Exploration of Technology Equity and the Digital Divide: Critical, Historical and Social Perspectives (2010): 20.

7. Rajagopal, Arvind, ed. The Indian Public Sphere: Readings in Media History. New Delhi: Oxford University Press, 2009. 278-290.

8. Rayner, Philip, Peter Wall, and Stephen Kruger, eds. AS media studies: the essential introduction. Psychology Press, 2004, 53-61.

9. Bannerjee, Menon & Priyam eds .Human Rights, gender and Environment, Pearson & Co. 2010.

CO/PO Mapping

CO/PO	Po1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	4	4	5	4	4	5	2	4	5	4
CO2	2	4	4	2	2	2	4	5	4	2
CO3	2	2	4	2	4	4	5	4	2	4
CO4	4	4	2	2	4	5	4	2	2	4

Course Title: **Women and Society**   Course Code: **AC 401**

Course Credits: 3   Credit Hours: 30   Total Marks:50

Course outcomes:

- *To understand women and their role in society*
- *To discuss with the emerging concepts, principles and strategies in relations to better decision making in the area of women and society*
- *To understand the Women and human rights issues to be articulated.*
- *To get an idea on the objectives of women and society.*

UNIT I: Introduction to Women and society: Definition and concept- Objectives of women and society; Origin and Growth of women studies; Origin and Growth of women studies in India.

Unit II: Social Issues and Empowerment: Women's work- Status and problems; women and human rights issues; Domestic violence; problems of marginalized women- Dalit and Tribal; minorities; Disabled, Gender nonconformity, migrants.

Unit III: Media and Women: Origin and growth of media and women participation; digital media and women entrepreneurship; social media and activism for emancipation; Case studies on women and media.

Suggested Readings:

1. Amy S. Wharton. (2005). "The Sociology of Gender: An Introduction to Theory and Research". (KeyThemes in Sociology) Blackwell Publishing, UK, Indian Reprint, Kilaso Books, New Delhi.
2. Devaki Jain and Pam Rajput (Ed). (2003). "Narratives from the Women"s Studies Family: Recreating Knowledge, Sage, and New Delhi.
3. Jasbir Jain (Ed). (2005). "Women in Patriarchy: Cross Cultural". Rawat Publications, Jaipur.
4. KumkumSangari and SudeshVaid. "Recasting Women: Essay in Colonial History".

5. Lerner, Gerda. (1986). "The Creation of Patriarchy". Oxford University Press, New Delhi.

6. Maithreyi Krishna Raj. (1986). "Women Studies in India: Some Perspectives". Popular Prakasham, Bombay.

7. Mala Khullar, (Ed). (2005). "Writing the Women"s Movement: A Reader". Zubaan, Kali for Women, New Delhi.

8. Mies, Maria. (1980). "Indian Women and Patriarchy". Concept Publishing Company, New Delhi.

CO/PO Mapping

CO/PO	PO2	PO2	PO3	PO4	PO5	PO6
CO1	5	4	2	4	4	4
CO2	4	2	4	2	5	2
CO3	4	2	4	2	5	4