25. M.A. (Journalism and Mass Communication)

Duration – Two years
Eligibility – Any Bachelor Degree from a recognized University
Medium – English

Sl.No.	Course Code No.	Name of the Course	CAI max	ESE max	Total max	C
		I SEMESTER				
1	30911	Introduction to Journalism & Mass Communication	25	75	100	4
2	30912	Evolution of Media	25	75	100	4
3	30913	Photography	25	75	100	4
4	30914	Reporting & Editing	25	75	100	4
		TOTAL	**100**	**300**	**400**	**16**
		II SEMESTER				
5	30921	Theories of Communication	25	75	100	4
6	30922	Advertising & Public Relations	25	75	100	4
7	30923	Audio Production	25	75	100	4
8	30924	Video Production	25	75	100	4
		TOTAL	**100**	**300**	**400**	**16**
		III SEMESTER				
9	30931	Graphic Communication	25	75	100	4
10	30932	Communication Research Methods	25	75	100	4
11	30933	Media Laws and Ethics	25	75	100	4
12	30934	Internship(One Month)	25	75	100	4
		TOTAL	**100**	**300**	**400**	**16**
		IV SEMESTER				
13	30941	Development Communication	25	75	100	4
14	30942	New Media Communication	25	75	100	4
15	30943	Corporate Communication	25	75	100	4
16	30944	Project Work / Dissertation	25	75	100	4
		TOTAL	**100**	**300**	**400**	**16**
		TOTAL CREDITS	**400**	**1200**	**1600**	**64**

CIA: Continuous Internal Assessment, **ESE:** End Semester Examination,
TOT: Total, **C:** Credit Points **Max:** Maximum

Course Code	Title of the Course
30911	INTRODUCTION TO JOURNALISM AND MASS COMMUNICATION

UNIT I
> Communication: Definitions
> Communication and Society
> Types of Communication

UNIT II
> Basic models of Communication
> Linear model
> Non-linear model

UNIT III
> Communication, Culture and Media Literacy
> Internet and Society
> Impact on Politics
> Education
> Business and Culture.

UNIT IV
> The human communication process
> A review of some basic models and the ingredients.

UNIT V
> The concept of Journalism
> The functions of press
> Press freedom
> Responsibility and the theories of Press

UNIT VI
> Current trends in Journalism
> Press codes and ethics of Journalism
> A code of ethics for the Indian Press.

UNIT VII
> Press Commissions and Committees
> The First and Second Press Commission reports

UNIT VIII
> Reports of Chanda committee
> Varghese Committee
> Joshi committee
> Karanth working group etc.

UNIT IX
> Media for Mass Communication
> Print media
> Electronic media
> Radio

Television and New Media

UNIT X

Prasar Baharati Bill

FM and Community Radio

DTH

Cable Revolution.

UNIT XI

Mass Media institutions in India

Government Media Units – Akashvani, Doordarshan, PIB, DAVP etc.

Press Registrar of India,

Press council of India

UNIT XII

Indian News agencies

Professional organizations as INS, AINEC, IFWJ, PRST, AAAI, ILNA etc.,

Media educational institutions.

UNIT XIII

Introduction to mass media

Meaning of mass media

The concept of Mass Media

The influence of technology on the means of communication

UNIT XIV

A discussion of the characteristics of individual mass medium

Mass Media in India

Present status of mass media

Advantages of mass media

Limitations of mass media

REFERENCE BOOKS:

1. Baran, Stanley J. Introduction to Mass Communication: Media Literacy and Culture. Boston: McGraw Hill, 2002.
2. McQuail, Denis. (1994). Mass Communication: An Introduction (2nd). Newbury Park, CA: Sage.
3. David K. Berlo, The Process of Communication, Holt Rhinehart and Winston, 1960. 4. Sean Macbride "Many Voices, One World".
4. Keval J.Kumar, Mass Communication in India, Vikas Publication,s New Delhi, 1994
5. John Comer and et. al, Communication Studies, Longman, London, 1981.

Course Code	Title of the Course
30912	**EVOLUTION OF MEDIA**

UNIT I

Early communication systems in India

Development of printing

Early efforts to publish newspaper in different parts of India.

UNIT II

History of the print media and evolution and development of printing technology in India and World; various types of print media, nature, concepts, scope; Content making for print media, reach, advantages and importance.

UNIT III

Newspaper and Magazines in the nineteenth century

First war of Indian Independence and the press

Issues of freedom,

Political and press freedom.

UNIT IV

Invention and Development of Radio medium,

Radio Broadcasting since its inception in world and India,

Radio Technology,

Establishment of radio stations.

UNIT V

Television – origin and development, nature, scope, audience, genre, functions of television; Ownership pattern, debate on autonomy; BBC model of ownership, control and programming – commercial and public service, state and private sectors' expansion; potential for future development.

UNIT VI

The press in India after Independence

Social, political and economic issues

The role of Indian press problems

Prospects of Indian press

UNIT VII

Introduction to Radio

Growth and Development of Radio

AM and FM,

Vividh Bharati, Gyanvani, Community Radio

Satellite Ratio, Ham Operators

Evaluation of Content in Radio.

UNIT VIII

Introduction to Television

Growth and development of Television

Terrestrial and Satellite

Digital divide

UNIT IX

Introduction to Television

Evolution of content in Television,

Entertainment News

Public interaction

Commercialism

UNIT X

Introduction to Films

Early efforts

Film as a mass medium

Historical development of Indian films

Silent era of films

Talkies as a new approach in films

UNIT XI

Indian cinema after Independence

Parallel cinema and commercial cinema

Meaning and concept of documentaries

Issues and problems of Indian cinema.

UNIT XII

Folk media – Traditional media in India – regional diversity – content – form – character – utility – evaluation – future.

UNIT XIII

Exploring the New media

Internet

Growth and development of Internet communication

Online journalism

E-Publishing.

UNIT XIV

Definitions of Media and Mass Media;

Traditional Forms of Media

Signs, wood carving, Sound, drawings, sculptures

Folk Media – Songs, Drama, Puppet Shows, Story Telling etc.

REFERENCE BOOKS:

1. R.K.Ravindran, "Media in Development Arena", Indian Pub & Distributors 2000.
2. Straubhar, Larsoe, "Media Now", Thomson Wordsworth, 4th Edition,2004
3. KevalJ.Kumar, "Mass Communication in India", Jaico Publishing Co.2003.
4. J.K.Sharma, "Print Media and Electronic Media – Implications for the future", Authors Press, New Delhi, 2003.
5. The Evolution of Media Kindle Edition by Michael A. Noll (Author), Rowman & Littlefield Publishers, 2013

Course Code	Title of the Course
30913	PHOTOGRAPHY

UNIT I

Photography- Meaning, Definition
History of Photography
Tools of Photography
Camera- Parts of Camera (Shutter, Apertures, Lens, Films)
Types of Camera.

UNIT II

Composition: Need for composing a picture, rule/ conventions of composition, elements of composition and their role/ relevance in communication a message.

UNIT III

Pin-hole, box, folding and DSLR, Large and Medium format cameras, Single lens reflex (SLR) and twin lens reflex (TLR).

UNIT IV

Principal focus and focal length, size of the image, speed and power of the lens, depth of field, angle of view and perspective.

UNIT V

Photographic Optics: Reflection and refraction of light, Dispersion of Light through a glass prism, Lenses, Different kinds of image formation

UNIT VI

Miniature, Sub-miniature and instant camera, Choice of camera and sizes, rising , falling, cross movements and swing back

UNIT VII

Lens, Aperture, Shutters, Various types and their functions, view-finders and focusing system.

UNIT VIII

Film chamber: Exposure counter, self timer, tripod stand, panning tilt head, lens hood, cable release, extension tubes and bellows, tele-converter and changing bag.

UNIT XI

Natural source- Natural Source, the sun, Nature and intensity of the sunlight at different times of the day, different weather condition types of light sources used

UNIT X

Artificial light sources- nature, intensity of different types of light sources used : Photo flood lamp, Halogen lamp, Barn doors and shoot, flash unit : Bulb flash and electronic flash.

UNIT XI

Photographing people, Portrait and still, wildlife, environment, sports, landscape, Industrial disasters.

UNIT XII

Photography for advertising
Conflicts war political
Social photography.

UNIT XIII

News values for pictures, photo essays- photo features: qualities for photo-journalism, picture magazines – colour photography,

UNIT XIV

Impact of technology

Practical

Field assignment and their evaluation.

REFERENCE BOOKS:

1. The encyclopedia of photography (3rd edn.) (1993) by Richard Zakia, LeatieStroebel, Focal Press, London.
2. The Manual of Photography (2000) by Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray, Focal Press
3. Ninth Edition. Understanding Digital Photography by Joseph A .Ippolito, Thomson Press, New Delhi, 2005.
4. The Manual of Photography (2000) by Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray, Focal Press,
5. The Photography Book, Jeffrey, Ian, Phaidon Press, London 200

Course Code	Title of the Course
30914	REPORTING & EDITING

UNIT I
Meaning of Journalism
Definitions of Journalism
Functions and role of Journalism

UNIT II
Journalist,
Role of a Journalist,
Journalism ethics and standards,
Qualities of a Journalist.

UNIT III
Concept of news,
Definition of news,
Types of news.

UNIT IV
News Values,
Elements of news,
Functions of news,
News Sources.

UNIT V
Concept of reporting,
Types of reporting,
Reporting Skills

UNIT VI
Covering News beat,
Political reporting,
Business Reporting,
Sports Reporting,
Science & Technology reporting,
Education Reporting.

UNIT VII
Investigative and Interpretative reporting,
Development reporting,
Reporting with new technologies.

UNIT VIII
Journalistic Writing Techniques,
Writing Book review,
Film Review and Sports Review.

UNIT IX
Editing – meaning,
concept and significance,
contemporary trends in print journalism.

UNIT X

Introduction

Contemporary presentation styles

Editing of news paper and magazines.

UNIT XI

Structure of News Paper organization – Editorial, Management,

Production,

Circulation,

Marketing.

Human resource development

UNIT XII

Editing – principles,

Tools & techniques,

Role and function of copy desk,

Art of copy editing,

Steps and precautions in editing.

UNIT XIII

Difference between editing of newspapers,

Magazines & web editing,

Computerized editing.

UNIT XIV

Function and organization of the editorial department of a news paper, functions of Editor, Resident editor, Asst.editor, News editor, Chief sub- editor, Sub – editor, and Chief reporter etc.

REFERENCE BOOKS:

1. D.bruse, Newspaper writing and reporting for today's media(2001) Italy
2. Susan, News paper journalism (2004) Pape
3. Keeble,Richeard, News paper handbook(2001) Routledge, london
4. Sourin, Banergji, News Editing in Theory and Practice (2001) K.P Bagchi and Company, Calcutta.
5. Aggarwal, Vir Bala, Essentials of Practical Journalism,(2006) Concept Publishing Company , New Delhi.
6. Verma M.K News Reporting and Edition

Course Code	Title of the Course
30921	THEORIES OF COMMUNICATION

UNIT I:

Introduction to Communication
Meaning of Communication
Importance of Communication
Features of Communication
Scope of Communication

UNIT II

Functionalist
Marxist
Critical Political Economy
Feministic perspectives

UNIT III

White's Gate – Keeping model,
Socialist, Culturalist,
Psychoanalytical
Behavioral Theories.

UNIT IV

Normative Theories: Authoritarian Media Theory,
Libertarian or free press Media theory

UNIT V

Psychological and Sociological Communication theories: Cultivation theory,
`   Uses and Gratification theory,
Gestalt theory of motivation

UNIT VI

Cultural dimensions, mass media as cultural industry, cultural norms theory, effects theory, Source Theories, Connectional background, Agenta setting (Mc Comband Shaw) Merits and demerits.

UNIT VII

Message theories
Diffusion of Innovation,
Propaganda theory

UNIT VIII

Channel theories:
Gate keeping,
Technological determinism,
Social shaping of technology

UNIT IX

Audience Theories

Social Categories theory
Social Learning theory

UNIT X

Scope and functions of communication in the society-social aspects in shaping communication behavior.

UNIT XI

Media audiences

Public and public opinion
Mass media and public opinion
Media in society

UNIT XII

Introduction
Political Communication
Political Socialization
Communication Politics.

UNIT XIII

Introduction

Western and Eastern Perspectives
Differences
Western Theories in the Indian Context

UNIT XIV

Evolution of Communication

Theories in developing countries
Alternative communication
Indian experience
Participatory

REFERENCE BOOKS:

1. Theories of Communication A Short Introduction Armand Mattelart - University of Paris,France, Michèle Mattelart - University of Haute-Bretagne Sage, 1998
2. Blunder, J. and E. Katz, The Uses of Mass Communication. Thousand Oaks, CA: Sage, 1974.
3. Richard Collins, Media, Culture and Society, Sage Publication, New Delhi 1986
4. Keval J. Kumar, Mass Communication in India, Jaico Publishing Housing, Bombay, 1991
5. Duai R.& Manonmani .T, Culture and Communication: New Perspectives, Galgotia Publication, New Delhi, 1997.

Course Code	Title of the Course
30922	ADVERTISING & PUBLIC RELATIONS

UNIT I

Introducation

Evolution and growth of advertising

Definitions of advertising

UNIT II

Introduction

Structure of an Advertisement

Advertisement Design

UNIT III

Introduction

Types of advertising

Advertising media.

UNIT IV

Visualization,

Headlines,

Body copy,

Visuals copy appeal etc.

UNIT V

Introduction

Copy writing techniques

Fundamentals of Arts in the layout

design

UNIT VI

Introduction

Professional organizations in advertising

The code for commercial advertising on AIR

UNIT VII

Introduction

The code of commercial advertising on Doordarshan

The code of advertising practice of the Advertising Standard Council of India.

UNIT VIII

Public Relations:

Definitions

Public Relations and publicity

UNIT IX

Nature and Scope of Public Relations.

Qualifications

Responsibilities of a Public Relations Officer.

UNIT X

Introduction

PR and Public Opinion

History and Development of PR in India

UNIT XI

Introduction

Role and functions of PR in management

PR Policy.

UNIT XII

Structure and functions of a PR,

Department in Government,

Public

Private Sectors

UNIT XIII

Introduction

Functions of a PRO

Media relations

Employee relations.

UNIT XIIV

PR Professional Organizations

New trends in PR

Ethics of Public relations

REFERENCE BOOKS:

1. Melvin L. Defluer, Everette .L Dennis : Understanding Mass Communication – A Liberal arts perspective – (Publishers – Houghton Mifflin Company – Boston, Toronto – year – 1994).
2. Keval J. Kumar : Mass Communication in India – (Publishers - Jaico Publishing house New Delhi – year -2002 – III Edition).
3. Reubean Ray : Communication Today – Understanding Creative skill (Publishers - Himalaya Publishing House, Mumbai – year – 1997).
4. Angela Wadia : Communication and Media – Studies in Ideas, Initiatives and institutions – (Publishers - Kanishka Publishers New Delhi – year – 1999).
5. Y.K.D'souza, : Communication today and tomorrow – (Publishers -Discovery Publishing House New Delhi. Year – 1999).
6. C.S. Rayadu : Media and Communication Management – (Publishers Himalaya Publishing House, Mumbai – year – 1998 – III Edition).
7. Larry L. Barker, Deborah L. Barker, : Communication –(Publishers - Allyn and Bacon, Massachutes – Year – 1993 Sixth Edition)

Course Code	Title of the Course
30923	AUDIO PRODUCTION

UNIT I

History of Radio - Developments and Advances in Radio Journalism and techniques since inception – Radio in today's Media Scenario; Future of Radio. Introduction to acoustics; different kinds of studios vis-à-vis programme formats; varieties of Microphones; the broadcast chain;

UNIT II

Recording & Transmission systems; Modulation(Am & FM) Antennas, Receivers Amplifiers, High Fidelity systems; Multi-track recording technique; Stereo; Recording & Editing Consoles.

UNIT III

Radio Formats- Writing & Production skills vis-avis Diverse Formats; The spoken word/ Interviews/Discussions /Symposia – Radio plays / Radio Features & Documentaries/Music on Radio,

UNIT IV

Special Audience programmes on Radio- Programmes on Radio- Programme for Children, Women, Youth Senior citizens, Rural Folk, Industrial workers, Defense personnel.

UNIT V

News Writing and Presentation- Principals of News writing in a public service broadcasting organization, as contrasted with News in private Radio

UNIT VI

Principals of News presentation; News features; Professionals and Freelance stringers reporting for Radio; Disaster coverage News Bulletins.

UNIT VII

Production Management- Economic Production Management; Principles of Production Planning and Course of Production; Pre-production, Production and Post-production; Management of personnel Financial and Technical resources;

UNIT VIII

Budgetary planning and control-Direct and Indirect costs; Human resource Development; fixed variable factors in planning subject- research; conducive production conditions.

UNIT IX

Introduction

Innovative Developments In Radio Communication

Information Service Programmes on Radio

UNIT X

Introduction

Community Radio;

Local Radio;

Campus Radio;

Private FM Radio stations.

UNIT XI

Introduction
Application of Sound in Studio formats
Introduction to various Recording Softwares in the industry

UNIT XII

Introduction

Application of Sound recording in Radio Stations.

UNIT XIII

Sound spectrum and frequencies

History of recording and formats

UNIT XIV

Digital technology and advancements - Creating files and naming them – Recording – Using EQ, DYNMS, SFX, and Reverb – Source Selection – Cleaning and Editing - Elements of music recording - Mixing Pre and Post Mastering

REFERENCE BOOKS:

1. Louie Tabing, "How to do community radio" UNESCO, 2002.
2. Carole Fleming, "The Radio Handbook", 2nd edition, Routledge, 2002.
3. Jan Maes and March Vereammen "Digital Audio Technology", 4th Edition Focal Press, 2001.
4. Ministry of Information and Broadcasting, Govt. of India, Annual Report 2002-03.
5. All India Radio, Audience Research Unit, Prasar Bharat,2002

Course Code	Title of the Course
30924	VIDEO PRODUCTION

UNIT I

Preproduction Planning Stage **-** Concept –content – research-the basic script – the role of writer for television-budget – logistics- Crew – Location survey- Talents,

UNIT II

Roles of the production crew like the Producer, Production assistant, Cameraman, and the Studio crew both production and technical and other outdoor crew- who is who,

UNIT III

For studio and outdoor shows the set design backdrop and properties to be used, the role of the art director or the set designer. Props-Wardrobe-Makeup.

UNIT IV

Shooting Stage- Camera equipment and accessories – Shooting techniques – composition and framing types of shots- taking notes – writing the dope sheets- Shooting techniques used for News, Sports and business reporting,

UNIT V

Creative affairs programmes. Documentaries, features, Live-shows, event shows, Creative productions like serials, audio plays and outdoor serials, advertisement films, music videos, new formats etc.

UNIT VI

Technical inputs equipment required for various shows including lightning etc and Crew required for the various shows. Shooting techniques for the mega and the live shows and live News.

UNIT VII

Post Production Stage- Editing –linear-Nonlinear Equipment – preparation of edit-list, Use of the Dope sheet, editing schedule – Editing of the programme identify the editor, special effects, writing for the programme, recording the audio,

UNIT VIII

Use of Voice-over for the documentary- musical score recording and using the music lying of the tracks. Computer graphics (titling etc) – meet the deadlines.

UNIT IX

Management

Professional practice

Management

Legal issues

Ethics

UNIT X

Technology -Technical areas- Equipment-Formats-Maintenance-Satellite TV- DTH-Outside Broadcast- Live links-Uplink, Downlink, Latest Technology-HDTV

UNIT XI

Single-camera shooting, Continuous single –camera shooting, Discontinuous single camera shooting, segmented shooting. Multi-camera treatment – Visual variety, Shot organisation, Subjective and objective approaches, Focusing audience attention, Creating tension, Pace, Timing and Visual clarity.

UNIT XII

Visual effects-Mirror effects, Electronic effects, Chromo key techniques and Digital video effects. Timecode sync and color sync, remote controlling.

UNIT XIII

Studio Floor, Cameras on Pedestals, Microphones, Lighting rigs and the controlling Equipments, the role of Floor Manager, Production Control Room, Vision Control and Sound Control, Video Monitor, Vision Mixer, Audio Mixing console, Character Generator Digital Video Effects, VTR, and Talk Back.

UNIT XIV

Different video recording formats – Tapes: (VHS,Beta, Digi-Beta,HDV, DVCam, U-Matic) Tapeless: DVD, Optical and Blue ray Disks, Compact Flash Cards and Solid State cards, Hard-disk based recording etc.

REFERENCE BOOKS:

1. Gerald Millerson, Video Production hand Book, 3rd Edition, Focal Press, 2002.
2. Peter W.Rea& David K.Irving, Producing & Directing the Short Film and Video, 2nd Edition, Focal Press, 2001.
3. Deslyver& Graham Swainson, Basics of Video Production, 2nd Edition, Focal Press, 2001
4. Deslyver& Graham Swainson, Basics of Video Lighting, Focal Press, 2003.
5. Vasuki Belavadi, Video Production Second Edition, Published by Oxford university, 2017

Course Code	Title of the Course
30931	GRAPHIC COMMUNICATION

UNIT I

Design – definition & fundamentals – purpose & functions of a good design – principles of design – design decisions – graphic communication –

UNIT II

definition, nature & scope, design process – layout stages & types – appropriate visual structure – shaping media architecture – modern design – opportunities and challenges.

UNIT III

Introduction

Basic components of design

visuals,

text,

graphics and

colour, typography

UNIT IV

Definition,

principles & significance,

visuals

categories, c

riteria for selection,

editing pictures,

UNIT V

Photography & designing

ethical issues

colour basics, color theories, colour psychology,

importance of colour in designing.

UNIT VI

Publication design

name plate,

master pages, templates, style sheets

dummying process role of computers in designing – quark xpress

UNIT VII

Architectural components of newspapers and magazines,

formats & page make – up,

front page, inside page,

editorial & opinion pages,

UNIT VIII

Life styles & feature pages,

food & fashion, entertainment,

business & classifieds, designing special & regular sections,

 book design.

UNIT IX

Designing for public relations – newsletters.

Letterhead & logo design,

identify & collateral materials, product & packaging,

UNIT X

Hospitality materials & branding,
business correspondence material,
promotional material, advertising design, poster design.

UNIT XI

Graphics input - output devices:
Direct input devices - Cursor devices
Direct screen interaction - logical input.
Line drawing displays - raster scan displays.

UNIT XII

Two dimensional graphics. Raster graphics - Scan conversion of polygons - region filling - algorithms. File formats – GIF, JPEG, TIFF, Graphics Animation Files, Postscript/Encapsulated Postscript files.

UNIT XIII

Curves and surfaces: Parametric representation of curves - parametric representation of surfaces - planes - curved surfaces - ruled surfaces.

UNIT XIV

Three dimensional graphics: 3D transformations - normal, oblique central projections - 3D algorithms - hidden lines and hidden surfaces removal. Lighting, perception and depth of field.

REFERENCE BOOKS:

1. William Ryan, Thonsar Delma Learning, "Graphic Communication Today", IV Edition, 2009.
2. Yolanda Zappaperra, Rotovision,2002 , "Editorial Design for Print & Electronic Media"
3. Chris Forst , II Edition, "Designing for Newspapers & Magazines", Rouledge 2003
4. Traditional and Digital Techniques for Graphic Communication , Paul Lase, 2000
5. Notes on Graphic Design and Visual Communication, Gregg Berryman, Crisp Publication, 1990

Course Code	Title of the Course
30932	COMMUNICATION RESEARCH METHODS

UNIT I

Definition

elements of research

scientific approach

research and communication theories

UNIT II

Role and function

scope and importance of communication research

basic and applied research.

UNIT III

Research design components

experimental,

quasi-experimental, bench mark,

longitudinal studies – simulation

panel studies –co-relational designs.

UNIT IV

Methods of communication research

census method, survey method,

observation method – clinical studies

case studies – content analysis.

UNIT V

Tools of data collection: sources, media source books, questionnaire and schedules, people's meter, diary method, field studies, logistic groups, focus groups, telephone, surveys, and online polls.

UNIT VI

Random sampling methods and representativeness of the samples,

sampling errors

distributions in the findings.

UNIT VII

Report writing

data analysis techniques

coding and tabulation – non-statistical methods

descriptive – historical

UNIT VIII

Statistical analysis

parametric and non-parametric

uni - variate – bi-variate – multi-variate

UNIT IX

Tests of significance

levels of measurement

central tendency – tests of reliability and validity

SPSS and other statistical packages.

UNIT X

Media research as a tool of reporting.

Readership and / audience surveys,

preparation of research reports / project reports / dissertations / theses.

Ethical perspectives of mass media research.

UNIT XI

Sampling in communications Research, Types, their applications and limitations. Methods of data Collection: Interview, questionnaire, observation and case study applications and limitations of different methods.

UNIT XII

Use of statistics in communication research, Basic statistical tools: measures of central tendency (mean mode and medium): measures of dispersion (standard deviation), correlation and chi square.

UNIT XIII

Data processing, Analysis,
presentation and interpretation of data.
Use of graphics in data presentation.

UNIT XIV

Writing a research proposal
writing research report
Components and style.

REFERENCE BOOKS:

1. Arthur Asa Berger, "Media Research Techniques", Sage Publications, New Delhi

2. Roger D.Wimmer, Mass Media Research

3. Wrench.et al. Qualitative Research Methods for Communication, Oxford University Press.

4. Media and Communication Research methods, Arthur asa Bergur, San Feansisco State University , USA, 2016

5. Mass Communication Research Methods, Volume 1 Anders Hansen, SAGE, 2009

Course Code	Title of the Course
30933	MEDIA LAWS AND ETHICS

UNIT I

History Perspective of the Media Laws in India- Constitution and Media: Fundamentals Rights, Freedom of Speech and Expression, Directive principles of state policy; Powers and Privileges of the Parliament / State legislative assemblies.

UNIT II

Press Laws in India

Definition of contempt of court

Intellectual property rights

Trademark

Patently and copy right

UNIT III

Parliamentary privileges- books and registration act- working journalist act- press council of India- press commissions of India- official secrets act.

UNIT IV

Press censorship, Right to information, Code of ethics for media professionals, the role of press council of India and other professional councils.

UNIT V

Civil And Criminal Laws: Civil and Criminal Law of Defamation; Relevant provisions of the Indian Penal Code with reference to sedition, obscenity, crime against women, children etc.,;

UNIT VI

Laws dealing with obscenity,

Laws and constitutional provisions pertaining to Human Rights in India.

UNIT VII

Cinematograph Act, 1952; Prasar Bharathi Act; Committees on Broadcasting and Information Media; Broadcasting regulations – key issues; GATT and Intellectual property right legislations;

UNIT VIII

Cyber Laws in India: Need for cyber-laws, nature and scope of cyber laws, approaches to cyber laws, cyber – crimes, piracy, Convergence bill, Information Technology Legislation.

UNIT IX

Ethics**,**

Role and responsibilities of professional bodies;

Themes and issues in Media Ethics:

Principles and ethics of Journalistic conduct;

UNIT X

Comparison of ethical norms;

Codes for radio, television and advertising;

Case studies in media ethics and major ethical violations.

UNIT XI

Domestic violence act- tabloid and yellow journalism – violence and brutality – reporting during special sensitive situations- ethical construes in investigative journalism.

UNIT XII

Law of copyright,

major copyright issues/cases,

WIPO,

piracy of media products and the IT Act 2001.

UNIT XIII

The limits of the right to know – journalism ethics and patriotism- new roles of journalism and public opinion – journalist code of conduct – broadcast content complaints council.

UNIT XIV

Codes of ethics for media professionals, role of press council of India and other professional councils and case studies of major ethical violations by the Indian media.

REFERENCE BOOKS:

1. Basu, "Law of the Press in India", Prentice Hall of India,2003
2. Basu, "Introduction to Indian Constitution", Prentice Hall of India,2003
3. Hameling, Cess, "Ethics of Cyber-space", Sage Publications,2001
4. Day, E Ethics in Media Communications: Cases and Controversies, Thomson Learning 2000
5. Leslie, "Mass Communication Ethics", Thomson Learning, 2000.

Course Code	Title of the Course
30934	**INTERNSHIP (ONE MONTH)**

Students should go for an Internship for 4-5 weeks (one month), after the second semester before the end of third semester to any media organization with the dual approval of the University and submit the report with the work diary in the III semester

Scheme of Marks

Work Diary   - 25 Marks

Report   - 50 Marks

Viva Voce   - 25 Marks

_____

100 Marks

_____

Viva Voce Examination will be conducted at the end of III Semester

Course Code	Title of the Course
30941	**DEVELOPMENT COMMUNICATION**

UNIT I

Development: Concept – Dynamics of development – Development issues – Development indicators – Dysfunctions of development – Communication perspective on development

UNIT II

Role of Communication in Development:
Development motivation,
Development participation
Approaches to Development Communication.

UNIT III

Dominant paradigm of Development:
Evolutionary model
Psychological variable model

UNIT IV

Cultural factors model
Economic growth model
Industrialization approach –
The critique of the above models.

UNIT V

Introduction
Communication approaches of Dominant paradigm:
Powerful effects model of mass media

UNIT VI

Diffusion of Innovations
Mass media in modernization
The critique of above models.

UNIT VII

Alternative paradigms of Development and development communication:
Basic needs programme
Integrated Development
Intermediate technology

UNIT VIII

Self Development – Self reliance – Popular participation – New communication technologies – Traditional media use – Development support communication.

UNIT IX

Historical analysis of India's Development:
Gandhi Metha model,

Elawath experiment,
Nilokheri experiment

UNIT X

Five Year Plans, Models of Experimental Project: Rural Television – SITE, Kheda, Communications Project, Radio Rural Forum.

UNIT XI

Role of mass media organizations in Development Communication, Newspaper, Radio, TV, Traditional Media, PIB, DAVP, Song and Drama Division etc., Strategies of Development Communication, Role of NGOs in Development.

UNIT XII

` Development support Communication in Agriculture, Health and Family Welfare, Education and Literacy, Environment, Women Empowerment, Poverty and **Employment.**

UNIT XIII

Case Studies On:
a) Development Communication Experiences
b) Role of NGOs in Development

UNIT XIV

Case Studies On:
c) Application of Development support Communication in Agriculture / Health and Family Welfare / Literacy.

REFERENCE BOOKS:

1. Mozammel, Mazud. "Development Communication: Challenges in an Empowered Information Environment". Retrieved 28 August 2012.
2. Mefalopulos, Paolo (2008). Development Communication Sourcebook: Broadening the Boundaries of Communication. Washington ".
3. McPhail, Thomas. (2009). Development communication: Reframing the role of the media. London, UK: Wiley-Blackwell
4. Flor, Alexander G. (1995). Development Communication Praxis. University of the Philippines Open University.
5. Flor, Alexander; Ongkiko, Ila Virginia (2006). Introduction to Development Communication.

Course Code	Title of the Course
30942	**NEW MEDIA COMMUNICATION**

UNIT I

Communication Technology (CT): concept and scope, CT and IT: similarities and differences – telephony – electronic digital exchange, C-Dot - Pagers, Cellular Telephone.

UNIT II

Internet: LAN, MAN, WAN, E-mail, Web, Ownership and administration of Internet, ISPs, WAP, types of Internet connections: Dial-up, ISDN, lease-line.

UNIT III

Optical fibre:
structure,
advantage and application;
protocols of Internet: SLIP, CSLIP, TCP/ IP, PPP

UNIT IV

WEB PAGE, Websites, Homepages.
Introduction to HTTP, HTML, ELP, DNS, JAVA;
browsing and browsers, bookmarks

UNIT V

Searching: through directory search engine, s

earch resources; video conferencing and telephony,

e-commerce: m-commerce, buying, selling, banking, and advertising on Internet.

UNIT VI

Web page development, inserting, linking; editing,

publishing, locating,

promoting and maintaining a website

UNIT VII

Cyber Journalism: On-line editions of newspapers
management and economics;
cyber newspapers-creation, feed, marketing, revenue and expenditure

UNIT VIII

Online editing,

e-publishing; security issues on Internet;

social, political, legal and ethical issues related IT and CT.

UNIT IX

Social and Cultural effects of new Media:
Social Networking,
Information Overload,

Information Rich and Information Poor,

UNIT X

Knowledge Gap and Cultural Alienation New media impact on old media
ICTs for Development
Empowerment,
right to information

UNIT XI

Connotation, Denotation, Reading Comprehension - Reading between Lines – Listening for cues – Arguing skills – Negotiating skills – Introducing a chief guest- Introducing a Programme – Summarizing - Evaluative & Analytical Writing

UNIT XII

Foreign words in English – Tense forms – Participle, Perfect – Reading Reviews – Listening to interpret & analyze – Presenting and marketing a product – Scene description – Writing recommendations - Writing a news report – Group created written reports giving instruction on various aspects of target vocabulary.

UNIT XIII

British/American English – Media related Vocabulary – Understanding Schedules – Listening to interviews & Dialogues – Role plays in various authentic situations – Conducting interviews – Organizing a programme – Job Application with CV (with Cover letter)

UNIT XIV

Prepositional phrases – Active & Passive – Extensive Reading – Novels & Plays – Listening for data collection – Evaluating problems and giving suggestions – Giving Directions – Oral & Written - Creative Writing – Using online resources to extract authentic materials on specific areas of interest.

REFERENCE BOOKS:

1. Global Communication in Transition: The end of diversity (1996), HamidMowlana, Sage Publication, Newbury Park.
2. Global information and World Communication (2nd edition) – (1997) Hamid Mowlana Sage Publications, New Delhi.
3. World Communication Report: The media and the challenge of the new technologies (1997) - Ed. Alaine Modouz, UNESCO Publishing.
4. New Media – Ronald Rice, (1984) Sage Publications
5. Public Communication Campaigns, Ronald E.Rice, Charles K.Atkin, Sage Publications,2012

Course Code	Title of the Course
30943	**CORPORATE COMMUNICATION**

UNIT – I

Definition,
scope
functions of Corporate Communication

UNIT – II

Corporate Culture
Citizenship
Philanthropy
International Communication

UNIT – III

Corporate Identity Philosophy/Image Building – Event & Conference Organization & management

UNIT – IV

Introduction of Image,
Event
Conference Management

UNIT – V

Counselling,
Crisis and Disaster Communication Management
Functions

UNIT – VI

Art of persuasion,
 feedback,
campaign planning and strategies

UNIT – VII

Advertising and the marketing communication environment,
customer care,
strategic planning and campaign management

UNIT – VIII

Communication Strategy – 4 P's

UNIT – IX

Corporate Social Responsibility

UNIT – X

Corporate Crisis and Conflict Situation

UNIT – XI

Social Media and Corporate Communication

UNIT – XII

Employee Communication & Media Relations,

UNIT – XIII

Organizational Communication, Business Communication

UNIT– XIV

Case study of Corporate Crisis Management

REFERENCE BOOKS:

1. Ananthakrishnan, M. (2011) Impact of Corporate Communication on Internal Public – A Case Study of Hindustan Aeronautics Ltd., Unpublished Ph.D., Thesis, University of Mysore, Karnataka, India.

2. Andrews, P. H. and Bird, J. E. (1989) Communication for Business and the Professions, Dubuque, Wim C. Brown Publishers, Iowa, U.S.A.

3. Banerjee, A. K. (2009) Art of Corporate Communication, Lotus Press.

4. Prakash, Jagadeesh (2007) Corporate Communication Practices in Public Sector: A Case Study of Karnataka Power Corporation Limited, Ph.D., Thesis, Bangalore University, Bangalore, Karnataka, India.

5. Cornelissen, J., Bekkum, T., Van, and Ruler, B., Van, (2006) Corporate Communication: A Practice-Based Theoretical Conceptualization, Corporate Reputation

Course Code	Title of the Course
30944	PROJECT WORK

Guidelines for Project work / Dissertation

1. Conceptualization of subject   : 15 Marks
   And Research Problem
   Review of Literature   :   10 Marks
2. 8Presentation of Methodology   :   20 Marks
3. Data Analysis & Dissertation   :   20 Marks
4. Final Draft & Presentation   :   10 Marks
5. Viva –voce   :   25 Marks

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           Total   100 Marks

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Chapterisation

1. Introduction
2. Review & Related Literature
3. Research Methodology
4. Analysis and Interpretation
5. Discussion & Conclusion
6. Bibliography
7. Appendices