

**CENTRAL UNIVERSITY OF HARYANA**  
**Scheme of Examination and Syllabi (Semester-wise Scheme)**

**Master of Journalism and Mass Communication**  
**(For the year 2015-2017)**

**Semester-I**

**Total Credits: 20**

The first semester shall consist of 20 credits with 4 core courses. There shall be a 4-credit GE course which students are required to choose from courses offered by any other department of the university

| S. No.  | Course Code                                     | Course Title                  | Theory | Practical | Internal Assessment | Total Credit |
|---|---|-------------------------------|--------|-----------|---------------------|--------------|
| <b>Core courses</b>   |   |                               |        |           |                     |              |
| 1   | SJM JMC 11 01<br>C 3104                         | Introduction to Communication | 60     | -         | 40                  | 4            |
| 2   | SJM JMC 11 02<br>C 3104                         | Growth of Media               | 60     | -         | 40                  | 4            |
| 3   | SJM JMC 11 03<br>C 3014                         | Print Journalism Practice     | 45     | 15        | 40                  | 4            |
| 4   | SJM JMC 11 04<br>C 3104                         | Intercultural Communication   | 60     | -         | 40                  | 4            |
| <b>GEC</b>  |   |                               |        |           |                     |              |
|   | <b>Course to be taken from other department</b> |                               |        |           |                     | 4            |
| <b>Generic Elective Courses (GEC) offered by the department to students of other departments (Any one to be chosen)</b> |   |                               |        |           |                     |              |
| 5   | SJM JMC 11 01<br>GE 4004                        | Media Literacy                | 60     | -         | 40                  | 4            |
| 6   | SJM JMC 11 02<br>GE 4004                        | Media and Society             | 60     | -         | 40                  | 4            |

**Semester-II****Total Credits: 24**

The Second semester shall consist of 24 credits with 5 core papers including a 4-week internship. There shall be Non-Credit Skill enhancement Elective paper of Communication Skills and a 4-credit Discipline Centric Elective Course to be chosen out of the list.

| S.No.  | Course Code                | Course Title                    | Theory | Practical | Internal Assessment | Total Credit |
|--|----------------------------|---------------------------------|--------|-----------|---------------------|--------------|
| <b>Core Courses</b>                              |                            |                                 |        |           |                     |              |
| 1  | SJM JMC 12<br>05 C 3104    | Communication Theory            | 60     | -         | 40                  | 4            |
| 2  | SJM JMC 12<br>06 C 3014    | Radio & TV Journalism           | 45     | 15        | 40                  | 4            |
| 3  | SJM JMC 12<br>07 C 3014    | PR & Corporate<br>Communication | 45     | 15        | 40                  | 4            |
| 4  | SJM JMC 12<br>08 C 3104    | Media Management                | 60     | -         | 40                  | 4            |
| 5  | SJM JMC 12<br>09 C 0004    | Internship ( 4-week)            | -      | 60        | 40                  | 4            |
| <b>DCEC (Any of the following Courses)</b>       |                            |                                 |        |           |                     |              |
| 6  | SJM JMC 12 01<br>DCEC 2024 | Basics of computer              | 30     | 30        | 40                  | 4            |
| 7  | SJM JMC 12 02<br>DCEC 2024 | Graphics and Design             | 30     | 30        | 40                  | 4            |
| 8  | SJM JMC 12 03<br>DCEC 2024 | Photography                     | 30     | 30        | 40                  | 4            |
| <b>Skill Enhancement Elective Courses( SEEC)</b> |                            |                                 |        |           |                     |              |
| 9  | SJM JMC 12<br>02 SEEC 2010 | *Communication Skills           | 30     | 30        | 40                  | 0            |

- With the end of Second Semester End Exam all students are required to go for a 4-week internship with a media house/organization of their choice and/or in consultation with concerned teacher. They are also required to submit Performance Assessment Report (PRA) in prescribed Performa (Performa will be provided by the Department). Performance Assessment Report to be submitted by the organization in which a student has completed the internship.
- Communication skill course evaluation will be in the terms of 'Satisfactory or Non Satisfactory' (As per ordinance) and will not include in aggregate marks. If student will get minimum passing marks then satisfactory else unsatisfactory.

**Semester-III****Total Credits: 22**

The third semester shall consist of 22 credits with 4 core papers. There shall be a 2-credit compulsory GE paper of Soft Skills and a 4-credit Discipline-Centric paper to be chosen out of the list.

| S.No.  | Course Code                | Course Title           | Theory | Practical | Internal Assessment | Total Credit |
|--|----------------------------|------------------------|--------|-----------|---------------------|--------------|
| <b>Core courses</b>  |                            |                        |        |           |                     |              |
| 1  | SJM JMC 13 10 C<br>2024    | Radio & TV Production  | 30     | 30        | 40                  | 4            |
| 2  | SJM JMC 1311 C<br>3014     | Advertising            | 45     | 15        | 40                  | 4            |
| 3  | SJM JMC 13 12 C<br>3104    | Communication Research | 60     | -         | 40                  | 4            |
| <b>Any one of the following courses</b>  |                            |                        |        |           |                     |              |
| 4  | SJM JMC 13 04<br>DCEC 2024 | Community Radio        | 30     | 30        | 40                  | 4            |
| 5  | SJM JMC 13 05<br>DCEC 3104 | Popular Culture        | 60     | -         | 40                  | 4            |
| 6  | SJM JMC 13 06<br>DCEC 2024 | Visual Communication   | 30     | 30        | 40                  | 4            |
| <b>Generic elective courses (GEC) offered by the department to students of other departments</b> |                            |                        |        |           |                     |              |
| 7  | SJM JMC 13 03<br>GE 2114   | Film Appreciation      | 45     | 15        | 40                  | 4            |
| 8  | SJM JMC 13 04<br>GE 2114   | Event Management       | 45     | 15        | 40                  | 4            |

**Semester-IV****Total Credits: 22**

The fourth semester shall consist of 22 credits with 4 core papers. There shall be a 6-credit compulsory Discipline Centric Elective Course (DCEC) to be chosen out of 2 papers. There shall be Non-Credit but compulsory Skill enhancement Elective paper of Communication Skills.

| <b>S. No.</b>                                   | <b>Course Code</b>         | <b>Course Title</b>              | <b>Theory</b> | <b>Practical</b> | <b>Internal Assessment</b> | <b>Total Credit</b> |
|---|----------------------------|----------------------------------|---------------|------------------|----------------------------|---------------------|
| 1   | SJM JMC 14<br>13 C 2114    | New Media                        | 45            | 15               | 40                         | 4                   |
| 2   | SJM JMC 1414<br>C 2024     | Media Writing                    | 30            | 30               | 40                         | 4                   |
| 3   | SJM JMC 1415<br>C 3104     | Media Laws & Ethics              | 60            | -                | 40                         | 4                   |
| 4   | SJM JMC 1416<br>C 3104     | Communication for<br>Development | 60            | -                | 40                         | 4                   |
| <b>DCEC ( Any one paper to be chosen)</b>       |                            |                                  |               |                  |                            |                     |
| 5   | SJM JMC 14<br>07 DCEC 0408 | Project and Portfolio            | 0             | 40+20            | 40                         | 6                   |
| 6   | SJM JMC 14<br>08 DCEC 0408 | Dissertation and Portfolio       | 0             | 40+20            | 40                         | 6                   |
| <b>Skill Enhancement Elective Courses(SEEC)</b> |                            |                                  |               |                  |                            |                     |
| 7   | SJM JMC 14<br>02 SEEC 2010 | *Soft Skills                     | 30            | 30               | 40                         | 0                   |

- DCEC papers-" Project and Portfolio" and "Dissertation and Portfolio" deals with the practical output of students and require them either to submit a project in any area of their specialization plus their work portfolio or to submit a dissertation plus their work portfolio. The paper shall be completed with the guidance of assigned supervisors who shall guide students in completing their dissertation/project and portfolio. The portfolio being important for the students to get jobs shall be carefully supervised by the teachers so as to bring out the talent in a student vis-a-vis his/her abilities and interests.
- Soft skill course evaluation will be in Grading (As per ordinance) and will not include in aggregate.

## **Instructions for the paper setter**

Out of 8 questions to be set, 5 questions are required to be attempted compulsory. Each question shall carry equal marks which shall be 10 each in case maximum marks of the paper is 50 and 14 each in case the maximum marks for paper is 70. Maximum time allowed for attempt the paper shall be 2:30 minutes for 50 marks paper and 3 hours for paper with maximum marks as 70.

## **Paper Title: INTRODUCTION TO COMMUNICATION**

### **UNIT I Communication**

Communication: Meaning, Nature and Process

Features of Human Communication

Functions, Types and Forms of Communication

Barriers to Communication

Role of Communication in Society

### **UNIT II Communication Models**

Aristotle's model, Shannon & Weaver's mathematical model, Berlo's SMCR model,

Lasswell's model, Osgood and Schramm's Circular model, Gerbner's Model, Schramm's

Field of experience model

### **UNIT III Communication Situation**

Group dynamics, Dyad and Triad

Peer pressures; Reference Group

Groupthink; Communicative Action

Cultural context of communication

### **UNIT IV Mass Communication**

Mass Communication: Concept, Features and Functions

Concept and Characteristics of Mass

Broadcasting and narrowcasting

Global Village and Retribalization

Manufacturing consent: Propaganda, and Hegemony

## Readings

Baran and Davis. *Introduction to Mass Communication Theory* 5th Edition (Wadsworth, 2005)

Berlo, David. *The Process of Communication* (1960)

DeVito Joseph A. *Interpersonal Communication Book* (Pearson Education US, 2006)

Fiske, John. *Introduction to Communication Studies* (Routledge, 1990)

Kumar, J. Keval. *Mass Communication in India*, (Jaico, 2010)

McLuhan, M. *Understanding Media* 2<sup>nd</sup> ed. (Taylor and Francis, 2005)

McQuail, Denis. *Mass Communication Theory*, 6<sup>th</sup> ed., (Sage, 2010)

Narula, Uma. *Handbook of Communication Models, Perspectives, Strategies* (Atlantic, 2006)

Narula, Uma. *Mass Communication Theory and Practice* (HarAnand, 2008)

Rogers M. Everett. *A History of Communication Study* (Free Press, 1997)

Sontag, Susan. et al. *The Medium is the Massage: An Inventory of Effects* (Penguin, 2008)

Williams, Raymond. *Communication* (Penguin, 1976)

## **SEMESTER I**

**Paper Title: GROWTH AND DEVELOPMENT OF MEDIA**

### **UNIT I Media evolution**

Evolution of print media: The World Context

Pre and Post Indian Independence Journalism; Press during Emergency

Major News Agencies: Indian and Foreign

Press Commissions in India; Committees: Chanda, Verghese, Joshi

Mac Bride Commission and NWICO

### **UNIT II Radio**

Beginning of Radio: India and World

Emergence of All India Radio

Radio Ceylon and BBC in Indian Radio scenario

Commercial broadcast: FM Radios

Non-commercial broadcast: Community Radio

### **UNIT III Television**

Genesis and evolution of Television: India and World

Doordarshan and Private Channel eras

Educational Television in India- SITE, Edusat

### **UNIT IV Internet and Cinema**

Evolution of Internet in India; Digital revolution; Digital convergence

Cinema in India: Genesis, Evolution and Response

Bollywood: Commercial, Parallel and Multiplex Cinema

## Readings

Adorno.T. *The Culture Industry* (Psychology Press, 2001)

Asa Briggs, Peter Burke, *Social History of the Media* (Wiley, 2010)

H.R.Luthra *Indian Broadcasting* (Publication Division, 1986)

KC Sharma, & JN Sharma, *Journalism in India: History Growth Development* (Oscar, 2008)

Kumar, Keval, J. *Mass Communication in India*, 4th Edition (Jaico, 1994)

Mazumdar, Aurobindo, *Indian Press and Freedom Struggle*, (Orient-Longman, 1993),

Natarajan, J, *History of Indian Journalism*, (Publications Division, 1955)

R.ParthaSarathi. *Journalism in India*, (Sterling, 2001)

S C Bhatt. *Indian Press since 1955* (Publication Division, 1997 )

Vilaniyam, J. *Mass Communication in India: A Sociological Perspective* (Sage, 2005)

**SEMESTER I      Paper Title:    PRINT JOURNALISM PRACTICE**

**UNIT I Journalism**

Journalism: Definition and its role in society

Journalism vehicles: Newspapers, News Magazines, Tabloids

News: Definition and Types; Difference between news and information

Writing News story: Headlines, Leads, Inverted Pyramid Structure, 5 Ws and 1 H

News Photographs: Functions, Selection, Captioning, Cropping

Genres of Journalistic Writing: News, News Articles, Editorials, Features, Opinion, Column writing

**UNIT II Reporting**

Reporting: Concept and Definition

Reporting Staff and their qualities and responsibilities; Reporters, Correspondents, Stringers, Freelancers; Citizen Journalist

Approaches to reporting: Objective, Interpretive, Investigative

News gathering process and News flow, Reporting Beats; Scoops

**UNIT III Editing**

Editing: Definitions and purposes

Editing Staff: Sub-editors, Editors, Chief Editor; their roles and qualities

Copy editing procedures: Editing a news story and an article

News Room Operations

**UNIT IV Press and Production**

The Printing Process

Types of Printing Press: Gutenberg, Letterpress, Offset, Screen printing, Gravure

Layout of Newspaper: Concept, Types and Importance;

Basic Principles and Elements of Design for Print

Typography and Fonts

## **Practical Syllabus**

### **Print Journalism & Practice**

1. Writing News Report-5
2. Writing Feature and article-5
3. Photo Captions-5
4. Headline Writing-5
5. Letter to the Editor

## **Reading**

Arnold, E. . *Modern Newspaper Design*. (Harper & Row 1969)

Baskette, F., Sissors, J. & Brooks, B. *The Art Of Editing* (6th ed.) (1997)

Garcia, M. *Contemporary Newspaper Design*. (Prentice Hall, 1987)

George A. Hough, *News Writing*, Kanishka Publishers, New Delhi, 1998.

Harrower, T. *The Newspaper Designer's Handbook*. (McGraw-Hill ,2005)

Herbert Strentz, *News Reporters and News Sources*, Prentice Hall of India, New Delhi, 1992.

Jan R. Hakemulder *News Reporting and Editing*, Anmol Publications Pvt. Ltd. New Delhi

Jan R. Hakemulder, Fay A.C. de Jonge and P.P. Singh, *News Reporting and Editing*, Anmol Publications, New Delhi, 1998.

M L Stein and Susan F. Petero *The News Writers' Handbook*, Blackwell, 2006)

## **Celluloid reference:**

**Page 3-** A film by MadhurBhandarkar

**Citizen Kane**, A film by Orson Welles

**SEMESTER I Paper Title: INTERCULTURAL COMMUNICATION**

**UNIT I Theoretical backdrop of Intercultural Communication**

Inter-region Migration; World Capitalistic System; Clash of Civilizations; Culture shock; Melting pot; Composite culture; East-West parallelism; Indian diversity

**UNIT II Concepts and Definitions**

Culture and Civilization, Intercultural Communication; Human Communication, Identities; Socio-linguistic exchange, Ethos and Values; Subcultures; Religious and Spiritual discourses; Global culture

**UNIT III Process of Intercultural Communication**

Cultural negotiations; understanding similarities and differences in cultures  
Experiencing with empathy, Cultural Acquisition and Blending, Skills of adaptation

**UNIT IV Facilitating Factors and Barriers of Intercultural Communication**

Facilitating Factors: Globalization, Internationalizing Media, UNESCO activities, Colonialism, Great Literature, Business pressures and interests  
Restricting Forces: Civilizational and Ethnic Clashes, Social Prejudices and Stereotypes, Identity preservation, Fundamentalism, Food culture

## **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. Carey *Communication 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)

## ***Celluloid Reference***

La Haine by Mathieu Kassovitz

**SEMESTER I Paper Title: MEDIA LITERACY**

**UNIT I Introduction to Media Literacy**

Definition of Media Literacy

Media Literacy: Nature, Scope and Importance

Sub fields: Digital Literacy and Visual literacy

**UNIT II Media Messages**

Skills in Media Literacy

Interpreting media messages: Semiotics, Ideology

Media as Text

Commercial messages

**UNIT III Media Messages Reception**

Process of Message Generation and Communication

Media Vehicles for messages and their types

Nature of media messages; Media Exposure and Filters

Media stereotypes

**UNIT IV Media Ecosystem in Globalization**

Media Ecosystem, Media Empires and Ownership patterns;

Globalization of Media

Media markets, Propaganda and Hegemony

## **Readings**

Dill, K. *How Fantasy Becomes Reality: Seeing Through Media Influence*, 1st ed. (OUP, 2009)

Hodkinson, P. *Media, Culture and Society: An Introduction* (Sage, 2010)

John, V. *The Media of Mass Communication* (PHI, 2012)

Mackey, M. *Literacies Across Media: Playing the Text* (Taylor and Francis, 2004)

Pike, D.M. *Media Literacy: Seeking Honesty, Independence, and Productivity in Today's Mass Messages* (IDEA, 2013)

Potter, W.J. *Theory of Media Literacy: A cognitive approach* (Sage, 2004)

W.J. Potter, *Media Literacy*, 7<sup>th</sup> ed. (Sage, 2013)

**SEMESTER I Paper Title: MEDIA AND SOCIETY**

**UNIT I Perspectives on Media & Society**

Merton (Functions –Dysfunctions); Gramsci (Hegemony); Adorno (Culture Industry);  
Baudrillard (Hyperreality); Fiske (Understanding Pop Culture); Dube (Cultural Development)

**UNIT II Influence of Media on Society**

Media structure, Media and Culture, production of Mass Society, Media and Morality,  
Media and Religious order, Women's representation in media; Media and life style

**UNIT III Indian Social Changes & Media**

Modernization, Westernization, Sanskritisation; Globalising Culture and Resistance,  
Indian Social Structure and Digital Divide

**UNIT IV Media Effects on Groups & Sub Cultures**

Social Deviance & Crimes, Generation of Sub Cultures,  
TV effects on Children and Youth, Social Media Uses,  
Cognitive Dissonance, Media and Nationalism

## Readings

Adorno, T, *Culture Industry* (Routledge, 2001)

Baudrillard,J. *Simulations* (Semiotext(e), Inc., 1983)

Dube, S.C. *Indian Society* (National Book Trust, 2005)

Fiske, J. *Television Culture* (Methuen, London, 1987) --*Understanding Popular Culture* (Routledge,1989)

Gramsci,A. *Selections from Prison Notebooks* (International Publishers, 1971)

Krik,J. *Television and Social Change in Rural India* (Sage, 2000)

McQuail, D. *Sociology of Mass Communication*, ed. (Penguin,1972)

Merton, R.K. *Social Theory and Social Structure* (McMillan Co. New York,1968)

Natalie, F. *Mass Media in Sociology: Issues and Debates* (ed.) (Palgrave Macmillan, 2000)

Ritger, G. *Sociological Theory* (Rawat, 2011)

Srinivas, M.N. *Caste in Modern India & other Essays*(Media promoters and Publishers Ltd. 1962)

Tester,K. *Media, Culture and Morality* (Routledge, 1994)

## **SEMESTER II Paper Title: COMMUNICATION THEORY**

### **UNIT I**

Bullet Theory, 2-step flow theory, Multi-step flow theory, Agenda Setting (McComb & Shaw), Spiral of Silence (Neumann), Hot and Cold media (McLuhan)

### **UNIT II**

Individual Differences theory, Uses and Gratification (Blumler and Katz), Cognitive Dissonance (Festinger), Attitude Change (Hovland), Cultivation theory (Gerbner)

### **UNIT III**

Symbolic Interactionism (Goffman), Diffusion of Innovation (Rogers), Signifier and signified (Saussure), Public Sphere (Habermas), Culture Industry (Adorno)

### **UNIT IV**

Normative theories of media: Authoritarian, Libertarian, Social Responsibility, Soviet Communist, Democratic Participant theory, Development Media theory

## References

1. Cummings Publishing Co.
2. Rogers, E.M. (1997). *A history of communication study*. New York: The Free press.
3. Williams, K. (2003). *Understanding Media Theory*. London: Arnold Publication.
4. Blumler, J.G.& Katz, E. (ed.).(1974). *The uses of Mass Communication*. Beverly Hills: Sage.
5. Pool, D.S. (1972). *Handbook on Communication, Ithiel(ed)*. Chicago: Rand McNally College Publishing Co.
6. McQuail, D. (2010). *Mass Communication Theory*. New Delhi: Sage.
7. DeFleur, M.L. & Ball-Rokeach, S. (1982). *Theories of Mass Communication*. New York: Longman.

**SEMESTER II Paper Title: RADIO & TV JOURNALISM**

**UNIT I**

Characteristics of Radio as Medium of Communication

Structure of Public and Private Radio Stations

Types of Radio: Public Radio, Private Radio, Community Radio, Internet radio, Ham radio

Radio Frequencies: FM, AM

**UNIT II**

Writing for Radio: News Bulletins, Radio Talk, drama, Jingles

Key Radio Program Formats: News Bulletins, Radio Talk, Interview, Discussion, Documentary/Feature, Drama, News, Interactive Program, Discussion, Radio Magazine.

Radio Performers: Radio Jokey, Announcer, Compeer, Radio Artists,

Voice Modulation in Radio Program

**UNIT III**

TV as visual media of Communication, Broadcast and Webcast

Indian TV Industry, National and International News Channel and News Agencies

Structure of TV news channels: Government and Private

Live and recorded program, Vox-populi, Bytes

**UNIT IV**

News editors, News Anchors, Reporters, Correspondence and Stringers

Writing for TV: News bulletins, Anchor leads, News Features, Journalistic documentaries

Broadcasting Codes of Ethics

Telecom Regulatory Authority of India

## **Practical Syllabus**

### **Radio & TV Journalism**

Developing Scripts for

- 1) Talk (10-15 min.)-2
- 2) News Bulletin (10 min.)-2
- 3) Feature/Documentary-2
- 4) Developing research inputs for Discussion on Radio/TV-2
- 5) Script writing for jingles/ TVC-2

### **Reference:**

1. Boyd, A. (1997). *Broadcast Journalism: Techniques of Radio and TV News* (Media Manuals). London: Focal Press.
2. Sengupta, A. (2006). *Electronic Journalism: Principles and Practices*. New Delhi: Authors Press.
3. Chatterji, P.C. (1991). *Broadcasting in India*. New Delhi: Sage.
4. Awasthy, G.C. (1965). *Broadcasting in India*. Bombay: Allied.
5. Sharda, K. (2000). *Script to Screen: An Introduction to TV Journalism*. New Delhi: Macmillan.
6. Luthra, H.P. (1984). *Indian Broadcasting*. New Delhi: Publications Division.
7. Mcleish R. (2005). *Radio Production*, Oxford: Focal Press.
8. Shivastava, K.M. (1989). *Radio and TV Journalism*. New Delhi: Sterling Publications Pvt. Ltd.

**SEMESTER II      Paper Title:   PR& CORPORATE COMMUNICATION**

**UNIT I**

Public Relations – Concept and Definition

Evolution of Public Relations

Principles of Public Relations

Functions of Public Relations

**UNIT II**

Government and Private Public Relations setup

PR organizations: PRSI,IPRA,

Publics in PR: Internal and External

Ethics in Public Relations; PRSI code

**UNIT III**

PR campaign

PR Tools

Public Relations writing: Press releases, News stories and Features, Coffee Table Book

PR in public and private sector: Practice and Organizational setup

**UNIT IV**

Corporate communication- concept and scope

Corporate identity for image building

PR and corporate advertising

Case Studies: Corporate Communication

## **Practical Syllabus**

### **PR & Corporate Communication**

- 1) Writing Press Release-5
- 2) Preparing PR Case Study-2
- 3) Writing PR feature-5
- 4) Developing PR Campaign-2
- 5) Preparing Press Kit ( Organization's brief, press release )-1

### ***Reference***

1. Paul, B. (1966). *Corporate Public Relations*. New York: Reinhold.
2. Philips, L. (). *Lesley's Handbook of PR and Communication*. New York: American Management Association.
3. Jetwani, Varma, and Sarkar (1994). *PR concept and strategies tools*. New Delhi: Sterling.
4. Frazier, M. and Carfield (1977). *Public Relations Principles, Cases and problem*. Richard Irwin (Seventh Edition).
5. Burton, P. (1966). *Corporate Public Relations*. New York: Reinhold.
6. Reddi, N.(2015). *C.V. Public Relations Soceity of India - An introduction*.Hyderabad:PRSI.

**SEMESTER II Paper Title: MEDIA MANAGEMENT**

**Unit-1**

Media Management- Definition, Concept and Scope

Principles of Management - Taylor, Fayol, Mayo

Functions of Media Management

**Unit-2**

Media ownerships

Structure of a Media Organization

Crisis Response in Media Organization

Staff selection in Media Organizations

**Unit-3**

Media Marketing: Definition, Concept and Scope

Media Products and Media Markets

Instruments of Media Marketing Measurement- TRP, TAM, RAM, ABC, IRS

Revenue- Expenditure in Media

**Unit-4**

Organizational Behavior: Definition, Importance and Scope.

Types of Conflict- Intrapersonal, Interpersonal and organizational

Conflict Management

Stress Management – Definition and Causes of Stress

## ***References***

1. Koontz, H. (2010). *Essential of Management*. New Delhi: Tata McGraw-Hill Education.
2. Saxena, S.C. (2000). *Principles and practices of management*. Africa Beyond: Pratiyogita Sahitya.
3. Hannagan, T. (2008). *Management Concepts & Practices*. England: Prentice Hall.
4. Kotler, P. and Armstrong G. (2008). *Principles of Marketing (12<sup>th</sup> Edition)*. India: Prentice Hall.
5. Ramaswamy, V.S. and Namakumari, S. (2002). *Marketing Management*. Macmillan India Limited.
6. Rucker, F.W. and Williams, H.L. (1969). *Newspaper Organization and Management*. Iowa State University Press.
7. Singhal, M. (2014). *Media Management*. New Delhi: Random Publication.

**SEMESTER II Paper Title: Internship (4-week compulsory)**

At the end of second semester and after Term-end Exams, all students are required to undergo a 4-week internship with a media house/organization of their choice and/or in consultation with concerned teacher. They are also required to submit Performance Assessment Report (PRA) in prescribed Performa (Performa will be provided by the Department). Performance Assessment Report to be submitted by the organization in which a student has completed the internship.

The PRA shall contain details of the internship (work/duties/tasks performed, copies of work done, assignment details etc.) is to be submitted within a month of commencement of the third semester or as per deadline decided by the department/school.

Based upon this report Internal Examiner evaluate and power-point presentation, External Examiner shall conduct the viva-voce.

**SEMESTER II Paper Title: BASICS OF COMPUTER**

**UNIT I**

Origin and growth of Computer; Applications of Computer

Computer hardware: CPU, Data Input and Output devices,

Computer memory: Primary and secondary

Computer Networks: LAN, WAN

**UNIT II**

Operating and Application Software

Introduction to Ms-Office

Basic file creation, working, editing and saving in MS Word, MS Excel and Power Point

Basic photo editing: Image selection, cropping, enhancing in MS Office Picture Manager

**UNIT III**

Internet: Origin and brief history

Web Browsers and net surfing

Social Networking Sites, Blogging, Micro blogging website like Twitter

Composing and Sending-Receiving e-mails

**UNIT IV**

Digital: Definition and Concept

Virtual Technology

Server, Server Farms, Cloud

E-commerce, M-commerce and E-governance

## **Practical Syllabus**

### **Basics of Computer**

1. Power Point Presentation-5
2. Preparing Excel Sheet in Word-5
3. Report Writing in MS Word-5
4. Blog Writing (Posts) -5

### **References**

1. Alexander, T. and Mathew, J. (2014). *Computers and Information Technology*. New Delhi: Raj Publications.
2. Sinha, P.K. (2004). *Computers Fundamental*. New Delhi: BPB Publication.
3. Gralla, P. (2007). *How the Internet works*. Indianapolis: Que Publishing.

**SEMESTER II Paper Title: GRAPHICS AND DESIGN**

**Unit-1**

Introduction to Graphics

Meaning and Definition

Concept of graphics design, importance and its applications

Principles of design

**Unit-2**

Visual illusions

Balance in design

Elements of Art: Line, Shape, Space, Color, Tone, Texture, Pattern

Introduction to Layout and its types

**Unit-3**

Types and tools of Graphics

Designing Logo

Importance and purpose of logo

Poster design

**Unit-4**

Basic graphics creation in InDesign

Editing in InDesign

Basic graphics creation in Photoshop

Editing in Photoshop

## **Practical Syllabus**

### **Graphics & Designing**

- 1) Designing logo-5
- 2) Creating Newspaper layouts-5
- 3) Designing Poster-5
- 4) Creating Advertising layouts-5
- 5) Basic photo edits-5

### **References**

1. Sarkar, N.N. (2008). Art and Production. USA: Oxford University Press.
2. Lidwell, W. (2003). *Universal Principal of Designing*. Singapore: Rockport Publishers.
3. Bringhurst, R. (1996). *The Elements of typographic style*. Canada:Hartley& Marks Inc.,U.S.; 2nd edition.

**SEMESTER II Paper Title: PHOTOGRAPHY**

**Unit-1**

Evolution of Photography

Types of Camera: Film-based and digital

Parts and Functioning of a camera

Types of Camera Lenses; Micro and Macro photography

**Unit-2**

Exposure Triangle: Aperture, ISO and Shutter Speed.

Basic Composition of shots

Types of Camera angles and Shots

Concept of Focus and Depth of Field

**Unit-3**

Types of Camera Lenses

Equipment of photography: Flash, tripods, battery, flash memory, lighting meter, filters

Light: Characteristic and Types

Lighting sources and types and modifiers

**Unit-4**

Types of Photography: Portrait, Landscape, Sports, Wild-life Photography, Nature Photography, Candid Photography, Street Photography

Studio and Outdoor Photography

Basic working in Photoshop

Layers, Brushes, filters and tools of Photoshop

## **Practical syllabus**

### **Photography**

Creating 5 photos each in following categories

1. Portrait
2. Street
3. Landscape
4. Rural
5. Concept shoot

### **References**

1. Kelby, S. (2006). *The Digital Photography*. San Francisco: Peachpit Press.
2. Barnbaum, B. (1994). *The Art of Photography*. Korea: Rocky Nook.
3. Long, Ben. (2012). *Complete Digital Photography*. Delmar Cengage Learning.
4. Peterson, B. (2010). *Understanding Exposure*. Amphoto Books.
5. Gustavson, T. (2009). *Camera: A History of Photography from Daguerreotype to Digital*. New York: Sterling Innovation.

**SEMESTER II Paper Title: COMMUNICATION SKILLS**

**Note:** As it is non-credit course so there will be two lecture and two practical every week. There will be four units in this course. The students shall be required to submit practical assignments before term end examination based on paper. The examination of the course shall be conducted as theory and practical exam both.

**Unit-1**

Communication as Process

Motives for Communication

Effective Communication and its benefits

Barriers to effective communication

**Unit-2**

Formal writing and literary writing

Writing Styles

Writing CV

Formal Letters

**Unit-3**

Spoken language: Accent and Vocabulary

Greetings and Introduction

Public Speaking, Group Discussion, Extempore

Presentation skills

**Unit 4**

Personality traits

Communicating through body language: Gestures, Postures, kinesics,

Mannerisms and Etiquettes

Listening with empathy

## **Practical Syllabus**

### **Communication Skills**

- 1) Writing CV
- 2) Introduction & Greetings
- 3) Extempore Practice
- 4) Group Discussion
- 5) Presentation Skills

## **References**

1. Sethi, J &etal.*A Practice Course in English Pronunciation*. New Delhi: Prentice Hall of India.
2. Pal, R. and Suri, P.L. (2011). *English Grammar and Composition*.New Delhi: Sultan Chand Publication& Sons.
3. Leena, S. (2009).*Communication Skills*, New Delhi: Prentice Hall of India.

## **SEMESTER III Paper Title: RADIO & TV PRODUCTION**

### **UNIT-I**

Characteristics of Radio

Radio Program formats- Live interviews, news, radio features, talks, and discussion, radio drama, phone-ins

Radio Production staff: Studio and Field, Roles and responsibilities of the production staff

### **UNIT-II**

Voice modulation and sound recording

Log-sheet for Radio Programme; Fixed Point Chart

Radio Bands: AM and FM

Producing Radio Jingles and Promos

Audio editing process and softwares

### **UNIT-III**

TV Studio Equipment

Stages in Television programme production : Pre-Production, Production and Post-Production

TV production staff and their responsibilities

Genres of TV programmes

### **UNIT IV**

Types of video cameras and formats

Basic Shots, Camera Movements, Camera angles

Production Control Room (PCR)

Lighting Equipment

Non-Linear Editing (NLE), Editing equipment

## **Reading List**

Steve Dawkins, Ian Wynd; *Video Production: Putting Theory Into Practice* (Palgrave Macmillan, 2010).

Pierre A. Kandorfer; *Digital Video Production Handbook* (Xlibris).

Gerald Millerson, Jim Owens; *Video Production Handbook*, (Focal, 4th ed.)

Jay Rose; *Producing Great Sound for Film and Video: Expert Tips from Preproduction to Final Mix*, (Focal Press, 2014).

Goodman, R.M, Mcgrath P.; *Editing Digital Video: The Complete Creative and Technical Guide*, (McGraw-Hill Education, 2003).

VasukiBelavadi; *Video Production*, (OUP: New Delhi, 2013).

## **Practical Radio Production**

A. Voice modulation Exercises

B. Producing Radio Talks, Radio Features, jingles

C. Producing short film

### **SEMESTER III Paper Title: ADVERTISING**

- Unit I Advertising: Definition, Meaning, Features and Functions and growth; Advertising –Types of Ads; Growth of Advertising – World and India, Advertising Models: AIDA and DAGMAR
- Unit II Principles of Advertising and appeals in advertisements, Components of ads- Copy Headlines, Body Logo, Layout and Illustrations; Marketing Mix; Advertising Campaigns; Consumer segmentation
- Unit III Advertising Agencies: Meaning; Structure and Functions; Preparing Budget for advertising; Media Planning and Choice of Media for ads; Advertising as Branding strategy
- Unit IV Advertising Regulatory Mechanism, Code and Ethics of Advertising; ASA, ASCI's Codes, Research in Advertising

#### **Reading list:**

Tellis, Gerard J. *Effective Advertising*; New Delhi, Response books, 2006.

Curran, James & David Morley (Ed.) : *Media and Cultural Theory* London; Routledge; 2006.

Blythe, Jins; *Marketing Communications*, (New York; PHI; 2000)

Valdivia, Angharad, N (Ed.); *A Companion to Media Studies*; (Atlantic Publishers and Distributors, Delhi, 2003).

Kotler, Philip and Gary Armstrong; *Principles of Marketing*, (New Delhi, Pearson Education, 2004).

Neelamalar, M; *Media Law and Ethics*, (New Delhi, PHI Pvt. Ltd., 2010)

McQuail; Denis; *Mass Communication Theory*, (New Delhi; Sage; 2010)

Toffler, Alvin; *Future Shock*; (New York Random House, 1970)

Jib Fowles, *Advertising and popular culture*, (Sage Publications, 1996)

Mary Cross; *Advertising and Culture*, (Prentice Hall, 2001).

**PRACTICAL**

- A. 5 Print advertisement
- B. 2 Radio Advertisement
- C. 5 Pamphlets
- D. 2 TV Commercials

### **SEMESTER III Paper Title: Communication Research**

- Unit I      **Research and Research Perspective:** Research and Research types; Social Research and Communication Research; Functional, Positivist, and Interpretive perspectives; Deductive and Inductive approaches; Theory and Method.
- Unit II      **Research Design and Methodological approaches:** Research Design; Meaning and types – Experimental, Descriptive and Exploratory; Quantitative and Qualitative Research and others, Mixed Method approach; Variables and Hypothesis – Types and Role of Communication Research.
- Unit III      **Sampling and Data Collection :** Sampling types and methods; Data collection tools – Observation, Interview, Schedule and Questionnaires, Focus Group; Presentation of data; Averages, Dispersion, Correlation and Association of attributes with exercises; Case study and Content Analysis; Test of Hypothesis; Validity and Reliability.
- Unit IV      **Specified Methods for Communication Research:** Semiology and Linguistics, Ethnography, Deconstruction, Discourse analysis, Textual and Inter-textual reading.

#### **Reading list:**

Reinard, J.; *Introduction to Communication Research*, (McGraw Hill, 2001)

Sarantakos, S.; *Social Research*, (Palgrave, New York, 1988)

Gillian Rose; *Visual Methodologies*, (New Delhi, Sage Publications, 2007)

Young, P.V; *Scientific Social Surveys and Research*, (Prentice Hall of India Pvt. Ltd., 1984)

Kothari, CR; *Research Methodology, Methods and Techniques Calcutta*, (Wiley Eastern Ltd., 1985).

Hansen, Anders & et al. ;*Mass Communication Research Methods London*, (Mc Millan, 1988)

Paneerselvam; *Research Methodology*, (New Delhi, Prentice Hall of India, 2007).

Watt, James H; *Research Methods for Communication Science*, (Sydney, Alliy& Bacon, 1995).

Churton, Mel; *Theory and Method*, (Hampshire, Mc Millan, 2000).

**SEMESTER III Paper Title: COMMUNITY RADIO**

**UNIT -I**

Community Radio: Definition and Concept; Features of Community Radio

Brief history of Community Radio

Development Communication Tool: Definition and Features

**UNIT –II**

Community Radio Ownership patterns; CR as Development Tool; Community Radio Policy-2006; Licensing for Community Radio

Community Radio Sustainability: Issue and Types

**UNIT -III**

Structure of a Community Radio Station; Setting up a Community Radio Station; Infrastructure & equipment in Community Radio ; Operation & Maintenance; Human resources at CRS

**UNIT- IV**

Programme Planning & Scheduling; Various Radio Programme Formats; Experts & External Sources for Content Generation; Creating Content and Talent Pool

**Reading list**

Louie Tabing (2002) How to Do Community Radio: A Primer for Community Radio Operators UNESCO

Colin Fraser and Sonia Restrepo Estrada (2001) Community Radio Handbook

Bruce Girard , 1992 A Passion for Radio: Radio Waves and Community ed.

**Practical**

Production of following in local/Hindi/English language:

Radio Discussion

Radio Feature

Radio Documentary

### **SEMESTER III**

### **Paper Title: Popular Culture**

**Popular Culture:** The idea of popular culture, the features; Popular versus high/elite culture; Mass society and popular culture; Role of Mass Media and Production of popular culture.

**Perspectives on Popular Culture:** Culture Industry, Cultural studies; critical, modernist and Postmodernist. Sensate and ideational cultures (Sorokin): Methods of study of popular culture – semiology, discourse analysis.

**Areas of Popular Culture:** Verbal and Non-verbal forms; Folk tales; Music ideas, lifestyle, Arts and Films, Advertising, Comics and Cartoons; Global Cultural Imports.

**Popular Culture and contemporary Indian Life:** Popular politics and Mass Participation, Consumerist Society, Leisure Styles, Populist Mass Media

### **Books Recommended:**

Valdivia, Angharad N.; *A Comparison to Media Studies*; (New Delhi, Atlantic Publishers and Distributor, 2003)

Robert J.; *Popular Religion*, (Wathnos in ed. Handbook of Sociology, London, Sage, 1988).

Rettinger, L; *Brand Culture and Brand workers : Service work and Aesthetics labour in fashion retail*, (Consumption, Market and Retail Vol. 7 No. 2, 2004)

Rose Gillian; *Visual Methodologies : An Introduction to the Interpretation of Visual Materials*, (Sage, Los Angeles, 2007)

Dunn, R.G.; *Identifying Consumption Subjects and Objects Consumer Society*, (Emblems Press, USA, 2008)

Mythologies, Barthes Ronald,

Rawat; *Modern Sociological Theories*, (Ritzer, George 5<sup>th</sup> Ed., Jaipur, 2000).

Doshi, S.L., *Modern, Post Modernity and Neo-sociological theories*; (Jaipur, Rawat, 2009 (R).

John Scott; *Oxford Dictionary of Sociology*, (Ed.)( Oxford University Press).



**SEMESTER III Paper Title: VISUAL COMMUNICATION**

**Unit I**

Visual Communication: Definition and Concept

Nature and Scope of Visual Communication

Basic anatomy of Human Vision

Characteristics of Human Vision

**Unit II**

Visual Perception: Definition and Meaning; Illusion: Definition and Types

Color theory; Design principles; Elements of design

Typography evolution and classification

**Unit III**

Visual theories: Critical, Semiotics, Gestalt, Cognitive

Visual literacy; Visual aesthetics; Visual noise

Major Art movements: Impressionism, Fauvism, Surrealism, Cubism and Postmodernism

**Unit IV**

Visual Ethics; Visual Culture

Visuals in Commercial Message: Advertising

Visual Research Methods

**Reading list**

Lester, E; *Visual Communications: Images with Messages*, (Thomson Learning, 2000).

Barthes Roland and Howard Richard, *Camera Lucida: Reflections on Photography*, (Hill and Wang, 1982).

Berger John, *Ways of Seeing*, (Penguin, 1990).

Hoffman, Armin; *Graphic Design Manual, Principles and Practice*. (Arthur Niggli Publisher, Multilingual Edition. 2001).

Itten, Johannes; *The Art of Color: The Subjective Experience and Objective Rationale of Color*, (Wiley Publications, 1997).

Kepes, Gyorgy; *Language of Vision*, (Dover Publications, 1995).

William Ryan & Theodore Conover; *Graphic Communications Today*, (4th Edition. Delmar Learning, 2004).

Amy Arnatson, *Graphic Design Basics*, (Wadsworth Publishing, 4th edition 2002).

**SEMESTER III Paper Title: FILM APPRECIATION**

**UNIT-I**

Film as medium of expression; Film Genres

Approaching Films: Semiotics, Psychoanalysis, Linguistics,

Film forms: narrative and non-narrative

**UNIT-II**

Film Aesthetics

Regional and National Cinema in India, Bollywood, World cinema,

Film Movements; The rise of Multiplex cinema

**UNIT-III**

Basic Camera shots and Movements

Film editing Principles: Mise-en-scene and montage

Diegetic and Non-diegetic elements in a film

**UNIT-IV**

Major film festivals and awards: Indian and Global

Writing Film reviews

Film Certification categories

**Reading list**

1. Eric Baranenn&Krishnaswamy; *Indian Film* (OVP, 2<sup>nd</sup> Edition, 1980).
2. KhwajaAhemad Abbas, *How films are made* (National Book Trust, 1977).
3. MaricSetton; *Film as an art and appreciation*, (NCERT, New Delhi).

4. *Cinematography Censorship rules*, (Govt. of India Press, Nasik, 1969).

### **Practicals**

Writing Film Appreciation for 5 feature films of Bollywood and cinema from other parts of the world.

**SEMESTER III Paper Title: EVENT MANAGEMENT**

**Unit-1**

Concept of event; Types of Events  
Need for Professional Event Management  
Scope of Event Management  
Event Industry in India

**Unit-2**

Event management: Planning and steps  
Preparing event proposal, pitching for the event  
Permissions and licences for various events  
Event Operations; Event technology and Logistics

**Unit-3**

Marketing mix, preparing event proposal, pitching for the event  
Sponsorships, Branding through events  
Media relations, Briefing journalists

**Unit-4**

Various risks and risk assessment in events  
Crowd management  
Preparing Contingency Plan  
Communication in Event Crisis

## **Reading List**

Goldblatt, J. & Supovitz, F.; Dollars & Cents. *How to Succeed in the Special Events Business*. (John Wiley & Sons: New York, 1999).

Goldblatt, J. & Nelson, K.; *The International Dictionary of Event Management*. (Second Edition. John Wiley & Sons, Inc.: New York, 2001).

Hoyle, L. *Event Marketing*, (John Wiley & Sons, Inc.: New York, 2002).

Malouf, L. *Behind the Scenes at Special Events*. (John Wiley & Sons: New York, 1999).

Amsborg, G. and et al.; *Professional Convention Management Association. Professional Meeting Management – Comprehensive Strategies for Meetings, Conventions and Events*. (5th Edition. Dubuque Iowa, 2008).

Rutherford-Silvers, J. (2012). *Professional Event Coordination*. John Wiley & Sons Inc.: New York, NY

## **PRACTICAL**

1. Making event plan of a musical concert
2. Crisis Plan of an event
3. Making Promotional plan of events

## **SEMESTER IV Paper Title: MEDIA LAWS AND ETHICS**

- Unit I History of Media Regulations in India; Need for media regulation; Press and Registration of Books Act; Press Council Act, 1978; Copyright Act-1957; Obscenity law ; Media regulators: IBF, NBA
- Unit II Indian Cinematography Act, 1952;Cable Television Regulation Act; 1995 Drugs and magical remedies (Objectionable Advertising) Act,1954
- Unit III Right to Freedom of Speech and Expression, Article 19(a); Official Secrets Act, 1923;RTI Act, 2006; Defamation law; The Contempt of Court Act (as amended); Intellectual Property Rights; Privacy laws; The Information Technology Act, 2000 (as amended)
- Unit IV Press Council of India's norms of Journalistic Conduct; NBA's Code of Ethics and Broadcasting Standards; Difference between Ethical vs legal; Press and accountability in Democracy; Ethical issues in Journalism

### **Reading list:**

- C.S. Rayudu& S.B. NageswarRao Mass Media Laws and Regulations (Himalaya Publishing House, 2013)
- DD Basu. Law of the Press, (Prentice Hall, New Delhi, 2006)
- Rao , M. C. The Press, National Book Trust (1974)
- Menon, P. K. Journalistic Ethics (Pointer Publishers, Jaipur, 2005)
- Thakurta , P.G. Media Ethics (Oxford University Press, 2009)

## **SEMESTER IV Paper Title: COMMUNICATION FOR DEVELOPMENT**

- Unit I      **Development and Development Communication** : Definition, Dimensions and indicators of Development; India's Development Scenario; Under development Syndrome, Development Communication: Definition, Features and Theoretical Perspective – Modernization, Critical and Liberation Perspective; Approaches to Development Communication, Idea of Happiness
- Unit II      **Modes and Strategy of Development Communication** : Development Communication as Social Action for Directed Change; Modes of DC – Diffusion of Innovation, Advocacy and National campaigns, Social Marketing; Specific Varieties – Health Communication, Educational Communication for lifelong learning, Development Support Communication (UNDP); Extension Services in India
- Unit III     **Mass Media and Development** : Mass Media and Development Communication; Media and Nation Building; Communicative Action (Habermas); Participatory democracy through Community Radio and Leadership communication role; RTI provisions in India; Minimal effect hypothesis
- Unit IV     **ICT and Social Media for Development** : Access and use of ICT in India; Network Society and Expansion of Contacts; Social Media and Self Development; E-governance; Globalisation of Culture.

### **Reading list:**

- Kapoor, I. The Postcolonial Politics of Development. (London and New York: Routledge, 2008)
- Melkote, S. R. and Steeves, H. L. Communication for Development in the Third World: Theory and Practice for Empowerment, 2nd Edition. (London: Sage, 2001)

Mody, B. (ed.) International and Development Communication: A 21st Century Perspective, 2nd Edition, (Thousand Oaks, CA: Sage Publications, 2003)

Roy, S. Globalisation, ICT and Developing Nations: Challenges in the Information Age, (New Delhi: Sage,2005)

Manyozo, L. Media, Communication and Development: Three Approaches. (London: Sage,2012)

## **SEMESTER IV**

## **Paper Title: NEW MEDIA**

### **Unit I New Media**

New Media: Definitions and Concept; Features of New Media; History of New Media; New vs Old media; World Wide Web: Concept and evolution

### **Unit II New Media Technologies**

Wearable technologies; Technological determinism; New Media Marketing; New Media Economy; Hyper-textuality; Digital Divide; Clouds technology

### **Unit III Society and New Media**

The Rise of Information Society; New Media Movements and Campaigns, Democratisation of Media/information; Phenomenon of YouTube Celebrities; New Media Literacy, Social Networking Sites, Netizens and Cyborgs, Internet addiction

### **Unit IV Cyber Journalism**

Blogs, Micro blogging sites like Twitter, Narrowcasting and Broadcasting

Ethics of Cyber-journalism

### **Reading list:**

Lister, Martin, Jon Dovey, Seth Giddings, Iain Grant and Kieran Kelly. New Media: A Critical Introduction. 2nd ed. (Routledge, 2008)

Manovich, Lev. The Language of New Media. Cambridge, ( MIT press, 2001)

Papacharissi, Zizi, ed. A Networked Self: Identity, Community, and Culture on Social Network Sites. (New York: Routledge, 2011)

Rettberg, Jill Walker. Blogging. Cambridge, (UK: Polity P, 2008)

Bell, David and Barbara Kennedy, eds. The Cyber Cultures Reader. 2nd ed. (New York: Routledge, 2007)

Practical:

1. Making a Blog.
2. Use of social networking sites
3. Selection of Content for New Media.
4. Use of E-Mail

**SEMESTER IV**

**Paper Title: MEDIA WRITING**

Unit I

General principles of good writing

Grammar, Diction, flow, Tenses, Rhetoric

Researching before writing, AP style referencing

Unit II

Various types of writing: News, Features, Obituaries, Editorials

Writing Headlines, Leads and Captions

Writing for audio: Radio dramas, Features, News

Features of writing for audio

Unit III

Writing for PR: Advertorials, Press Releases, Backgrounders

Copy writing principles

Writing for screen: Principles and basics

Unit IV

Writing for New Media: Websites and Blogs

Features of New Media writing

Constraints of space and design; word economy

Writing for e-mailers

**Reading list:**

Lister, Martin, Jon Dovey, Seth Giddings, Iain Grant and Kieran Kelly. *New Media: A Critical Introduction*. 2nd ed. (Routledge, 2008)

Anthony Friedmann, *Writing for Visual Media* Paperback (Focal, 2010)

UshaRaman ,*Writing for the Media* (Oxford, 2009)

**Practical:**

Preparing a brochure

Writing for blog

Writing press releases

Different type of writing style-Expository, Descriptive, Persuasive, Narrative

**SEMESTER IV**

**Paper Title: SOFT SKILLS**

- Unit I            Language Proficiency
- Difference between Written and Oral Communication
- Pronunciation: Clarity and Standardization, Intonation and Accent
- 
- Unit II            Personality traits; Dressing: Formal and Casual
- Principles of good Listening; Body language
- 
- Unit III           Writing letters: Official and Demi Official
- Writing official e-mails and SMS
- Social media and Netiquette
- 
- Unit IV           Time management; Developing Leadership traits; Public speaking

Cultural assimilation, Personal Virtues: Honesty, Keeping promises, Dedication  
Developing a sharp memory, Motivation for self-growth

Reading list:

Fredrick H. Wentz ,Soft Skills Training – A workbook to develop skills for employment

Barun K. Mitra, Personality Development and Soft skills , Oxford University Press

#### **SEMESTER IV**

#### **Paper Title: PROJECT AND PORTFOLIO**

**Part-1** A student shall submit a project in lieu of dissertation as per the choice along with a Portfolio. The project can be completed in an area of his/her choice and shall be practical assignment as assigned by the supervisor.

**Part-2** The portfolio is the overall dossier of a student prepared to showcase his/her area(s) of expertise and shall comprise of original sample work. A student has to showcase his range of work/expertise as reflected in his work compiled as Dossier.

**SEMESTER IV****Paper Title: DISSERTATION AND PORTFOLIO**

**Part-1** A dissertation shall be written by students under guidance from department faculty or guide after mutually discussing and agreeing upon. The dissertation may also cover topics of interdisciplinary nature.

**Part-2** The portfolio is the overall dossier of a student prepared to showcase his/her area(s) of expertise and shall comprise of original sample work. A student has to showcase his range of work/expertise as reflected in his work compiled as Dossier.