



ST. XAVIER'S UNIVERSITY, KOLKATA

SYLLABUS FOR MA MASS COMMUNICATION

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COURSE OUTLINE								
Sem	Paper Code	Course Title	Full Marks	Pass Marks	CIA MARKS		End-Sem Marks	Credits
					WT	O		
I	MMR110T	Mass Communication Theories	100	40	10	10	80	6
	MMR120T	Print Media	100	40	10	10	80	6
	MMR130T	Media Laws & Ethics	50	20	5	5	40	3
	MMR140P	Print Practical	50	20	-	10	40	3
	MMR150T	Broadcast Journalism	75	30	7.5	7.5	60	6
	MMR150P	Broadcast Journalism Practical	25	10	-	5	20	
TOTAL			400	TOTAL			24	
II	MMR210T	Advertising & Public Relations	100	40	10	10	80	6
	MMR220T	New Media	50	20	5	5	40	3
	MMR230P	New Media Practical	50	20	-	10	40	3
	MMR240T	Film Studies	100	40	10	10	80	6
	MMR250T	Development Communication	100	40	10	10	80	6
TOTAL			400	TOTAL			24	
III	MMR310T	Communication Research	100	40	10	10	80	6
	MMR321T	Consumer Behaviour & Market Research	100	40	10	10	80	6
	MMR331T	Corporate Communication & Crisis Management	100	40	10	10	80	6
	MMR322T	Audio Visual Production & Online Production	75	30	7.5	7.5	60	6
	MMR322P	Audio Visual Production & Online Production Practical	25	10	-	5	20	
	MMR332T	Audio visual production & Audio -Visual Script Writing	50	20	5	5	40	6
	MMR332P	Audio visual production & Audio -Visual Script Writing Practical	50	20	-	10	40	
	MMR343T*	Science & Environment Journalism	100	40	10	10	80	6
	MMR353T*	Sports Journalism	100	40	10	10	80	6
	MMR363T*	Entertainment Journalism	100	40	10	10	80	6
TOTAL			400	TOTAL			24	
	MMR410T	Media Management	100	40	10	10	80	6
	MMR421T	Branding and Brand Management	100	40	10	10	80	6
	MMR431T	Digital Media Marketing	100	40	10	10	80	6

COURSE OUTLINE								
Sem	Paper Code	Course Title	Full Marks	Pass Marks	CIA MARKS		End-Sem Marks	Credits
					WT	O		
IV	MMR422T	Production Design and Management	75	30	7.5	7.5	60	6
	MMR422J	Television Commercial Project	25	10	-	5	20	
	MMR432J	Final Film Project	100	40	20		80	6
	MMR440J	Dissertation	100	40	20		80	6
TOTAL			400	TOTAL			24	

ACRONYMS (AS APPLICABLE)

T = Theory WT = Written Test P = Practical
O = Others (seminar/ presentation/class room activity, etc.) J = Project

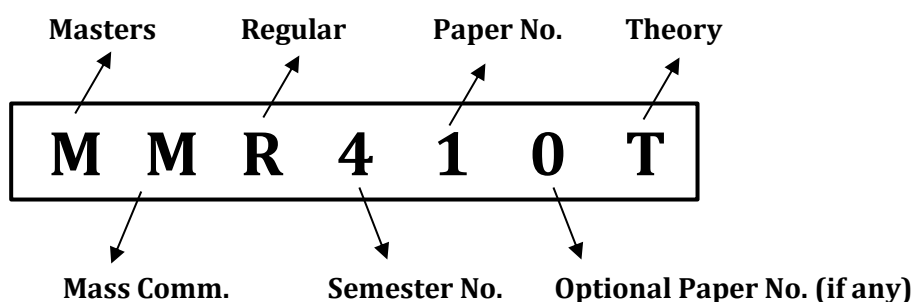
* **Optional Paper [Students need to choose anyone]**

Colour Code Illustration :

Marketing Communication

Digital video Production

PAPER CODE ILLUSTRATION



PAPER – I : MASS COMMUNICATION THEORIES

Learning Objective :

1. To familiarize the student with the nature of communication, different types of communication processes.
2. To make students aware about the process of encoding and decoding messages at all levels of human and societal existence.
3. Explain and analyze the communication process and its importance.
4. Discussion about several communication theories and its importance and relevance in the present scenario.
5. Make students aware about cultural and global changes with special reference to mass and popular culture.
6. Knowledge regarding different Global activities likes NWICO and its importance.

Course Outcome :

1. Understanding the process, types and nature of communication.
2. Understanding of communication theories and models and their relevance in the modern world.
3. Critical evaluation of communication theories and models.
4. Understanding of cultural theories, semiotics and technology in the communicative process.
5. Understanding about the process of communication and its changes.

Syllabus :

Module 1 : Communication theories & models, Normative Theory; Media and Public Interest; Social Responsibility Theory; Critical approaches– political economic approaches– Marxist approaches – hegemonic theory – social – cultural approach – different models of communication – their relevance today.

Module 2 : 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; Functionalism; Technology Determinism; Information Society. Civil Society and Public Sphere.

Module 3 : Audience theory: Goals of audience research — Alternative traditions of research— Audience issues of public concern — Types of audience: The audience as a group or public — the gratification set as audience — the medium audience— Audience as defined by channel or content; Structural approach to audience formation

Module 4 : Media Organization: The media organization in a field of social forces; Relations with pressure and interest groups; Relations with owners and clients; Relations with the audience; Aspects of internal structure and dynamics; Global Mass Media: Origins of Globalization; International Media Dependency; International News Flow; Cultural Imperialism and Beyond; Global Media Governance.

Module 5 : Media Content: Critical perspectives on content; Structuralism and semiology; Media content as information; Media performance discourse; Objectivity and its measurement; Questions of research methods

Module 6 : Media Effects: The natural history of media effect research and theory: four phases — Types of communicative power — Levels and kinds of effects — Processes of media effect. Cultural studies. Media Literacy; Stereotyping Entertainment and Enjoyment as Media Effects.

References :

- Bittner, J. R., *Mass Communication*, 6th ed. (Boston, MA: Allyn and Bacon, 1996), 11.
- Griffin, E., *A First Look at Communication Theory*, 7th ed. (Boston, MA: McGraw-Hill, 2009), 352–53.
- McQuail, D., *McQuail's Mass Communication Theory*, 6th ed. (Thousand Oaks, CA: Sage, 2010), 457.
- Stevenson, N.(1997).*Understanding media culture: Social theory and mass communication.*
- Baran, S & Davis, D.K. (2010) *Mass Communication Theory — Foundations, Ferment and Future.* Cengage Learning
- Wimmer, Roger D. and Joseph Dominick. (2006). *Mass Media Research.* New Delhi: Wadsworth (Indian Edition).

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Total Marks : 100

Paper Code: MMR120T

PAPER – II : PRINT MEDIA THEORY

Learning Objective :

1. To understand the importance of print media.
2. To know the growth and development of print media in different countries with special importance to India.
3. To critically engage with formats of modern journalism.

Course Outcome :

1. Understanding the relationship between print media and development.
2. Growth of print media and its role in different social and political movements.
3. Engage with the emergent challenges in journalism.

Syllabus :

Module 1 : Concept of News and Reporting: News process – from event to the reader. News values. Basic components of a news story – attribution, verification; balance and fairness, brevity. Reporter – role, duties and qualities. News sources and gathering facts. Different forms of reporting – spot news/live reporting- Reporting public affairs, meetings, conferences, seminars, cultural, civic and social events.

Module 2 : Types of Reporting: Crime, Legislature, Courts, Business, Agriculture, Science and Technology, and Sports reporting. Investigative & Interpretative reporting, trends, in-depth and advocacy reporting, writing curtain raisers, interviewing techniques, reporting of fashion and lifestyle. Building and using backgrounds.

Module 3 : The Editorial Department: Organizational structure of a newspaper's editorial department. Role and function of an editor, news editor, chief-sub editor and sub-editor. Different types of copy – Agency copy, Bureau copy, District Copy. News values and selection of news. Different Desks - General Sports Features, business, etc.

Module 4 : The Editing Process: Symbols, Handling various types of copy; Re-writing, Translation. Integrating, Updating. Proof reading, Style book/sheet. Evolution of technology in editing. Headlines – functions & types. Unit count. Headline schedule. News schedule. Planning of pages and editions. Editing supplements, features and special pages.

Module 5 : Design and Printing: modern printing techniques, copy writing & editing & page make up

Module 6 : Creation of newspaper layout and editing.

References :

- Handbook of Journalism and Mass Communication by Virbala Aggarwal, Neha Publishers & Distributors (2012)
- Beginners' Guide To Journalism & Mass Communication Paperback by Barun Roy, V & S Publishers (2013)
- Journalism by Stovall. PHI Learning Publication.
- Tell Me No Lies: Investigative Journalism and its Triumphs by John Pilger, RHUK (2005)
- Everyman's War: Strategy, Security and Terrorism in India by **Raghu Raman**, RHI (2013)
- This Divided Island: Stories from the Sri Lankan War by Samanth Subramanian, Atlantic Books; (2016)
- Liberation: Bangladesh - 1971 by Maj Gen Dhruv C Katoch, Bloomsbury India (2015)
- Kargil from Surprise to Victory by General V. P. Malik, Harper India (2011)
- News Reporting and Editing: K.M. Srivastava
- News Editing: Bruce Westley
- Editing and Design: Harold Evans
- History of Indian Journalism: J. Natarajan
- Choices: Inside the Making of Indian Foreign Policy by Shivshankar Menon, Penguin Random House India (2016)
- Press Box Revolution: How Sports Reporting Has Changed over the Past Thirty Years by Rich Coutinho, Sports Publishing (2017)
- Sports Illustrated: Fifty Years of Great Writing by Editors of Sports Illustrated, Sports Illustrated; 50th Anniversary ed. edition (December 2003)
- Sports Journalism: An Introduction to Reporting and Writing by by Kathryn T. Stofer, James R. Schaffer, Brian A. Rosenthal. Rowman & Littlefield Publishers (October 15, 2009)

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Total Marks : 50

Paper Code: MMR130T

PAPER – III : MEDIA LAWS & ETHICS

Learning Objective :

1. Knowledge of different laws related to mass media.
2. To understand journalistic ethics.
3. Complete knowledge about RTI and its importance.

4. Understanding of Fundamental rights.
5. Knowledge related to cyber laws.

Course Outcome :

1. Understanding of the nature of ethics and moral discourse.
2. Understanding of a range of specific ethical issues, perspectives and debates relevant to their chosen major within the B Communication.
3. Understanding, where applicable, of the legal issues relevant to their chosen major within the B Communication.
4. Critically appraise and discuss the relevant literature in written and oral forms.
5. Communicate understanding of the relevant ethical and legal issues in written and oral form

Syllabus :

Module 1 : Media Laws: General : Constitution of India, Freedom of Speech & Expression; Defamation: Civil & Criminal; Contempt of Court; Trial by Media & Right to Privacy; Press & Registration of Books Act 1867; Prohibition of Disclosure of Identity of Victim of Sexual Assault U/S 228-A of IPC; Laws related to Reporting on Women; Laws related to Reporting on Children; Right to Information Act; Intellectual Property Acts; Copyright Act

Module 2 : Electronic Media : Compulsory sharing of sports signal Act; Cable TV Network Regulation Act 2005; Information Technology Act, 2000; I.B.F.; NBA; BCCC

Module 3 : Codes of Ethics : Press Council of India; Press Council of India's different Codes of Ethics; Advertising Standard Council of India's Codes of Ethics; Sting Operation & its Ethics; Guidelines for Parliamentary Coverage; Election Commission of India's Guidelines; Paid News

References :

- Basu, Durga Das. 1982. Introduction to The Constitution Of India. Prentice-Hall of India Private.
- Basu, Durga Das. 1986. Law of the Press. Prentice-Hall of India.
- Media Ethics: Truth, Fairness and Objectivity, by Paranjoy Guha Thakurta, Oxford University Press, India (2009)
- Media Law and Ethics by M. Neelamalar, Prentice Hall India Learning Private Limited

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Total Marks : 50

Paper Code: MMR140P

PAPER – IV : PRINT PRACTICAL

Learning Objective :

1. Learn software like InDesign and Photoshop for producing newsletter and magazine pages.
2. Designing the layout and formats of newsletters and magazine.

Course Outcome :

1. Practical knowledge helps a student to do page design.
2. They are ready to design a full broadsheet at the end of the semester.

Syllabus :

Module 1 : Photoshop : Basic knowledge about vector and raster graphics, pixel, resolution, different colour modes, units and how to implement research before starting the digital work. Autocorrelation; Layer control; Using images, guides, grids and rulers with transform tools; Working with text, brushes and pen tool; Retouch and correction the images with different retouching tools. Use of different image adjustment options.

Module 2 : InDesign : Getting to know the tools, panels, and workspaces; Learning how to navigate and zoom in a document; Setting up master pages in a document; Building automatic page numbering and sections; Placing text and graphics on document pages; Working with typography, including tracking and kerning; Creating drop caps, rules, tabs, dot leaders and hanging indents; Placing, managing and editing linked graphics; Working with clipping paths and alpha channel masks; Exporting documents to PDF for commercial printing; Interacting InDesign with other adobe applications.

Module 3 : Practical Project : Students will submit a complete hard copy of a newspaper layout.

References :

- Adobe InDesign CC, Kelly Kordes Anton & John Cruise
- Adobe Photoshop CC, Andrew Faulkner & Conrad Chavez.
- Langford, M. J. (2000). *Basic photography*. Taylor & Francis.
- Langford, M. J., & Smallwood, J. (1978). *The step-by-step guide to photography*. Ebury Press.
- Long, B. (2012). *Complete digital photography*. Cengage Learning.

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Total Marks : 75

Paper Code: MMR150T

PAPER – V : BROADCAST JOURNALISM

Learning Objective :

1. To familiarize students with television and radio as a medium of mass communication.
2. To develop practical skills so that a student can work properly.
3. To give a thorough training on camera so that a student can develop a good understanding of both still video camera.
4. Knowledge to operate required broadcasting equipments.

Course Outcome :

1. Understanding radio and television as a mass media.
2. Knowledge and skills involved in the diverse radio and television program formats.
3. Theoretical as well as complete practical knowledge that will help a student to work in these medium.
4. Production of Radio Drama, talk show and documentary.

Syllabus :

Module 1 : Radio as a mass medium - History of AIR - Characteristics of Radio - Prasar Bharati - Emerging trends in radio broadcasting – HAM, internet radio, satellite radio – Different FM channels, revival of radio with FM – Community Radio in India.

Module 2 : Structure of Radio Station – Authorities – Roles and Responsibilities – Different types of Radio Programmes – Classifications and Significance – Radio Feature – Radio Documentary – Radio Drama – Studio interviews – Studio discussions – Phone-in programmes – O.B. production of sporting and mega events - Radio programme production process and techniques - Sound recording process – Microphones and its various types and uses – field recording skills -studio chain; live studio broadcast with multiple sources - News production using sound bytes - Research and budgeting, scripting for radio news, news despatch.

Module 3 : Writing for radio - Spoken language writing – writing for programmes - News writing – structuring radio copy - voice designing - – enunciation, flow, pronunciation, modulation.

Module 4 : TV as a medium of mass communication, its characteristics, advantages and disadvantages, Basic Shots & Basic Camera Movements, Composition, Principle of Visual Editing.

Module 5 : Challenges and Opportunities of Reporting for TV, Scripting for TV news, Piece to Camera, Sound Bite, Voiced over News Capsule, and Interview for TV.

Module 6 : Knowledge of sound editing software.

Production of news capsule, Making Radio Features and Documentaries on Social Issues - Conducting Radio interviews – Using of SFX, Audio aids.

References :

- McLeish, Robert. 1988. The Technique of Radio Production: A Manual for Broadcasters. Focal Press.
- Siegel, E H. 1992. Creative Radio Production, Focal Press 16
- Keith, Michael. 1990. Radio Production, Art and Science. Focal Press
- Shrivastava, K. M. 1989. Radio and TV Journalism. Sterling Publishers.
- Kaushik, Sharda. 2000. Script to Screen: An Introduction to TV Journalism. New Delhi: Macmillan.
- Lewis, Bruce. 1966. The Technique of Television Announcing. Hastings House.
- Kaminsky, Stuart M., and Mark Walker. 1988. Writing for Television. Dell Pub.
- Douglas, Robert Livingston. 1988. Satellite Communications Technology, Prentice Hall.
- Tyrrell, Robert. 1981. The Work of the Television Journalist. Focal Press.
- Carrol Flemming: The Radio Handbook. Routledge Publications.2002.
- Hudson Gary and Rowlands, Sarah. The Broadcast Journalism Handbook, 2007.
- P C Chatterjee. Broadcasting In India. Sage. New Delhi. 1988.

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SEMESTER : II

Total Marks : 100

Paper Code: MMR210T

PAPER – VI : ADVERTISING & PUBLIC RELATIONS

Learning Objective :

1. To familiarize students with the concept of advertising.

2. The course helps in understanding importance of advertising in modern world.
3. Understanding of public relations.
4. Knowledge about different tools related to public relations.
5. To empower the students with the knowledge on various forms of communication required in crisis and emergency situations.
6. Students get aware with concepts of segmentation, positioning, brand management and brand image.
7. Creativity in advertising is also a part of the course.
8. They get detail knowledge about advertising agency and its work.

Course Outcome :

1. Understanding the language of advertising and also the structure of advertising agency.
2. Students will able to work in the field of advertising.
3. Familiarize with the concept of targeting, positioning and segmentation.
4. Students get equipped to handle presentations and also advertisement making.
5. Coordinate and contribute to the planning of public relations activities, including the development of clear, measurable communication objectives and project or tactical budgets and selection of strategies, tactics, tools and resources to manage a range of stakeholder relationships and issues and achieve organizational objectives.

Syllabus :

Module 1 : Introduction to Indian Advertising; Principles of Marketing; Evolution of marketing - challenges in the 21st century; Marketing concepts, processes and marketing analysis.

Marketing Mix :

Elements of a Marketing Mix – Product; Elements of a Marketing Mix – Price; Elements of a Marketing Mix – Distribution; Elements of a Marketing Mix – Promotion

Marketing Environment; Understanding the market; Macro and micro marketing environment - Demographic, natural, political, economic, social, cultural, global environment, challenges in global operations, company, suppliers, intermediary customers, public

Module 2 : Basics of Advertising : Defining Advertising - reasons for its growing importance, role of advertising in marketing

Advertising Principles, Concepts and Management; Nature and Scope of Advertising; Economic & Social Impact of Advertising; Congruency & Consistency of Advertising; Ethics and Legal Aspects of Advertising; Ethics of Advertising; Legal Aspects of Advertising; Advertising in Rural India; Advertising in Rural India - Definition, Importance, Scope, Evolution, Nature, Classification; Creativity in Advertising; Creativity and Advertising; The Craft of Writing; The Art of Design; Brand & Branding; Branding & Advertising

Module 3 : Digital Advertising : Concepts & Basics of Digital, Mobile & Social Media; Emerging Media & Viral Marketing ; Media Planning and Buying : Media Fundamentals & the 6 Pillars of Media Planning; Fundamentals of Media Buying ;

Market Research : Marketing Research - Meaning objectives and procedures - importance & scope of marketing research, research design, analysis & applications of

MR information; Basic Theories of Research, Techniques - Qualitative research; Quantitative research

Advertising via Direct Marketing : Why DM-the rise and gradual decline of mass marketing, what is DM, Reasons for Growth of DM, Benefits of DM-Advantages

Module 4 : Public Relations : Management principles and functions: public relations as an extended management arm; public relations as the conscience-keeper of the organization; The economic, social, political, national and international contexts in which public relations operates: how public relations can enable organizations to achieve marketing and corporate objectives;

How public relations evolved: the Eastern and the Western context with special emphasis on India; Interface between public relations and major corporate functions (marketing, journalism, advertising, human resources development and operational wings);

Introduction to PR planning: problem-solving and planning “process” - RACE, ROPE and other programming models: concept of stakeholders (publics): Overview of key publics, including community, employees, consumers, government; Public opinion and persuasion, (Lobbying);

Media relations: Tools and channels: conventional media, folk media and the new media: News release, (Handouts), Video news release (VNR), backgrounders and features: News Conference, Conducted Press tour, Rejoinder, Corrigendum, Letters to the Editor, Press Clipping, Recording of TV Coverages.

Module 5 : Social Responsibility of business: The raison d'être for CSR; The global and national perspective; CSR as a wake-up call; CSR, a human face to capitalism – Beyond economic performance - The TBL approach and sustainable development; Charity to responsibility-Gandhiji's concept of trusteeship;The views of Milton Friedman– its relevance for India; Need for inclusive growth;The Companies Act 2013 – Its significance for the corporate sector—Case studies; Crisis management, Case Studies; Financial public relations; Right to information; Social Marketing; Event management and sponsorship; The role and importance of research in public relations

Module 6 : Ethics in public relations: Code of conduct in international and national bodies; Writing for PR, How does it differ from Journalistic Writing, Pitching; Corporate identity and corporate image; House Journal, Video house Journal, Technical Journals, Annual Report, Publications

References :

- Ogilvy, David. 2007. Ogilvy On Advertising. Prion.
- Jefkins, Frank. 1991. Advertising Made Simple. Butterworth-Heinemann Limited.
- Chunawalla, S. A., and K. C. Sethia. 2002. Foundations of Advertising: Theory & Practice. Himalaya Publishing House.
- Batra, Rajeev, John G. Myers, and David A. Aaker. 1996. Advertising Management. Prentice Hall.
- Kotler, Philip. 2009. Marketing Management. Pearson Education India.
- Majumdar, Ramanuj. 2007. Product Management in India 3Rd Ed. PHI Learning Pvt. Ltd.

- Pandeymonium: Piyush Pandey on Advertising, by Piyush Pandey, Penguin Books.
- Wilcox, Denis L, Cameron, Glen T., Ault, Philip H. and Agee, Warren K. Public Relations : Strategies and tactics Allyn & Bacon, Boston, 2003
- Baskin Otis, Aronoff Craig and Lattimore Dan, Public Relations: the profession and practice Dubuque. I A:Brown & Benchmark 2003
- Doug Newsom, Judy Vanslyke Turk and Dean Kruckberg, *This is PR:the realities of public relations*. Wadsworth, Belmont, USA, 1999
- Grunig, James E; Hunt, Todd *Managing Public Relations (6th ed.)*, Orlando, FL: Harcourt Brace Jovanovich(1984),
- Seitel, Fraser P. *The Practice of Public Relations. (10th ed.)*, Upper Saddle River, NJ: Pearson Prentice Hall, 2007
- Argenti, P. *Corporate communication (4th ed.)*. Boston: McGraw-Hill/Irwin. 2007
- Goodpaster, K. E. (2007). *Conscience and corporate culture*. Malden, MA: Blackwell.
- Marvin N. Olasky, *Corporate Public Relations: A New Historical Perspective* Book Lawrence Erlbaum Associates, 1987.
- Griffin, R. W. (2008). *Fundamentals of management (5th ed.)*. Boston: Houghton Mifflin
- Kathleen Fearn-Banks, *Crisis Communications, (A Casebook approach)*, Routledge, 1996
- L. Burton, *Crisis in organizations*, Cincinnati,OH: South-Western, 1993
- Coombs, W. T. (1999). *Ongoing crisis communication: Planning, managing, and responding*. Thousand Oaks, CA: Sage.
- Bowen HR. *Social Responsibilities of the Businessman*. Harper and Row: New York. 1953.
- Olins, W. *Corporate identity: making business strategy visible through design*. London: Thames & Hudson. 1989
- M.J. Hatch, & M.H. Larsen, (Eds.). *The expressive organisation: linking identity, reputation and the corporate brand*, Oxford University Press.
- Coombs, W. T. (1999). *Ongoing crisis communication: Planning, managing, and responding*. Thousand Oaks, CA: Sage.

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Total Marks : 50

Paper Code: MMR220T

PAPER – VII : NEW MEDIA (THEORY)

Learning Objective :

1. To understand new media, its reach and impact on society.
2. To study the content of new media and its types.
3. To demonstrate how online media provides a platform for amalgamation of various mediums like text, audio, video, graphics and animation.
4. To enable the use of various writing formats for web and design and manage a website.

Course Outcome :

1. Complete understanding of new media as a mass media.

2. Ability to redefine the private and the public sphere.

3. Understanding every detail about digital media.

Syllabus :

Module 1 : History of Internet in India - Introduction to New Media: ICTs; Internet and Society - New media literacy - Information Technology Revolution, Characteristics of new media - Interactivity; Simultaneity; - Theories of Network Society - Internet as Public Sphere - Free and Open Source Software, digital divide.

Module 2 : Convergence of media - Digital journalism— evolution—characteristics- - technical components --integration of new technologies - New ways of storytelling—interactivity - Prospects of online journalism in India - Financing online journalism - subscription models - modes of online advertising - marketing techniques - Online editions of newspapers – E newspapers - management and economics of online and e-papers - Online presence of different media, paid news, fake news, net neutrality, internet trolling.

Module 3 : Computer Mediated Communication - Different types - Theoretical framework - cyber platform and communities; Social Media Networking Sites – Types & Uses - Citizen Journalism, History, various websites & uses - Use of Convergent technology for social change -- Introduction to social profile management products, Social Collaboration: Virtual community- wikis, blogs, instant messaging, collaborative office and crowdsourcing, Social publishing: Flickr, Instagram, YouTube, Facebook, WhatsApp, Twitter, Snapchat, Telegram, Sound cloud - Citizen Journalism: Concept, Case studies, Blogging; history of blogs, blogs as narratives, Live blogging; Bloggers as journalists and opinion leaders - Internet radio; podcasts, big data, Search engine dynamics; Impact of social media on social, cultural and political life - Citizenship in a digital society, e-commerce.

References :

- Information and communication technologies for development and poverty reduction - Torero, Maximo, ed. Von Braun, Joachim, Ed.
- The Rise of the Network Society - Manuel Castells
- The Internet Galaxy - Manuel Castell
- Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010.
- Eugenia Siapera, Understanding New Media, Sage, 2011
- Fuchs Christian, New Media, Web 2.0 and Surveillance, John Wiley, 2011 Goldsmith, Jack, and Tim Wu., Who Controls the Internet? Illusions of Borderless World. Oxford University Press US. 2006.
- Kasturi, Suman and Bobby Vardhan; Social Media, Connecting the World 24X7, Dominant Publishers, 2017
- Lev Manovich. The Language of New Media. Cambridge: MIT Press. 2001
- Narayan and Narayanan (Ed); Indian Connected: Mapping the Impact of New Media; Sage, 2016
- Simon Lindgren, Digital Media and Society, Sage, 2017
- Tapas Ray, Online Journalism: A Basic Text, 2006
- Vincent Miller. Understanding Digital Culture. Sage Publications, 2011.

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PAPER – VIII : NEW MEDIA (PRACTICAL)

Learning Objective :

1. Complete hands-on knowledge of creating a webpage using Software.
2. Complete knowledge of new media technology.

Course Outcome :

1. Complete knowledge of designing and managing websites.

Syllabus :

Students will learn about webpage design (HTML) through standard software.

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PAPER – IX : FILM STUDIES

Learning Objective :

1. To provide an overview of film studies from its inception to present times.
2. To develop an understanding of films as a medium of communication.
3. To have a critical insight about different theories related to film studies.
4. To familiarize students with the concepts of film.
5. Help students to develop better understanding about films.

Course Outcome :

1. Explore the growth, origin and development of film as a medium.
2. Screening of films help students to explore and discuss.
3. Understanding of theories and its impact.
4. In-depth analysis of film as a language.

Syllabus :

Module 1 : To learn the evolution of Film Grammar : Geneology of cinema; Cinema and orther arts; Basic concepts of film making

Module 2 : Birth of Cinema and the Silent Era : Overview of early cinema – Silent era; Films of Lumier Brothers; Milies and Spectacle Films; Major films.

Module 3 : Birth of narrative Cinema : Birth of narrative in film; Griffith and Porter; Chaplin and Silent Comedy; Classical Hollywood Cinema; Major Directors

Module 4 : To learn about the Studio system of Film Production : Pre-Hollywood Production structure; Hollywood Studio System; Star System

Module 5 : To study Cinemas' response to Social Issues : Neo Realism; Soviet Montage; German Expressionism; French new wave

Module 6 : To develop an insight into Indian Cinema : Pan Indian Cinema; Auteur of Indian Cinema

References :

- Barnouw, Erik, and Subrahmanyam Krishnaswamy. 2001. *Indian Film*. Replica Books.
- Bondanella, Peter. 2001. *Italian Cinema: From Neorealism to the Present*. Continuum International Publishing Group.
- Hill, John, and Pamela Church Gibson. 1998. *The Oxford Guide to Film Studies*. Oxford: Oxford University Press.
- Kracauer, Siegfried. 1947. *From Caligari to Hitler: a Psychological History of the German Film*. [Princeton, N.J.]: Princeton University Press.
- Monaco, James, et al. 2000. *How to Read a Film: The Art, Technology, Language, History, and Theory of Film and Media*. New York: Oxford, University Press.
- Kuleshov, Lev Vladimirovich. *Kuleshov on film: writings*. Univ of California Press, 1974.

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Total Marks : 100

Paper Code: MMR250T

PAPER – X : DEVELOPMENT COMMUNICATION

Learning Objective :

1. To understand development and development communication as a process of change and growth of social and economic reality.
2. To describe the role of mass media in the participatory process of social change.
3. To know and understand the role played by various Governmental and Non-Governmental agencies in development communication.
4. To understand the role of ICT in development communication.
5. To understand the significance of development support communication in raising awareness on issues of national and international importance.

Course Outcome :

1. Help students to know about the importance of communication in bringing development.
2. Critical knowledge related to models and paradigms of development communication.
3. Understanding development in global and local scenarios.
4. Ability to produce a campaign on development issue.

Syllabus :

Module 1 : Development--meaning, concept, process and models of development – theories – origin– approaches to development, problems and issues in development, characteristics of developing societies, underdevelopment - theories and models of development - Dominant paradigm, modernisation, empowerment, participation, sustainable development etc. Concept and critique of HDI.

Module 2 : Development as a right, intervention of civil society organizations, NAPM, MKSS. Alternative models of development, different perspectives; Western and Indian

viewpoints. Issues in development – social, economic, gender, livelihoods, problems of displacement, ecological, cultural, SEZs. Role of MNCs. Food Security, Millennium Development Goals.

Module 3 : Nature and concept of development communication. Role of different media—Print, electronic, ICT. Digital divide, Development-support-communication. : Population - family welfare - health - education and society- environment and development - problems faced in development support communication. Developmental and rural extension agencies: governmental, semi-government, NGOs. Problems faced in effective communication, economic uplift. Case studies in Devcom - Urban and rural perspectives especially in Education, health and irrigation

Module 4 : India's rural scene, rural social structure, social change, patterns of rural communication, oral, informal and interpersonal communication. Role of community media. Traditional and folk forms, Barriers and accelerators to change. Development messages for rural audience with special reference to India and West Bengal. Role of opinion builders, opinion leaders and change agents, personality, acceptability and credibility of communicators in rural environment

Module 5 : Extension – nature, concept and characteristics of communication, structure of extension networks Methods of extension- exhibitions, visual aids, training and visit system, case studies in extension. Krishi Vignan Kendras, White revolution, Green Revolution, Swaminathan project, UN and its different organisations.

Module 6 : Project on any subject related topic through print / audio visual media.

References :

- O.P. Bhatnagar : Education, Communication and Development
- Srinivas R.Melkote : Communication for Development in Third world Countries 24
- D V R Murthy, Development Journalism, What Next? Kanishka Publication, New Delhi, 2007
- Daniel Lerner & Wilbur Schramm, Communication and Changes in Developing Countries, 1972
- Mefalopoulos, Paulo; Development Communication Sourcebook, 2008
- Ila Virginia C. Ongkiko, Introduction to Development Communication, 2003
- Jan Servaes, Thomas Jacobson and Shirley White (eds), Participatory Communication for Social Change, Sage, 1996.
- Karin Gwinn Wilkins, Thomas Tufte, Rafael Obregon, The Handbook of Development Communication and Social Change, Wiley-Blackwell
- Linje Manyozo, Media, Communication & Development: Three Approaches, Sage, 2012
- Nair and Shirley White (eds), Perspectives on Development Communication, Sage, 1993
- Richard Peet and Elaine Hartwick, Theories of Development: Contentions, Arguments, Alternatives, 2nd Ed., Guilford Press, 2009
- K.N.Singh &S.N.Singh : Effective Media for Rural Audience
- P.R.R. Sinha : Communication and Rural Development
- B.Balaswamy : Communication for Sustainable Development
- J.B.Ambedkar : Communication and Rural Development

- L.Vinod Kumar : Rural Development in India
- Shyam Parmar : Traditional Folk Media in India
- R.K.Samanta : Development Communication for Agriculture.
- Alan Hancock : Technology transfer and Communication
- Journals : Kurukshetra, Village, Journal of Rural Development, Social Action

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SEMESTER : III

Total Marks : 100

Paper Code: MMR310T

PAPER – XI : COMMUNICATION RESEARCH

Learning Objective :

1. To understand the research process.
2. To know about various research methodologies.
3. To know about data collection process and analysis of data.
4. Knowledge about literature review, its importance and ways of doing.
5. To develop a research proposal for academic and professional purposes.
6. Hands on training of advanced software for research data analysis.

Course Outcome :

1. Complete understanding of research methodologies.
2. Understanding related to ethics of research.
3. Training on data analysis software help a student to work on professional projects.
4. Develop a complete Dissertation Project.

Syllabus :

Module 1 : The Concept and Constructs of Research : What is Research? Different Kinds of Research; How Communication Research is different from other Researches?

Module 2 : Approach to Communication Research : Different approaches to Communication Research; Different schools of Communication Research; Theories related to Communication Research

Module 3 : Tools of Communication Research : Survey, Opinion Poll; Sampling, Different Kinds of Sampling, Probability, non-probability; Questionnaire; Types of Questionnaires; Importance of Questionnaires; Coding; Effectiveness of Coding; Observation Method; Content Analysis; Case Studies

Module 4 : Statistical Tools for Communication Research : Mean, Median, Mode; Chi Square Test; SPSS

Module 5 : Operational Part of Communication Research : How to write a synopsis; Structuring a research study; Writing for mainstream media using research tools and methodologies.

References :

- Communication Research Methods, by Gerianne Merrigan, Carole L. Huston, Oxford University Press (2008)
- Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches, Arthur Asa Berger, Sage Publications
- Introducing Communication Research: Paths of Inquiry, by Donald Treadwell, Sage Publications
- Communication Research: Asking Questions, Finding Answers, by Joann Keyton, McGraw-Hill Higher Education

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Total Marks : 100

Paper Code: MMR343T

PAPER – XII : SCIENCE AND ENVIRONMENT JOURNALISM**Learning Objective :**

1. To impart the basic journalistic skills and techniques in science and environment journalism
2. To update their knowledge in various functional areas of science journalism and environment journalism like Science Communication and environment communication ,environment journalism , Science and environment News Reporting ,Writing
3. To familiarize the participants about the ethics of science journalism and environmental journalism.
4. To provide them hands-on experience in critical areas of science journalism and environmental journalism

Course Outcome :

1. Students will appreciate the digital landscape within which science journalism and environment journalism exists today by learning: blogging in science and environment journalism , how to get work (pitching and staying relevant), the value of social networks for science and environment journalism (sharing stories, finding stories, joining discussions and finding sources, digital strategies employed by major news organizations
2. Students will understand and appreciate the role science and environment journalism plays in society by examining how scientific issues are shaped and/or misconstrued by the public, the media, and industry in general.

Syllabus :

Module 1 : Science journalism in India : Introduction to science journalism – Definition & Concept, Science Communication and social Development, Scope and reach ,recent trend, emerging areas

Module 2 : Science Reporting : Science News –Form of science: print, radio and television-content sourcing, interview, science feature and articles special sections.

Module 3 : Different faces of Science Communication : Popular Science communication, Science communication in rural area, Science through folk culture, science and PR.

Module 4 : Environment Journalism in India : Definition, introduction, scope, need for environment journalism, future perspective

Module 5 : Various aspects of Environment Journalism : Characters, objective and famous environment journalist, modes and techniques for environment journalism, modern technologies and challenges, Global and national magazines on Environment Journalism

Module 6 : Environment Journalism : Environmental Issues on Print, Radio and Television, media and environmental conflicts, role of media in various environmental movements, environmental reporting or writing case reports

References :

- O.P. Jaggi: A Concise History of Science including Science in India.
- R. Sundara, Popular Science in Mass Media
- Elise Hancock: Ideas into Words: Mastering the Craft of Science Writing, Baltimore and London: Johns Hopkins, 2003.
- Agarwal, KM, Sikdar, PK & Deb, SC, A text book of environment, Macmillan Publications, 2002.
- Basu M. & Xavier, S., Fundamentals of environmental studies, Cambridge University Press, 2016.

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Total Marks : 100

Paper Code: MMR353T

PAPER – XII : SPORTS JOURNALISM

Learning Objective :

1. This course is specially prepared to introduce a career on sports journalism especially for the media students.
2. To open a new vista of journalism amid the growing competition in media fields.
3. To help the students to understand the basic differences between sports journalism and other types.

Course Outcome :

1. This course will help the students to learn the special techniques of writing and preparing reports on various sports.
2. It also will help the students to learn the fundamentals of sports journalism and high ethical standards and values.

Syllabus :

Module 1 : Basics of sports journalism : Introduction to sports journalism – Definition – Scope of sports journalism in India; Sports Journalism department in media house – structure and functions; Sports Editor – Role and functions; Coordination with other departments.

Module 2 : Impact of sports journalism : Social impact of sports journalism, Media influence; Sports page; Famous sports journalists – national and international; Impact of globalisation; Digitisation and tabloidization of sports journalism; International and national sports bodies (ICC, BCCI, IOC, NOC, FIFA, UEFA)

Module 3 : Sports journalism in print media : Sports coverage in print media; Writing the Intro and 5Ws, News story, Structure; Writing style - Headlines, Cross heads, Body Copy; Running reports, Condensed report, Delayed report, Inquest pieces; Sports features, Sports columns and opinions; Uses of still photography, Copyright; Famous sports magazines.

Module 4 : Broadcast sports journalism : Broadcast sports department, structure and functions; Writing of scripts and performing styles; Camera set ups in fields; Sports bulletins; Interviews, Outside broadcasts; Commentary; Special demand of broadcast journalism – growing trends; Famous sports anchors.

Module 5 : Online sports journalism : Online sports journalism – nature & scope; Official sports websites; Online writing style, Running reports on the web; Use of still, graphics, audio and video; Role of blogs, Role of Vox pops; Role of Wire and news agencies.

Module 6 : Ethical guidelines and regulations : Ethical guidelines and biasedness, Boosterism; Sports rights and access to sports events; Media outlook in India towards sports journalism; Manipulation, Gender and race division; Sports regulations - World Anti-Doping Agency (WADA), Cases; International Council of Arbitration for Sport (ICAS).

References :

- Sports Journalism: A Practical Guide – Phill Andrews, 1st edition, 2005. Sage Publications London.
- Sports Media: Reporting, Producing and Planning – Brad Scultz, 2nd Edition, 2006, Focal Press.
- Sports Journalism: Context and Issues – Raymond Boyle, 1st Edition, 2006, Sage London.
- Sports Journalism and Mass Media – Dr. Hoshiyar Singh, 2017 Edition, KSK Publishers

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Total Marks : 100

Paper Code: MMR363T

PAPER – XII : ENTERTAINMENT JOURNALISM

Learning Objective :

1. To introduce students to Culture industry.
2. To understand the different forms of entertainment media
3. Celebrity management
4. To learn to conceive and write on Entertainment shows

Course Outcome :

1. Familiarity with the world of entertainment
2. P.R. Skill development to handle celebrities
3. Use of electronic media in entertainment journalism
4. Writing for entertainment journals/magazines

Syllabus :

Module 1 : Understanding Popular Culture : Key concepts of Cultural Studies; Popular Culture and Mass Culture; Reading the codes of popular culture; Popular Culture and Folk Culture;

Understanding 'consumer' behavior; Entertainment as an industry

Module 2 : Understanding Celebrity – Star System : History and origin of Star System; Star and Society; Celebrity management; Interviewing a 'celebrity'/star; Researching; Writing celebrity news : Gossip and other show biz; Fashion and Lifestyle Management

Module 3 : Entertainment and Public Sphere : Reading 'public' trends; The production house – market equation; Understanding the language of cinema; Understanding the language of television / web; Performance as a form of entertainment; Understanding Workflow in a production; Marketing and advertising; Distribution

Module 4 : Entertainment journalism in audio visual media : Understanding the medium; How to pitch/conceive a show; Preparing the show USP keeping the target consumer in mind; Preparing the workflow management; Preparing a script; Show packaging

Module 5 : Entertainment journalism in new media : Globalization and new media; New media as a tool for social change; The role and power of social media -Case study of YouTube, Facebook, Twitter, Google as phenomenon; Show formats in Web Entertainment

Module 6 : Practical : The students will have to prepare three interview scripts with the same celebrity: An interview script/ questionnaire for a celebrity; A film review for a showbiz magazine; Review a television/ web performance for a social media site.

References :

- Avery, Robert K., and David Eason. *Critical Perspectives on Media and Society*. New York: Guilford P, 1991.
- Barnouw, Erik. *Tube of Plenty: The Evolution of American Television*. Rev. ed. New York: Oxford UP, 1982.
- Barthes, Roland. *Image-Music-Text*. Ed. Stephen Heath. London: Collins, 1977.
- Bennett, Andrew. *Popular Music and Youth Culture: Music, Identity and Place*. London: MacMillan, 2000.
- Bennett, Tony, ed. *Popular Fiction: Technology, Ideology, Production, Reading*. London: Routledge, 1990.
- Bennett, Tony, and Janet Woollacott. *Bond and Beyond: The Political Career of a Popular Hero*. New York: Methuen, 1987.
- Fiske, John, and J. Hartley. *Reading Television*. London: Methuen, 1978.
- Fiske, John. *Introduction to Communication Studies*. 2nd ed. London: Routledge, 1992. Fiske, John. *Reading the Popular*. Winchester: Unwin Hyman, 1989.
- Fiske, John. *Television Culture*. New York: Methuen, 1987.
- Fiske, John. *Understanding Popular Culture*. Winchester: Unwin Hyman, 1989.
- Williams, Raymond. *Culture*. Glasgow: Fontana Paperbacks, 1981.
- Williams, Raymond. *Keywords: A Vocabulary of Culture and Society*. Rev. ed. London: Fontana, 1988.
- Sen Amartya. *Does Culture Matter ? "Culture and Public Action"* Edited by Vijayendra Rao and Michael Walton
- Williams, Raymond. *Television: Technology and Cultural Form*. London: Collins, 1974.

- Cameron, Fiona and Sarah Kenderdin (Editors) Theorizing Digital Cultural Heritage: A Critical Discourse

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Total Marks : 100

Paper Code: MMR321T

SPECIALIZATION : MARKETING COMMUNICATION

PAPER – XIII : CONSUMER BEHAVIOUR AND MARKET RESEARCH

Learning Objective :

The basic objective of this course is to develop and understanding about the many aspects of consumer behaviour and its applications in marketing.

Course Outcome :

This course emphasizes an applied approach with practical applications that give students a basic understanding of the scope of marketing research by means of lectures, case studies, group discussions, seminars, games and research projects.

Syllabus :

Module 1 : Introduction to Consumer Behaviour; Consumer Behaviour and marketing Strategy, Methods of consumer research, Applications of consumer behaviour knowledge in marketing. Contributing disciplines and area like psychology, social psychology, economics, anthropology etc. Diversity of consumers and their behaviours. Profiling the consumer and understanding their needs. Market Segmentation.

Module 2 : Consumer Decision making process and decision-making roles Information Search Process; Evaluative criteria and decision rules. Consumer needs, theories of Motivation and their applications. Personality and self-concept. Theories of personality. Trait theory. Motivational Research. Perception. Thresholds of perception, Subliminal perception, Perceptual process dynamics. Perceptual mapping methods. Consumer imagery.

Module 3 : Psychographics and Lifestyle; Reference Group Influence, reference group, Endorsements and reference group influence. Culture, the concept meaning and measurement Content analysis. Values and beliefs, Rituals, Customs, Tradition, Symbol and influence in consumption. Consumer learning of culture, Consumer Socialization. Semiotics. Subcultures and Cross Culture, family, family life cycle and decision-making. Social Class, Diffusion of Innovation and Opinion Leadership.

Marketing, consumer behaviour and society. Consumer materialism, Consumer behaviour knowledge for public policy.

Module 4 : The nature of marketing research and its applications types of MR, decision making in marketing and the role of MR to provide relevant information. Marketing Information Systems and Decision Support Systems. The MR process and Research Design.

Module 5 : Sources of data, Primary and secondary sources. The sources of secondary data. Audits and panel data. Surveys and Experiments in marketing research. The experimental designs in MR.

Measurement in MR. Concept of scales and property of scales- reliability and validity. Design of questionnaires and Schedules. Specific type of measurement instruments, Qualitative research methods. FGDs, Depth interviews, Content analysis, Projective techniques, Observation and Physiological measures.

Module 6 : Sampling Sample size determination, sampling plans and methods Field work planning and control., Data analysis- Data Editing, Coding and tabulation. Data screening and purification., Tests of hypothesis- Uni and multi variate tests Z test, T test, Chi Square tests and ANOVA univariate and multi variate. Analysis of Experimental designs. Non parametric tests. Use of software SPSS.

References :

- Assael, H. Consumer Behaviour and marketing Action, Ohio, South Western, 1995
- Engle, J F etc. Consumer Behaviour, Chicago, Dryden Press.
- Howard, John A etc. Consumer Behaviour in marketing Englewood Cliffs, New Jersey, Prentice Hall Inc.
- Hawkins, D I etc. Consumer Behaviour Implications for Marketing Strategy. Texas, Business.
- Mowen, John C. Consumer Behaviour, New York, MacMillan.
- Schiffman, L G and Kanuk, L L Consumer Behaviour New Delhi, Prentice Hall of India.
- Tull, Donald S, Hawkins Del I, Marketing Research Measurement and Methods PHI.
- Malhothra Naresh, Marketing Research, PHI.
- Nargondkar, Marketing Research, TMH.

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Total Marks : 100

Paper Code: MMR331T

SPECIALIZATION : MARKETING COMMUNICATION

PAPER – XIV : CORPORATE COMMUNICATION AND CRISIS MANAGEMENT

Learning Objective :

1. To introduce the students with the principles, concepts and objectives of Corporate Communication and Crisis Management.
2. To acknowledge the students how to do the media handling and planning which are integral parts of successful Corporate Communication nowadays.
3. To teach the techniques of effective press release writing, issue releases and statements.

Course Outcome :

1. Learners will be able to write error free while making an optimum use of correct corporate vocabulary & grammar.

2. To distinguish among various levels of organizational communication and communication barriers while developing an understanding of communication as a process in an organization
3. To draft effective business correspondence with brevity and clarity

Syllabus :

Module 1 : Organisation, definition and nature, types; Organisational structure; Organisational Communication: nature, application, scope, relevance; Communication types, Group, Grapevine, Rumour, Network, etc; Analysis of communication.

Module 2 : Organisational culture, PR and Change Management, Organisational Development; Communication in the Indian industry; Communication audit as an evaluation and maintaining system; Concept of Quality, Quality circles, Total Quality Management, Six Sigma.

Module 3 : Corporate Communication, definition, need, functions; Elements of Corporate Communication: Corporate Philosophy, Corporate Culture, Corporate Identity, Citizenship and Philanthropy; Important concepts in Corporate Communication: Image Management, Direct Marketing, Network Marketing.

Module 4 : Corporate Social Responsibility–Concepts of Issue Analysis, Issue Management, Celebrity Endorsement; Corporate PR and Environmental analysis; Corporate PR in the Voluntary sector, Research and Evaluation in Corporate PR, Corporate PR ethics.

Module 5 : Tools of Corporate Communication - Desktop Publishing (DTP), Corporate Communication through websites, designing of website; Annual Reports: Budget, timing and general concepts, Essentials of designing a report; Types of leaflets, formal and informal invitations, Designing of leaflets, invitations, House journals, newsletters, brochures, pamphlets; Blogs, Pod casting, Chat rooms, Social networking sites, ITV; Impact of Citizen Journalism, Transparency on Corporate Communication practices, Case Studies.

Module 6 : Crisis Management, Definition; Crisis PR - Advance planning for Crisis Management; Crisis PR in digital environment, Corporate PR dossiers, Corporate Public Relations consultancies- Disseminating agencies of Public Information in Union Government and State Governments; Case studies.

References :

- Anne Gregory, Planning and Managing a Public Relations campaign: A step by Step guide, The institute of Public Realtions, London, Kogan Page 1999
- Corporate Communication:Principle, Techniques and Strategies, Kogan Page. 1997
- Scott M Cutli and Allen H Centre, Effective Public Relations, Prentice Hall, 1990
- Baldev Sahai, Public Relayions a Scientific Approach, Scope Publication, New Delhi
- D.S. Mehta, Handbook of Public Relation in India , Allied Publishers, New Delhi
- J.N. Kaul, Public Relations in India , Nyay Prakashan, Calcutta
- Frank Jefkins, Public Relations, Pitman Publishing , London
- Media Management; Kundra. S
- The power of Corporate Communication: Argenti, Paul, A & Forman , Janis

- Event Management: Lynn Van Der Wagem
- Corporate Communication: Joseph Fernandez
- Corporate: Paul A. Argenti
- Corporate Communication Concepts and Cases: Nagendra V Chowdhary
- Rogers & Aggarwala: Communication in Organisations
- W.Timothy Coombs: Ongoing crisis communication- Planning, managing and responding

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Total Marks : 75 (Th.) + 25 (Pr.)

Paper Code: MMR322T& MMR322P

SPECIALIZATION : DIGITAL VIDEO PRODUCTION _____

PAPER – XIII : AUDIO-VISUAL PRODUCTION & ONLINE PRODUCTION

Learning Objective :

1. To train students to handle any audio-visual production independently.
2. To train students with hands on skills with video camera.
3. To train for editing of video production.
4. To understand lighting techniques and camera handling for production.
5. To train students with sound editing software.
6. To learn multi camera set up.

Course Outcome :

1. Familiarity with the elements of video camera and techniques of their usage.
2. Skill acquisition of lighting and editing for video production.
3. Complete knowledge of Online tools for Production.
4. Skill acquisition on sound software.
5. Production with a video camera.
6. Complete knowledge of audio-visual production.

Syllabus :

Module 1 : CAMERA : Basic techniques of camera composition; Grouping of Visual Elements; Surface Division and Space Division; Basic Camera Techniques: Depth of Field, Aperture, Circle of Confusion, White Balance, etc; 5 C's of Cinematography; SD card, SDHC, and HDXC card; Bid depth and tonal balance; Different shot composition and Shot break down; Introduction of the HD Digital Camera; The Colour system in Digital video; Wave form Monitor, Vector scope reading; Digital Production Workflow.

Module 2 : SOUND : Introduction to sound recording; History of Sound recording; Evolution of Technologies and Techniques; Digital Recording Theory; Basic characteristics of sound waves and their interaction with the environment; Designing sound for different media including fiction and non-fiction

Module 3 : EDITING : Understanding Editing; Grammar of Edit; Transitions; Editing Theories; Concerns of an Editor; Editing Modes; Linear Editing; Non-linear Editing

Module 4 : ONLINE PRODUCTION : Introduction to Multi-media Production; Skills; Tools for Multi-media Journalism; Editing Audio and Video; Launching a Blog

PRACTICAL

Module 5 : Embedding Videos/Images; Inserting Images in a Post; Creating Podcasts; Using Social Media

Module 6 : Shooting Video with DSLR; Directing a multi-camera Shoot; Using Mobile Phone to shoot and edit; Operating Studio Equipment and Monitors

References :

- Cinematography: Theory and Practice: Image Making for Cinematographers and Directors by Blain Brown, Focal Press (2016)
- Motion Picture and Video Lighting by Blain Brown, Focal Press
- Television Production by Jim Owens and Gerald Millerson, Focal Press (2012)
- Visual Communication: Images with Messages by Paul Martin Lester
- Wadsworth Publishing Co Inc; (2002)
- About Looking (Vintage International) by John Berger, RHUS (1992)
- Ways of Seeing (Penguin Modern Classics) by John Berger, Penguin UK (2008)
- The Visual Story by Bruce Block, Focal Press
- How Video Works by Marcus Weise, Focal Press
- Film Art by David Brodwell and Kristin Thomson
- Picture Composition by Peter Ward, Focal Press
- Perception and Imaging by Richard D Zakia, Focal Press.
- Alkin, Glyn. 1996. Sound Recording and Reproduction. 3rd ed. Focal Press.
- Sound for picture, the art of sound design for film and tv (mix pro audio series), Tom Kenny. Artistpro, 2000.
- A thesis in editing and sound design. Gabriel Lamb. VDM Verlag, 2011.
- McCormick, Tim and Rumsey, Francis, Sound and recording: An introduction, Focal Press
- Altman, Rick, ed., Sound theory sound practice, Routledge
- The Art of Digital Audio by John Watkinson, Focal Press

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Total Marks : 50 (Th.) + 50 (Pr.)

Paper Code: MMR332T & MMR332P

SPECIALIZATION : DIGITAL VIDEO PRODUCTION _____

PAPER – XIV : AUDIO-VISUAL PRODUCTION & AUDIO-VISUAL SCRIPT WRITING

Learning Objective :

1. Students will be learning the advanced methods and technical facets of audio-visual production including camera, editing and sound.
2. To understand and describe and analyse elements in the production process.

Course Outcome :

1. Apply the principles of interpersonal communication in collaborative production work.

Syllabus :

Module 1 : CAMERA : Three-point lighting; Single light shooting techniques and Different Light Fixtures; Basic Lighting Techniques; Lighting for spot interview and reporting; Day for night; Studio lighting Techniques; Green Chroma lighting and shooting; Multi camera shooting workflow and practice.

Module 2 : EDITING : Editing exercises on Final cut Pro/Adobe premiere pro

Module 3 : SOUND : Audio Production Methods- Fiction and Non-Fiction; Components for audio production including microphones, mixtures and monitoring systems; Understanding different modes of recording; Sound in production – Location recording with different microphones (boom and lapels); Single System and Double System Recording; Digital recording; A/D and D/A conversion; Formats and media; Transmission systems and connections; Dubbing; Song recording and mixing; Understanding acoustic and digital instruments

AUDIO VISUAL SCRIPT WRITING

Module 4 : Fundamentals of narrative; Time and Space on Screen

Different areas of writing : 1) Film (Fiction and Non-fiction); 2) Television (News, Reality, Topical, etc.) Different formats of non-fiction writing; Documentary film – form and content; Research in documentary; Writing script for documentary

Module 5 : Structural study of a narrative – the five-point structure; Fundamentals of storytelling – Character, Plot and Action; Plot and scene constructions in a film (short and feature); Basic rules and structure of screenplay writing; Writing dialogues; Character building; Conflict and resolution; Writing a treatment note; Preparing a mood board; How to pitch a fiction film project

PROJECTS (PRACTICAL)

Module 6 : Making of audio-visual programme; TV interview exercise (Live & Recorded); News reading and anchoring exercises; Spot reporting: PTC; Commercials of Social Campaign; News Package (3 minutes)

References :

- Cinematography: Theory and Practice: Image Making for Cinematographers and Directors by Blain Brown, Focal Press (2016)
- Motion Picture and Video Lighting by Blain Brown, Focal Press
- Television Production by Jim Owens and Gerald Millerson, Focal Press (2012)
- Visual Communication: Images with Messages by Paul Martin Lester
- Wadsworth Publishing Co Inc; (2002)
- About Looking (Vintage International) by John Berger, RHUS (1992)
- Ways of Seeing (Penguin Modern Classics) by John Berger, Penguin UK (2008)
- The Visual Story by Bruce Block, Focal Press
- How Video Works by Marcus Weise, Focal Press

- Film Art by David Brodwell and Kristin Thomson
- Picture Composition by Peter Ward, Focal Press
- Perception and Imaging by Richard D Zakia, Focal Press.
- Alkin, Glyn. 1996. Sound Recording and Reproduction. 3rd ed. Focal Press.
- Sound for picture, the art of sound design for film and tv (mix pro audio series), Tom Kenny. Artistpro, 2000.
- A thesis in editing and sound design. Gabriel Lamb. VDM Verlag, 2011.
- McCormick, Tim and Rumsey, Francis, Sound and recording: An introduction, Focal Press
- Altman, Rick, ed., Sound theory sound practice, Routledge
- The Art of Digital Audio by John Watkinson, Focal Press

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SEMESTER : IV

Total Marks : 100

Paper Code: MMR410T

PAPER – XV : MEDIA MANAGEMENT

Learning Objective :

1. To understand the ownership pattern of different media organizations.
2. The organizational and economic structures of the major electronic media.
3. Basic knowledge of marketing.
4. Programming methods and strategies used in media industries.
5. Convergence, new technologies and their impact on different media landscape.
6. Legal, ethical and other regulatory challenges faced by the media industries.
7. Analysis of models related to management.

Course Outcome :

1. Complete knowledge of media industry.
2. Understanding of ownership pattern.
3. In depth knowledge related to media economics.

Syllabus :

Module 1 : Management – Definition, nature, principles; Organisational hierarchy and functions of different departments of print, audio visual and broadcast media; General management, finance, circulation, advertising, personnel management, production sections.

Module 2 : Media as an industry and profession; Ownership patterns; Editorial management; DAVP; Apex bodies – INS, ABC, Editors Guild of India, NBA, BCCC, IBF, MRUC, INS, IRS, TRAI; FDI in Indian media; Launching media ventures - Policy formulation, planning and control; Problems and solutions.

Module 3 : Economics of print, audio visual, broadcast, film and digital media; Different metrics of management, business, legal and financial aspects; Budgeting - capital costs, production costs, commercial, advertising and sales strategy, competition and survival; Changing business models for media.

Module 4 : Planning and execution of broadcast programme production; Production terms, control practices, procedures; Operations, production schedule, evaluation, Taxation and labour laws; PR for media business and audience.

Module 5 : Administration in media – scheduling, transmitting, record keeping, quality control and cost-effective techniques; Employee / employer relationship; Customer relationship; Marketing strategies – Brand promotion, space/time, reach, market survey techniques; Media research in India.

Module 6 : Concept of Entrepreneurship; Characteristics of Entrepreneurs; Media Entrepreneurship; Media Entrepreneurial Scenario in India; Case studies, Problems and solutions.

References :

- Media Management, by B. K. Chaturvedi, Global Vision Publishing House (2014)
- The Indian Media Business, by Vanita Kohli-Khandekar, Sage Publications India Private Limited
- Media and Communication Management, by C. S. Rayudu, Himalaya Publishing House
- News Media Management, by P.K. Ravindranath, Authors Press
- Production Management for TV and Film: The professional's guide, by Linda Stradling, A&C Black (2010)
- Management of Electronic Media (Wadsworth Series in Broadcast and Production), by Alan B. Albarran, Wadsworth Publishing Co Inc
- Christina Spurgeon, (2007): Advertising and New Media, Routledge, Taylor & Francis Group, London and New York
- CII-PWC Report
- FICCI-KPMG Report

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Total Marks : 100

Paper Code: MMR421T

SPECIALIZATION : MARKETING COMMUNICATION

PAPER – XVII : BRANDING AND BRAND MANAGEMENT

Learning Objective :

The primary purpose is to familiarize students with the basic concepts and principles of effective brand management and corporate communication.

1. To be able to explain the importance, functions and elements of brand management.
2. To be able to explain the importance of corporate communication in Private and Public Sectors.
3. Practice techniques of professional communications and networking through course discussions.

Course Outcome :

1. Students will have a complete idea about managing and conceptualizing brands.
2. Define the main concepts and explain the purpose of branding.
3. Describe the process and methods of brand management, including how to establish brand identity and build brand equity.

4. Formulate effective branding strategies for both consumer and business products/services with the insights from marketing intelligence/analytics and understanding of social/digital media.

Syllabus :

Module 1 : Understanding Brand, Describe the characteristics of a brand, Define the main concepts of branding, Explain the purpose of branding, examine brand concepts in real-life setting by articulating the context of and the rationale for the application, Branding practices, Brand Manager concept.

Module 2 : Developing Brand, process and methods of developing brand elements, brand associations, Brand Personality, Brand Image, brand identity, Brand Positioning, Brand Equity, brand awareness, Value addition from Branding. Brand-customer Relationships, Brand Loyalty and Customer loyalty.

Module 3 : Managing Brands; Brand Creation, Brand Extensions Brand-product Relationships, important factors in conception and various stages of growth and maturity of brands, process and methods of measuring brand performance, Interpret basic quantitative and qualitative brand performance data. Brand evaluation plan.

Module 4 : Managing brand, Brand Portfolio, brands going international, Assessment of Brands through Research, Brand Portfolio, brands going international, Assessment of Brands through Research.

Module 5 : Financial Aspects of brands, Branding in Different Sectors: customer, Industrial, Retail and Service Brands.

Module 6 : Projects

Note: List of cases and specific references will be announced in the class.

References :

- Diamond Allen, Fashion Retailing, Delmar.
- Diamond jay and Gerald Pintel Retailing, Prentice Hall.
- Drake, Mary Francis, J H Spooone and H Greenwald Retail fashion, Promotion, and Advertising, Macmillan.
- Levy, Michael & Barton A. Weitz retailing management, 2nd ed. Irwin.
- Morgenstein, Melvin and Harriat Strongin Modern Retailing Prentice hall.

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Total Marks : 100

Paper Code: MMR431T

SPECIALIZATION : MARKETING COMMUNICATION

PAPER – XVIII : DIGITAL MEDIA MARKETING

Learning Objective :

1. To provide students with the knowledge about business advantages of the digital marketing and its importance for marketing success.
2. To acknowledge them how to develop a digital marketing plan, to make SWOT analysis, to define

target group and to get introduced to various digital channels, their advantages and ways of integration.

3. To help the learners to integrate different digital media and create marketing content; how to optimize Web site and SEO optimizations, etc.

Course Outcome :

1. The course will help the students to measure effects of digital marketing and getting insight of future trends.
2. The skills and competences learnt through this course will help future managers in forming digital marketing plan in order to manage a digital marketing performance efficiently.

Syllabus :

Module 1 : Introduction of the Digital media marketing, Definition, nature and scope; Difference between Digital vs Real Marketing; Digital Marketing Channels; Creating initial digital marketing plan - Content management, SWOT analysis, Target group analysis.

Module 2 : Customer Relationship Management, Definition, nature and scope; Different CRM platforms; CRM models; Market research, Audience research, Research tools, USP.

Module 3 : E-mail marketing – Definition, nature and scope; E-mail marketing plan, campaigns and analysis; Keeping up with conversions, case studies.

Module 4 : Budgeting – Definition, need, types; Digital Marketing Budgeting – nature and scope; Resource planning; Cost estimating, Cost budgeting, Cost control; Paid advertisements – nature, uses and scope, case studies.

Module 5 : SEO Optimization, Importance in Digital Marketing; Writing the SEO content; Google AdWords- creating accounts, Google AdWords- types and uses; Mobile marketing – SMS marketing; Affiliate marketing, Blogging, Freelancing.

Module 6 : Web analytics: definition, nature and scope in digital marketing; Web analytics – levels; Social Media Marketing, Uses of Facebook, Instagram, LinkedIn and YouTube in Digital Marketing; Business opportunities and analysis in social media.

References :

- Digital Marketing for Dummies; By Ryan Deiss and Russ Hennesberry, 2017
- Don't Make Me Think Revisited: A Common-Sense Approach to Web Usability by Steve Krug
- Google AdWords for Beginners: A Do-It-Yourself Guide to PPC Advertising by Cory Rabazinsky, 2015
- Introduction to Programmatic Advertising by Dominik Kosorin, 2016
- Blogging: A Practical Guide to Plan Your Blog: Start Your Profitable Home-Based Business with a Successful Blog by Jo and Dale Reardon, 2015
- Email Persuasion: By Ian Brodie, 2013
- Social Media Marketing All-In-One for Dummies by Jan Zimmerman and Deborah Ng, 2017
- The Webinar Way: The Single Most Effective Way to Promote Your Services, Drive Leads & Sell a Ton of Product by Sherri Rose, 2012

- The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyers Directly 1st Edition by David Meerman Scott
- Marketing 4.0: When Online Meets Offline, Style Meets Substance, and Machine-to-Machine Meets Human-to-Human - by Philip Kotler, Hermawan Kartajaya, Iwan Setiawan

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Total Marks : 75 (Th.) + 25 (Pr.)

Paper Code: MMR422T & MMR422J

SPECIALIZATION : DIGITAL VIDEO PRODUCTION

PAPER – XVII : PRODUCTION DESIGN AND MANAGEMENT & TELEVISION COMMERCIAL PROJECT

Learning Objective :

The course will train the students :

1. To handle any audio-visual production independently.
2. To understand elements in the production process.
3. To pitch a project and understand its market viability.

Course Outcome :

After successful completion of the course, the students will be able:

1. To understand brand positioning.
2. To develop an understanding of the world of advertising
3. To develop an understanding of the Types & Uses of television commercials.
4. To understand consumer psychology

Syllabus :

Module 1 : Overview of Production; Understanding the process of pre-production; Introduction to different audio-visual formats; Production ethics and media laws; Guild management; Branding and Pitching a project; Logline, slug line and treatment note.

Module 2 : Introduction to pre-production process; Script analysis and break down; Master sheet and schedule making; Preparing continuity sheet and production requisitions; Location recce and permissions; Preparing a shooting unit; Budget making.

Module 3 : Shooting schedule; Floor plan; Actor/Celebrity Management; Payment process and gateways; Managing post production process; Studio infrastructure; Understanding out formats of any audio-visual project.

Module 4 : Publicity design of an audio-visual product; Marketing policy of a film; Cross media promotions and in-film branding; Film distribution system and policy; Exploring national and international Film Festivals.

Module 5 : The work flow of an Advertising agency; Copywriting and logo design; Brand ambassador and Brand personality; Shot break down and Story boarding; Understanding colour palette; Media planning and market delivery.

Module 6 : Practical Projects :

1. The students will have to prepare the Production lay out of an audio-visual project. The presentation will include:
Logline; Synopsis and slug line; Treatment note; Budget; SWOT analysis; Marketing policy; Distribution and media planning.
2. The students will shoot, edit and produce a professional TVC of any brand. The brand may be new/existing in the market but the idea should be original. (60 sec duration)

References :

- About Looking (Vintage International) by John Berger, RHUS (1992)
- Ways of Seeing (Penguin Modern Classics) by John Berger, Penguin UK (2008)
- Television Production by Jim Owens and Gerald Millerson, Focal Press (2012)
- Visual Communication: Images with Messages by Paul Martin Lester
- The documentary film book. Basingstoke: Palgrave Macmillan on behalf of the British Film Institute 2013.
- Bordwell D, Thompson K. Film art: an introduction. Tenth edition, McGraw-Hill international edition. New York: McGraw-Hill 2013.
- Millerson G. Video production handbook. 3rd ed. Oxford: Focal 2001.
- Belavadi, Vasuki. (2013) Video Production, India: Oxford university Press.
- Edgar, Robert. (2015) The language of Film. Bloomsbury: London.
- Hayward, Susan. (2018) Cinema Studies: The Key Concepts. London and New York: Routledge.
- Monaco, James. (1977) How to Read a Film. Oxford University Press.
- Sikov, ed. (2010) Film studies and production. New York: Columbia university press.

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Total Marks : 100

Paper Code: MMR432J

SPECIALIZATION : DIGITAL VIDEO PRODUCTION _____

PAPER – XVIII : FINAL FILM PROJECT (FICTION/NON-FICTION)

Learning Objective and Course Outcome :

1. The purpose of this course is to help students understand filmmaking as a tool to communicate a message.
2. They will learn how to properly operate and maintain the equipment (camcorders, microphones, etc.) as well as the basics of non-linear video editing.
3. Basic filmmaking principles (rule of thirds, headroom, establishing shots, camera angles & techniques, storyboarding, scriptwriting and screenplay development) will be taught.
4. Students will collaborate in groups or individually to complete the project/s.
5. For this, students will prepare a storyboard, write a screenplay, and direct and produce a short film (Fiction/Non-Fiction) of (8- 10 minutes) duration.

Course Description :

Students will go through the following stages of production:

1. Conceptualize an idea
2. Prepare a script
3. Prepare a production plan
4. Shoot the film.
5. Complete the post-production including editing and sound design.

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Total Marks : 100

Paper Code: MMR440J

PAPER – XVI : DISSERTATION**Learning Objective :**

The course aims to develop an understanding of the processes and skills required to undertake a supervised research project and to write this up as dissertation.

The course objectives are:

1. To enable the students to develop research skills commensurate with the accomplishment of the degree.
2. To enable the students to produce a coherent and logically argued piece of writing that demonstrates competence in research.
3. To enable the students to address issues of research design, methodology, ethics and theoretical arguments.
4. To enable the students to apply the knowledge about research design and methods that they have gained from the taught components to develop their dissertation project.
5. To enable the students to develop skills in independent inquiry.

Course Outcome :

After successful completion of the course, the students will be able to:

1. Identify and refine an appropriate research question.
2. Apply principles of research design to the question, and select an appropriate methodology.
3. Design and manage a piece of original dissertation project.
4. Synthesize knowledge and skills previously gained and apply these to an in-depth study
5. Establish links between theory and methods within the field of study.
6. Present the findings in an appropriate written format.

Course Description :

The aim of this course is to enable students to develop an understanding and obtain practical experience of the research process and research skills required to undertake a supervised research project. Students will be required to identify relevant information on a topic and critically review the research of others.

The course aims to give the students the confidence to undertake an original piece of work and to

apply the knowledge about research design and methods they have gained from the taught components to their dissertation project, with the support and guidance of dissertation supervisor. Lectures and learning materials will be used to outline what is expected from students and to help them develop their research question and proposal ensuring that all projects comply with both ethics and degree requirements.

One-to-one supervision sessions will provide a formal process of support to the students throughout the project.

At the end of the semester students will submit a dissertation project under the mentorship of a supervisor. Students are free to choose any topic related to mass communication in consultation with their allotted supervisor.

Course Requirements :

- **Research Proposal:** Each student must prepare a document proposing a specific plan for the dissertation project undertaken. This document is expected to make a convincing case that the proposed research is likely to make an original contribution to the domain of knowledge, is of relevance to be worthy of pursuit, and is feasible given the student's skills, time constraints, and available resources. The topic of the dissertation project is to be determined by the student in consultation with the supervisor. The topic must formally be approved by the concerned supervisor.
- **Final Submission:** APA style needs to be used for the final write-up to the dissertation. The final submission needs to be duly approved by the concerned supervisor and Dean. Ethical standards need to be followed. Plagiarism checking will be done by the University before taking the final submission. All ideas and quotations that are borrowed from any source must be acknowledged; at a minimum, the student/s should give the name of the author, the title of the text cited, and the page number(s) of the citation. The only exception to this requirement would involve what is familiar and commonly held (e.g., the fact that the earth is round).

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