



St. Xavier's University, Kolkata

SYLLABUS FOR BA MASS COMM.

Action Area IIIB
New Town, Kolkata – 700160
West Bengal, India
Email : enquiry@sxuk.edu.in
Website : www.sxuk.edu.in
Tel : 033-66249815

Sem	Paper Code	Course Title	Full Mar ks	Pass Mar ks	CIA MARKS			End Sem Mar ks	Cred its
					WT	O	AT T		
I	BSHRCC110T	Introduction to Communication	100	40	10	5	5	80	6
	BSHRCC120T	Print Journalism	75	30	8	4	3	60	6
	BSHRCC120P	Print Journalism Practical	25	10	4		1	20	
	BSHRGE130T	Integrated Marketing Communication	100	40	10	5	5	80	6
	BSHRAE140T	English Communication-I	50	20	5	2.5	2.5	40	1
	BSHRAE150T	Environmental Studies -I	50	20	5	2.5	2.5	40	1
	BSHRFN160A	Foundation Course-I *	50	15	-			50	1
TOTAL			450	TOTAL					21
II	BSHRCC210T	Advertising	100	40	10	5	5	80	6
	BSHRCC220T	Radio & T.V Journalism	75	30	8	4	3	60	6
	BSHRCC220P	Radio & T.V Journalism Practical	25	10	4		1	20	
	BSHRGE230T	Indian Polity	100	40	10	5	5	80	6
	BSHRAE240T	English Communication - II	50	20	5	2.5	2.5	40	1
	BSHRAE250T	Environmental Studies -II	50	20	5	2.5	2.5	40	1
	BSHRFN260A	Foundation Course-II*	50	15	-			50	1
TOTAL			450	TOTAL					21
III	BSHRCC310T	Media History, Laws & Ethics	100	40	10	5	5	80	6
	BSHRCC320T	Public Relations	100	40	10	5	5	80	6
	BSHRCC330T	New Media	75	30	8	4	3	60	6
	BSHRCC330P	New Media Practical	25	10	4		1	20	
	BSHRGE340T	International Communication	100	40	10	5	5	80	6
	BSHRSE350T	Still photography	50	20	5	2.5	2.5	40	2

	BSHRSE350P	Still photography Practical	50	20	7.5		2.5	40	
TOTAL			500	TOTAL					26
IV	BSHRCC410T	Film Studies	100	40	10	5	5	80	6
	BSHRCC420T	Audio Visual Production	50	20	10	–	–	40	6
	BSHRCC420P	Audio Visual Production Practical	50	20	–	5	5	40	
	BSHRCC430T	Development Communication	100	40	10	5	5	80	6
	BSHRGE440T	Scripting for Audio Visual Media	50	20	10	–	–	40	2
	BSHRGE440P	Scripting for Audio Visual Media Practical	50	20	–	5	5	40	
	BSHRSE450T	Media Economics	100	40	10	5	5	80	6
TOTAL			500	TOTAL					26
V	BSHRCC510T	Communication Research & Theories	100	40	10	5	5	80	6
	BSHRCC520T	Media Management	100	40	10	5	5	80	6
	BSHRDS531T	Radio Production	75	30	8	4	3	60	6
	BSHRDS531P	Radio Production Practical	25	10	4		1	20	
	BSHRDS532T	Television Production	75	30	8	4	3	60	6
	BSHRDS532P	Television Production Practical	25	10	4		1	20	
	BSHRDS533T	Brand Management & corporate Communication	100	40	10	5	5	80	6
TOTAL			400	TOTAL					24

(3)

Sem	Paper Code	Course Title	Full Marks	Pass Marks	CIA MARKS			End Sem Marks	Credits
					WT	O	AT T		
VI	BSHRCC610T	Advanced New Media	75	30	8	4	3	60	6
	BSHRCC610P	Advanced New Media Practical	25	10	4		1	20	

	BSHRCC620J	Dissertation	100	40	–	20		80	6
	BSHRDS631T	Media and Human Rights	100	40	10	5	5	80	6
	BSHRDS632T	Event Management	100	40	10	5	5	80	6
	BSHRDS633T	Graphic Design	50	20	10	–	–	40	6
	BSHRDS633P	Graphic Design Practical	50	20	–	5	5	40	
TOTAL			400	TOTAL					24

ACRONYMS (AS APPLICABLE) :

CC = Core Course

GE = Generic Elective

AE = Ability Enhancement Compulsory

Course AC = Additional Compulsory Course

SE = Skill Enhancement Elective Course DS =

Discipline Specific Elective

options from the above three

T = Theory

P = Practical

WT = Written test

A = Assignment

ATT = Attendance

O = Others (Seminar, Assignment, etc.) J = Project

V = Viva voce

Option 1 Option 2 Option 3

Students will choose any two

PAPER CODE ILLUSTRATION

Mass Comm Semester no. Optional Paper no.

(If any)

Bachelor Honours Regular Core Course Paper

no.

B S H R C C 5 1 0 T

Theory

Signature Signature Controller of Examinations, Head of the Department (with Date) Dean (with Date) St. Xavier's University, Kolkata

(4)

SEMESTER : I

Total Marks : 100 Paper Code: BSHRCC110T

PAPER – I : INTRODUCTION TO COMMUNICATION

Course Objectives :

1. Understanding of the basic factors affecting mass communication and mass media 2.
- Understanding of society's impact on the media and the media's impact on individuals and society
3. Development of analytical and critical thinking skills concerning the mass media and mass media messages
4. Understanding of media output as expressions of individual and societal values within technical, economic, historical and social contexts
5. Expansion of students' depth and scope of media use and understanding.

Course Learning Outcomes :

1. Critically analyse and discuss media message content.
2. Identify economic and cultural influences affecting mass media messages. 3. Develop an increased understanding and awareness of media influences on perceptions of multiculturalism and diversity.
4. Understand the evolving roles of social media messages on politics, behavior, and culture. 5. Understand the characteristics of contemporary mass media, including the influence and roles of media history, media law and ethics, governmental regulation, and evolving technology

Syllabus :

Module 1 : News & current affair analysis from Print Media.

Module 2 : News & current affair analysis from Audio –Visual Media.

Module 3 : Communication: Definition and functions; Types of Communication, Means of Communication, Processes of Communication, Elements and Components of Communication, Scope of Communication, Seven C's of Communication, Barriers.

Module 4 : Media-Society Theories: Mass Society, Mass Culture and Mass Audience; Normative theories, Functionalism, Critical Political Economy, Marxism, Personal Influence Theory, Spiral of silence theory, Frankfurt School of Communication, Information Society, Mass Media in India.

Module 5 : Communication models: Laswell's model; ShannonWeaver's Mathematical model; Wilbur Schramm's model; David Berlo's model; Newcomb's model; Westley McLean's model; George Gerbner's model; Media Dependency model; McCombs and Shaw's Agenda Setting model; Chomsky-Herman's Propaganda model;

Module 6 : Development Communication and Diffusion of Innovation; Dominant Paradigm; Uses & Gratification; Globalization and Mass Media.

(5)

Reading / Reference Lists :

- Mass Communication Theory – Dennis MaQuail
- Mass Communication & Journalism in India – D.S. Mehta
- Mass Communication in India – Keval J. Kumar
- Mass Communication – Carter Martin D.
- Mass Communication Theory – Stanley J. Baren & Dennis K. Davis
- Mass Communication Effects: Joseph Klapper
- Many Voices One World: Report of the McBride Commission
- Mass Communication: Rowland Lorimer 7
- Understanding Mass Communication: Melvin DeFleur
- Development Communication: Uma Narula
- Electronic Media and Communication Research Methods: G.K. Parthasarathi ----

----- × -----

Total Marks : 100 Paper Code: BSHRCC120T

PAPER – II : PRINT JOURNALISM

Course Objectives :

1. To create in the student an awareness of the basic theories and concepts related to communication and to give them basic training in writing for the newspaper.
2. To introduce mass media and their characteristics to students.
3. To familiarize them with the history and fundamentals of print media.
4. To familiarize them with the characteristics of print media content and set a stepping stone for the student to be a print media professional.
5. Students will acquire advanced print media skills like, editing, design, layout and production. To provide the students hands on-skills in reporting..

Course Learning Outcomes :

Students will develop:

1. A broad-based notion of the theories related to Communication.
2. Knowledge of the history of the media.
3. Knowledge of the fundamentals of media writing.
4. The skill, by practice, of writing editorial, features, reviews and the like.
5. Enhance the reporting and editing skills of the students so that they become proficient in news gathering techniques.
6. Students' skills in writing news and feature stories, OPED articles and editorials will be fine tuned.

(6)

Syllabus :

Module 1 : Understanding News: Definition and News Values; Elements of News; Objectivity in news reporting and editing; Sources of news; Hard and soft news; news vs story;

Guidelines to write news

Module 2 : Basics of news writing: Lead and Intro; Different types of leads; Headlines and different types; Print Line and Date Line; Body; Inverted pyramid structure; Narrative journalism: concept and practice, relevance; Different types of reporting.

Module 3 : News Agencies: Definition and functions; Agency copy, relevance; Brief history and functions of different news agencies PTI, UNI, Reuters, AFP, AP, DPA, ITAR TASS, Xinhua, APP.

Module 4 : Editorials; Features; Columns; Graphics; Cartoons; modern trend; Challenges for print journalism in India; Departments of print media.

Module 5 : Study of the existing major English and Vernacular newspapers of India: Times of India, The Telegraph, The Indian Express, The Hindu, The Tribune, The Hindustan Times, Anandabazar Patrika, Ei Samay, Dainik Bhaskar, Dainik Jagran, Sanmarg

Module 6 : Magazine journalism, Types of magazine, reporting style; study of the existing major English and vernacular magazines of India– Frontline, India Today, Outlook, The Week, Filmfare, Stardust, Malayala Manorama, Desh, Anandalok, Anandamela.

Practical :

1. News Writing and editing from a given piece of information
2. Preparing dummies of newspaper and magazine pages using page designing software.

Reading / Reference Lists :

- Kumar, Keval J. (2013) *Mass Communication in India*. Jaico Pub. House. Mumbai • Wainwright, David. (1982.) *Journalism Made Simple*. W.H. Allen. London • Kamath, M. V. (1980). *Professional Journalism*. Vikas Pub. House. New Delhi • Teel, Leonard Ray. (1983). *Into the Newsroom*. Prentice-Hall.
- Hohenberg, J. (1983). *The Professional Journalist*. Holt, Rinehart, and Winston. New York • Shrivastava, K. M. (2003). *News Reporting & Editing*. Sterling Publishers. New Delhi • Ward, Hiley H. (1985). *Professional Newswriting*. Cengage Learning.
- Kiphann, Helmut. (2001). *Handbook of Print Media: Technologies and Production Methods*. Springer.

----- × -----

Total Marks : 50 Paper Code: BSHRAE140T

PAPER – III : ENGLISH COMMUNICATION – I

Course Objectives :

1. To provide students theoretical and practical inputs about editing for all forms of media writing.
2. Students will be expected to do reporting practical and writing assignments.

(7)

3. The objective is to enable the students to acquire proficiency, both in spoken (oral) and written language.
4. To develop students' basic communication skills in the context that they will most need those

skills in the professional world.

Course Learning Outcomes :

1. Students will be expected to learn how to write Features, Op-eds, Middles and Editorials.
2. Students will be able to develop: comprehension skills, improve vocabulary, use proper grammar, acquire writing skills, correspond with others and Enhance skills in spoken English.

Syllabus :

Module 1 : Grammatical Focus : Grammatical & Structural aspects covering Parts of Speech, Tense, Voice, Clause, Preposition, Degrees of Comparison, Synonyms & Antonyms, etc; Identifying & Analysing Grammatical Errors including errors in Spelling & Punctuation, Words often Confused; One-word substitution; Phrases; Idioms.

Module 2 : Reading: Vocabulary Building; Comprehension; Interpretation; Summarising. **Module 3 : Writing:** Letter Writing – Formal, Informal; report writing; Paragraph Writing, Precise Writing, Essay Writing, proof checking, summary writing.

Reading / Reference Lists :

- Leo Jones, Richard Alexander: New International Business English (Communication Skills in English for Business Purposes), Cambridge University Press
- NCERT, Knowing about English – A Book of Grammar & Phonology
- NCERT, Working with English – A Workbook,
- A.E. Augustine & K.V. Joseph : Macmillan Grammar – A Handbook, Macmillan •
- Krishna Mohan & N.P. Singh : Speaking English Effectively, Macmillan
- N. Gupta (Ed.) : English for All, Macmillan
- K. Mohan & M. Banerjee : Developing Communication Skills, Macmillan ----

----- × -----

Total Marks : 100 Paper Code: BSHRAE150T

PAPER – IV : ENVIRONMENTAL STUDIES I

Course Objectives :

1. This course is aimed at imparting the values of environmental conservation and to create awareness about sustainable development and management of environmental hazards.
2. To make the young citizens of the earth aware of environment issues.
3. To be able to learn about managing environmental hazards.
4. To study about organisms, plants and animals and their relationship or interdependence on other living and non-living environment.

(8)

Course Learning Outcomes :

1. Understand concepts and methods from ecological and physical sciences and their application in environmental problem solving.

2. Understand concepts and methods from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.
3. Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
4. Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.

Syllabus :

Module 1 : Introduction to EVs, scope & importance, need for the study, concept of sustainability & sustainable development

Module 2 : Ecosystem, forest ecosystem, dessert ecosystem, aquatic ecosystem, grassland ecosystem.

Module 3 : Bio diversity, India as a mega bio diversity nation, threats to bio diversity, natural reserves, and POSCO, ecosystem & biodiversity services: ecological, economic, social, ethical and aesthetic.

Module 4 : Environmental pollution: types, causes, effects& control for AIR, water, soil & noise pollution, climate change, solid waste management, Pollution tragedies.

Reading / Reference Lists :

- Agarwal, KM, Sikdar, PK & Deb, SC, A text book of environment, Macmillan Publications, 2002.
- Odum, EP, Odum, HT & Andrews, J. 1971. Fundamentals of ecology. Phil;Adelphia: Saunders.
- Richard T Wright, Environmental Science: Towards a Sustainable Future, Prentice Hall Inc., 2008.
- Basu M. & Xavier, S., Fundamentals of environmental studies, Cambridge University Press, 2016.
- Mitra, A.K & Chakraborty, R., Introduction to environmental studies, Book Syndicate, 2016.

----- × -----

Total Marks : 100 Paper Code: BSHRGE130T

PAPER – V : INTEGRATED MARKETING COMMUNICATION

Course Objectives :

1. To introduce the new concept of Integrated Marketing Communications and its role in the marketing mix.
2. To teach the strategies of Integrated Marketing Communications.
3. The theoretical and structural models of integrated marketing communications aim to equip students with the tools necessary to create a coherent and fully integrated promotional campaign.
4. The global nature of advertising and marketing is given due consideration, thus allowing students to incorporate a series of culturally-driven elements and factors, thus gaining in the

(9)

process a far better understanding of how and why these factors need to be taken into consideration when selling a product, a service or a media/culturally driven production

Course Learning Outcomes :

1. To develop their copywriting skills and increase their mastery of storytelling as applied in a marketing context.
2. Demonstrate their understanding of how the communication component plays a vital role in the conceptualization, development and ultimate success of a marketing campaign by describing and critically evaluating previous campaigns and applying theories to concrete cases.
3. Demonstrate their knowledge of how the overall strategy powerfully orients the tactics used throughout a given campaign.
4. Gain an appreciation of how different media and platforms orient and impact the communication process.

Syllabus :

Module 1 : An overview of Integrated Marketing Communications : Aims and objectives, The changing nature and role of marketing communications, A brief historical perspective, The background to marketing communications, The growth of marketing communications, Blurring of the edges of the tools of marketing communications.

Module 2 : Understanding the marketplace: Aims and objectives, the dimensions of consumer and organizational buying behaviour, the consumer market, Targeting, Positioning, and Understanding consumer behaviour, the contribution of market research.

Module 3 : The Marketing Mix and IMC: Interrelation of the business plan, marketing plan and marketing communication strategy, Interrelation of product mix, distribution mix, and price mix elements affect marketing communications

Module 4 : Product and service strategies: Aims and objectives, Managing products and services over the life cycle, Branding definitions, Strategic importance of branding, Strategic brand building, The roles of marketing communications in branding.

Module 5 : Tools of IMC, Advertising, Public Relation, sales promotion, direct marketing, corporate communication, sponsorship & product placement

Module 6 : Future developments in marketing communications: Aims and objectives, Changes in the broad environment, the impact on the marketing function, the changing face of the communications industry.

Reading / Reference Lists :

- Integrated Marketing Communications by Tony Yeshin.
- Marketing Communications by John Burnett & Sandra Moriarty.
- What's in a Brand? By John Philip Jones
- The Principles of Advertising and Imc by Tom Duncan, The McGraw-Hill • Integrated Advertising, Promotion, and Marketing Communications by Kenneth E Clow. • Integrated Advertising, Promotion and Marketing Communications by Kenneth E Clow & Donald E Baack

----- × -----

(10)

SEMESTER : II

Total Marks : 100 Paper Code: BSHRCC210T

PAPER – VI : ADVERTISING

Course Objectives :

1. To know the principles of Advertising.
2. To study the evolution of Advertising as a discipline.
3. Introduce students to the main subfields and basic modern concepts/ideas, theoretical models, empirical instruments and data sources in Advertising.
4. Encourage further interest in advertising studies
5. Develop professional communicative competence

Course Learning Outcomes :

1. Creating Advertisements for various media.
2. The students are trained on Advertising Campaigning based on comprehensive knowledge of Advertising.
3. To demonstrate a working knowledge of the following areas associated with the advertising industry: Target marketing, ad agency organizations and operations, media strategies, use of electronic media, outdoor media, print media, sales promotions, specialty advertising.
4. To understand the communication process of advertising, marketing research, campaign strategies, concepts, budgets, creative process, and ethics in advertising.
5. To identify the social, ethical and legal responsibilities of advertising.
6. To define the economic and social impact of advertising on society

Syllabus :

Module 1 : Principles of Marketing, Evolution of marketing - challenges in the 21st century, Marketing concepts, processes and marketing analysis, 4P's of marketing, segmentation, promotional mix.

Module 2 : Origin & Development of Advertising, History of Indian Advertising, Advertising: Meaning, Attributes, Goals, Process of Advertising, Role of Advertising, Advertising Types, Principles, social, cultural, political & economic factors

Module 3 : Publicity, Propaganda and Sale Promotion, Target Audience, Brand, Brand Equity, Brand Ambassadors, Brand Image Positioning. (SKS)

Module 4 : Steps in Advertisement Planning, Advertising Creativity, Copy Writing and Visualization.

Module 5 : Advertising Agency, Function & Role. Selection of Advertising & Agency, Agency organization • Dimensions of agency business • The Creative Services • Account services • Marketing services • Administrative services • Advertising Copy & Layout • Advertising Media— Print, radio, Television, Web, Film, Outdoor • Selecting an agency • How agencies started & the agency business today • Types of Agencies • Agency Structure and Function • Media related decisions

(11)

Module 6 : Advertising ethics. Emerging trends/issues. Concepts & Basics of Digital Advertising, Mobile & Social Media, emerging Media & Viral Marketing.

Reading / Reference Lists :

- 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.
- Belch & Belch, Advertising,
- 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 ----- × -

Total Marks : 100 Paper Code: BSHRCC220T

PAPER – VII : RADIO AND TV JOURNALISM

Course Objectives :

1. To introduce the basics of broadcast media – Radio and Television, and broadcast news production techniques.
2. To introduce the students to the core features of radio as a mass medium, radio production and broadcast techniques and audience analysis.
3. To introduce the students to the basics of TV journalism, electronic news gathering techniques, and production of TV programs.
4. To impart theoretical and practical knowledge about reporting, including specialised beats.
5. To enable students to write for all kinds of media. Emphasis is given on skill training in information gathering, processing and delivering.
6. Students will learn the process and practice of Radio and TV Journalism, involving reporting, editing, presentation and production.

Course Learning Outcomes :

1. Students will acquire hands on training in Radio and Television News Production, which may enable them to pursue internships with Television Channels.
2. Students will become capable of producing various radio programs individually.
3. The students will become capable of making TV News bulletins, documentaries and other programs

Syllabus :

Theory :

Module 1 : Brief history of the evolution of TV in India; Characteristics of TV as a medium of mass communication in India; Understanding the TV news room

(12)

Module 2 : Understanding TV news reporting and script writing; Public Service Broadcasting; Audience identification and measurement in TV; Understanding types of TV channels and advertising revenue; Comparative study of some of the leading TV news channels of the world; Digitization of TV production and broadcasting in India

Module 3 : Brief history of the evolution of Radio in India; Characteristics of radio as a medium of

mass communication in India; Understanding the radio studio

Module 4 : Understanding Radio news reporting and writing; FM Radio: Programs, Audience, Content and Advertising; Types of Radio programs; Audience identification and measurement in Radio

Module 5 : Narrowcasting in TV and Radio; Community TV and Community Radio in India

Practical :

Module 6 : Understanding basic camera shots and movements; TV news scripting and reporting on camera; PTC; Writing and Producing Radio News and Radio Play

Reading / Reference Lists :

- Kumar, Keval J. (2013) *Mass Communication in India*. Jaico Pub. House. Mumbai •
- Siegel, E H.(1992). *Creative Radio Production*, Focal Press
- Keith, M.(1990). *Radio Production, Art and Science*. Focal Press
- Shrivastava, K. M. (1989). *Radio and TV Journalism*. Sterling Publishers. • Kaushik, S. (2014). *Script to Screen: An Introduction to TV Journalism*. New Delhi: Macmillan. • Belavadi, V. (2013), *Video Production*. Oxford University Press India
- Kaminsky, S M., and Mark Walker, M (1988). *Writing for Television*. Dell Pub. • Baruah, U. L. (2017) *This is All India Radio*. Publications Division Ministry of Information & Broadcasting
- Ninan, Sevanti. (1995) *Through the Magic Window: Television and Change in India*. Penguin •
- Sandler, Ellen. (2007) *The TV Writer's Workbook: A Creative Approach to Television Scripts*. Delta. •
- Smethurst, William. (2016) *How to Write for Television: A guide to writing and selling TV and radio scripts*. Robinson.
- Chatterjee P. C. (1987) *Broadcasting in India*, New Delhi, Sage

----- × -----

Total Marks : 50 Paper Code: BSHRAE240T

PAPER – VIII : ENGLISH COMMUNICATION – II

Course Objectives :

1. To provide students theoretical and practical inputs about editing for all forms of media writing.
2. Students will be expected to do reporting practical and writing assignments.
3. The objective is to enable the students to acquire proficiency, both in spoken (oral) and written language.
4. To develop students' basic communication skills in the context that they will most need those

(13)

skills in the professional world.

Course Learning Outcomes :

1. Students will be expected to learn how to write Features, Op-eds, Middles and Editorials.
2. Students will be able to develop: comprehension skills, improve vocabulary, use proper grammar, acquire writing skills, correspond with others and Enhance skills in spoken English.

Syllabus :

Module 1 : Speaking : Interactive Communication like Introducing Self, Greetings, Conversations, etc.; Pronunciation : appropriate stress, intonation, clarity, Impromptu Speech; Debate; Role Play; Presentations.

Module 2 : Writing for web, preparing power point presentation, Press Release, E Mails **Module 3 :** Drafting of an critical appreciation, writing agenda for meeting, Minutes drafting of Lawful/ unlawful meetings.

- Project

Reading / Reference Lists :

- Leo Jones, Richard Alexander : New International Business English (Communication Skills in English for Business Purposes), Cambridge University Press.
- NCERT, Knowing about English – A Book of Grammar & Phonology
- NCERT, Working with English – A Workbook,
- A.E. Augustine & K.V. Joseph : Macmillan Grammar – A Handbook, Macmillan •
- Krishna Mohan & N.P. Singh : Speaking English Effectively, Macmillan
- N. Gupta (Ed.) : English for All, Macmillan 4. K. Mohan & M. Banerjee : Developing Communication Skills, Macmillan

----- × -----

Total Marks : 50 Paper Code: BSHRAE250T

PAPER – IX : ENVIRONMENTAL STUDIES – II

Course Objectives :

1. This course is aimed at imparting the values of environmental conservation and to create awareness about sustainable development and management of environmental hazards.
2. To make the young citizens of the earth aware of environment issues.
3. To be able to learn about managing environmental hazards.
4. To study about organisms, plants and animals and their relationship or interdependence on other living and non-living environment.

Course Learning Outcomes :

Students will be able to:

1. Understand concepts and methods from ecological and physical sciences and their application in environmental problem solving.

(14)

2. Understand concepts and methods from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.
3. Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
4. Understand the transnational character of environmental problems and ways of addressing them, including interactions across local to global scales.

5. Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.

Syllabus :

Module 1 : Natural Resources: Land, Forest, Water, Air, Disaster management: floods, earthquakes, cyclones & landslides. Renewable & non-renewable energy sources.

Module 2 : UN initiatives & International agreements: Montreal & Kyoto protocols, Paris climate summit (2015), convention on Biological diversity. Role of national green tribunal, environment protection act (1986), air (prevention & control of pollution) act (1981), forest conservation act (1980), water (prevention & control of pollution) act (1974), wildlife protection act (1972).

Module 3 : Role of information technology in environment, Role of media in sensitizing the people, significance of World Environment Day, Earth Day etc.

Reading / Reference Lists :

- Agarwal, KM, Sikdar, PK & Deb, SC, A text book of environment, Macmillan Publications, 2002. •
- Odum, EP, Odum, HT & Andrews, J. 1971. Fundamentals of ecology. Phil;Adelphia: Saunders. •
- Richard T Wright, Environmental Science: Towards a Sustainable Future, Prentice Hall Inc., 2008. •
- Basu M. & Xavier, S., Fundamentals of environmental studies, Cambridge University Press, 2016. •
- Mitra, A.K & Chakraborty, R., Introduction to environmental studies, Book Syndicate, 2016. -----

× -----

Total Marks : 100 Paper Code: BSHRGE230T

PAPER – X : INDIAN POLITY

Course Objectives :

1. To present a systematic analysis of all the major dimensions of Indian Political System. Students will understand the need and significance of the Indian Constitution.
2. Understand the six broad categories of Fundamental Rights guaranteed by the Constitution to its citizens and appreciate the fundamental rights and privileges of the citizens of India. 3. Know the roles and duties of the citizens of India and learn what citizenship is and what being a good citizen means.
4. Understand the Civic Duties that can help the students make their neighbourhood, city, and country better.
5. To understand and critically evaluate the way Indian political system has been working and the way it shapes institutions India.

(15)

Course Learning Outcomes :

Students will be able to:

1. Understand the emergence and evolution of Indian constitution.
2. Understand the structure and composition of Indian Constitution

Syllabus :

Module 1 : Indian Constitution: Preamble, Fundamental Rights and Duties; President of India: Powers and Position; Prime Minister of India: Powers and Position

Module 2 : The Judiciary, Supreme Court and High Courts of India; Lok Sabha, Rajya Sabha and Bidhan Sabha; Chief Minister; Governor

Module 3 : Powers and functions of Panchayats; Election Commission of India: General Elections in India and State Assembly Elections in India

Module 4 : Current Economic Policy; Some major political parties of India; Contemporary National Events and Issues.

Module 5 : Indo-Sino relationship; Indo-US relationship; Indo-Russia Relationship; Indo-Pakistan relationship; Indo-Bangladesh relationship; Indian military intervention in other countries

Module 6 : Projects

Reading / Reference Lists :

- Singh M. P and Saxena R. (2011) *Indian Politics: Constitutional Foundations and Institutional Functioning*. Prentice Hall India
- Granville A (1999) *The Indian Constitution: Cornerstone of A Nation*. Oxford
- Kapoor D and Mehta P. B. (2007) *Public Institutions in India: Performance and Design*. Oxford
- Sikri R. (2013) *Challenge and Strategy: Rethinking India's Foreign Policy*. Sage India.
- Menon S (2016) *Choices: Inside the Making of Indian Foreign Policy*. Penguin Random House India
- Basu, Justice D (2011) *Introduction to the Constitution of India*. Lexis Nexis
- Maheswari S. (2001) *Indian Administration* Orient Black Swan
- Yahya R. Kamalipour and Nancy Snow. (2004) *War, Media and Propaganda-A Global Perspective*. Rowman and Littlefield Publishing Group

----- × -----

SEMESTER : III

Total Marks : 100 Paper Code: BSHRCC310T

PAPER – XI : MEDIA HISTORY, LAWS & ETHICS

Course Objectives :

1. To create conceptual understanding about the Press: its role and functioning in society. 2. To introduce students to legal and ethical aspects of the Press, its values and responsibility.

(16)

3. To introduce media laws and ethical frameworks in the Indian and the global contexts.

Course Learning Outcomes :

1. A thorough understanding of media laws and ethical issues will convince the students of journalism to engage in their career assignments without compromising the professional and ethical standards.

Syllabus :

Section I : Media History

Early Indian Journalism :

Module 1 : Contributions of James Augustus Hickey, James Silk Buckingham and Calcutta Journal, Serampore Baptist Missionary Press: Digdarshan, Samachar Darpan; Social Reform Movement and Raja Rammohan Roy.

Module 2 : H.L.V. Derozio and Young Bengal Movement, Iswar Chandra Gupta and Sambad Prabhakar; History of Press Ordinances and Liberation of Press; Inception and Rise of Nationalist Journalism: Hindu Patriot and contributions of Harish Chandra Mukherjee, Movement against Vernacular Press Act, Contribution of Mahatma Gandhi in Indian Journalism

Extremist Press :

Module 3 : Sandhya, Bande Mataram and Jugantar; Contribution of Bipin Chandra Pal and Bal Gangadhar Tilak; Ananda Bazar Patrika, the Telegraph, National Herald, the Hindu, the Times of India, the Statesman; Development of News Agencies.

Section II : Media Laws & Ethics

Module 4 : Defamation: Civil & Criminal, Contempt of Court, Trial by Media & Right to Privacy, Parliamentary Privileges, Press & Registration of Books Act 1867, Prohibition of Disclosure of Identity of Victim of Sexual Assault U/S 228-A of IPC,

Module 5 : Official Secrets Act, Right to Information Act, Intellectual Property Acts, Copyright Act, Prasar Bharati Act 1990, Cable TV Network Regulation Act 1005, Information Technology Act, 2000

Module 6 : Press Council of India, Codes of Ethics prescribed by Editors' Guild, Advertising Standard Council of India's Codes of Ethics, Guidelines for Parliamentary Coverage, AIR & DD Codes

Reading / Reference Lists :

- 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 •
- History of Indian Journalism: J. Natarajan
- History of Indian Press: S. Natarajan
- Romance of Indian Journalism: J.N. Basu
- (17)
- Journalism in India: Rangaswamy Parthasarathi
- Bengal Renaissance and Other Essays: Susobhan Sarkar
- Critique of Colonial India: Sumit Sarkar
- The Press: Chalapati Rao

PAPER – XII : PUBLIC RELATIONS

Course Objectives :

1. The primary purpose is to familiarize students with the basic concepts and principles of effective public relations.
2. To be able to explain PR concepts
3. To be able to explain the importance, functions and elements of Public relations
4. To be able to explain the importance of PR in Government, Private and Public Sectors.
5. Practice techniques of professional communications and networking through course discussions.

Course Learning Outcomes :

1. Demonstrate knowledge regarding the role and function of contemporary public relations in today's society and in the global economy
2. Demonstrate knowledge of the evolution of public relations throughout history, and the range of careers available in today's contemporary practice.
3. Demonstrate knowledge of the basic process of public relations – research, planning, communication, evaluation – and how to apply this process to various situations.
4. Demonstrate knowledge regarding the basic theories of communication/persuasion and how to apply them to specific public relations situations.

Syllabus :

Module 1 : Principles of public relations: between the power and the people: its advisory-cum mediatory role: Public relations defined: the role of communication

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.

Module 2 : Growth as a communication function • PR- as a management function • PR- principles, planning, implementation, research, evaluation • PRO- qualifications and function **Module 3 :** PR Tools • Press releases • Press conference. House journals • Corporate films • Other PR Tools (Newsletter, Brochure, Leaflets, Pamphlets, Booklets, Manuals, Annual Reports, Handbills, Sticker, and posters) Community relations / Employee relations / Govt. relations / Lobbying / CSR (Corporate Social Responsibility) PR in India (Both public & private sector).

(18)

Module 4 : Writing for PR, How does it differ from Journalistic Writing, Pitching, Corporate identity and corporate image.

Module 5 : Social Responsibility of business: 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.

Module 6 : Crisis management, Case Studies, Right to information, Event management and sponsorship, The role and importance of research in public relations.

Reading / Reference Lists :

- Cutlip, Scott M., Allen H. Center and Glen M. Broom. *Effective Public Relations*. Englewood Cliffs, NJ: Prentice-Hall, Inc 2005.
- 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.

----- × -----

Total Marks : 100 Paper Code: BSHRCC330T

PAPER – XIII : NEW MEDIA

Course Objectives :

1. To develop understanding of digital information patterns, use and scope 2.
To enable the students to write for the web platforms
3. The course intends to improve students' knowledge and skills in Information and Media Technology – including both hardware and software.
4. To offer the student a deeper knowledge and increased understanding of the forces that
(19)
influence the Internet and new media and how this may impact social institutions and the individual.
5. Explores basic concepts of new media as well as the role digital media technologies play in society. Exploring the evolution of digital media technologies as well as their impact on economics, politics, communication and community.
6. To examine key moments in computing and media history to gain a perspective on the nature of technological innovation and change.
7. Students will use digital media technology throughout. To provide them with practical experience

with new media.

8. To apply the art of new media design, students will work in small groups to plan, design and create new media content.

Course Learning Outcomes :

1. Complete understanding of new media as a mass media.
2. Ability to redefine the private and the public sphere.
3. Complete knowledge of designing and managing websites.
4. Understanding every detail about digital media.

Syllabus :

Module 1 : Introduction to New Media; Brief history of the evolution of internet and new media; Understanding interactivity, user generated content and Web 2.0

Module 2 : Information society and new media; Network society, technological determinism, CMC.

Module 3 : Online community; Alternative journalism; New media & Activism; Social Networks

Module 4 : Cyber crimes; Cyber laws

Module 5 : E-Commerce, E-Governance and E-Panchayat; The scene of Indian telecommunication: operators, market share, brand image and marketing strategies; Challenges in Indian telecommunication; Role of TRAI

Module 6 : Practical : Students will learn about the uses of a professional software.

Reading / Reference Lists :

- Flew, T. (2014). *New Media*. Oxford University Press
- Lev Manovich. (2001) *What is New Media? In The Language of New Media*. Cambridge: MIT Press. pp. 19-48.
- Siaper, Eugenia. (2011) *Understanding new media*. Sage, Introduction.
- Baym, Nancy K. (2010) *Personal Connections in the Digital Age*. Polity. Chapter 3.
- Kumar, M. (2012) *E-Panchayat*. Pragun Publication
- Panneervel, P. (2005) *E-Governance : A Change Management Tool*. Rawat Publications
- Pandey U. S. and Shukla S. (2007) *E-commerce And Mobile Commerce Technologies*. S Chand Publishing

----- × -----

(20)

Total Marks : 100 Paper Code: BSHRSE350T

PAPER – XIV : STILL PHOTOGRAPHY

Course Objectives :

1. To introduce the students to the fundamentals of photography, camera operations, lighting techniques and visual grammar.
2. To impart hands-on-training on editing work and photography.

3. Learning basic skills of photography and shooting exercises
4. Photo coverage of news events on the campus or outside
5. Shooting and preparing Photo Feature along with write-up.
6. To develop the skill & knowledge of Digital Photography.
7. Students will understand the knowhow and can function either as an entrepreneur or can take up jobs in Photography & video studios, edit set-up, graphic arts industry and other audio-visual sectors

Course Learning Outcomes :

1. The course will open an avenue for the students to explore career options and individual ventures in Photojournalism, which is a specialized and developing area in the media landscape.
2. Students will be able to: Define the process, uses, principles and advantages of digital photography.
3. Develop the concept of the basics of digital imaging, Raster & Vector Graphics, Resolution, Pixel depth, Aspect Ratio, Dynamic Range, File Formats, File Size, Image Compression etc. Visualize the concept of digital platform and various methods of image capture.

Syllabus :

Module 1 : Anatomy of Digital Camera & its types; Working principal of a DSLR camera; Lenses, their types and applications; Focusing: Auto and Manual, Auto focus lock; Depth of Field, factors affecting DOF

Module 2 : Light controlling mechanism; Exposure settings, ISO settings on camera; Lighting; Portraiture, Landscape, Macro Photography, applications of close-up lenses; Use of different filters in photography; Actions like freezing and panning

Reading / Reference Lists :

- Langford, M., Smith, R. S., & Renn, P. (2010). *Langford's basic photography*: The guide for serious photographers. Oxford: Focal.
- Langford, M. (1987). *The step-by-step guide to photography*. New York: Alfred A. Knopf
- London, B., & Upton, J. (1998). *Photography*. New York: Longman

----- × -----

(21)

Total Marks : 100 Paper Code: BSHRGE340T

PAPER – XV : INTERNATIONAL COMMUNICATION

Course Objectives :

1. To introduce key stages of development in the media and communication arenas associated with the logic of globalization and global conflicts.
2. To examine the history and role of international communication systems.
3. To examine the changes in the world's media systems as it relates to content and technologies.
4. To explore

controversies surrounding access to information as well as the regulation of information.

5. To critically analyze international news gathering and reporting, in addition to entertainment and strategic communication.

Course Learning Outcomes :

Students will be able to :

1. Understand the effects of globalization and consolidation on the media.
2. Understand socio-political issues of national and international importance, and transactions in the global market place and the polemics of culture and identity that accompany them.
3. Locate information on media systems in other countries, and evaluate the media systems based on various criteria.
4. Demonstrate an understanding of the history of international communications, and the issues and controversies that have appeared.
5. Demonstrate an understanding of the international agencies responsible for the regulation of media, including content and technologies.

Syllabus :

Module 1 : Globalisation of media, Transnational news, Ideological promotion and conflict, International relations and propaganda, Emergence of Third World political communication – UNO's Universal Declaration of Human Rights and communication.

Module 2 : International communication and international politics – present issues – position of Third World Countries, Supranational communication; satellite communication and shrinking world; International Press Institute; peace studies.

Module 3 : International sports, entertainment, literature, films, human rights, Green movements; UN, UNESCO, ITU, WTO etc. Critical Study of trends in international news flow; challenges of 21st century.

Module 4 : Patterns of information flow; growth of international news agencies and media; Intercultural and Cross-cultural communication, monopoly of colonial rulers. **Module 5 :** Post-colonial communication; technological revolution, developing world for a balance communication order, pressures on developing world to deregulate and liberalize transactional advertising and cross-border communication.

(22)

Module 6 : Cultural imperialism, debate and McBride Report; perspectives on international economy, business and public relations, Global Mass Media: Origins of Globalisation; International Media Dependency; International News Flow; Cultural Imperialism and Beyond; Global Media Governance.

Reading / Reference Lists :

- International communication, Daya Kisan Thussu - ISBN 9781780932651 – 3rd edition - Bloomsbury Academic publication
- Global Communication, Cees J Hamelink, University of Amsterdam, Netherlands, December 2014. SAGE Publications Ltd
- International Communication and Globalization: A Critical Introduction, Edited by: Ali Mohammadi, Publication Year: 1997, Sage Publication

- International Power and International Communication, Authors: Alleyne, Mark D. Publisher - Palgrave Macmillan UK, 978-0-312-12527-1
- Art Silverblatt, Nikolai Zlobin, International Communications: A Media Literacy Approach, 2015 • Daya Kishan Thussu , International Communication: A Reader, 2010
- Daya Kishan Thussu , International Communication: Continuity and Change, 2016 • Edward S Herman and Robert McChesney, The Global Media: The New Missionaries of Corporate Capitalism, 2001
- George Gerbner, Hamid Mowlana, Kaarle Nordenstreng, The Global Media Debate: Its Rise, Fall and Renewal, 1993
- Hamelink, Cees : Cultural autonomy in global Communications, Longman, London, 1983. • Hamid Mowlana, Global Information and World Communication: New Frontiers in International Relations

----- × -----

SEMESTER : IV

Total Marks : 100 Paper Code: BSHRCC410T

PAPER – XVI : FILM STUDIES

Learning Objective :

1. To introduce the students to the elements of Cinema, its narrative techniques, and cinema movements in India.
2. To equip students to analyse and understand the art of narrative cinema.
3. To explore the specificity, history, and function of media forms, focusing on the language of cinema and the critical repertoire of film/media theories. As an art, a text, a technology, a commercial product, a psychological experience, and a social practice, film presents fascinating contradictions for study.

(23)

Course Outcome :

1. The course will allow the students to explore the interconnectedness of personal visions, artistic and technological developments, social changes, as well as the audio visual means through which cultures and nations are defined.
2. It will develop skills in film analysis. The students will become fluent in the vocabulary of film form and learn to construct an argument about what a film's sounds and images mean and how it structures and achieves its meanings.
3. It will provide an introduction to the theories, methods, and concerns of film and media studies as a discipline, preparing the students for further work in the field.

Syllabus :

Module 1 : Basic Aspects of film language : Shot, scene, sequence; Time and space; Mise-en-scene; Sound

Module 2 : History of cinema : Overview of early cinema; Classical Hollywood Cinema; Major

Directors

Module 3 : Indian cinema : Early cinema; Bollywood and Hindi cinema; Major directors **Module 4 : Film Movements :** Soviet Constructivism; Montage theory; German Expressionism **Module 5 : Film Movements – Post World Wars :** Italian Neorealism; French New Wave; New Latin American Cinema; Indian New Wave

Module 6 : Indian cinema : Early cinema; Bollywood and Hindi cinema; Indian New Wave; Major directors

Reading / Reference Lists :

- Bordwell, David, Kristin Thompson, and Jeff Smith. *Film art: An introduction*. McGraw-Hill Education, 2016.
- Bordwell, David, Janet Staiger, and Kristin Thompson. *The classical Hollywood cinema: Film style & mode of production to 1960*. Columbia University Press, 1985.
- Nowell-Smith, Geoffrey, ed. *The Oxford history of world cinema*. Oxford University Press, 1997.
- Vitali, Valentina, and Paul Willemen. *Theorising national cinema*. Palgrave Macmillan, 2006.
- Monaco, James. *How to read a film: the world of movies, media, and multimedia: language, history, theory*. Oxford University Press, USA, 2000.
- Rajadhyaksha, Ashish. "The Phalke era: Conflict of traditional form and modern technology." *Journal of Arts and Ideas* 14.15 (1987): 47-78.
- Mukherjee, Madhuja. *New Theatres Ltd: The Emblem of Art, the Picture of Success*. National Film Archive of India, Government of India, Ministry of Information and Broadcasting, 2009.
- Neupert, Richard. *A history of the French new wave cinema*. Univ of Wisconsin Press, 2007.
- Marie, Michel. *The French New Wave: An Artistic School*. John Wiley & Sons, 2008.
- Kracauer, Siegfried. "From Caligari to Hitler; a psychological history of the German film." (1947).
- Eisner, Lotte H. *The haunted screen: expressionism in the German cinema and the influence of Max Reinhardt*. Univ of California Press, 2008.

----- × -----

(24)

Total Marks : 100 Paper Code: BSHRCC420T

PAPER – XVII : AUDIO VISUAL PRODUCTION

Learning Objective :

1. Through in-class demonstrations, lectures, readings and hands-on projects, this course offers students the opportunity to begin learning, or advance, skills and techniques of audio-visual production.
2. Students work on their own projects (individually and in groups) – producing, directing, shooting and editing these diverse projects.
3. To extend students' video production skills including writing, producing, directing, shooting and digital editing.
4. To develop knowledge of established field video genres and techniques.
- 5.

To allow students to explore and hands on training.

Course Outcome :

1. Develop the method of basic image editing techniques.
2. Introduce various methods of post-production and retouching techniques. 3.
- Develop the concept of digital output and producing the final product.
4. To enable the students to feel confident in the basics of creating and overseeing a video production (pre- production, production and direction).
5. To enable the students to master the basics of operating video field equipment (camera, audio, lighting).
6. To enable the students to be able to use digital editing and multiple video elements together (images, sound, interviews, music, archival footage) to convey a message, tell a story, and achieve communication goals.
7. Demonstrate knowledge and appropriate use of digital and analog video systems, software applications, and communication and networking components.

Syllabus :

Theory

Module 1 : Camera : Camera Structure; Different Lenses and their Characteristics; Types of shots; Camera Perspective & Movement; Operating Techniques; Fundamental Lighting Concepts; Types of Lights

Module 2 : Sound : Basic characteristics of sound; Sound chain and its elements; Microphones, interconnects and loudspeakers; Production methodologies for fiction and non-fiction

Module 3 : Editing : Introduction to video editing; A brief history of Editing; Transitions; Video Compression; Video codecs and containers; Introduction to video editing software

Practical

Module 4 : Handling a camera, different types of lenses and lights

Module 5 : Sound editing basics with the help of a software

Module 6 : Learning the basics of video-editing the help of an editing software

(25)

Reading / Reference Lists :

- Kerner, Marvin M. The Art of the Sound Effects Editor. Focal Press. 1989. • Francis Rumsey and Tim McCormick. Sound and Recording, Focal Press, Sixth Edition. 2009. • Kenny, Tom. Sound for picture, the art of sound design for film and tv (mix pro audio series) Artistpro. 2000.
- Watkinson, John. An Introduction to Digital Audio, Focal Press, 1994.
- Everest, F. Alton, and Ken C Pohlmann. Master Handbook of Acoustics. The McGraw-Hill Companies. 2009.
- Brown, Blain. Cinematography: Theory and Practice - Image Making for Cinematographers, Directors and Videographers. Focal Press. 2002.
- Brown, Blain. Motion Picture and Video Lighting. CRC Press. 2012.
- Owens, Jim, and Gerald Millerson. Video Production Handbook. CRC Press. 2012. • Barsam, Richard Meran, and Dave Monahan. Looking at Movies: An Introduction to Film. W W Norton & Company

Incorporated. 2012.

- Weise, Marcus, and Diana Weynand. How Video Works: From Analogue to High Definition. CRC Press. 2012.
- Ward, Peter. Picture Composition for Film and Television. Taylor & Francis, 2003. • Thompson, Roy. Grammar of the Edit. Oxford: Focal Press. 1993.
- Reisz, Karel, and Gavin Millar. The Technique of Film Editing. Hastings House. 1968. • Hughes, Michael. Digital Filmmaking for Beginners: A Practical Guide to Video Production. The McGraw-Hill Companies. 2012.

----- × -----

Total Marks : 100 Paper Code: BSHRCC430T

PAPER – XVIII : DEVELOPMENT COMMUNICATION

Learning Objective :

1. The course content is designed to help students become more aware and knowledgeable about development issues worldwide, especially the historical and cultural context to development and communication.
2. To understand the concept of development and development communication. 3. To understand role and use of different media in development communication. 4. To inform the students about the different perspectives on development, specific national development issues and programs and the role of communication and media in it. 5. To enable the students to learn the art and craft of covering development issues.

Course Outcome :

1. Students will be able to recognize and explain the concept and importance of development. 2. Students will be able to distinguish between communication and development communication. 3. Students will be able to describe use of different media in development communication.
- (26)
4. This paper will enable the students to understand development policies, assess the risks and opportunities to bring about positive social changes through sustainable development.

Syllabus :

Module 1 : Meaning, concept and approaches to development; Characteristics of developing societies; Indices of development.

Module 2 : Dominant paradigm of development; Modernization and Dependency approaches; Alternative approaches to development.

Module 3 : Development Journalism: Definitions, nature and scope, evolution of development journalism; Case studies from newspapers and journals.

Module 4 : Agriculture extension; Role of opinion leaders and change agents; Communication for social change; Media advocacy, Digital media and development journalism.

Module 5 : Role of media in development – emerging perspectives; Strategies for development

communication in India – evolutionary perspectives; Communication for nation building; Diffusion of Innovation theory, limitations; Extension approach.

Module 6 : Review of rural extension methods in developing countries with special reference to the training and visit system; Acceptability and credibility of communicators in rural environment.

Reading / Reference Lists :

- 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 • Mefalopulos, 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

(27)

- R.K.Samanta : Development Communication for Agriculture.
- Alan Hancock : Technology transfer and Communication
- Journals : Kurukshetra, Village, Journal of Rural Development, Social Action ----

----- × -----

Total Marks : 100 Paper Code: BSHRGE440T

PAPER – XIX : SCRIPTING FOR AUDIO VISUAL MEDIA

Learning Objective :

1. To train students to undertake specific forms of writing suited to the demands of Audio visual media and their specific forms.
2. To emphasize on writing grammatically with correct expressions and other requirements like

word limits and number of characters.

3. To train students to write for different formats of script.
4. To train students to write for non-fiction and fiction scripts.

Course Outcome :

1. Understanding of the rules of good grammar, punctuation, spelling, registers and idioms of language.
2. Learning to write creatively for audio visual formats.
3. Learning to read and edit proofs on specialized programs.
4. Students are able to write time bound scripts.

Syllabus :

Module 1 : Script Writing for fiction; Elements of structure- beginning middle and end; Character, space, time; Narrative Styles- fiction; Shot division and Storyboarding

Module 2 : Writing an AV script: Fiction– maintaining proper/desired format; Fundamentals of Three Act Structure; Film Analysis; Scripting for Television; TV genre with focus on any one genre; Writing TV Advt. Copy (TVC) for Print and AV

Practical : Writing for AV

Reading / Reference Lists :

- Swain, D. V. (1976). *Film scriptwriting: A practical manual*. New York: Hastings House.
- Berman, R. A., & Berman, R. A. (1988). *Fade in: The screenwriting process*. Westport, CT: M. Wiese Film Productions.
- Bordwell, D., & Thompson, K. (2001). *Film art: An introduction*. New York: McGraw Hill.
- Monaco, J. (2000). *How to read a film: The world of movies, media, and multimedia: language, history, theory*. New York: Oxford University Press.
- Kaushik, S. (2000). *Script to screen: An introduction to TV journalism*. New Delhi: Macmillan. ----

----- × -----

(28)

Total Marks : 100 Paper Code: BSHRSE450T

PAPER – XX : MEDIA ECONOMICS

Learning Objective :

1. To enable the students to learn how to use these theoretical constructs to analyse media markets, industries, and the practices of media organizations.
2. To enable the students to learn how media economy has been shaped by multiple factors, including technology, globalization, and regulation.
3. To discuss the new trends in media economy, especially the rapid development of social media industries.
4. Knowledge in media economics will benefit students because it will help them to understand the economic forces that drive media industries, as well as the economic rationales for media

regulations.

5. To introduces the fundamental concepts, principles, and theories in media economics. 6. The abilities of understanding these constructs and applying them in analysing media organizations and issues in media industries are emphasized.

Course Outcome :

1. Understand the basic concepts, theories, and approaches of media economics. - Utilize these constructs to analyse the media markets and industries
2. Understand multiple factors that shape media economy including technology, globalization, and regulation.
3. Analyse the new trends in media industries and the driving forces underlying these new trends. Understand the business model of multi-platform media companies.
4. Analyse the development of social media industries and its influence on media economy. 5. The students shall develop a critical understanding of the key mechanisms in media economics, and how these influences the media market, media output, and public policy.

Syllabus :

Module 1 : Overview of media landscape in India—Print, Radio, Television, Cinema and the Digital media; Indian media consumer.

Module 2 : Principles of Management; Newspaper Economy; Newspaper Management: Ownership patterns, structure of newspaper organization & functions of various departments & personnel. Revenue structures for print media.

Module 3 : Emerging marketing strategies. Customer Relationship Management (CRM) in print, FDI in Media; Strategy to boost circulation – circulation department – functions – circulation manager – need of all round ability – coordination with other departments.

Module 4 : Strategy to boost advertisements – competition with other media – management of advertisement department – advertisement manager – responsibilities

Module 5 : Broadcast Management – TV & Radio, FM: Organizational Structure, Structural Hierarchy, Functions of various departments and personnel. Programming considerations,

(29)

Audience research, Programming strategies, Programme promotion, marketing programmes. FM radio in India.

Module 6 : The market and the audiences, an analysis, Issues of broadcast management. Concept of Entrepreneurship, Characteristics of Entrepreneurs, Media Entrepreneurship, Media Entrepreneurial Scenario in east India – Principles of Marketing for the Media . Case studies

Reading / Reference Lists :

- 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

----- × -----

SEMESTER : V

Total Marks : 100 Paper Code: BSHRCC510T

PAPER – XXI : COMMUNICATION RESEARCH AND THEORIES

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. Discussion about several communication theories and its importance and relevance in the present scenario.
7. Make students aware about cultural and global changes with special reference to mass and popular culture.

Course Outcome :

1. Complete understanding of research methodologies.
2. Understanding related to ethics of research.
3. Develop a complete Dissertation Project.
4. Understanding of communication theories and models and their relevance in the modern world.
5. Critical evaluation of communication theories and models.

(30)

6. Understanding of cultural theories, semiotics and technology in the communicative process.

Syllabus :

Module 1 : Basics concepts, tools and techniques of research: Identification and formulation of research problem, preparation of research proposal, various types of research designs and hypothesis.

Module 2 : Qualitative Research: Case Studies — Ethnography —Focus Group —Action Research, Historical research, Quantitative Research; Sampling; Designing of instruments; questionnaire, schedule; Introduction to statistics, various types correlations, factor analysis, frequency.

Module 3 : Types of research in electronic media: production, reception audiences, effects ratings, Distinction between mass communication research and advertising/public relation research.

Module 4 : Communication theories & models – normative theory —development media theory – democratic – participant media theory – public service theory

Normative Theory; Media and Public Interest; Social Theory of Responsibility; Media, Civil Society and Public Sphere; Four theories of the Press and Beyond.

Module 5 : Advanced Communication Theories; Agenda setting – critical approaches: Cultural studies – political economic approaches- Marxist approaches – hegemonic theory – social – cultural approach – different models of communication – their relevance today. Frankfurt School

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.

Reading / Reference Lists :

- 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

----- × -----

Total Marks : 100 Paper Code: BSHRCC520T

PAPER – XXII : MEDIA MANAGEMENT

Learning Objective :

1. To understand the specificities of media management and marketing communication.
2. To learn different theories of media management and marketing communication.

(31)

3. To learn how to implement specific tools, practices and media management strategies.

Course Outcome :

1. Students will be able to clarify the unique characteristics of media management and media marketing.
2. Students will analyze specific case studies.
3. Students will learn how to present specific media management and marketing strategies.

Syllabus :

Module 1 : Ownership pattern and control of media in Indian perspective – Print, Radio & Television. **Module 2 :** Organizational set up of government and private owned print media organizations, AIR, FM Channels.

Module 3 : Organisational set up of Doordarshan, private television channels, web portals and their functions.

Module 4 : Customer Relationship Management (CRM) in media organizations, Strategy to boost advertisements, Audience research, Issues of broadcast management.

Module 5 : Relevant Acts in Parliament leading to growth of the industry (print or electronic media or cyber media) in India, Prasar Bharati

Module 6 : Concept of Entrepreneurship, Characteristics of Entrepreneurs, Media Entrepreneurship, Media Entrepreneurial Scenario in east India – Principles of Marketing for the Media.

Reading / Reference Lists :

- 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

----- × -----

Total Marks : 100 Paper Code: BSHRDS531T

PAPER – XXIII : RADIO PRODUCTION

Learning Objective :

1. Provide understanding of Radio journalism, program generation, station management of FM stations.
2. To provide extensive hands on training in the latest digital audio technologies.
3. Giving a brief overview of the Radio Journalism with history and developments
4. Training them on media writing and production techniques to create original projects;

(32)

Course Outcome :

Students will learn:

1. How to use microphone, audio tape and digital audio equipment.
2. How to edit audio especially for use in broadcast journalism
3. Know the technique of mixing audio sources
4. Describe and analyze elements in the production process;
5. Demonstrate proficiency in using the current and evolving hardware and software applications.
6. Demonstrate an understanding of Radio by critically analyzing one's own work and the work of others;

Syllabus :

Module 1 : Radio as a mass medium - Evolution and growth, Characteristics; Advantages and Disadvantages, AM and FM Radio, Radio Structure, Different stations; Social impact and

its future.

Module 2 : Radio production - Programmes for various audiences, Different Programme formats; Emerging trends in radio broadcasting - Digital, Satellite, Community Radio – Role and functions; Prospects and future in India.

Module 3 : Programme production process, Different techniques; Production crew and their functions; Role of producer; Production planning and execution.

Module 4 : Radio Interview – Different types, Radio news, Script for different programmes; Radio features; Radio Jockeys – Functions, Future; Different sources of revenues.

PRACTICAL :

Module 5 : Radio Personnel; Radio Script: Pre-Production, Production skills; Copywriting; Field recording skills, live studio broadcast with multiple sources, Cuesheet and recording. **Module 6 :** News production; Editing, Creative use of Sound Editing (Computer based), special sound effects, Phone-in programme. Understanding the microphone and its use.

Reading / Reference Lists :

- Connelly, D. W. (2017). *Digital radio production*. Waveland Press
- Hoffer, J. (1980). *Radio production techniques*. Blue Ridge Summit, Pa: Tab Books. •
- McLeish, R., & Link, J. (2016). *Radio production*. CRC Press

----- × -----

Total Marks : 100 Paper Code: BSHRDS542T

TELEVISION PRODUCTION

Learning Objective :

1. To prepare students in the production aspects of Television as required by the present media environment.
2. To empower the students in the production & managerial aspects of the media business with

(33)

due emphasis on latest production techniques.

3. To develop creative temperament and mindset needed in the content production segment of media industry.

Course Outcome :

1. Students will gain hands-on technical experience with video equipment and production techniques.
 2. To inculcate competencies thereby enabling to undertake professional work. 3.
- To provide an active industry interface by way of co-learning.
4. To take the students through the entire pipe line of production process with regards to the content creation for various media, providing the students an insight in to the correlation that exists between content creation and associated commercial aspects of media business.

Syllabus :

UNDERSTANDING TELEVISION

Module 1 : TV as news medium and entertainment medium; Differences in news reporting and presentation between Radio &TV; Audience segment; Agenda Setting techniques used by TV channels; Television and national development; TV Broadcasting and TV Studio; Pre and Post Production Stages; Crew for Production

Module 2 : Television programme format: News, Entertainment and Reality; Visual text: basics of visual, reporting skills and editing, graphics and special effects; Basic camera shots and movements; Television Soap Opera, Reality Shows, Television Cartoon: Entertainment and Reality; Educational TV; TV news techniques: finding the story, packaging: use of clippings, PTC, VO, AVO; Viewership rating: TAM, TRP.

CAMERA HANDLING AND LIGHTING TECHNIQUES

Module 3 : Multi-cam studio shooting workflow; Chroma key shooting algorithm; Studio mise-en scene and backdrop design; Multi-camera execution techniques; Camera calibration checklist (white balance, resolution, shutter speed, frame rate, etc); Production design and internal coordination between different units of television production; Single camera outdoor shooting workflow; Shot division and Lensing; Creative lighting techniques for Multi-Camera Studio setup (Reflective control, Incident Control, Color schemes and look, Contrast ratio, etc.); Daylight outdoor shooting workflow (use of skimmers, reflector, etc.); Motivated indoor lighting scheme (task light, ambient light, and accent light); Outdoor night shooting techniques.

AUDIO RECORDING TECHNIQUES

Module 4 : Selection and placements of Microphone in studio settings; Ambient Noise reduction techniques; Location Recording; Music and Voice Recording; Audio editing and mixing.

PROJECTS (PRACTICAL)

Module 5 : Packaged News Stories; Live News Reports; TV Talk Shows: Hosting; Interview; PTC; TV Script writing

Module 6 : Video Editing; Audio Editing; Camera; Lighting; Shooting techniques; Editing Techniques

(34)

Reading / Reference Lists :

- John Riber: Writing and Production for Television and Film; Sage, India. •
- Ivor Yorke: Television Journalism; Focal Press.
- Carl Bode: The Age of Television;
- Robert C. Allen & Annette Hill: The Television Reader, Routledge.
- Andrew Boid: Broadcast Journalism; Oxford.
- E. Herbert Zettl, Television Production Handbook, Delhi :Akash Press, 2007. Broughton, Iry. Art of Interviewing for Television, Radio &Film, Tab Books Inc.1981.
- Yorke, Ivor, Television News (Fourth Edition), Focal Press.
- Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge ----

BRAND MANAGEMENT & CORPORATE COMMUNICATION

Learning Objective :

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.

Course Outcome :

1. Examine brand concepts in real – life setting by articulating the context of and the rationale for the application.
2. Compose, assess, and incorporate individual input to produce effective project output.
3. Students will learn how to conceptualize, design, and measure brand image, and through case studies will gain experience in making strategic and tactical decisions in managing brands

Syllabus :

Module 1 : Definition of Brand, Brand Name, Brand Attributes, Brand Positioning, repositioning, Brand Identity; Sources of Brand Identity, Brand Image, Brand Personality; brand endorsement, Brand Awareness; Brand Loyalty; Brand Association, Branding Ethics.

Module 2 : Brand Management: Building a Brand; Brand Equity; Consumer Equity; Brand Extension; Co-Branding, Building Brands via Non-traditional Media.

(35)

Module 3 : Concept about corporate communication, Methods and tactics in corporate communications, communication management, Organizational communications. **Module 4 :**

Components of corporate communication: Corporate branding, Corporate & organizational identity, Corporate responsibility, Corporate reputation, Crisis communications, internal public communications, external public communications, Investor relations

Module 5 : Identify key media relations techniques, Issue management, Company profiling, image management, media planning.

Module 6 : Recent trends in brand management and corporate communication, importance of research, brand crisis, making brands go global, projects.

Reading / Reference Lists :

- Cornelissen, Joep. Corporate Communication: A guide to theory and practice, third edition, Sage Publications Ltd., April 2011.
- Corporate communication by Paul A Argenti

- Corporate communication: a 21st century primer by Joseph Fernandez. • 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. • B2B Brand Management, Kotler, Philip, Pfoertsch, Waldemar, Springer. • Strategic brand management by Kevin Lane Keller, Pearson.
- Managing brand equity by David A Aaker

----- × -----

SEMESTER : VI

Total Marks : 100 Paper Code: BSHRCC610T

PAPER – XXIV : ADVANCED NEW MEDIA

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 media like text, audio, video, graphics and animation.
4. To enable uses of various writing formats for web and its design and also to manage the operation of website.

Course Outcome :

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

(36)

2. Ability to redefine the private and the public sphere.
3. Understanding every detail about digital media.

Syllabus :

Module 1 : Introduction to New Media : History of Internet in India, Introduction to New Media, Definition, Characteristics, Nature and scope, Understanding Interactivity, User generated content, Advantages and disadvantages of New Media; Internet as Public Sphere - Free and Open-Source Software, Information Technology Revolution, Information Society

Module 2 : Impact of New Media on Society : ICT and Society, Impact of Internet on social, political, cultural and economic aspects of society, Net Neutrality, Internet trolling, Computer Mediated Communication, Application of ICT –e commerce, telecommunication, Citizenship in a digital society, e –Governance, Digital India, Digital Divide.

Module 3 : Digital Journalism : Convergence of media, Digital journalism– evolution---

characteristics - technical components --integration of new technologies, Prospects of online journalism in India, Online editions of newspapers – E newspapers, Online presence of different media

Module 4 : Growth and popularity of Social Media : Social Media Networking Sites – Types & Uses, Virtual community- wikis, blogs, instant messaging, collaborative office and crowdsourcing, Citizen Journalism - history, concept, various websites & uses, case studies, Blogging, podcasts, Big Data, Cyber laws, IT Act, Role of TRAI, Challenges of telecommunications in India, Cybercrime, Fake news, Paid news

Module 5 : New Media Practical : Students will learn how to make a webpage using HTML and the theoretical and practical uses of the same.

Module 6 : New Media Practical : Students will learn about the uses of a professional software.

Reading / Reference Lists :

- 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 BobbyVardhan; 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
- (37)
- Simon Lindgren, Digital Media and Society, Sage, 2017
 - Tapas Ray, Online Journalism: A Basic Text, 2006
 - Vincent Miller. Understanding Digital Culture. Sage Publications, 2011

----- × -----

Total Marks : 100 Paper Code: BSHRCC620T

PAPER – XXV : 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 :

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

(38)

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).

----- × -----

Total Marks : 100 Paper Code: BSHRCC630T DISCIPLINE SPECIFIC ELECTIVE PAPER

PAPER – XXVI : MEDIA AND

HUMAN RIGHTS

Learning Objective :

The course provides the necessary theoretical perspectives on media and human rights thereby enabling the students:

1. to apply the available information structures to bring changes for improvement in people's lives;
2. to understand the complex interplay between human rights, media and society;
3. to contribute to a more thorough discussion on media developments and their impact on human rights in a constantly changing media landscape.

Course Outcome :

1. to critically analyse the role of media in contemporary issues such as human rights, health, education, gender and environment.

(39)

2. to understand and apply the concept and theories of human rights and media to bring development in society.
3. to understand the concept, need and importance of media literacy and policy.

Syllabus :

Module 1 : The Concept of Human Rights : Human rights – concepts and definition; Journalists and human rights; Components of Human Rights; Civil and Political Rights, Economic, Social and Cultural Rights; Third Generation Rights; Human Rights Law and International Frameworks.

Module 2 : Human Rights Issues to be Considered in Journalism : Gender; Children; Education; Health; The Environment. (Discussion with Case Studies and World Reports)

Module 3 : Human Rights-Based Approach (HRBA) : Human rights-based approach – Definition and concepts; Significance of reporting on human rights subject; Principles of a rights based approach; Benefits of using a rights-based approach and the Associated

Implications towards Development.

Module 4 : Human Rights-Based Approach to Journalism : Tools for Reporting on Human Rights Subjects; Human Rights as a News Topic; The changing professional environment of Journalists; The Editorial Process and Impediments to good human rights reporting; Human rights organizations and the media; National and International Media Perspectives

Module 5 : Communication, Expression and Human Rights : Communication Freedom versus Communication rights: Discursive and Normative struggles with civil society and beyond; Freedom of Information, freedom of speech, expression and media; Human Rights and Press Law; Political Determinants of Media Freedom; Human Rights Media and Mass surveillance in a Digital Age

Module 6 : Media and Information Literacy: Reinforcing Human Rights, Countering Radicalization and Extremism : Understanding Role of Media and Information in Society; Media Audiences; Media and Information Literacy; Mass Media Policies; Development Concept and Theories; Development Communication; Alternative Media.

Reading / Reference Lists :

- *Media, Mobilization, and Human Rights: Mediating Suffering*: Edited by Tristan Anne Borer • *The Routledge Companion to Media and Human Rights* by Howard Tumber, Silvio Waisbord. The Routledge Co.
- *Human Rights and a Changing Media Landscape*. Council of Europe, 2013. • *The Media and Human Rights: The Cosmopolitan Promise*. By Ekaterina Balabanova. The Routledge Co, 2014
- *Human Rights and Media*. Edited by Diana Papademas. Emerald Group Publishing. • *Problems and Perspectives of the Relationship between the Media and Human Rights*. Edited by G. P. Pandey, Charu Joshi, Paromita Das.
- *Handbook of Journalism and Media: India, Bharat, Hindustan*. By Kovuuri G. Reddy. Vikas Publishing House, 2015.

----- × -----

(40)

Total Marks : 100 Paper Code: BSHRCC630T DISCIPLINE SPECIFIC ELECTIVE PAPER

EVENT MANAGEMENT

Learning Objective :

1. At the end of the course, the student should have the ability to understand managerial organizational situations in terms of processes such as planning, organizing, staffing, leading and controlling.
2. This course will enable the students to widen their knowledge on organizing events from conception, designing, planning, budgeting and marketing to the final execution.
3. The course will train students to Design, Plan, Budget and Market the event.
4. Use of research approach to evaluate the success of an event.

Course Outcome :

1. Students will be able to organize an event independently.

2. The course will help them to work independently and with lots of planning. 3.

It will help them to understand every aspect of organizing an event.

4. The practical part of the paper will help them to organize an event on their own that will increase their confidence.

Syllabus :

Module 1 : Nature, scope, significance and components of event management, Principles of event Management, concept & designing. Analysis of concept, Logistics of concept, Feasibility, Keys to success, SWOT Analysis.

Module 2 : Planning, Concept, Nature and Practices in Event Management: Organizing and planning events, Customer relationship management, Planning and Development, Infrastructure management, Management of logistics.

Module 3 : Financial Management: Raising Funds, Investment, Fund Flow Management and Working Capital Decisions. Pricing strategies.

Module 4 : Introduction to Event Marketing: Nature, need and importance – Marketing for event – Special feature of event marketing, Understanding the Event Market: Concept of market in events.

Module 5 : Trends and Challenges in event Promotion, image building for events, Branding, advertisement, Publicity, Public Relations – The five “W” s of Event Marketing – Marketing equipment and tools.

Module 6 : Team Building, Networking, Leadership and Coordination.

Reading / Reference Lists :

• Anton Shone & Bryn Parry, Event Successful Management’, Cengage learning 2002. •

Event Management by Lynn Van Der Wagen & Brenda R Carlos.

• Avrich, Barry Event and Entertainment Marketing, Vikas Publishing House New Delhi, 1994. •

Gaur, “Event Marking and Management”, Vikas Publishing House, 2003

(41)

• Allison Saget, “ The Event Marketing Hand Book”, Dearborn Trade Publishing, 2006 • Judy

Allen, „ Marketing Your Event Planning Business“, John Wiley & Sons, Canada, 2004 • Kotler,

P. “ Marketing Management“, PHI, New Delhi, 2006

----- × -----

Total Marks : 100 Paper Code: BSHRCC630T DISCIPLINE SPECIFIC ELECTIVE PAPER

GRAPHIC DESIGN

Learning Objective :

To enable the students to understand the interaction of word & images, space & form, different graphic software and the visual communication in our daily lives.

Course Outcome :

Students will be able to create, use and apply words & images, space & form, different graphic

software and the visual communication in their daily lives.

Syllabus :

Module 1 : Introduction to graphic design; Design Definition; Logic of Designs, function, technology and aesthetics; Elements of graphic design; Principles of graphic design; Colour in Design; The fundamentals and various law of graphic design

Module 2 : Fundamentals of Typography; Trace the historical background of the letterform; Understand the function of type composition and develop the ability to select the appropriate typeface for a particular design; Page layout and design

Module 3 : Newspaper Make-up in advanced level using:
Adobe Illustrator; Advertising Design; Identity design

Module 4 : Packaging Design; Poster Design; Book Design; Outdoor design; Web and Interactivity design.

Module 5 : Printing process; Digital prepress; Paper and finishing; Costing and estimating.

Module 6 : Practical Projects

Reading / Reference Lists :

- Thames & Hudson (New edition 2003): The Thames & Hudson Dictionary of Graphic Design and Designers, London
- Hollis Richard (1994): Graphic Design, a Concise History; Thames & Hudson, London • Campbell, A (1993), The New Designers Handbook; Little, Brown & Company; 2nd edition, London.
- Documentary: Helvetica (2007), Director- Gary Hustwit

----- × -----