

## SYLLABUS

- **Post Graduate Diploma in Journalism and Mass Communication**
- **Masters in Journalism and Mass Communication (MJMC)**

### **Structure of Curriculum for Post Graduate Diploma in Journalism and Mass Communication (First two Semesters) and MJMC (All 4 Semesters)**

**Rationale and Architecture:** The following is an integrated syllabus for two courses: Post Graduate Diploma in Mass Communication (PGDMC) and Masters in Mass Communication (MMC).

The PG Diploma course is more skill-focused. The idea is to make the students industry-ready by the time they finish the course, duration of which is one academic year, spread over two semesters.

The Masters course, spread over four semesters besides providing the skill component attempts to provide the students a deeper and broader understanding of communication as a subject of study in relation to other subjects. It attempts to enhance their research ability to add new thinking and concept into its body of knowledge.

A student can complete the first two semesters and get a Diploma. If he/she chooses to pursue further, he/she can join the Masters Programme.

#### **Learning Objectives:**

##### **PGDJMC:**

- Necessary skills to work in various media including print, electronic and web.
- Basic concepts of communication
- Understanding of laws related to media and media ethics.

##### **MJMC:**

- Necessary skills to work in various media including print, electronic and web.
- Concept and Process of communication including theories and models of communication
- Understanding of laws related to media and media ethics.
- Understanding the synergic relation between media and society.
- Conducting Communication Research

#### **Learning Outcome:**

**PGDJMC:**

- After completing the course, a student will be able to work various media including print, electronic, web and social media.
- After completing the course, a student will be able to work in PR or Advt. sector
- After completing the course, a student will be able to work in social sector
- After completing the course, a student will have basic understanding about various media and how to negotiate them

**MJMC:**

- After completing the course, a student will have fair understanding about various media and how to negotiate them
- After completing the course, a student will be able to work various media including print, electronic, web and social media.
- After completing the course, a student will have fair understanding about the synergic relationship between media and society.
- After completing the course, a student will have the ability to conduct communication research
- After completing the course, a student will develop a critical understanding about media as a discipline and also media as an instrument of change.

**Total Credits: 64****Semester – I:**

Paper – 1	: Concept of Communication
Paper – 2	: Media Law and Ethics
Paper -3	: Reporting and Editing for Print Media
Paper – 4	: New Media and Computer Application

**Semester – II:**

Paper – 5	: Radio and Television
Paper – 6	: Development Communication
Paper – 7	: PR and Advertising
Paper – 8	: Project Work

**Semester – III:**

- Paper – 9 : Communication Theory
- Paper – 10 : Media Sociology
- Paper – 11 : Communication Research
- Paper – 12 : Dissertation and Audio-visual project

Semester – IV:

- Paper – 13: Corporate Communication
- Paper - 14: Advanced Photo-Journalism
- Paper – 15: International and Intercultural Communication
- Paper – 16: Specialization (Students need to opt any one)
  - a. Science Communication
  - b. Media Management
  - c. Film Studies

<b>Course – 1: CONCEPT OF COMMUNICATION</b>	
<b>Block I: Concept, Process and Types of Communication</b>	
<b>Unit-1</b>	Definitions of communication, communication process, 7 C's of Communication
<b>Unit-2</b>	Communication process, elements of communication (sender, receiver, message, channel, feedback.)
<b>Unit-3</b>	Functions of communication, functions identified by Lasswell, McQuail, Marshall McLuhan
<b>Unit-4</b>	Types of Communication- Intrapersonal, Interpersonal, Group, Public communication, Mass Communication, Verbal and non-verbal communication, classroom communication- speech delivery, eye contact, attention pulling devices
<b>Block II: Communication Methods and Barriers</b>	
<b>Unit-1</b>	Oral Communication, Network Communication, Intra-Management Communication
<b>Unit-2</b>	Vertical communication, horizontal communication,
<b>Unit-3</b>	Complementary Communication, symmetrical Communication
<b>Unit-4</b>	Communication Barriers: Barriers of Communication- physical barriers, psychological barriers, semantic barriers
<b>Block III: Development of Communication and History of Journalism in India</b>	
<b>Unit-1</b>	From stone age to digital era, Early communication systems in India, present status and development, phases in the development of human communication
<b>Unit-2</b>	History of Journalism in India: Early efforts in publishing newspapers in the country, pre - and post-Independence era of mass media.
<b>Unit-3</b>	History of Journalism in Odisha, Role of newspapers in freedom struggle, Language Movement
<b>Unit-4</b>	Role of media in Nation building, History of Radio, Television and Internet in India.
<b>Block IV: Society and Culture</b>	
<b>Unit-1</b>	Role of communication in society, impact of society on communication processes
<b>Unit-2</b>	Communication and social change, communication and culture, Concepts of Information and knowledge society
<b>Unit-3</b>	Communication and Popular Culture : Concept of cultural communication, Communication and culture,

<b>Unit-4</b>	Role of communication in popular culture – music videos, albums and corporatization of culture, mass media as cultural institution
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**Recommended Books:**

- Agrawal, Namita (2007) *Theories of Communication and Mass Media*. Jaipur: Book Enclave.
- Chatterjee, Mrinal (2015) *History of Journalism in Odisha*, Dhenkanal: Sepsali
- Desai, Amit (2003) *Journalism and Mass Communication*. New Delhi : Reference Press
- Gaur, Sanjay (2006) *Dynamics of Mass Society and Communication*. Jaipur : Book Enclave
- Kumar, Keval J. (2011) *Mass Communication in India*. Jaico Publishing House: Mumbai
- Narula, Uma. (2006) *Communication Models*. New Delhi : Atlantic Publishers & Distributors.
- Verma, N.K (2006) *Handbook of Mass Communication*. New Delhi : Sumit Enterprises

<b>COURSE – 2: MEDIA LAW &amp; ETHICS</b>	
<b>Block I: Ethics, Media and Related Laws in India</b>	
<b>Unit-1</b>	Introduction to ethical thinking, Concept of applied ethics, relational ethics and descriptive ethics, contributions by Emanuel Kant, Stuart Mill, Ethical concepts in religious & philosophical texts.
<b>Unit-2</b>	Ethics & Media: Socio ethical frame work of media operations, Moral values, moral standings and norms of a society, Concept of media ethics, need and importance of media code of ethics, Changing norms of media ethics in different societies, International ethical standards of Media.
<b>Unit-3</b>	Important Media related laws in India: Statutes governing the press: Press Laws in British India, Media Laws, Ethics and Indian Constitution, Freedom of Speech and Expression under Indian Constitution, Reasonable restrictions – case studies
<b>Unit-4</b>	Obscene publications, Young persons (Harmful Publications) Act of 1956, Indian Telegraph Act, Press and Registration of Books Act 1867, The Parliamentary Proceedings (Protection of Public) Act 1956, Working Journalists Act 1955, Defamation, Contempt of Court, Official Secrets Act, Recent Media Laws: Right to Information, Cable TV Regulation Act, Cyber Crime Act
<b>Block II: Copyright, Intellectual Property Right and Emergency Provisions and Parliamentary Privileges</b>	
<b>Unit-1</b>	Copyright, types, remedies for copyright violation, exceptions to copyright, Indian copyright Act, case studies, IPR and GATT, concept of copy left and creative commons
<b>Unit-2</b>	Emergency and State of Emergency: Concepts , Constitutional Emergency Provisions , Code of Conduct for the Press, 1971, Effect of Emergency Provisions on Media freedom
<b>Unit-3</b>	Parliamentary and Legislative Privileges: Concept , Constitutional Provisions on Parliamentary and Legislative Privileges, Freedom of speech Right of publication of proceedings Law Courts and Privileges,
<b>Unit-4</b>	Some points on Parliamentary and Legislative Privileges , Effect of Parliamentary

	and Legislative Privileges on Media Reporting, Contempt of Court,
<b>Block III: Media and Privacy and Censorship</b>	
<b>Unit-1</b>	Media and Intrusion into Privacy, Privacy under International Law, Privacy and Indian Legal Provisions
<b>Unit-2</b>	Sensationalism: Development of the Concept, Sensationalism in Electronic Media, Sting Operations,
<b>Unit-3</b>	Operation West End: Tehelka.com, Sting operations in Movies, Novels, Comics and TV Serial, Paparazzi and Celebrities, Restrictions on Paparazzi and Laws, Yellow Journalism
<b>Unit-4</b>	Censorship: Concept of censorship, historical overview, types of censorship, censorship provisions under the Indian Constitution, censorship during emergency, case studies
<b>Block IV: Media related Structures and Regulatory Mechanisms</b>	
<b>Unit-1</b>	First Press Commission, Second Press Commission, Point of Reference and Major Recommendations of First & Second Press Commission
<b>Unit-2</b>	Press Council of India – composition, functions and criticisms, norms of journalistic conduct Ombudsman, Press Ombudsman, Readers’ Editors, Proposed Broadcasting Services Regulation Bill, 2006
<b>Unit-3</b>	Do we need a third press commission? Important Committees on Press & their recommendations-Chanda Committee, Vargese Committee, Paswan Committee
<b>Unit-4</b>	Media Self-Regulation, Autonomy and professional organization: Concept of self-regulation, Media Self-regulation, Code of conduct of different, organisations for media personnel, Editors’ Guild of India, All India Newspaper Editors’ Conference (AINEC), The Indian Newspaper Society (INS), Objectives and Administration of INS, Functions of INS, ILNA Editors’ Charter 1953, AINEC Code of Ethics 1968, Press Council Code 1954, Press Council Code on Communal Matters, Parliamentary Code 1976, Prasar Bharati Act

**Recommended Books:**

- Datta, K.B. (2010) Modern Handbook of Media Ethics. New Delhi : Ekta Books Distributors
- Day, Loius Alvin (2006) Media communication Ethics. New Delhi : Cengage Learning
- Fitzpatrick, Kathy, Carolyn Bronstein (2006) Ethics in Public Relations. USA : Sage Publications
- Menin, P.K. (2005) Journalistic Ethics. Jaipur : Pointer Publishers
- Plaisance, Patrick Lee (2009) Media Ethics. USA : Sage Publications
- Shrivastava, K.M. (...) Media Ethics
- Press Laws-Durgadas Banerjee
- Press Laws in India-Banshi Manna

<b>COURSE – 3: REPORTING AND EDITING FOR PRINT MEDIA</b>	
<b>Block I: Concept of News and News Presentation</b>	
<b>Unit-1</b>	What is News? News concept, definitions and elements, News values – timeliness, proximity, prominence, human interest, cause, consequence
<b>Unit-2</b>	Types of News – Hard news and Soft News, Elements and structure news report: headline, byline, lead, body, Characteristics of a good news report.
<b>Unit-3</b>	Types of News Leads Headline and Intro Writing: Headlines writing, types and styles, concept and purpose,
<b>Unit-4</b>	Editing with proof Reading symbols:, different types of proofreading symbols, abbreviation, strategies, fact checker
<b>Block II: Reporting: Basics, Types, Techniques and Subjects</b>	
<b>Unit-1</b>	What is reporting, concept of news reporting, Objectivity in news reporting, Job of a reporter, Difference between the terms, reporter, correspondent, stringer, liner, freelancer,
<b>Unit-2</b>	Sources of news: news organization, news reporter, Embargo, Spot news reporting, recent trends in news reporting, Qualities and responsibilities of a good reporter, challenges of news reporters
<b>Unit-3</b>	What is beat reporting, the beat reporter, Some important beats – political, cultural,



	development, sports, science, legal, crime, education etc. Kinds of Reporting: Objective, investigative, interpretative, analytical. Interviews: what is interview, preparing for an interview, conducting the interview, Types of interview.
<b>Unit-4</b>	Importance of science and technology writing, different types of science writing, Do's and don'ts of science writing, Importance of culture and sports writing, how to write for the culture beat, how to write for the sports beat, do's and don'ts, Importance of political writing, how to write a political news. Reporting conflict and disaster. Reporting Entertainment, lifestyle and events.
<b>Block III: Principles of Editing, Opinion writing and Role of Editor</b>	
<b>Unit-1</b>	Writing editorials- the fundamentals, Importance of editorial writing, style of editorial writing, Writing articles, Techniques of good writing, rewriting, feature writing, freelance writing, writing news and press releases
<b>Unit-2</b>	Basics of review and criticism, theories of criticism, methods of criticisms – impressionistic, authoritarian, review writing for books, films, music, performing arts, letters to the editor, Methods of column writing, types of columns.
<b>Unit-3</b>	Concept and principles of editing: Meaning, concept, definitions and importance of Editing, Principles of copy editing, functions of a copy desk, duties and qualities of a copy editor, tools of a copy editor: language and grammar.
<b>Unit-4</b>	Role of Editors: Qualities of a good sub editor, copy editor, duties and responsibilities of Editor- technical, legal and ethical.
<b>Block IV: Structures of Pages and News Room Functioning</b>	
<b>Unit-1</b>	Definition of Layout, its uses and types : modern and traditional, the importance of typography, elements of newspaper design, the importance of illustrations, graphics & colour in newspaper design
<b>Unit-2</b>	Designing the front page, editorial page designing, designing special page & magazine make up, printing technology of a modern paper.
<b>Unit-3</b>	Organizational structure in an editorial department, working of editorial department- editor, news editor, bureau chief, special correspondents, reporters, liner, stringer, working at the desk-the sub-editor
<b>Unit-4</b>	Digital editing tools in a newsroom: computers, word processing system, desktop publishing, page designing.

**Recommended Books:**

- Bhattacharjee, Shymali (2010) News Coverage, Reporting and Editing. New Delhi : Kanishka Publishers, Distributors.
- Chaturvedi, S.N (2007) Dynamics of Journalism and Art of Editing. New Delhi : Cyber Tech Publications.
- Puri, Manohar (2006) Art of Editing. New Delhi : Pragun Publications.
- Singh, Bhanu Pratap (2011) Art of Editing. New Delhi : Anmol Publications Pvt. Ltd.
- Shrivastava, K.M. (1987). News Reporting and Editing, New Delhi: Sterling

<b>COURSE – 4: NEW MEDIA &amp; COMPUTER APPLICATION</b>	
<b>Block 1: Concept of News and News Presentation</b>	
<b>Unit-1</b>	Concept of New Media, definition, difference between conventional media and new media, common vehicles of new media, Emerging trends in New Media, Impact of New Media on Journalism
<b>Unit-2</b>	Using new media technologies- creativity and diversity, use of new media technologies in different fields, Digital Video Broadcasting, Radio in a box concept, Internet Radio, Digital TV/Radio, printing/ photography in a digital format
<b>Unit-3</b>	Online newspapers, characteristics, differences and similarities with other media, Online journalism: Characteristics, difference between online journalism and traditional journalism, history of online journalism, writing for websites plagiarism, Search Engine Optimization and Keywords
<b>Unit-4</b>	Social media, characteristics, use of social media in journalism, social media and

	credibility, citizen journalist, problem of verification and accuracy , use of #tags and @ symbols in social media,
<b>Block II: Practical 1</b>	
<b>Unit-1</b>	Write five reports for news websites and five blogs on any subject of your interest
<b>Unit-2</b>	Create a facebook page of a newspaper
<b>Unit-3</b>	Create your twitter account and tweet 10 news items.
<b>Block III: Application of Technology</b>	
<b>Unit-1</b>	Concept of Computers, organization of computers, types of computer, classification of a computer, Port, File management, application of computer, advantages and disadvantages of computer.
<b>Unit-2</b>	Computer Software basics, System software, application software, integrated software, multimedia confronting, legal restriction on software
<b>Unit-3</b>	Starting MS Word, Basic Units of MS Word, entering and saving texts in a document, closing the MS Word document and closing MS Word programme, Opening of an existing document, copy and cut, formatting the document, finding a particular pattern, insertion, implementing formula on table contents, header and footer, page set up, indents, tabs, columns, change case.
<b>Unit-4</b>	Starting MS PowerPoint, Parts of PowerPoint, creating of PowerPoint presentation, to include slide in the chart, to impart a data sheet, formatting options, slide transitions, different views of the presentation, Photoshop, creating a Photoshop.
<b>Block IV: Practical 2: Designing</b>	
<b>Unit-1</b>	Design a newspaper page using PageMaker
<b>Unit-2</b>	Design a magazine content page using PageMaker
<b>Unit-3</b>	Prepare a PowerPoint presentation on OSOU
<b>Unit-4</b>	Design a PowerPoint on tourism potential in Odisha
<b>Unit-5</b>	Design cover page of a news magazine using Photoshop

### Recommended Books

- Balagurusamy, E. (2009) Fundamentals of Computers. New Delhi : Tata McGraw Hill Publishing Company Limited.
- Hodkinson, Paul (2011) Media, Culture and Society. New Delhi : Sage Publications.
- Lievrouw, Leah A., Sonia Livingstone (Ed)(2009) New Media (Volume- I, II, III, IV), Sage Publications

- Mehta, Malti, S.R. Sharma (2013) New Media and Its Language. New Delhi : Sarup Book Publishers Pvt. Ltd.
- Morley, Deborah, Charles S. Parker (2008) Fundamentals of Computer, New Delhi : Cengage Learning.
- Rajaraman, V. (2004), Fundamentals of Computers. New Delhi : Prentice-Hall of India Private Limited.

<b>COURSE – 3: RADIO &amp; TELEVISION</b>	
<b>RADIO</b>	
<b>Block I: Introduction to Audio Media</b>	
<b>Unit-1</b>	Characteristics and features of audio media, impact and reach, History of Radio Broadcasting (World Scenario), History and growth of radio in India History of AIR, AIR news service, external service, VividhBharti, YuvaVani, Special Audience Programmes- radio talks and discussions, radio programmes for rural audience, educational programmes, family welfare programmes, programmes for the armed forces, Radio plays and features, AIR with special reference to AIR in Odisha, AIR news service, external service
<b>Unit-2</b>	Concept of FM, FM Radio in India, Community Radio, Educational Radio, DRM (Digital Radio Mondial), Broadcasting, Narrowcasting, Radio Transmission, Podcasting and Internet Radio, New developments in radio
<b>Unit-3</b>	Basic features of radio news, Different types of news bulletins, Radio features and current features programmes, Innovations in radio news coverage
<b>Unit-4</b>	Introduction to radio reporting, going about reporting for radio, Qualities and responsibilities of radio reporter
<b>Block II: Radio Content Production</b>	
<b>Unit-1</b>	Radio as an effective tool for development , Role of Amateur Radio, Case studies of the use of radio for development communication , Radio Documentary, Vox pops, Radio Feature, Radio Documentary, Radio Talk show, Play, etc
<b>Unit-2</b>	Basic Steps of Writing News for Radio, Language and style for radio, News Style for Radio, Radio News Bulletin Structure, Rules for radio news writing, Preparing radio copy (format, names and titles, symbols and numbers, quotations and attributions, correcting copy etc.), Writing for radio features and current affairs programmes
<b>Unit-3</b>	Voice culture, Pronunciation, General principles of radio presentation, voice diction, voice dispatch, Interviewing (art of interviewing, types, sound bites etc) Types of interview and Approach, Basics of sound, Audio equipments (Microphone, Recorder, Mixer etc), Accoustic, Steps in radio production, Digital editing - examples of digital audio editing software programs (Adobe Audition 3, Sony Sound Forge 9, Digidesign Pro Tools)
<b>Unit-4</b>	<ol style="list-style-type: none"> <li>1. Write a radio news report on a recent event at your locality. Please indicate the sound bites to be put in.</li> <li>2. Write script of a 10 minutes radio feature on Balijatra, Cuttack</li> <li>3. Design a 10 minutes current affairs programme radio magazine</li> <li>4. Write a strategy to cover a local fair for a community radio station nearby.</li> </ol>

## TELEVISION

### Block III: Introduction to Audio-Visual Media

**Unit-1** Characteristics and features of audio-visual media, Impact and reach of audio-visual media, Audio media vs. audio-visual media, History of TV Broadcasting (World Scenario), History and growth of TV in India, Impact of 24- hours news channels, News values : redefining what's newsworthy, importance of audience in the field of television broadcasting : catering to diverse group of people, some important concepts- Direct-to-Home (DTH), Internet Protocol Television (IPTV), Headend-in-the-sky(HITS), Conditional Access System(CAS)

**Unit-2** Terrestrial transmission, cable and satellite transmission, Digital video broadcasting, Emerging growth of television as an industry, Revenue generated from advertisements, Growth of television industry in India- market capitalization, size of the industry, contribution to economic growth, leading companies, television rating points (TRP)

**Unit-3** Different types of TV news, panel discussions, interviews, documentaries and current affairs programmes of Television, Educational television, Live programs  
TV News: Basic features of TV news, Structure of TV news bulletin, Different types of TV news, Panel Discussions, interviews, documentaries and current affairs programmes in TV

**Unit-4** Introduction to TV reporting, Duties, Qualities and responsibilities of TV reporter, Sources of TV News, New Trends in TV reporting

### Block IV: Structures and News Room Functioning

**Unit-1** **Structure of a TV Channel :** Composition of different tv channels (GEC, News, Infotainment, Music etc), Hierarchy, Roles and responsibilities of TV staffs  
**Writing for TV:** Some basic concepts, Principles of TV news writing, Preparing News copy, Rules For Writing For Television

**Unit-2** TV Program Production: Shot Composition, Shots Sizes, Principles of good composition, Camera Movements and Angles, Rules of screen grammar  
TV News Editing: Concepts and Principles of TV news editing, Concept of TV News editing, Principles of TV news editing – The Grammar, Linear and Non-linear editing

**Unit-3** News presentation (reading vs. anchoring), News anchor – Working conditions and responsibilities, Voice culture, pronunciation and articulation, Pronunciation and

	articulation, Voice culture, Interview, Principles of Effective Interviewing, Phrasing the question
<b>Unit-4</b>	<p>(a) Plan a one and a half minutes news capsule with Studio Anchor's introduction, Reporter's P2C, and voice over.</p> <p>(b) Plan a 10 minutes national news bulletin</p> <p>(c) Plan a 10 minutes national sports bulletin</p> <p>(d) Plan a 5 minutes feature on 'Mahanadi'.</p>

#### **Recommended Books :**

- Chauhan, Swati, Navin Chandra (2010) Global Sourcebook of Mass Communication Journalism and Media Management, Part 2. New Delhi :Kanishka Publishers, Distributors.
- Gandhi, VedPrakash (2009) Handbook of Television and Radio Broadcasting. New Delhi :Kanishka Publishers, Distributors.
- Keith, Michael C. (2010), The Radio Station, Focal Press, Oxford
- Kumar, Keval J. (2007) Mass Communication in India. Mumbai: Jaico Books Pvt Ltd.
- Pavarala, Vinod, Kanchan K. Malik (2007) Other Voices. New Delhi :Sage Publications.
- Reese, David E. Reese, Lynne S. Gross, Brian Gross (2009) Audio Production Worktext. UK : Focal Press
- Srivastava, Dr. H.O. (2000), Broadcast Technology. New Delhi :Gyan Publishing House.
- Wadia, Angela (2007), Broadcast Management in India. New Delhi :Kanishka Publishers, Distributors.
- Ahuja, B.N (2006), Audio Visual Journalism, Surjeet Publications, New Delhi
- Cushion, Stephen (2012), Television Journalism, Sage Publications, New Delhi
- Donald, Ralph, Thomas Spann (2004), Fundamentals of Television Production, Surjeet Publications, New Delhi
- Kapoor, D.N (2006), Broadcast Journalism, Mohit Publications, New Delhi
- Mehta, Nalin (2009), Television in India, Routledge
- Velabadi, Basuki (2008), Video Production, New Delhi: Oxford

<b>Course- 6: DEVELOPMENT COMMUNICATION</b>	
<b>Block-I: Development Communication: Concepts and Models</b>	
<b>Unit-1</b>	Definition, Origin, Concept of development, Indicators of Development
<b>Unit-2</b>	Per Capita Income Development Communication. Experiments- Chhatara, Gramyavani- Meretee experiments.
<b>Unit-3</b>	Scope and function: Development Support Communication ( DSC ) Lowa model of Development Support Communication
<b>Unit-4</b>	Bipolar, Rostow's model, N'ache, Daniel Lerner's prescription for modernization
<b>Block-II: Nuances of Development</b>	
<b>Unit-1</b>	Concept of Rural Development, Tools of Rural Development, Mechanistic and organic models of development, Gandhian model, Gram Swaraj.
<b>Unit-2</b>	Modernization Vs Social change, Dichotomy, reverse modernization (neo-traditionalisation), culture as a carrier of development
<b>Unit-3</b>	Non Government Organization as third sector, Nature and function of NGO, Communication strategies of NGOs in rural development, knowledge transmission model
<b>Unit-4</b>	Process of Development in India: Pre and post Independence era. Five year plan of development, Niti Ayaoga
<b>Block-III: Developmental Journalism</b>	
<b>Unit-1</b>	Development News, Development Journalism, Origin and history of Development Journalism
<b>Unit-2</b>	Backgrounder of development journalism in India, Writing developmental news and stories, features and articles
<b>Unit-3</b>	Government, NGO, CBOs, Other media sources, PR institutions
<b>Unit-4</b>	Data of social and economic development of a state. Data analysis of factor of development
<b>Block-IV: Practical</b>	
Identification of development news, Designing development stories and features for print and electronic media, process of development and social media.	
<b>Unit-1</b>	Find out five development stories from the newspapers you read and write 500 words describing the content of those reports.
<b>Unit-2</b>	Trace five development stories on Television and write 500words describing the strong points of the stories.



<b>Unit-3</b>	Trace five development stories on Television and write 500 words describing the strong points of the stories.
<b>Unit-4</b>	Write two features in the lines of development reporting.
<b>Unit-5</b>	Write five story ideas.

### **Recommended Books**

- Gupta, V.S. (2000), Communication and Development, Concept Publishing Company, New Delhi
- Kumar, Keval J. (2007), Mass Communication in India, Jaico Publishing House, Mumbai
- Mody, Bella (1991), Designing Messages for Development Communication, Sage Publications, New Delhi
- Menon, Mridula (2004), Development Communication and Media Debate, Kanishka Publishers, Distributors, New Delhi
- Murthy, D V R (2006), Development Journalism, Kanishka Publishers, Distributors, New Delhi
- Narula, Uma (2006), Communication Models, Atlantic Publishers & Distributors, New Delhi
- Pushkar, Niranjana (2009), Development Communication, Authorspress, New Delhi
- Prasad, Kiran (2009), Communication for Development (Volume I & II), B.R. Publishing Corporation, New Delhi

<b>Course- 7: PUBLIC RELATIONS AND ADVERTISING</b>	
<b>Block-I: Development Communication: Concepts and Models</b>	
<b>Unit-1</b>	History, Concept and Definitions
<b>Unit-2</b>	Propaganda and publicity, Duties and Responsibilities of Public Relations Manager, Qualities of a good Public Relations Manager
<b>Unit-3</b>	PR set up in an organization, Functions of a PR department, PR campaigns and programmes, PR in Public Sector Undertakings, Public Relations in a crisis situation, Public Relations Organizations in India: PRSI, PRCI, PRCAI
<b>Unit-4</b>	Government and Public Relations: PR in Central Govt., PR in State Govt
<b>Block-II: Introduction to advertising</b>	
<b>Unit-1</b>	Concept of Advertising : Concept, Objectives, Function; Classification of Advertising - based on function, region, target markets, company demand, desired responses, the media used to issue advertisements
<b>Unit-2</b>	Elements of Advertising, Advertisement Layout, Selection of media for Advertising
<b>Unit-3</b>	Concept of Advertising Media - Concept, Print advertising, Radio advertising, Television advertising; Concept of Media buying and space selling, Impact of advertising, Outdoor Advertising, Film Advertising, Corporate Advertising, Financial advertising, Web Advertising, Social Marketing Concept,
<b>Unit-4</b>	Concept of Advertising agency, History, Types of advertising agency, Organizational set up, Advertising agency activity - <b>Client Servicing, Accounts Service, Media Planning, The Creative Department, The Creative Services Department, The Research Department;</b> The Duties and the Responsibilities of an Agency, Concept of Advertising Campaign, Advertising Campaign Strategy, Research for advertising campaign
<b>Block-III: Ethics in advertising &amp; PR</b>	
<b>Unit-1</b>	The importance of ethics in Advertising, General rules of conduct in advertising,
<b>Unit-2</b>	Code for Doordarshan, General AIR code, Advertising code and children,
<b>Unit-3</b>	Code of standards in relation to the advertising of Medicines and treatment,
<b>Unit-4</b>	Cable Television Advertising Codes, Regulatory Bodies - AAAI, ASCI.
<b>Block-IV: Advertising &amp; PR tools</b>	
<b>Unit-1</b>	Press Conference, Press Meet, Meet the press, Press Briefings, Press Tours, Press

	Release, Backgrounder, Rejoinders.
<b>Unit-2</b>	<b>The art of advertising copywriting:</b> Concept of advertising copywriting, techniques for writing a copy, copy writing for radio, television and film

### **Recommended Books**

Jaishri Jethwaney and Shruti Jain, (2012) Advertising Management, Oxford University Press, New Delhi.

Joseph Fernandez (2004). Corporate Communications: A 21<sup>st</sup> Century Primer, Response Books, New Delhi.

Dalmar Fisher (1999). Communication in Organisations, Jaico Publishing House, Mumbai.

Scott Cutlip (1995). Effective Public Relations, et al, London.

Ghoshal Subhash and Mc Millan (2002). Making of Advertising.

Ogilvy David (1997). Ogilvy on Advertising, Prion Books, London

Jaishri Jethwaney and N N Sarkar (2015). Public Relations Management, Sterling, New-Delhi.

Oliver Sandra (2008). Public Relations Strategy, Kogan Page, Social Sector Communication in India - Concepts, Practices and Case Studies.

### **Course- 8: Practical**

This unit will be completely practical based. Each student/a small group of students will write field- based reports. Each student has to submit a practical record duly signed by the Supervisor or Academic Counselor before the Final Examination.

#### **Reporting:**

1. Write two field-based reports on events in your locality.

2. Write a feature article with 1000 words

#### **Editing:**

1. Write five different headlines using (Banner, Hanging Indention, Double Decker, Hammer, Kicker).

2. Rewrite the intro of two news reports published in any newspaper.

#### **Radio:**

1. Prepare a three minutes News bulletin.

2. Write a 30 seconds radio jingle.

#### **Television:**

1. Prepare a one and half minute's news package or News capsule with anchor intro, PTC and two voiceover for prime time News Bulletin.

2. Make a budget & script for 5 minutes Documentary on any environment related issue.

#### **Photography:**

1. Take a 5X7" photograph and edit (crop, retouch, blur) for Newspaper FrontPage with appropriate caption.

2. Make a photo feature with not less than 10 photographs.

#### **Layout Design:**

1. Design a Front page layout with Masthead, Headlines, Advertisement, Cartoon, Weather, etc elements.

2. Design a Sunday supplements using PageMaker/In design software.

### SEMESTER – III

<b>Course-9: COMMUNICATION THEORY</b>	
<b>Block I: Concept of Communication Theory</b>	
<b>Unit-1</b>	Importance of communication theory, two step flow & multistep flow theory, individual deference theory,
<b>Unit-2</b>	Selectivity & gate keeping theory, Diffusion of innovation theory, personal influence theory,
<b>Unit-3</b>	Authoritarian, libertarian, Communist media, social responsibility theory,
<b>Unit-4</b>	Development media theory, democratic participation theory, communication convergence.
<b>Block II: Concept of Communication Theory</b>	
<b>Unit-1</b>	Concept of communication model, linear & non linear model, symbolic model, physical model, Verbal models, iconic models, analog models, mathematical model,
<b>Unit-2</b>	Aristotle model, lasswell model, Osgood model, schramm model, Gerbner model,
<b>Unit-3</b>	Berlo model, shanon weaver model, DeFleur model, Katz & Lazarfeld two step flow model,
<b>Unit-4</b>	New comb model, westley & McLean model, Kincaid model, Dance model.
<b>Block III: Development Communication &amp; International models</b>	
<b>Unit-1</b>	Learner model of development, Rogers basic diffusion model,
<b>Unit-2</b>	Basic need model, global communication model, global interdependency model
<b>Block IV: Communication Effects Theories</b>	
<b>Unit-1</b>	Magic Bullet Theory, Uses and Gratification theory
<b>Unit-2</b>	Cognitive Dissonance Theory, Agenda Setting Theory, Cultivation Analysis,

<b>Course-10: MEDIA SOCIOLOGY</b>	
<b>Block-I: Mass media as a social institution</b>	
<b>Unit-1</b>	Media for social communication, media relation with other social institutions
<b>Unit-2</b>	As ideological apparatus, media and politics in India
<b>Unit-3</b>	An evaluative discourse of political role of media in post Independence India
<b>Block-II: Media and social issues and Movements</b>	
<b>Unit-1</b>	Racism, inequality and subjugation, Media and feminist movements A critique of Indian movements
<b>Unit-2</b>	Media and youth Impact, uses, peer group influence, need for counselling, issues and case studies, Media and juvenile delinquency
<b>Unit-3</b>	Mediated deviancy, media and violence, mediated crimes, trial by media, concept of pluralistic ignorance
<b>Unit-4</b>	Media and national integration, Assessment of promotional campaigns, case studies, Media and religious communication in Indian context, Treatment and promotion of secularism
<b>Block-III: Mediated stereotypes</b>	
<b>Unit-1</b>	Media portrayal of women, issues of empowerment
<b>Unit-2</b>	Gandhian perspective, recent media campaigns
<b>Unit-3</b>	Literacy, health, nutrition, cleanliness, pure water and power
<b>Block-IV: Media content as a product</b>	
<b>Unit-1</b>	Manufacturing of consent, media as asynchronous filters,
<b>Unit-2</b>	Producers of flak- arguments of Chomsky and Herman
<b>Unit-3</b>	Moral panics, media as tools of national and international propaganda,
<b>Unit-</b>	Misinformation and disinformation campaigns

**Suggested Readings**

Chomsky, Noam, Manufacturing Consent

<b>COURSE 11: INTERNATIONAL AND INTERCULTURAL COMMUNICATION</b>	
<b>Block - I : International Communication: Evolution, Scope and Significance</b>	
<b>Unit-1</b>	What is international communication, Scope and Significance, MacBride Commission: Composition, terms of reference, major recommendations, Many voices one world.
<b>Unit-2</b>	New World information and communication order (NWICO): Concept, Important events in the history of NWICO, Decolonization and aspiration of New nations
<b>Unit-3</b>	Cultural imperialism, Colonial structure of Communication, Media conflict, India and NWICO
<b>Unit-4</b>	Communication co-operation initiatives in South Asia: SAVE, issues and impediments, India's role in cultural and economic communication in South Asia.
<b>Block - II : Issues in global media, ownership, Ideologies and Contemporary Trends</b>	
<b>Unit-1</b>	Cultural imperialism, use of micro media and social media for political rights, Arab spring, Occupy wall street movements, media ownership, International News agencies - Reuters, AFP, AP etc., Role of International News agencies in News flow and selective communication.
<b>Unit-2</b>	Borderless communication and nation-state censorship, impediments to right to communication, issues of media density and freedom of speech and expression- lessons from Gulf war, embedded journalism
<b>Unit-3</b>	Transnational Broadcasting, Satellite TV, BBC, Voice of America, CNN, VISNEWS, Al Jazeera, TASS, Role of Media in international Politics and relations.
<b>Unit-4</b>	Inter-cultural Communication in Cyber Space; Globalisation and Localisation, Intercultural Communication. Foreign media ownership and FDI in media
<b>Block - III : Culture and Communication</b>	
<b>Unit-1</b>	Inter-Cultural Communication: Definition and Scope
<b>Unit-2</b>	Relationship between Culture and Communication
<b>Unit-3</b>	Media as a social institution
<b>Unit-4</b>	Eastern and Western Perspective
<b>Block - IV : Freedom of Expression and Media: International agencies and Organizations</b>	



<b>Unit-1</b>	Amnesty International, reporters without frontiers, IFEX, Censorship Index
<b>Unit-2</b>	Article 19, International Telecommunication Union(ITU),
<b>Unit-3</b>	International Programme for Development Communication. (IPDC),
<b>Unit-4</b>	European Union(EU), ASEAN, SAARC

### **Recommended Books**

1. Chomsky, Noam, Manufacturing Consent: Political Economy of the Mass Media

<b>Course 12: COMMUNICATION RESEARCH</b>	
<b>Block-I: Introduction to Communication Research &amp; Research Ethics</b>	
<b>Unit-1</b>	Meaning of research, Definition of research, Objectives of research, Importance of research  Types of Research :Various Types of Research, Quantitative and Qualitative Research
<b>Unit-2</b>	Research Methods, Research Process, Meaning of communication research, Types of communication research
<b>Unit-3</b>	Importance of research in mass media, Elements of communication research, Quantitative & Qualitative Research
<b>Unit-4</b>	Research Ethics: Research process and Ethics, Responsibility as a Researcher, Ethical issues pertaining to communication research – honesty, confidentiality, acknowledging others, use of appropriate language, plagiarism, Ethics and online research
<b>Block-II: Research Methods, Methodology and Research plan, design</b>	
<b>Unit-1</b>	Importance of media research, Survey research, Types of surveys, Advantage and disadvantages of survey, Public opinion survey, Pre election and Exit poll
<b>Unit-2</b>	Content analysis, Meaning and definition of content analysis, Methods of content analysis, Limitations of content analysis, Difference between Method and Methodology, How to devise a robust methodology?
<b>Unit-3</b>	Research problem, Defining research problem, Formulation of objectives  Meaning of Hypothesis
<b>Unit-4</b>	Meaning of research design, Need for research design, Features of a good design, concepts related to research design- Dependent and Independent Variables, Extraneous variable, Control, Experimental and control groups, Treatments, Experiment
<b>Block-III: Research tools, Sampling, Data Analysis and Management</b>	
<b>Unit-1</b>	Data and its types, Methods of Primary Data Collection, Observation, Interview  Questionnaire and schedules, Other Methods of data collection, Secondary data collection
<b>Unit-2</b>	Census and sample, Importance of Sampling, Sample designs, Sample size, Different Types of Sampling and its methods, Application of Sampling in Research
<b>Unit-3</b>	Data evaluation techniques, tabulation and classification of data

	Tabulation of data, Diagrammatic and graphic presentation, Hypothesis testing, Data interpretations
<b>Unit-4</b>	Levels of measurement – Nominal, Ordinal, Interval and Ratio
<b>Block-IV: Statistical Analysis, Thesis writing, Areas of Communication Research</b>	
<b>Unit-1</b>	Measures of Central Tendency – Mean, Median, Mode, Measures of Dispersion – Minimum, Maximum, Range, Variance, Standard Deviation, SPSS and its application in Research
<b>Unit-2</b>	Structure of a research report, language, Citation and Referencing
<b>Unit-3</b>	Print media research, Electronic media research, Advertising research, Public relation research
<b>Unit-4</b>	Applications of Mass Media Research-Research in Print Media, Electronic Media, Advertising and Public Relations, Mass Media research and the Internet

### **Suggested Readings**

- 1. Communication Research Series-Sage Publication**
- 2. Literature Review Series-Sage Publication**
- 3. Content Analysis Series-Sage Publication**
- 4. Media Research-Rutledge**

## **Course 12: Dissertation and Audio Visual Project Work (Dissertation 3 Credits, AV Project 1 credit)**

To be eligible for a Master's degree, every student will have to submit a dissertation and specified number of audio visual projects in any area of mass communication detailed in the curriculum under the guidance of a Supervisor.

### **Dissertation (3 Credits)**

To be eligible for a Master's degree, every student will have to submit a dissertation/project in any area of mass communication detailed in the curriculum under the guidance of a Supervisor. The main aim of the dissertation is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research-based effort and should endeavour to create new knowledge in any area of mass communication.

### **Aims of the Dissertation**

**The aims of the dissertation are to:**

- put into practice theories and concepts learned during the programme;
- provide an opportunity to study a particular topic/issue in depth;
- show evidence of independent investigation;
- combine relevant theories and suggest alternatives;
- show evidence of ability to plan and manage a project within a stipulated time frame.

**After completion of the dissertation students should be able to:**

- define, design and deliver an academically rigorous piece of research;
- understand the relationships between the theoretical concepts taught in class and their application in specific situations;
- show evidence of a critical and holistic knowledge and have a deeper understanding of their chosen subject area;
- appreciate practical implications and constraints of the specialist subject;
- Understand the process and decisions to be made in managing a project within a time frame.

### **Dissertation Supervision**

You will be supported through the dissertation by an academic supervisor. You will be advised by your co-ordinator (Study centre) of the process by which your programme allocates academic supervisors. The academic supervisor will ideally have background expertise in your area of study. However, this may not always be possible and you may be allocated a supervisor with more general subject knowledge. Regardless of the subject background of the supervisor, the academic supervisor will understand the research process.

Where a 'non-expert' academic supervisor is appointed you will still, under the guidance of your academic supervisor, be able to consult with a subject expert. The extent of that subject expert's input will usually be limited to advice about the literature review.

### **Role of Academic Supervisor**

The academic supervisor performs many functions and is there to facilitate and not to lead, hence the responsibility for the quality and content of a dissertation is entirely that of yourself, the student. The supervisor role includes the following:

- To advise the student whether or not the project appears to be feasible and the possible risks that may be involved, for example problems in trying to access information, potential poor response rates to surveys concerning commercially sensitive issues.
- To assist the student in tailoring the proposal to the time and other resource constraints.
- To assist the student at the outset in finding useful and relevant reading material and appropriate academic framework within which to place the topic.
- To advise on the choice of suitable methodological approach(es).
- To monitor progress and to advise on what is required to achieve a satisfactory dissertation.

### **Responsibilities of the Student**

- To maintain regular contact with the academic supervisor. It is the student's responsibility to inform their supervisor of progress and to lead the development of the dissertation. Difficulties must be communicated at the time they are encountered.
- To write the dissertation in a good standard of clear English using appropriate academic terms and citation and referencing conventions. It is not the responsibility of the supervisor to ensure that this condition is met.
- To write the dissertation with guidance from the supervisor. The dissertation and research work must be your own. The dissertation is to reflect your subject understanding and research abilities, not that of your supervisor.

### **Writing the dissertation**

The work on the dissertation should ideally start as early as Third Semester so that it can be submitted on time. A deadline for submission will be specified by the University and the student should submit it as per the schedule.

### **Word Count**

Ideally the Master's degree dissertation should be within 8,000 to 12,000 words (not including appendices and references).

A student has to ensure that the dissertation includes the following:

### **Title Page**

### **Abstract**

The dissertation should contain an abstract of upto 350 words. The abstract should ideally include aims and objectives, methodology, results, conclusions and recommendations.

### **Contents Page**

The contents page should spell out the chapter headings, appendices, references and pages on which they can be found.

### **Introduction**

The dissertation should be divided into chapters and sections appropriate to the topic and type of dissertation chosen.

The introduction should provide details about the background of the study and the context in which the research took place. It should also provide a clear picture of aims and objectives that the dissertation is going to provide.

### **Literature Review**

Literature review is an integral part of any research project and hence it's inclusion is a must in the dissertation. The literature review should present and analyse relevant literature published related to the research topic. The literature review should establish a link between the research that is being carried out its findings may be critically linked to the topic at hand. The literature review should justify the aims and objectives of the dissertation.

### **Research Methodology**

It is that part of the dissertation where the researcher gets an opportunity to justify to the reader the process by which the research questions, which were derived by analysis of the relevant literature, were answered.

### **Chapterization**

The student has to divide the entire dissertation into several chapters. Like Introduction, Literature review and chapters related to the topic.

Each Chapter has to be described in details.

### **Findings / Results / Data Analysis**

The results of research carried out will be presented in this chapter.

### **Conclusions**

The dissertation will be summed up in this part and will provide an explanation as to how the initial research plan has been executed. The conclusions help the readers to have a wider understanding of the issue at hand.

### **Audio/Visual Production (1 Credit)**

Each student has to deposit an audio-visual production of 2-5 minutes duration.

Following things are to be kept in mind while developing the AV production.

1. Students will choose the topic in consultation with the concerned Counsellors.
2. They will use local topics, specifically related to the project topics.
3. Local available resources will be given priority.
4. Smart phone use while preparing AV production may be given priority.

## SEMESTER – IV

<b>Course-13: CORPORATE COMMUNICATION</b>	
<b>BLOCK I: INTRODUCTION TO CORPORATE COMMUNICATION</b>	
<b>Unit-1</b>	Definition, Nature, Scope and Significance of Corporate Communication
<b>Unit-2</b>	Objectives of Corporate Communication, Basic functions of corporate communication
<b>Unit-3</b>	Brief History of Corporate Communication in India, Pioneers of corporate communication
<b>BLOCK II: TOOLS OF CORPORATE COMMUNICATION</b>	
<b>Unit-1</b>	Lobbying, Sponsorship, Corporate identity
<b>Unit-2</b>	Defining strategy and its role, campaign planning
<b>Unit-3</b>	Employee Relations, Financial Relations, Consumer Relations, Media Relations
<b>BLOCK III: CRISIS COMMUNICATION</b>	
<b>Unit-1</b>	Understanding conflict and its consequences.
<b>Unit-2</b>	Various kinds of disasters, Use of media in times of crisis
<b>Unit-3</b>	Case studies in conflict resolution and crisis handling
<b>BLOCK IV: CORPORATE SOCIAL RESPONSIBILITY</b>	
<b>Unit-1</b>	Role, scope and need for CSR
<b>Unit-2</b>	Defining image management, CSR as a tool for image management, Importance of image management for individuals and organizations.
<b>Unit-3</b>	Case studies in CSR
<b>BLOCK V: CORPORATE COMMUNICATION RESEARCH</b>	
<b>Unit-1</b>	Corporate Communication Research
<b>Unit-2</b>	Evaluation of Corporate Communication Programmes
<b>Unit-3</b>	Event Management - Process & Techniques

### **Recommended Books**

- Jaishri Jethwaney (2010). Corporate Communication Principles and Practice, New Delhi, Oxford University Press.
- Joseph Fernandez (2004). Corporate Communications: A 21<sup>st</sup> Century Primer, Response Books, New Delhi.
- Dalmar Fisher (1999). Communication in Organisations, Jaico Publishing House, Mumbai.
- Scott Cutlip (1995). Effective Public Relations, et al, London.

- Page, Social Sector Communication in India - Concepts, Practices and Case Studies.
- Jaishri Jethwaney, (2016) Social Sector Communication in India - Concepts, Practices and Case Studies, Sage, New Delhi, 2016.
- Cees, B. M., Riel, Van, Fombrun and Charles J. (2007). Essentials of Corporate Communication: Implementing Practices for Effective Reputation Management Reputation, Routledge Publication.



<b>COURSE 14: PHOTO JOURNALISM</b>	
<b>Block-I : Nature, Scope and History of Photo Journalism</b>	
<b>Unit-1</b>	Photo Journalism. Definition, Nature, Scope
<b>Unit-2</b>	History of Photography and Photo Journalism
<b>Unit-3</b>	Functions of Photo Journalism
<b>Unit-4</b>	Qualification and Responsibilities of Photo Journalists
<b>Block-II : News Photography</b>	
<b>Unit-1</b>	News Photographers and News Value, Types and Sources
<b>Unit-2</b>	Digital Camera – Digital Technology and its future – Darkroom Infrastructure for celluloid Film
<b>Unit-3</b>	Editing and Printing- Selection, Criteria for News Photographs – Channels of News Pictures-viz., Wire, Satellite
<b>Unit-4</b>	Agency, Stock, Picture Library, Freelancer, Photo Editing, Caption Writing, Photo-presentation
<b>Block-III : Technicality of Photo Journalism</b>	
<b>Unit-1</b>	Types & components of Camera
<b>Unit-2</b>	Camera & accessories
<b>Unit-3</b>	Lighting and Lighting equipments
<b>Unit-4</b>	Framing, Composition and Perspective
<b>Block-IV : Practical</b>	
<b>Unit-1</b>	A student is required to submit a photo feature or photo essay on any subject with no less than 10 photographs.
<b>Unit-2</b>	Students are required to send at least 10 stand alone news photographs with captions.

### **Suggested Books**

- Photojournalism: The Professionals' Approach, Kenneth Kobre ,
- Truth Needs No Ally: Inside Photojournalism, Howard Chapnick
- Associated Press Guide to Photojournalism (Associated Press Handbooks) by **Brian Horton** (Author)
- Practical Photojournalism: A Professional Guide, Martin Keene
- [Bending the Frame: Photojournalism, Documentary, and the Citizen, Fred Ritchin](#)
- A Professional's Basic Photography – Nirmal Pasricha
- Basic Photography – Newnes
- Photo Journalism – Rothsteline
- Techniques of Photo Journalism – Milten Feinberg
- Pictures on a Page: Photo Journalism, Graphic and Picture Editing – Evans
- Photo Journalism: The Professional's Approach – Kebre
- Newspaper Photography: A Professional View of Photo Journalism today – John
- All About Photography – Ashok Dilwali.
- Click you: your first book on photography - Vishal Diwan

<b>Course-15: INTERNATIONAL &amp; INTERCULTURAL COMMUNICATION</b>	
<b>Block-I: Concept &amp; Scope of International Communication</b>	
<b>Unit-1</b>	What is international Communication, economic and cultural dimensions of international communication, Communication and information as a tool of equality and exploitation
<b>Unit-2</b>	International flow of information- a framework of analysis, Imbalance in International news flow,
<b>Unit-3</b>	International news agencies and syndicates, their organizational structure and functions
<b>Unit-4</b>	Non aligned news pool- its working, success, failure
<b>Block-II: Technology &amp; Approaches of International Communication</b>	
<b>Unit-1</b>	UNO's Universal declaration of human Rights and Communication, Removal of imbalance in news flow, Debate on NWICO, New International Economic Order, Mac Bride's Commission report
<b>Unit-2</b>	Impact of new communication technology on news flow, Satellite communication-status, progress-effects-information super highways-international telecommunication and regulatory organisations
<b>Unit-3</b>	Defining International broadcasting, new media environment, structural forces, adaptations and transformations
<b>Unit-4</b>	Idealistic-Humanistic approach, political proselytization, international communication and conflict
<b>Block-III: Issues related to International Communication</b>	
<b>Unit-1</b>	Democratization of information flow and media systems- professional standards; violence against media persons
<b>Unit-2</b>	Effects of globalization on media systems and their functions, transnational media ownership and issues of sovereignty and security
<b>Unit-3</b>	International intellectual property rights, international media institutions
<b>Unit-4</b>	Professional organizations, code of conduct
<b>Block-IV: International information Communication</b>	
<b>Unit-1</b>	International news agencies- Agence France Presse, Associated Press, Reuters
<b>Unit-2</b>	The Press Association, Kyodo, ITAR-TASS
<b>Unit-3</b>	China news service, Xinhua News Agency, United Press International
<b>Unit-4</b>	Relation between international communication and international relations

**Recommended Books:**

- Sitaram K S, Culture & Communication : A World View, McGraw Hill Incorporated, 1995
- Hiriyanna, M., An Outlines of Indian Philosophy, Motilal Banarsudass Publisher Pvt Ltd, Delhi, 1994,
- Joshi, P C. Culture, Communication & Social Change, Vikas Publishing House, 1989
- Klapper, J T, The Effects of Mass Communication, Free Press, 1960

- Apte, M L, Mass Culture, Language & Arts in India, Sangam Books Ltd, 1983
- Collins, R. Curran, Kames. Sparks, Collins. Media, Culture & Society: A Critical Reader (Edited), Sage Publications, 1986
- Parmer, Shayam. Folk Music & Mass Media, Communication Publications, 1078
- Saraswathi, T S, Cross Cultural Prospective in Human Development (ed), Sage Publications, New Delhi, 2003
- Mukhopadhyay, Durgadas., Folk Arts and Social Communication, Publications Division, Ministry of Information and Broadcasting, Government of India, 1994
- Ranganath H.K, Folk Media & Communication, Chinthana Prakashana, 1980

<b>Course 16: SPECIALISATION: A-SCIENCE COMMUNICATION</b>	
<b>Block I: Introduction to Science Communication</b>	
<b>Unit-1</b>	Emergence of modern science, history of science journalism (global context), history of science journalism in India, science journalism present trends, need and significance of science communication, its importance in present day context.
<b>Unit-2</b>	Need and importance of science and technology policy, Scientific Policy Resolution of 1958, Technology Policy Statement of 1983, Science and Technology Policy 2003, Science, Technology and Innovation Policy 2013, Patent Act with International Property Rights
<b>Unit-3</b>	Science and Technology System in India- Central Government Science and Technology Departments/Ministries, Science and Technology in NGOs
<b>Unit-4</b>	Science and Technology Departments/Councils in the State Government, Recognized in-house Research & Development Units
<b>Block II: Science Writing</b>	
<b>Unit-1</b>	Writing Science news, qualities of a science news reporter, sources of scientific information, writing science features and articles, suitable examples of science features and articles.
<b>Unit-2</b>	Writing science fiction, examples of science fiction writers, some popular science fiction writers.
<b>Unit-3</b>	Science Programme Production, Concepts of pre production, production and post production of science programme
<b>Unit-4</b>	Science News, report and reportage, Features and Articles, sources of scientific information- primary, secondary and tertiary, strengths and weaknesses of various formats
<b>Block III: Science Communication Media and Science Popularization programs</b>	
<b>Unit-1</b>	Print media, audio-visual media, folk media
<b>Unit-2</b>	Interactive media Science Popularization - programmes, organizations, individuals
<b>Unit-3</b>	Method of science popularization, Scientific Temperament
<b>Unit-4</b>	Role of CDAC, NCSTC, Vigyan Prasar, NCSC
<b>Block III: Health Communication</b>	

<b>Unit-1</b>	Health Communication - Meaning of Health Communication, guidelines for effective Health Communication, Health communication issues related to the field of medicine, delivery of healthcare and environmental health
<b>Unit-2</b>	Interpersonal dimensions of health communication, a brief history of Physician-Patient communication, Sources of news on health issues, communication strategies of NRHM
<b>Unit-3</b>	Environmental communication- meaning and definition, areas and issues of Environmental Communication, local and global problems, environmental movements in India- Chipko, Narmada Bachao Andolan, Silent Valley
<b>Unit-4</b>	Different awards, prizes, courses, fellowships, training opportunities and placements opportunities in science communication

### **Recommended books**

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- a. Bucchi, Massimiano, Brian Trench (2008), Handbook of Public Communication of Science and Technology, Routledge, USA
  - b. Bauer, Martin W., Massimiano Bucchi (2007), Journalism, Science and Society, Routledge, New York
  - c. Gosling, David L. (2007), Science and the Indian Tradition, Routledge, New York
  - d. Kulshreshtha, S.P. (2011), Teaching of Science, R. Lass Book Depot, Meerut
  - e. Misra, Karuna Shankar (2008), Effective Science Teaching, Anubhav Publishing House, Allahabad
  - f. Swami, Shashi Kant (2008) Media and Communication Management. New Delhi :Cyber Tech Publications.
  - g. Wilson, Anthony (1999), Handbook of Science Communication, IOP Publishing Limited, UK

<b>Course 16: SPECIALISATION (B): MEDIA MANAGEMENT</b>	
<b>Block-I: Basics of Management &amp; Media Organizations</b>	
<b>Unit-1</b>	Meaning of management, importance of management in the organization, principles of management, Levels of management, managerial functions in the media organization Media as an industry and profession.
<b>Unit-2</b>	Types of decisions, pro-active and reactive decisions, the decision making process, problems encountered in the decision process
<b>Unit-3</b>	Structure of a media organization, an account of different national and international media and communication organizations
<b>Unit-4</b>	Media Ownership: Ownership patterns of mass media in India, individual owner, partnership, joint operations, trusts, vertical ownership, cross, conglomerate, group ownership
<b>Block-II: Organizational Structure of Different Media Organization</b>	
<b>Unit-1</b>	Newspapers, radio and television- small newspapers and their problems- Diwakar committee report
<b>Unit-2</b>	<b>Print Media</b> hierarchy, functions, editorial, business, circulation department, reference section, role and coordination between different departments, printing, packaging, transportation, distribution
<b>Unit-3</b>	Structure of AIR, structure of FM stations, role of different sections, role of different personnel, hierarchical set-up
<b>Unit-4</b>	Organizational set up of DDK, organizational set up of private channels, hierarchical set-up, role of different sections, role of different personnel
<b>Block-III: Organizational Structure of Advertising agency and PR</b>	
<b>Unit-1</b>	Hierarchical set-up of ad agency
<b>Unit-2</b>	Role of different sections of an Ad agency
<b>Unit-3</b>	Role of different personnel Hierarchical set-up of PR firm
<b>Unit-4</b>	Role of different sections, role of different personnel
<b>Block-IV: Govt. media units in India</b>	
<b>Unit-1</b>	Organizational set-up of the media units of the Government of India- Press Information Bureau
<b>Unit-2</b>	Directorate of Advertising and Visual Publicity, Registrar of Newspapers for India, Directorate of Field Publicity
<b>Unit-3</b>	Publication Division, Song and Drama Division, Research , Reference and

	Training Division, Photo Division
<b>Unit-4</b>	Need for Regulation , self-regulation by media companies, areas of legal concern

***Recommended books :***

- a. Aggarwal, Vir Bala, V.S Gupta (2002), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi
- b. Bovee, Courtland L. , John V. Thill (2005), Business Communication Today, Dorling Kindersley (India) Pvt Ltd, New Delhi
- c. Chaturvedi, P.D, Mukesh Chaturvedi (2006), Business Communication, Dorling Kindersley (India) Pvt Ltd, New Delhi
- d. Chaturvedi, B.K (2009), Media Management, Global Vision Publishing House, New Delhi
- e. Kumar, Dr. Rakesh (2010), Media Management, Surendra Publications, New Delhi
- f. Lesikar, Raymond, V. , Marie E. Flayley (2005), Basic Business Communication, Tata McGraw-Hill Publishing Company Limited, New Delhi
- g. Narula, Uma (2006), Business Communication Practices, Atlantic Publishers & Distributors, New Delhi
- h. Riel, Cees B.M. van, Charles J. Fombrun (2007), Essentials of corporate Communication, Routledge, UK
- i. Soori, Sanjeev (2010), Business Journalism, Axis Publications, New Delhi
- j. Taylor, Shirley (2005), Communication for Business, Dorling Kindersley (India) Pvt Ltd, New Delhi
- k. Yadav, K.P (2006), Media Management, Adhyayan Publishers & Distributors, New Delhi

<b>Course 16: SPECIALISATION: C- FILM STUDIES</b>	
<b>Block-I: History &amp; Development of Cinema</b>	
<b>Unit-1</b>	History of Artistic Representation, ancient man's creativity-Altamira, visual communication-painting & sculpture
<b>Unit-2</b>	History & development of Camera-Still & Movie, Edison, Dickson.
<b>Unit-3</b>	The silent era-Lumiere Brothers, George Melies, Charlie Chaplin, Orson Wells, Development of Film Technology & Theatres-Studio System & Production Houses, Talkies Era-Hollywood, Commercialization of Western Cinema, Edwin Porter
<b>Unit-4</b>	Concepts of Realism, Neo Realism, Neoclassical Cinema, Soviet school of film making-Eisenstein (Montage & Misc en scene), Pudovkin, Vittorio De Sica, French Neo Realistic & New Wave Cinema-Andrea Bazin, Francois Truffaut, Jean Luk Godard
<b>Block-II: Indian Cinema</b>	
<b>Unit-1</b>	Inception of Indian cinema-Hiralal Sen, Dadasaheb Phalke, Parsi Film, Impact of Commercial Theatre on Cinema
<b>Unit-2</b>	Post colonial Indian Cinema- Satyajit Ray, V Shantaram, Bimal Roy, Bollywood-Commercial Indian Cinema, Star System, Indian New Wave, Indian New Wave, Directors, Film Movements in India
<b>Unit-3</b>	Visual Literacy, Fundamental of film appreciation, Film criticism, review writing, film analysis- textual and contextual analysis of films of different genre
<b>Unit-4</b>	Film Society Movement, Film Awards, Film Festivals, Film Bodies-NFDC, OFDC, DFF, CFS.
<b>Block-III: Film Production</b>	
<b>Unit-1</b>	Three major Stages in Filmmaking-pre-production, production, post-production
<b>Unit-2</b>	Technicalities-Shots, camera movements, Lighting, sets, VFX, Sound, Editing
<b>Unit-3</b>	People Involved- directors, actors, cameraman, editor, sound engineer, chorographer, editor, music director etc.
<b>Unit-4</b>	Different sections of a film budget- above-the-line (creative talent), below-the-line



	(direct production costs), post-production (editing, visual effects, etc.) and miscellaneous (insurance, bond completion etc.
<b>Block-IV: Film Theories and Regional Cinema</b>	
<b>Unit-1</b>	Formative film theory, realist film theory, contemporary French film theory, Auteurist film theory, Psychoanalytic, Feminist, Apparatus theory
<b>Unit-2</b>	Narrative-Fictional and Non-Fictional, significance and structural elements of narrative, story and Plot, Principles of plot construction-selection and omission of details, Sub-plots, Deviant Plot structure, Non linear storytelling
<b>Unit-3</b>	Film Genres - definition, Film Noir, Social Melodrama, Romantic, Horror, Comedy, Fiction, Animation, Epic, Film Culture, Crossover films, Documentary film making, Film and Cultural Identity, Film Audiences, Formula Film (Masala movie), Censorship and censor boards with special reference to India, CBFC, controversies, Case Study
<b>Unit-4</b>	Beginning of films in Eastern India, problems of film making in Eastern States, problems of Regional language Cinema, Film Industry in Odisha, State's initiative to promote Odia cinema

**Recommended Books:**

- a. Andrew, J. Dudley (2008) The major film theories. New York : Oxford University Press
- b. Bhowmik, Someswar (2009) Cinema and Censorship. New Delhi : Orient Blackswan Private Limited
- c. Gokulsing, K. Moti, Wimal Dissanayake (1998) Indian Popular Cinema . New Delhi : Orient Longman Private Limited
- d. Jain, Jabir, SudhaRai (Ed) (2002) New Delhi : RawatPubn
- e. Understanding Cinema- Prof. Bhattacharjee, Himalaya Publications
- f. Our Films, Their Films-Satyajit Ray
- g. Film Form- Sergei Eizenstein
- h. Film Sense-Sergei Eizenstein
- i. Prasanga Chalachitra- Sambit Mishra- Odisha State Bureau of Textbook preparation & Production
- j. Studying Film-Nathan Abrams,Ian Bell,Jan Udris- Arnold

