

CURRICULUM AND CREDIT FRAMEWORK FOR UNDERGRADUATE PROGRAMMES

Syllabus for four year under graduate program

Department of Mass Communication

Nagaland University, Lumami

**Approved by 36th Academic Council
(on 17th May, 2023)**

2023

Major Course (Core papers):

Core papers (15 Nos)

Paper Code	Course Code	Title of the paper	Total Credit
FIRST SEMESTER			
C-1	MC C-1	INTRODUCTION TO JOURNALISM	4
C-2	MC C-2	HISTORY OF INDIAN JOURNALISM	4
SECOND SEMESTER			
C-3	MC C-3	REPORTING AND EDITING	4
C-4	MC C-4	PRACTICING JOURNALISM	4
THIRD SEMESTER			
C-5	MC C-5	INTRODUCTION TO RADIO	4
C-6	MC C-6	COMMUNICATION, MEDIA & SOCIETY	4
FOURTH SEMESTER			
C-7	MC C-7	MEDIA AND CULTURAL STUDIES	4
C-8	MC C-8	MEDIA MANAGEMENT & PRESS LAWS	4
FIFTH SEMESTER			
C-9	MC C-9	INTRODUCTION TO TELEVISION	4
C-10	MC C-10	FILM STUDIES	4
C-11	MC C-11	INTRODUCTION TO NEW MEDIA	4
SIXTH SEMESTER			
C-12	MC C-12	DEVELOPMENT COMMUNICATION	4
C-13	MC C-13	ADVERTISING AND AD-PRODUCTION	4
C-14	MC C-14	PUBLIC RELATIONS	4
C-15 (DSE-1)	MC DSE-1	GLOBAL MEDIA & POLITICS	4
SEVEN SEMESTER			
C-16 (DSE2)	MC DSE-2	MEDIA, HUMAN RIGHTS, GENDER AND ENVIRONMENT STUDIES	4
C-17 (DSE3)	MC DSE-3	COMMUNICATION RESEARCH AND METHODS	4
C-18 (DSE4)	MC DSE-4	FOLK MEDIA AND COMMUNICATION	4
C-19		RESERCH METHODOLOGY	4
EIGHT SEMESTER			
C-20	ALTERNATIVE MEDIA OR PHOTOGRAPHY		4

ONE RESEARCH PROJECT OR DISSERTATION IN LIUE OF PAPER C-21, C-22 & C-23		12
C-21*	FILM APPRECIATION	4
C-22*	SCIENCE COMMUNICATION	4
C-23*	BASICS OF JOURNALISM	4

Students opting for Writing Dissertation/ Research Project shall not study papers C-21-23.

SKILL ENHANCEMENT COURSES (3 Credit Each)

Kindly check the CBCS guidelines uploaded in the website. Common pools of SEC are already selected by the university. Only those common Pool courses may be given again along with the syllabus (Syllabus also will be in the respective CBCS syllabus uploaded in the website)

Skill Enhancement Courses	Title of the paper	Total Credit 3	Proposed by Department
	SEC-1 RADIO PRODUCTION	3	Mass Comm
	SEC-2 DOCUMENTARY PRODUCTION (BASIC)	3	

PAPER CODE C-1 : COURSE CODE MC C-1 : TITLE OF THE PAPER: INTRODUCTION TO JOURNALISM

Unit 1

Understanding News, Ingredients of news, News: meaning, definition, nature, The news process: from the event to the reader [how news is carried from event to reader], Hard news vs. Soft news, basic components of a news story, Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline.

Unit 2

Different forms of print-A historical Perspective, Yellow journalism, Penny press, tabloid press, Language of news-Robert Gunning: Principles of clear writing Rudolf Flesch formula- skills to write news.

Unit 3

Understanding the structure and construction of news, Organizing a news story, 5W's and 1H, Inverted pyramid, Criteria for news worthiness, principles of news selection, Use of archives, sources of news, use of internet.

Unit 4

Different mediums-a comparison, Language and principles of writing: Basic differences between the print, electronic and online journalism, Citizen journalism,

Unit 5

Role of Media in a Democracy: Responsibility to Society, Press and Democracy, Contemporary debates and issues relating to media, Ethics in journalism.

Readings:

- (1) John Hohenberg: Professional Journalists; Thomson Learning.
- (2) M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
- (3) Leonard Ray: Into the Newsroom;
- (4) Sourin Banerjee: Reporting and Editing Practice;
- (5) M.K. Joseph: Outline of Reporting;
- (6) K.M. Srivastava News Reporting and Editing;
- (7) Sourin Banerjee: Editing Manual;
- (8) Lynette Sheridan Burns: Understanding Journalism; Vistaar Publications;
- (9) Tony Harcup: Journalism: Principles and Practice; Sage.

PAPER CODE C-2 : COURSE CODE MC C-2 : TITLE OF THE PAPER: HISTORY OF INDIAN JOURNALISM

Unit-1

Early Indian Journalism: Contributions of James Augustus Hickey, James Silk Buckingham and Calcutta Journal, Serampore Baptist Missionary Press: Digdarshan, SamacharDarpan; Social Reform Movement and Raja Rammohan Roy.

Unit-2

H.L.V. Derozio and Young Bengal Movement, Iswar Chandra Gupta and SambadPrabhakar; History of Press Ordinances and Liberation of Press; Inception and Rise of Nationalist Journalism: Hindu Patriot and contributions of Harish Chandra Mukherjee, Somprakash, Movement against Vernacular Press Act.

Unit-3

Extremist Press: Sandhya, Bande-Mataram and Jugantar; Contribution of Bipin Chandra Pal and BalGangadharTilak; Contribution of Mahatma Gandhi in Indian Journalism

Unit-4

Recommendations of Indian Press Commissions; Rise of newspaper houses: Ananda Bazar Patrika - The Telegraph, National Herald, The Hindu, The Times of India, The Statesman

Unit-5

Development of News Agencies; Contributions of Eminent Journalists: M. Chalapati Rau, Vivekananda Mukhopadhyay, BarunSengupta, DilipPatgaonkar, N.Ram.

Readings:

- (1) J.N. Basu: Romance of Indian Journalism; University of Calcutta.
- (2) SushovanSarkar: Bengal Renaissance and Other Essays;
- (3) J. Natarajan: History of Indian Journalism; Publication Division.
- (4) RangaswamyParthasarathi: Journalism in India; Sterling Publishing, New Delhi.
- (5) MohitMoitra: A History of Indian Journalism; National Book Agency.
- (6) K.K. Ghai: Indian Government and Politics; Kalyani Publishers.
- (7) Recommendations of First Press Commission.
- (8) D.C. Bhattacharya: Indian Politics and Government

PAPER CODE C-3 : COURSE CODE MC C-3 : TITLE OF THE PAPER: REPORTING AND EDITING

Unit-1

News: Elements, Values, Objectivity; Beat and Source: definitions, Principles of News (Report) Writing: Inverted Pyramid, Intro, Lead; Principles of Agency News; Principle of Page Making; Interviewing: Research, planning, framing questions, writing the piece; Feature: Definition, types, writing a feature

Unit-2

Positions, qualities, duties and responsibilities of: Correspondents: Special Correspondent, District Correspondent, Foreign Correspondent; Columnist, Photo Journalist, News Coordinator, Executive Editor, Assistant Editor, Chief Reporter, Chief Sub-Editor, Sub-Editor, News Editor, Chief of News Bureau; Covering Press Conference; Headline: types, importance, writing headline for newspaper; Principle of writing an Editorial, Post Editorial; Principles of Sub Editing;

Unit-3

Specialization in Journalism: Interpretative and Investigative Journalism, Political Journalism, Crime and Legal Journalism, Public Affairs Reporting, Human Interest Stories and Human Rights Reporting, Corporate, Economic, Financial and Business Journalism.

Unit-4

Agriculture Journalism, Science Journalism, Sports Journalism, Film Journalism, Environment and Civic Journalism, Fashion and Entertainment Journalism,

Unit-5

Page-3 Reporting, Column Writing, Writing for Magazine, Special and supplementary Pages.

Readings:

- (1) John Hohenberg: Professional Journalists; Thomson Learning.
- (2) M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
- (3) Leonard Ray: Into the Newsroom; Globe Pequot Pr; Subsequent edition.
- (4) Sourin Banerjee: Reporting and Editing Practice;
- (5) M.K. Joseph: Outline of Reporting;
- (6) K.M. Srivastava News Reporting and Editing; Sterling Publishers Pvt Ltd (2003). (7) Sourin Banerjee: Editing Manual;
- (7) Lynette Sheridan Burns: Understanding Journalism; Vistaar Publications;
- (8) Tony Harcup: Journalism: Principles and Practice; Sage.

**PAPER CODE C-4 : COURSE CODE MC C-4 : TITLE OF THE PAPER: PRACTICING
JOURNALISM**

Unit-1

Writing a Report in about 150 words from given points; Writing a News Feature; Writing feature on other topics of interest; Writing Headlines from News Stories; Proof Reading.

Unit-2

Editing a given piece of News Report and Agency Copy using Word-Processing Software (including a suitable lead and headline);

Unit-3

Rewriting and Summarizing a given piece with headlines using word processing software.

Unit-4

Book Review, Film Review, Review of Television Programmes, Writing an Editorial, Writing Anchor Story.

Unit-5

Page Designing of a broadsheet using Page making software and photo editing software; Elements of page design including slug, info-graphics, blurbs, shoulder, reverse etc.

Readings:

- (1) M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
- (2) Leonard Ray: Into the Newsroom; Globe Pequot Pr; Subsequent edition.
- (3) Sourin Banerjee: Reporting and Editing Practice;
- (4) M.K. Joseph: Outline of Reporting;
- (5) K.M. Srivastava News Reporting and Editing; Sterling Publishers Pvt Ltd (2003).
- (6) Sourin Banerjee: Editing Manual

PAPER CODE C-5 : COURSE CODE MC C-5 : TITLE OF THE PAPER: INTRODUCTION TO RADIO

Unit-1

History of AIR; Inception and Growth of Radio News in India; Educational Radio in Developing countries (Neurath Project); Development of entertainment programmes in AIR: reach and access; From Amateur or Ham to FM and Digitalization of Radio in India; Radio in democratic periphery: participatory, community driven, special need like disaster; Audience segment.

Unit-2

Autonomy of AIR: PrasarBharati; Radio formats: Community Radio, Campus Radio; National Programme in AIR; Radio Jockey: Role and Responsibilities.

Unit-3

Radio writing techniques: Writing for radio idioms and spoken word, elements of radio news; Radio feature, News reel, Radio Talk, Interview; Pre-production idea and research, radio script, storyboarding, proposal writing, budget, floor plan, pilot;

Unit-4

Radio production: Use of sound, listening, recording, using archived sound; Editing: creative aspects of editing, use of soft-wares; Ethical issues.

Unit-5

Working in Radio news room; functions of recording room; Sound for Radio: different types- Sync/non-sync/natural and ambience sound; Frequency and Wavelength; Analogue to Digital Sound; Special effects, menu and synthesis.

Readings:

- (1) Mark W. Hall: Broadcast Journalism: An Introduction to News Writing;
- (2) K.M. Srivastava: Radio and Television; Sterling Publishers.
- (3) U.L. Baruah: This is All India Radio; Publications Division; Ministry of I&B, 2017. (4) P.C. Chatterjee: Broadcasting in India; Sage.
- (5) Carrol Fleming: The Radio Handbook; Routledge.

**PAPER CODE C-6 : COURSE CODE MC C-6 : TITLE OF THE PAPER:
COMMUNICATION, MEDIA & SOCIETY**

Unit-1

Classical Rhetoric form of Communication; Shannon-Weaver's Mathematical model of communication and criticism; Schramm-Osgood's Interactive model of communication; Newcomb's Systemic model and Westley-McLean's Mass Communication model; David Berlo's Linear model; Roman Jakobson's communication model; Basic concepts of Semiology: Sign, Code, Text.

Unit-2

Normative theories of press; Four Models of communication: Transmission Model, Ritual or Expressive, Publicity model, Reception model; McQuail's four theories of mass communication: Social scientific theory, Normative theory, Operational theory, Everyday or Common sense theory.

Unit-3

Phases of media society relations: Mass Society, Functionalism, Critical Political Economy, Technological Determinism, Information Society; Dominant media paradigm and Hypodermic series of models, One-step flow theory,

Unit-4

Development paradigm of media: Two-step flow theory, Diffusion of Innovation and Media Dependency theory; Active Audience proposition: Uses and Gratifications model.

Unit-5

Cultivation Theory; Agenda Setting series of models (Priming-Framing-Gatekeeping-Agenda Setting); Spiral of Silence; Globalization of media and Propaganda model; Understanding Media Conglomeration.

Readings:

1. Aggarwal, Bir Bala., Media and Society: Challenges and opportunity, Concept Publishing Co , 2002
2. Dua, M.R. and Gupta V.S., Media and Development: themes in communication and extension, Har Anand Publications
3. Murthy, D.V.R., Developmental Journalism, Dominant Publishers and Distributors, 2012
4. Schramm, Wilbur., Mass Media and National Development, Stanford, Stanford University Press
5. Schramm and Learner , Communication and Change in the developing countries ,Honolulu East West Centre Press
6. Joshi, P.C., Communication & national Development, Anamika Publishers & Distributors (p) Ltd., 2002
7. Prasad, Kiran., Communication for Development: Reinventing Theory and Action (in two volumes),B.R. World of Books, New Delhi
8. Media Cultures by Nick Stevenson, 2002, Second Edition, SAGE
9. Parmar S. Traditional Folk Media in India, 1975, New Delhi, Geka Books

PAPER CODE C-7 : COURSE CODE MC C-7: TITLE OF THE PAPER: MEDIA & CULTURAL STUDY

Unit-1

Frankfurt Critical School: Culture Industry; Semiotic School: Ferdinand De Saussure, C.S. Peirce, Roland Barthes; Birmingham School: Centre for Contemporary Cultural Studies; Marshall McLuhan: Medium is the Message; Technological Determinism.

Unit-2

Understanding Culture; Definitions of Culture: Mass Culture, Popular Culture, Folk Culture; Elite culture, Commercial culture; Media as Texts; Signs and Codes in Media, Discourse Analysis; Understanding Media Culture; Media Culture and Power; Assignments: understanding media codes. texts.

Unit-3

Ev. Rogers' Development communication school, Dominant Paradigm of Development Model; Communication and development of third world media: Indian experience; Public Sphere and Public Media: Jurgen Habermas; Corporatization and Globalization of Mass Media.

Unit-4

Political Economy of media, Ideology and Hegemony; Representation of nation, class, caste and gender issues in Media (assignment based); Corporate (organizational)

Unit-5

Communication models: Conduit Model, Grapevine model; Assignments on various cultural forms, impact of communication technologies, culture industry, dominant culture, media texts.

Readings:

- (1) Denis McQuail: McQuail's Communication Theory; 4th, 5th and 6th Edition.
- (2) John Fiske: Introduction to Communication Studies; Routledge.
- (3) Abir Chattopadhyay: Communication, Media and Cultural Studies; Progressive Publishers.
- (4) Srinivas Melkote and Leslie Steves: Communication in the Third World; Sage.
- (5) Arvind Singhal: Communication for Innovation; Sage.
- (6) Edward S. Herman and Noam Chomsky: Manufacturing Consent; Vintage.
- (7) Rogers Everett: Communication Technology The News Media in Society, Collier-Macmillan. London, 1988.
- (8) Dan Laughey: Key Themes in Media Theory; Rawat Publication.

**PAPER CODE C-8 : COURSE CODE MC C-8 : TITLE OF THE PAPER: MEDIA
MANAGEMENT & PRESS LAWS**

Unit-1

Media Ownership: types of various media ownership patterns; Changing patterns of Media management; Corporatization of mass media after globalization;

Unit-2

FDI in Indian media; Managerial departments of newspaper and functions.

Unit-3

Dual Economy: Circulation versus Advertisement; Media Autonomy: PrasarBharati experience; Digital Development of media and legal frameworks; DTH, TRP; Apex Regulatory and Publicity Bodies: ABC, NRS, DAVP, PIB, Publication Division, Films Division.

Unit-4

Freedom of Information and freedom of press: Indian experience; From Press Commission to Press Council of India: before and after globalization; Right to Information Act, Right to privacy.

Unit-5

Freedom of speech and expression; Media Laws: Defamation, Contempt of Court, Sedition, Official Secrets Act, Copyright Act, Press Registrations of Books Act, Obscenity Act, Working Journalists Act, Parliamentary Proceedings Act, Code of Ethics.

Readings:

- (1) Gulab Kothari: Newspaper Management in India; Rajasthan Patrika Pvt Ltd.
- (2) Herbert Lee Williams: Newspaper Organization and Management, Iowa State University Press.
- (3) ArvindSinghal: India's Communication Revolution, Sage.
- (4) VanitaKohli: The Indian Media Business, Response Books.
- (5) BiplabLohoChowdhury: Media Management; Unique Books International.
- (6) K.P Yadav: Media Management; Adhyayan Publishers & Distributors.
- (7) DurgadasBasu: Press Laws in India; Prentice Hall of India.
- (8) Bansi Manna: Press Laws in India; Academic Publisher.
- (9) Debanjan Banerjee: Justice and Journalist; S.B. Enterprise

PAPER CODE C-9 : COURSE CODE MC C-9 : TITLE OF THE PAPER: INTRODUCTION TO TELEVISION

Unit-1

Public Service Broadcasting: Doordarshan: early days, introduction of news, commercials and entertainment; Satellite TV to Private TV; 24X7 news and news channels; narrowcasting and outside coverage; audience segment; Agenda Setting techniques used by TV channels; TV news techniques: finding the story, packaging: use of clippings, PTC, VO, AVO; Ethical issues and recent sting operations.

Unit-2

Television programme format: Visual text: basics of visual, reporting skills and editing, graphics and special effects, camera positioning.

Unit-3

Presenting real lives in Television: constructing reality in reality shows; TV Talk Shows: Hosting, Legal pitfalls; Soap, News Magazine, Interview.

Unit-4

Viewership rating: TAM, TRP. Television Documentaries: understanding, writing a concept, script writing and shooting.

Unit-5

Editing: Introduction to Video Editing, use of softwares; Practicing classes: Camera and Shooting techniques, Using Softwares, Editing Techniques, TV Script Writing.

Readings:

- (1) John Riber: Writing and Production for Television and Film; Sage, India.
- (2) Ivor Yorke: Television Journalism; Focal Press.
- (3) Carl Bode: The Age of Television;
- (4) Robert C. Allen & Annette Hill: The Television Reader, Routledge.
- (5) Andrew Boid: Broadcast Journalism; Oxford.

PAPER CODE C-10 : COURSE CODE MC C-10 : TITLE OF THE PAPER: FILM STUDIES

Unit I

Language of Cinema Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element Genre and the development of Classical Hollywood cinema

Unit II

Film Form and Style German Expressionism and Film Noir Italian Neorealism French New-Wave

Unit III

Alternative Visions Third Cinema and Non Fiction Cinema Introduction to Feminist Film Theory Auteur-Film Authorship with a special focus on Ray and Kurusawa

Unit IV

Hindi Cinema Early Cinema and the Studio Era 1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob) The Indian New-Wave (Mrinal Sen, RitwikGhatak, Adoor Gopalakrishnan, SyamBenegal, Govind Nihalini, Gautam Ghosh) Globalisation and Indian Cinema Film Culture

Unit V

Film Bodies CBFC, NFDC etc.

Readings:

1. Andre Bazin, "The Ontology of the Photographic Image" from his book What is Cinema Vol.I
2. David Bordwell, "Classical Hollywood Cinema: Narrational Principles and Procedures" in Philip
3. Authorship and Genre," in Film Theory: An Introduction. Massachusetts &Oxford : BlackwellPublishers: 2000, 83-91 & 123-129
4. Ideology of Hindi Film by Madhava Prasad.. New Delhi: Oxford University Press. 1998 Global Bollywood by Anandam P. Kavoori and AswinPunanthambekar Eds. New York: New York University Press. 2008

**PAPER CODE C-11 : COURSE CODE MC C-11 : TITLE OF THE PAPER:
INTRODUCTION TO NEW MEDIA**

Unit 1

Key Concepts and Theory Defining new media, terminologies and their meanings – Digital media, new media, online media et al.; Information society and new media, Technological Determinism, Computermediated-Communication (CMC), Networked Society.

Unit 2

Understanding Virtual Cultures and Digital Journalism Internet and its Beginnings, Remediation and New Media technologies, Online Communities, User Generated Content and Web 2.0, Networked Journalism, Alternative Journalism; Social Media in Context, Activism and New Media

Unit 3

Digitization of Journalism Authorship and what it means in a digital age, Piracy, Copyright, Copyleft and Open Source, Digital archives, New Media and Ethics

Unit 4

Overview of Web Writing Linear and Non-linear writing, Contextualized Journalism, Writing Techniques, Linking, Multimedia, Storytelling structures

Unit 5

Visual and Content Design Website planning and visual design, Content strategy and Audience Analysis, Brief history of Blogging, Creating and Promoting a Blog.

Readings:

1. Vincent Miller. Understanding digital culture. Sage Publications, 2011.
2. Lev Manovich. 2001. "What is New Media?" In The Language of New Media. Cambridge: MIT Press. pp. 19-48.
3. Information Technology Professionals. Indian Journal of Gender Studies 12: 357-380.
4. Siapera, Eugenia. Understanding new media. Sage, 2011. Introduction

**PAPER CODE C-12 : COURSE CODE MC C-12 : TITLE OF THE PAPER:
DEVELOPMENT COMMUNICATION**

Unit-1

Development: Concept, concerns, paradigms; Concept of development, Measurement of development, Development versus growth, Human development, Development as freedom.

Unit-2

Models of development, Basic needs model: Nehruvian model, Gandhian model, Panchayati raj, Developing countries versus developed countries, UN millennium dev goals.

Unit-3

Development communication: Concept and approaches, Paradigms of development: Dominant paradigm, dependency, alternative paradigm, Dev comm. approaches – diffusion of innovation, empathy, magic multiplier, Alternative Dev comm. approaches: Sustainable Development, Participatory Development, Inclusive Development, Gender and development, Development support comm. – definition, genesis, area woods triangle.

Unit-4

Role of media in development, Mass Media as a tool for development, Creativity, role and performance of each media-comparative study of pre and postliberalization eras, Role, performance record of each medium- print, radio, TV, video, traditional media, Role of development agencies and NGOs in development communication;

Unit-5

Critical appraisal of dev comm. programmes and govt. schemes: SITE, KrishiDarshan, Kheda, Jhabua, MNREGA; Cyber media and dev –e-governance, e chaupal, national knowledge network, ICT for dev narrow casting Development support communication in India in the areas of: agriculture, health & family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, consumer awareness.

Readings:

1. ArvindSinghal, Everett M Rogers: India's Communication Revolution: From Bullock Carts to Cyber Marts.
2. J V Vilanilam: Development Communication in Practice, India and the Millennium DevelopmentGoals. Sage. 2009.
3. K.Mahadavan, KiranPrasad, Youichi Ito and VijayanPillai. Communication, Modernisation and Social Development: Theory Policy and Strategies (2 volumes), BR Publishing Corporation, NewDelhi. 2002.
4. Kiran Prasad. Communication for Development: Reinvesting Theory and Action (2 volumes,) BRPC: New Delhi. 2009.
5. MelkoteSrinivas R., H. Leslie Steeves. Communication for Development in the Third World: Theory and Practice for Empowerment: Sage. 2001
6. Schramm, Wilbur: Mass Media and National Development, Stanford UP, Stanford, 1964.
7. Uma Narula, W. Barnett Pearce. Development as communication: a perspective on India. Southern Illinois University Press, 1986
8. Uma Narula. Development Communication: Theory and Practice. HarAnand. 2004.
9. K. Sadanandan Nair & Shirley A. White (Ed.): Perspectives on Development Communication; Sage.

**PAPER CODE C-13 : COURSE CODE MC C-13 : TITLE OF THE PAPER: ADVERTISING
AND AD-PRODUCTION**

Unit-1

Advertisement as communication, historical overview, socio-economic and cultural impact; Advertising theories: AIDA model, DAGMAR, Maslow's hierarchy model; advertising in mass media: media positioning, planning and scheduling.

Unit-2

Advertising research; advertising campaigning strategy (CPT analysis); Sales and marketing: SWOT(C) analysis, marketing and sales promotion, Unique Selling Proposition, consumer behaviour; Target Audience; brand positioning; Ethics and Law: Advertising ethics and Laws, Cultural codes; Online Advertising.

Unit-3

Types of advertisement: Classified-display, Local-regional-national-international Ad, consumer corporate ad, industrial-trade-retail Ad, government-private, outdoor, surrogate, radio-TV internet-mobile.

Unit-4

Advertisement copy and lay-out: Headline, Illustration, Subhead-Text, Slogan, Logo, Storyboard making; Thumbnail-Rough-Final lay-out, Television Commercials.

Unit-5

Ad Agency: research and planning including media planning, work procedure, agency-client relationship; Regulatory Boards, Case studies.

Readings:

- (1) Sweta Verma and Amit Arora: Advertising and Sales Management; Black Prints.
- (2) Frank Jefkins: Advertising Made Simple; Made simple Books.
- (3) James S. Norris: Advertising; Reston Pub. Co.
- (4) Gillian Dyor: Creative Advertising: Theory and Practice;
- (5) Alok Bajpaye: Advertising Management;
- (6) Sarojit Dutta: Advertising Today: The Indian Context; Kolkata Profile Publishers

PAPER CODE C-14 : COURSE CODE MC C-14 : TITLE OF THE PAPER: PUBLIC RELATIONS

Unit-1

PR-Definitions, historical overview of the discipline, PR as Management function, Image Management; Public Relations versus Advertisement; Non-PR issues: Publicity, Propaganda, Public Opinion and Marketing; Publics: Definition, types; Integrated Marketing Communication.

Unit-2

PR Theories and principles: Research, planning, implementation and evaluation; James Grunig's Four PR models: Publicity model, Public Information model, Two-way asymmetrical model, Two-way symmetrical model.

Unit-3

Strategic Communication; Crisis Communication, Corporate Communication, PRO: Role, Qualities and Functions.

Unit-4

Tools of PR: Press Release, Annual Report, House Journal, Press Conference and Press Tour, Corporate Film; Relationship Management: Media Relations, Community Relations and CSR, Internal or Employee Relations.

Unit-5

Financial PR; Crisis PR: Issue-emergency-crisis, Crisis PR strategies; PR Agency: New Trends, In-house PR vs Agency, Client Agency relationship.

Readings:

- (1) K.R. Balan: Corporate Public Relations; Himalaya Publishing.
- (2) Frank Jefkins: Public Relations Made Simple; Heinemann; London.
- (3) Philip Lesly: Handbook of Public Relations and Communications; McGraw-Hill; 5th edition
- (4) Anne Gregory: Public Relations; IPR Publications.
- (5) Subir Ghosh: Public Relations Today; Rupa & Co.

**PAPER CODE C-15 : COURSE CODE MC DSE-1 : TITLE OF THE PAPER:GLOBAL
MEDIA & POLITICS**

Unit-1

Imbalances in Global Information Flow and Role of International News Agencies; Toward an alternative World Communication Order and McBride Commission; International Media Regulations.

Unit-2

Gulf War and the rise of Global Media; Introduction to Global Media: NY Times, Wall Street Journal, Aljazeera. Major international television channels: BBC, CNN, FOX, CBC.

Unit-3

Globalization of Media: Media Conglomeration Time-Warner, Viacom, Walt Disney Corporation, News Corporation, Bertelsmann, Vivendi International, GE, Sony.

Unit-4

Cross Culture Communication- Problems among nations, Press System of Neighbouring countries of Indian subcontinent before and after Globalization, Herbert Schiller: Concept of Media Imperialism;

Unit-5

Media and Present Indian Market: Information War, Fake Information; Global Satellite system-Cable &Satellite TV (C&S), Direct To Home (DTH), Internet Protocol TV (IPTV).

Readings:

- (1) DayaKishanThussu. International Communication: Continuity and Change, Oxford University Press ,2003.
- (2) Yahya R. Kamalipour and Nancy Snow.War, Media and Propaganda-A Global Perspective, Rowman and Littlefield Publishing Group, 2004.
- (3) “ Many Voices One World” Unesco Publication, Rowman and Littlefield publishers, 2004.
- (4) DayaKishanThussu .War and the media : Reporting conflict 24x7, Sage Publications,2003.
- (5) Lee Artz and Yahya R. Kamalipor. The Globalization of Corporate Media Hegemony, New York Press,2003.
- (6) Edward S. Herman & Robert McChesney: Global Media; Madhyam Books.

**PAPER CODE C-16 : COURSE CODE MC DSE-2 : TITLE OF THE PAPER: MEDIA,
HUMAN RIGHTS, GENDER AND ENVIRONMENT STUDIES**

Unit-1

Rights : inherent, inalienable, universal, indivisible; Values : Dignity, liberty, equality, justice, unity in diversity; Need for balance between Rights and Duties; Problems: Poverty, underdevelopment and illiteracy; Women, children and the disadvantaged groups;

Unit-2

Freedom and Responsibility, Freedom of Speech and Expression, Universal Declaration of Human Rights, National Human Rights Commission, State Human Rights Commissions, RTI, Right to Privacy.

Unit-3

Media exposure and Gender Construction, Media stereotypes in newspaper, Gender & Advertising, Indecent representation of women in media (Act), Masculinity and Femininity: Cultural Studies, Feminist movement and Media Studies;

Unit-4

Universal Declaration of Human Rights; Human Rights Institutions: Amnesty International.

Unit-5

Human Rights Issues in India; Presentation: Representation of Human Rights issues and violations in International level and media.

Readings:

1. UN Centre for Human Rights, Human Rights Training: A Manual on Human Rights Training Methodology (New York: UN, 2000).
2. UN Centre for Human Rights, Minority Rights (Geneva: World Campaign for Human Rights, 1998).
3. UNESCO, Human Rights of Women (Paris: UNESCO, 1999).
4. Basu, D.D., Human Rights in Constitutional Law (New Delhi: Prentice Hall, 1994).
5. Nagendra Singh, Enforcement of Human Rights (Calcutta : E L House, 1986). 6. UNESCO, Yearbook on Human Rights.

**PAPER CODE C-17 : COURSE CODE MC DSE-3 : TITLE OF THE
PAPER:COMMUNICATION RESEARCH AND METHODS**

Unit-1

Introduction to Research: Definition, Role, Function, Basic and Applied Research, Scientific Approach, Role of theory, in research, Steps of Research (Research question, Hypothesis, Review of Literature.

Unit-2

Methods of Media Research: Qualitative-quantitative components, Content Analysis, Exploratory research: Qual-Quan (Mixed) method, Narrative Analysis, Historical Research, Semiotic Research Methods; Chi-Square Test, T-Test, Likert Scale.

Unit-3

Sampling: Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error, Tools of data collection: Primary and Secondary data-Questionnaire, Focus Groups, Telephone, Surveys, Online Polls, Published work.

Unit-4

Data Analysis Techniques; Coding and Tabulation, Non-Statistical Methods (Descriptive and Historical), Bibliography Writing the research report, Ethnographies and other Methods.

Unit-5

Readership and Audience Surveys; Ethnographies, textual analysis, discourse analysis Ethical perspectives of mass media research.

Readings:

- (1) Wimmer, Roger, D and Dominick, Joseph, R. Mass Media Research, Thomson Wadsworth, 2006, pgs1-60; 65-81;83-98.
- (2) Kothari, C.R. Research Methodology: Methods and Techniques, New Age International Ltd. Publishers, 2004, pgs1-55; pgs95-120.

**PAPER CODE C-18 : COURSE CODE MC DSE-4 : TITLE OF THE PAPER:FOLK MEDIA
AND COMMUNICATION**

Unit-1

Culture and Tradition-Meaning of Culture, Tradition, Oraltradition; Dominant Culture versus Subaltern Culture.

Unit-2

Impact of Five Year Plans in fulfillment of rural development; NGO communication: Extension of rural objectives; Role of Rural Newspapers and Periodicals in contrast to District Pages of corporate newspaper houses.

Unit-3

Community and Folk Media in Nagaland as well in North East India

Unit-4

Definition and characteristics of community Traditional Folk Media (TFM) - Concept and Forms – meaning, characteristics; Difference from Mass Media;

Unit-5

Various forms of Folk Media in India: Tamasha, Keertana, Yakshagana, Nautanki, Jatra, Bhavai, Ramlila and Raslila; Folk media in south India and north India.

Readings:

1. Shyam Parmar “ Traditional Folk Media in India”, Routledge,1994
2. Arvind Kumar “The Print and Other Folk Media”, Anmol Publications Pvt Ltd., 1999

**PAPER CODE C-20 : COURSE CODE MC DSE-5 : TITLE OF THE PAPER:
PHOTOGRAPHY**

UNIT 1

Introduction to Photography A brief History of Photography- Camera Obscura to the daguerreotype process Technical history of photography: Persistence of Vision, Camera Obscura, Muybridge Experiment (Leaping horse). The photographic process (The Silver Halide Photography Process) A brief glimpse into the Dark Room Development of a Photograph Modernization of Photography and its use in Mass Media

UNIT 2

Understanding the mechanisms of Photography Types of photographic cameras and their structure (Pin-hole, SLR, TLR, DSLR) Lenses (types and their perspective/angle of view) Aperture (f-stop & T-stop) Shutters (Focal plane & Lens shutter) Light meters (Incident, reflected & through Lens: Average, Centre weighted, Spot & Metrics) and FOCUS AND DEPTH OF FIELD

UNIT 3

Understanding Light and Shadow Natural light and Artificial Light The Nature of Light- Direct Light, Soft light, Hard light, Directional Light. Brightness, Contrast, Mid tones, Highlights, Shadow and Silhouettes Lighting equipment (Soft boxes, umbrellas, fresnels, Skimmers, reflectors,etc) Three Point Lighting Technique and Metering for Light Filters and Use of a Flash Unit

UNIT4

DIGITAL Photography and Editing Sensor Sizes , Formats and Storage Introduction to Editing and Digital Manipulation Brightness, Contrast, Mid tones, Highlights, Colour tones Basics of Photoshop Photo editing software : (Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud)

UNIT 5

Photojournalism Brief History – Global & Indian Application & Ethics and Law in Digital Imaging (Ethicality while photographing a subject/issue & editing the image – issue of unethical morphing etc., Copyright Law etc.) Approaches to documenting reality- (Discussion on Capa's 'The Falling Soldier', Objective Truth or Staged Representation) War Photojournalism

Readings:

1. Camera Lucida: Reflections on Photography- Roland Barthes On Photography- Susan Sontag The Man, The Image & The World: A Retrospective- Henri Cartier-Bresson

2. All about Photography by Ashok Dilwali, National Book trust , Year of Publication:2010 New Delhi.
3. Practical photography by O.P. SHARMA HPB/FC (14 March 2003).
4. The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.

PAPER CODE C-20: Alternative Media

UNIT I: FOLK MEDIA

Origin and meaning of the concept of 'folk media', characteristics of folk media , relevance of folk media in modern society. Classifications of folk media forms, important folk media forms in India.

UNIT II: PHOTOGRAPHY

History of photography and photo journalism Definition, nature, scope and functions of photo journalism-qualification and responsibilities of photo journalists.

UNIT III: POSTER MAKING

Poster as a medium of communication. Poster making for various purposes like commercial purpose, educational purpose etc. Size, lay-out and production of poster making and use of new technology for poster Production.

UNIT IV: EXHIBITIONS AND COMMUNICATION

Exhibition and types of exhibitions. Concept and theme of exhibition. Exhibition and public education. Exhibition for commercial purpose.

UNIT : FOLK MEDIA IN INDIA

Various folk media in North East Indian and Mainland India. Puppet making process. Different types puppets and performances. Role of puppet shows for public awareness.

REFERANCE

1. Folk media for development- Dr. N.Usha Rani 2. The Theatre in India – Mulk Raj Anand 3. Folk Theater in India – Gargi Balawant 4. Complete Book on Puppetry in India – Cure D. 5. The Photographer practical handbook – Paul Harcourt Davies 6. Kodak photography handbook – Wrren 7. Basic Photography – Micheal Longford (Focal press London 1992) 8. Celebration of life : Indian Folk Dances – JiwanPani (Publication Division) 9. Folk Art and Social communication – Durga Das Mukhopadhyay (Rawat Publication) 10. Living Dolls: Story of Indian Puppets - JiwanPani(Publication Division)

PAPER CODE C-21 : COURSE CODE MC C-21 : TITLE OF THE PAPER: FILM APPRECIATION

Unit 1

Language of Cinema Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element Difference between story, plot, screenplay

Unit 2

Film Form and Style German Expressionism and Film Noir Italian Neorealism French New-Wave Genre and the development of Classical Hollywood Cinema

Unit 3

Alternative Visions Third Cinema and Non Fiction Cinema Introduction to Feminist Film Theory Auteur-Film Authorship with a special focus on Ray or Kurosawa

Unit 4

Hindi Cinema 1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob) The Indian New-Wave

Unit 5

Globalisation and Indian Cinema, The multiplex Era Film Culture

Readings:

1. Andre Bazin, —The Ontology of the Photographic Image|| from his book What is Cinema Vol.
2. Berkeley, Los Angeles and London: University of California Press: 1967, 9-16
3. Sergei Eisenstein, —A Dialectic Approach to Film Form|| from his book Film Form: Essays in Film
4. Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Film

PAPER CODE C-22 : COURSE CODE MC C-22 : TITLE OF THE PAPER: SCIENCE COMMUNICATION

UNIT I

Science Communication -definition, meaning & importance. History of Science Communication, its relation and impact. Science Communication & Society

UNIT II

Milestones in development of science and technology, latest trends, style of presentation, study of different scientific journals- Dawn to Earth etc. Science and Technology sections of various newspapers, English/Vernacular, regional and national

UNIT III

Role of media in creating scientific temper in society, important tenets of science writing, how to make write ups of scientific developments into smooth reading ones for common mass, sources of data, principles of science writing

UNIT IV

Scientific laboratories and research centers of the country, their contributions and field level applications, their own efforts for popularizing scientific development and findings, and role of media

UNIT V

DRDO, ICMR, ISRO, role of ISRO in popularizing satellite communication, SITE Experiment, Kheda project.

Suggested Readings:

1. Handbook of Science Communication, Anthony Wilson, CRC Press
2. Science Communication in Assam, Dr Ankuran Dutta, Anamika Ray, Saujanya Books
3. Public Understanding of Science: A History of Communicating Scientific Ideas (David Knight, Routledge Studies in the History of Science, Technology & Medicine
4. Science in Public: Communication, Culture and Credibility, Jane Gregory, Perseus Books
5. Science Journalism: An Introduction, Martin W Angler, Routledge

PAPER CODE C-23 : COURSE CODE MC C-23 : TITLE OF THE PAPER: BASICS OF JOURNALISM

Unit-1

Newspaper and socio-economic and cultural development in India; News: Definition; Elements of news; News Sources; Different types of new; The Editor: functions and responsibilities; Editorial freedom; Role of the editor in recent perspective.

Unit-2

News Editor: duties and responsibilities; Chief Sub-Editor; Sub-Editors: duties and qualities.

Unit-3

Duties and Responsibilities of Reporter, Chief Reporter; Foreign Correspondent; Special Correspondent, Bureau Chief, District Correspondent; News writing: Structure of news (inverted pyramid structure); Intro; Lead; Language of news writing; Objectivity; Feature: Definition, Types; Editorial: Importance, Choice of subjects, Arrangement, Style of presentation.

Unit-4

Editing: Principles of Editing; Copy Testing; Computer Editing; Different types of Headlines; Computer applications; Page Make-up; Front page and other pages; Principles to be followed; Photo journalism: Definition, Importance; Duties, responsibilities of a news photographer; Caption writing; Photo printing process.

Unit-5

Column and Columnist; Importance of column; Letters to the Editor; Importance; Proof reading; Symbols of proof reading; Duties and responsibilities of proof readers; The News Agencies: functions; Styles of Agency reporting; Various international News Agencies; Political reporting, Financial reporting, Sports reporting.

Readings:

- (1) K. M. Srivastava: News Reporting and Editing; Sterling Publishers Pvt Ltd (2003).
- (2) M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
- (3) Sourin Banerjee: Reporting and Editing Manual;
- (4) VirBalaAgarwal&V.S.Gupta: Handbook of Journalism & Mass Communication; Concept Publisher Delhi.

