

**Department of Mass  
Communication**

**University of Burdwan**

**Syllabus of Two Years MA  
(CBCS System)**

**Academic Year 2015  
onwards**

### Course Outline

<b>Semester I</b>						
<b>Course No</b>	<b>Course Type</b>	<b>Course Title</b>	<b>Credit</b>	<b>Credit Distribution</b>		
				<b>L</b>	<b>T</b>	<b>P</b>
MC101	Core	Mass Communication	5	4	1	0
MC102	Core	Development of Media and Media Law	5	4	1	0
MC103	Core	Advertising	5	3	1	1
MC104	Core	Public Relations	5	3	1	1
MC105	Core	Computer Application in Media- Stage I	5	1	0	4
		Total Credit	25			
<b>Semester II</b>						
<b>Course No</b>	<b>Course Type</b>	<b>Course Title</b>	<b>Credit</b>	<b>Credit Distribution</b>		
				<b>L</b>	<b>T</b>	<b>P</b>
MC201	Core	International Communication	5	4	1	0
MC202	Core	Reporting and Writing	5	2	1	2
MC203	Core	Editing & Designing	5	3	2	
MC204	Core	Media Management	5	3	1	1
MC205	Core	Computer Application in Media- Stage II	5	1	1	3
		Total Credit	25			

<b>Semester III</b>						
<b>Course No</b>	<b>Course Type</b>	<b>Course Title</b>	<b>Credit</b>	<b>Credit Distribution</b>		
				<b>L</b>	<b>T</b>	<b>P</b>
MC301	Core	Communication Research	4	3	1	0
MC302	Core	Development Communication	4	2	1	1
MC303	Core	Rural Communication	4	2	1	1
MC304	Major Elective	A1	Corporate Social Responsibility	2	2	0
		A2	Women and Media	2	2	0 0
		B1	Health Communication	2	1	0 1
		B2	Online Media	2	1	0 1
<b><i>Either A1 A2 or B1 B2</i></b>						
MC305	Minor elective	Media Culture & Society	4	3	1	0
<b><i>Students from other departments</i></b>						
MC 306	Core	Dissertation	5	1	0	4
		Total Credit	25			
<b>Semester IV</b>						
<b>Course No</b>	<b>Course Type</b>	<b>Course Title</b>	<b>Credit</b>	<b>Credit Distribution</b>		
				<b>L</b>	<b>T</b>	<b>P</b>
MC401	Core	Radio	5	2	1	2
MC402	Core	Television	5	2	1	2
MC403	Core	Film	5	2	1	2
MC404		Media for Community Outreach	5	1	0	4
MC405	Core	Audio-Visual Project	5	1	0	4
		Total Credit	25			
<b>All Total Credit ( for 4 semester)</b>			<b>100</b>			

Sl no	Topic	Details	Teaching Time (Hours)		
			L	P	T
1	Communication	definition, elements, types, barriers	6	0	2
2	Communication Models	SMCR, Laswell, Shannon & Weaver, Osgood, Westley & Mclean, Gerbner, Schramm, Dance, Roger & Kinciad etc	8	0	2
3	Communication Theories	Personal Influence, Normative, Sociological, two step & multi step etc	8	0	2
4	Mass Communication	Definition types functions different systems in India & abroad	7	0	1
5	Mass Media	types, recent trends, impact on society	6	0	1
6	Traditional Folk media	different forms in India, importance in development communication, relevance with popularity of modern media	5	0	2

### Reading List

1. Everett. R M. : A History of Communication Study, Free Press, 1997
2. McQuail D: Mass Communication Theory: An introduction, Sage Publication 2005
3. Andal. N: Communication Theory and Models, Himalay Publishing House 2004
4. Kumar K. J: Mass Communication in India, Jaico Publishing house 1994
5. Vivian J: The Media of Mass Communication Pearson Boston, New York. 2012
6. Dominick J. R: The Dynamics of Mass Communication McGraw Hill 1999
7. Stanley D & Baran J: Mass Communication Theory & Practice, Maffield Publishing
8. Shyam Parmar – Folk Media in India, Gekha Books 1975
9. Joshi U: Text book of Mass Communication Anmol 1999
10. Dey P. K: Perspectives in Mass Communication, Kalyani Publishers 1997
11. Bharti S: Mass Communication and Society, Avishkar Pub New Delhi 2008
12. Puri M : Outlines of Mass communication, Pragun Pub New Delhi 2006
13. S Gaur – Dimensions of Mass Media and Communication Book, Enclave Kolkata 2006
14. Ojha N: Mass Media and Communication, ABD Pub New Delhi 2006

**MC102 Core paper (Group A)****DEVELOPMENT OF MEDIA****2.5 credits = 25 marks**

Sl.No	Topics	Details	Teaching Time (Hours)		
			L	P	T
1	Emergence of vernacular newspaper/journals/ periodicals in Indian New awakening	I. James Augustus Hicky II. Baptist missionaries III. Rammohan Roy, IV. Derozians & their contributions. V. The dissemination of Western techno-scientific idea : 19 <sup>th</sup> and 20 <sup>th</sup> century Bengali journal	7	0	2
2	Indian National Movement and the Contemporary Press : Major Debates	I. Hindu Patriot and Harish ch. Mukherjee II. The Amrita Bazar Patrika. III. Vernacular Press Act (1878) IV. The Indian National Congress: its impact on freedom of expression. V. Role of Mahatma Gandhi VI. India's New Scientific Community	5	0	1
3	Emergence of Indian news agency system-	I. API, UPI, PTI, UNI	2	0	1
4	Press Commissions	I. 1 <sup>st</sup> Press Commissions and their recommendation II. 2 <sup>nd</sup> Press Commissions and their recommendation	3	0	1

**Reading List**

- i.Natarajan: 'History of Indian Journalism', Publications Dvn. (Reprint 1997).
- ii.Rangaswamy Parthasarathi: 'Journalism in India', Sterling Publishers, 1989.
- iii.Kumar K. J.: 'Mass Communication in India', Jaico Publishing House, 2000
- iv.M. Chalapathi Rau: 'The Press', National Book Trust, India, 1974
- v.Mehta, D.S.: ' Mass Communication and Journalism in India', Allied Publishers Private, 1996
- vi.Elizabeth Grey: 'The Story of Journalism', Houghton Mifflin, 1969
- vii.Nandalal Bhattacharyya : 'Sambad Patraer Etibrittya', Lipika publishers, 1999
- viii.Mohit Mitra : 'History of Journalism', National Book Agency, 1969

Sl.No	Topics	Details	Teaching Time (Hours)		
			L	P	T
1.	Laws of the Press- Constitutional Provisions	i. Defamation, ii. Copy Right Act, iii. Contempt of Court, iv. Working Journalist Act 1955, v. Official Secrets Act (1923) & RTI Act vi. Right to Information vii. Constitutional provisions for Freedom of Speech and Expressions- Article 19(1) a, Article 19(1) g. - Article 19(2) viii. Telegraph Act/ TRY	12	0	2
2.	Role and functions of the Press Council-1965 Act /1978 Act.	i. Composition, Function and the Role of the Press Council	3	0	1
3	Code of Conduct-	i. Code of Ethics for Journalist. ii. Cyber Law	3	0	1

## Reading List

1. Manna. Banshi—(i) 'Mass Media & Laws in India'(ii)' Bharater Press Ayne'. Academic Publ, 2003
2. Durgadas Basu:' Laws Of The Press In India', Prentice Hall Of India, 1980
3. Ra Yudu C S : 'Communication Laws', Himalaya Pub. House,1995
4. Umrigar M : 'Journalist And The Law'.
5. Durgadas Basu : 'Indian Constitution' Lexisnexis,1998.
6. Someswara Rao B.'Journalism:, Codes And The Law', Academy Of Communication & Media1997.
7. Rrports 1) 'First Press Commission Report.
8. Second Press Commission Report.
9. .Ahuja, B.N.: 'Historty of Press, Press Laws and Communication', Surjeet Publications, 1988
10. Mankakar, D.R. : 'Press and Pressure'. Indian Book Co., 1973.
11. Jan R. Hakeculdar:'Media Ethics and Laws'. Anmol Publications, 1998

**Paper MC 103  
ADVERTISING**

Credit Point 5 (L +T+ P)

Total Marks - 50

Sl. No	Topic	Details	Time Allotted (Hours)			
			L	T	P	Total
1	Fundamentals of Advertising	Advertising –definition as communication function and as marketing function -.	7	1		8
		Classification of Advertising				
		Socio-economic effects of advertising				
		Advertising Communication				
2	Advertising and Marketing	Marketing – definition and meaning	6	1	1	8
		4 P’s of marketing – marketing mix – promotion mix				
		Branding – meaning, need and ways of Branding				
		USP And Selling Points				
		Market positioning - Strategies and tactics				
3	Advertising Objective	Advertising planning process	4			4
		Advertising objectives – DAGMAR Model				
4	Advertising Budget	Advertising Appropriation – budget making process – different methods	2			2
5	Adverting Creativity	Advertising strategies: Goal setting -quantitative research (market analysis- target audience-product information)	9	2	4	15
		Copy writing - Copy appeal:- Elements of copy: Headline, body copy, closing idea				
		Advertisement Layout and design				
6	Media Planning	Media characteristics: reach, frequency, impact, continuity, dominance.	5	1		6
		Selection of media – factors influencing media selection				
		Media Scheduling – different pattern				
7	Advertising Agency	Advertising Agency vs. Advertising Department	5			5
		Organizational structure and functions				
		Agency Compensation				
8	Advertising ethics	Ethics of advertising	2			2
		Code of conducts				
Total			40	5	5	50

**Reading List:**

1. Aaker, Batra, Myers. Advertising Management. Dorlin Kindersley (India). 2006.
2. David Ogilvy. Confessions of an Advertising Man. Southbank Publishing, 2011.
3. David Ogilvy. Ogilvy on Advertising. Prion Publishing Group. 2011
4. Jaishri N Jethwaney . Advertising. Phoenix publishing House Pvt. Ltd. 1999
5. John O'Shaughnessy, Nicholas J. O'Shaughnessy. Persuasion in Advertising. Psychology Press,

2004.

6. Larry Percy, Richard Rosenbaum-Elliott. Strategic Advertising Management. Oxford University Press. 2009.
7. Philip Kotler . Marketing management. Prentice Hall of India, 2000
8. Rosser Reeves. Reality in advertising. Knopf. 1961.
9. S.A. Chunawalla; K.C. Sethia. Foundation of Advertising: theory and practice. Himalaya publishing House. 1999.
10. [Sarojit Datta](#). Advertising Today In the Indian. Profile Publishers. 1994
11. William F. Arens. Contemporary Advertising. Tata McGraw-Hill Education, 2004.
12. William Leiss, Stephen Kline, [Sut Jhally](#). Social Communication in Advertising: Persons, Products & Images of Well-being. Psychology Press, 1990.
13. William Wells, John Burnett, Sandra Ernst Moriarty. Advertising: Principles and Practice. Prentice Hall, 2003.
14. Wright, Winter, Ziegler. Advertising. Tata McGraw-Hill. 1983.

**MC303 Core paper**

**Public Relations (PR)**

**5 credits = 50 marks**

Sl No	Topics	Details	Teaching Time (Hours)		
			L	P	T
1	Public relations in India	Definition, Nature and Scope of Public Relations Evolution of the concept Concept of Business communication Integrated Public Relations Function	4	0	1
2	PR Planning	PR planning : Process & execution Modern theories of PR Planning Management Perspectives in Public Relations PR and Persuasive communication	6	1	1
2	Interdisciplinary approaches of PR	Public relations & its relationship with Advertising & Lobbying	2	0	0
3	Theoretical foundation of PR	PR strategies & methods- Grunig's Theory- System Sub system theory Reality and confirmation theory of public relations Two-way Models of Public Relations	6	0	1
5	Promotion of PR	Employee relations Community relations Crisis management	6	2	1



		Pr in Public sector : Issues & Challenges			
6	Media relations	Working with the media Media for external publics Guidelines for good media relations	4	3	1
7	Principles of Pr Practices	Excellent Public Relations and Effective Organizations PR organizations- PRSI, IPRA PRSI code	2	0	0
8	New Media and Public Relations	New Media and Public Relations – Observations by Duhe Public relations and new media technology the impact of the internet Role of new media in PR The impact of social media on public relations	5	3	1

### Reading List:

1. Kaul, J. M.—Public Relation in India, Naya Prokash, 1976
2. Jethwaney, I. N. & Others—Public Relations : Concept, Strategies, Tools, Publisher: New Delhi : Sterling Publishers Private Limited, 2005
3. Black, Sam—Practical Public Relations, Prentice Hall Trade; Revised edition (April 1983)
4. Moore & Kalupa: Public Relations: Principles, Cases & Problems , Richard d Irwin: 1985
5. Crisis Management : Leading in the New Strategy Landscape, Second Edition, Rawat Publications , 2013
6. Danny Moss, Barbara DeSanto , Public Relations : A Managerial Perspective, Rawat Publications , 2011
7. The Unseen Power: Public Relations: A History , By Scott M. Cutlip , Lawrence Erlbrum Association , 1994
8. Effective Public Relations — Scott M. Cutlip, Allen H. Center, Glen M. Broom. Delhi: Pearson Education, 2006.
9. Corporate Communications — Joseph Fernandez. New Delhi: Response Books, 2004.
10. The Fourth Medium: Cameron S. Foote. Illinois: Dow Jones: Irwin, 1986.
11. Excellence in Public Relations and Communication Management ; edited by James E. Grunig, Routledge 2008

12. Political Public Relations: Principles and Applications , edited by Jesper Stromback, Spiro Kioussis, Rutledge, 2011
13. The SAGE Handbook of Public Relations, edited by Robert L. Heath, Sage, 2000
14. The Routledge Handbook of Critical Public Relations , edited by Jacquie L'Etang, David McKie, Nancy , 2015
15. Public Relations History: From the 17th to the 20th Century: The Antecedents, By Scott M. Cutlip , Lawrence Erlbrum Association , 1995
16. Introducing Public Relations: Theory and Practice, By Keith Butterick, Sage, 2011
17. Public Relations, Activism, and Social Change: Speaking Up, By Kristin Demetrious, Rutledge, 2013
18. Public Relations: Concepts, Practice and Critique, By Jacquie L'Etang, sage, 2008
19. Key Concepts in Public Relations, Fraklin, Hogan , Sage, 2009
20. Culture and Public Relations: Links and Implications, edited by Krishnamurthy Sriramesh, Dejan Verčič, Rutledge, 2012

**105 Core paper Computer Application in Media- Stage I**

**5 credits = 50 marks**

Sl.No	Topics	Details	Teaching Time (Hours)		
			L	P	T
1	Introduction to Computer Application	<ul style="list-style-type: none"><li>• Concept of software and hardware.</li><li>• Concept of data and information.</li><li>• Elementary concepts of DOS commands and Windows.</li><li>• Text editing using MS WORD.</li></ul>	3	8	3
2.	Environment of Computer application in media.	<ul style="list-style-type: none"><li>• Details of a presentation software like Power Point.</li><li>• Advanced Concepts of Operating Systems like Dos and</li><li>• Windows.</li></ul>	3	12	3
3.	Software	<ul style="list-style-type: none"><li>• Word Processing.</li><li>• Photoshop</li><li>• Corel Draw</li><li>• Quark Xpress/Design.</li></ul>	4	10	4

Sl.No	Topics	Details	Teaching Time (Hours)		
			L	P	T
1	Basic concept of international communication-	i. Political, economic and cultural dimensions of international communication. ii. Communication and information as a tool of equality and exploitation. iii. Problems and prospect of international communication.	6	0	1
2	Communication as human right -	i. UNO's Universal Declaration of Human Right and communication. ii. UNESCO's Mass Media declaration.	5	0	1
3	International news flow -	i. Imbalance in international News Flow-reasons behind. ii. controversy on the free flow vs. balance flow	5	0	1
4	UNESCO's role in global communication-	i. UNESCO's efforts in removal imbalance in news flow. ii. New International Information and Economic order-Demand for NWICO. iii. Mc Bride Commission and its report and impact.	5	0	2
5	Non aligned news agencies pool(NANAP) -	i. Non Allied Movement (NAM). ii. NANAP-operations, success and failure.	3	0	1
6	current issues in international communication -	i. Democratization of information flow and media systems. ii. Media imperialism. iii. Cultural imperialism - criticism. iv. Effects of globalization on media systems. v. Transnational media ownership. vi. Internet-effect and impact.	8	0	2
7	impact of new communication technology	i. ICT and global communication-changing shades. ii. Global Village-concept and Reality. iii. Information super highway. iv. Information society. v. Knowledge society.	8	0	2

### Reading List

- i. Hamelink, Cees : 'Cultural Autonomy in Global Communications', Longman, London,1983.
- ii. Macbride, Sean, : 'Many Voices, One World', UNESCO,PARIS, 1980.
- iii. Kumar Keval J & Biernatzki We: 'International News Flows: Communication Research

- Trends', Jaico Publishing House, 1999.
- iv. Rogers Everett: Communication Technology The News Media in Society, Collier-Macmillan. London, 1988.
  - v. Singhal, Arvind & Rogers, Everett: India's Information Revolution, Sage Publications, New Delhi, 1989
  - vi. Varis Tapio(ed) : Peace and Communication, San Jose/ Costa Rica, 1986.
  - vii. Mohammadi Ali( ed) : International Communication Globalisation, Sage Publications, 2003.
  - viii. McNair : Political Communication, Psychology Press, 2003.
  - ix. Moulana, Hamid : International information flow, Sage Publications, 1998.
  - x. Nimmo & Sanders : Handbook of Political Communication, Sage Publications, 1981
  - xi. Boyd Barrett : International News Agencies, Sage Publications, 1998 .
  - xii. Fred E Jandt -Intercultural Communication, New York : Harper & Row, 1973
  - xiii. Richard Mead- International Management Cross Cultural Dimensions, Wiley, 2005

Sl no	Topic	Details	Teaching Time (Hours)		
			L	P	T
1	News	definition ,elements, sources	3		1
2	Writing	hard and soft news inverted pyramid style	3	6	1
3	Reporter	Duties, responsibilities, functions	1		1
4	Specialised reporting	Crime ,Business, Rural, Legal Political, Sports, Science, Environment	3	3	1
5	Feature	definition, types, importance	2	5	1
6	Editorial	importance, choice of subject ,presentation	2	6	1
7	Investigative and Interpretative reporting	qualities, planning, style, scope ,importance	2	0	1
8	Interview	types, planning, preparation & conducting interview	2		1
9	Reviews	types, information, assessment	2	0	2

### Reading List

- 1.Hobenberg J : The Professional Journalist, Oxford IEH Publishing Company, New Delhi.
2. Kamath,V :The Journalists Handbook, Vikas Publishing House, New Delhi
- 3.Hough G A : News Writing Kanishka Publishers, New Delhi,
- 4.Mencher, M : Basic News Writing, W C Brown Publisher UK
- 5.Srivastava, K.M. : News Reporting & Editing.
- 6.Crump & Soencer : Fundamentals of Journalism.
7. Parthasathi R : Journalism In India.
- 8.Harris, Geoffrey & Spark, David : Practical Newspaper Reporting.
- 9.Mc dougal C D: Interpretative Reporting.
10. B.N Ahuja & S.C Chabra – News Reporting , Surjeet
11. S Bhattacharya – News Coverage : Reporting & Editing Kanishka. New Delhi 2010

12. Mames M Neal and Suzanne S Brown: News Writing and Reporting.
13. Williams P. N: Investigative Reporting and Editing
14. Fedler F: Reporting for the Print Media
15. Chauhan S & Chandra N: Foundations of News and Journalism Kanishka New Delhi

**MC203**  
**EDITING AND DESIGNING**

Credit Point 5 (L2 + R1 + P2)

50 Marks

Sl No	Topic	Details	Teaching Time (Hours)			
			L	R	P	Total
1	Editing: fundamentals	Editing-meaning-Principles of editing: 6 C's	4	-	1	5
		News value judgment				
		Editorial policy				
2	Structure and Functioning of newsroom	News desk-editor and his team- editorial board	4	-	-	4
		News editor- duties and responsibilities				
		Chief sub-editor-duties and responsibilities				
		Sub-editor- duties and responsibilities				
3	Copy processing	copy testing	4	--	2	6
		using style sheet				
		updating				
		Copy editing marks & proof reading				
4	Intro and headline	Intro and headline- importance-roles paragraphing-sub- heading	4	-	4	8
		Intro writing - types and styles				
		Headline writing - principles				
5	Agency copy	Editing agency copies-	2	-	-	2
		Selection, integration, updating				
6	Typography	Typography: Basic principles	3	-	-	3
		Main typography-typefaces and				



		families				
		Printing technology of a modern newspaper				
7	Page design	Principles of Newspaper Design- Elements of design.	5	-	-	5
		Newspaper Format: broadsheet, tabloid and magazine.				
		Use of graphics and colour in newspaper design,				
8	Page make up and display	Front page		-	12	12
		Edit page				
		other pages				
		Designing special pages and supplements.				
9	Photo editing	news photo – selection criterion	2	-	1	3
		Photo editing				
		caption writing				
		photo features				
Total			30	-	20	50

Reference:

1. David Wainwright . Journalism made simple. Heinemann, 1982
2. F.P. Hoy. Photo Journalism
3. Geoffery Roger. Editing for print. Macdonland & Co., London, 1986
4. John Hohenberg . The Professional Journalist: a guide to modern reporting practice. Holt, 1966
5. Judith Butcher. Copy – Editing, Cambridge University Press, 1992
6. K.M. Shrivastava. News Reporting and Editing. Sterling publishers Pvt. Ltd. 2011
7. M.V. Kamath. Professional Journalism. Vikas Publishers. 1980.
8. N.N. Sarkar . Art & Print Production. Oxford University Press, 2008
9. Ron.F. Smith and Loraine M. O'Connell. Editing Today Wiley. 2003
10. Sourin Banerji. News Editing in Theory and Practice. K.P. Bagchi, 1992
11. T.J.S.George. Editing. IIMC New Delhi. 1989

Sl. No	Topics	Details	Teaching Time (Hours)		
			L	P	T
1.	Introduction to industry	Basic features with Special reference to India Business and public service.	2	0	1
2.	Management-An overview	Principles & scope of management Management theories Management functions and professional need for training	4	3	1
3.	Media Economics	Concept of market Consumer choice and market response Monopoly and competition Role of Government	3	0	1
4.	Ownership patterns	Major patterns of ownership with special reference to India Case studies	3	3	1
5.	Newspaper accounting	Revenue and expenditure of newspaper Cost control policy Newsprint allocation policy	3	0	1
6.	Different Organizations	Roles of INS (Indian Newspaper Society), ABC (Audit Bureau of Circulation), RNI (Registrar of Newspapers of India), NRSC (National Readership Survey Council).	3	1	1
7.	Audience Analysis	Media - Relation with Mass and Market Scope of audience analysis Survey technique Marketing Communication and audience survey Case studies	4	3	2
8.	FDI and Indian media	The pros and cons of FDI in Indian newspaper industry Convergence phenomenon in Indian Media Brand Editor, Managing editor	4	0	1
9.	Principles of Television and Radio Management	Different features of control of ownership with special reference to Prasarbharati Commercials and sponsorship in electronic media Cable TV Regulation Act	4	0	1

## Reading List:

1. Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth, Handbook of Media Management and Economics, L. Erlbaum Associates, 2006
2. Lucy Küng, Strategic Management in the Media : Theory to Practice, Jönköping International Business School, 2008
3. Report of the Enquiry Committee on Small Newspaper (1965)
4. Goulden, John: Newspaper Management, London Heinemann 1967
5. Ruckerr, F.W. & Williams, H.L. Newspaper Organisation & Management : Iowa State College Press, 1955
6. John McAuley (FIPD.), John McAuley, Joanne Duberley, Phil Johnson : Organization Theory: Challenges and Perspective, 1997
7. Ramanuj Majumdar, Product Management in India , Prentice – Hall of India Private Limited 2nd Edition, New Delhi, 2007
8. Mathur, B.S., Principles of Management, National Publishing House, 1998
9. The Power of A Billion : Realizing the Indian dream, FICCI-KPMG : Indian Media and Entertainment, Industry Report 2013
10. Vanita Kohli-Khandekar, The Indian Media Business (IVth ed), Sage Publication, 2013
11. Report on The Indian Entertainment and Media Industry, by FICCI,2002
12. Report on Human Resource and Skill Requirements in the Media and Entertainment Industry:
13. Report on Study on mapping of human resource skill gaps in India till 2022

**Core Paper 205 Computer Application in Media- Stage II 5 credits = 50 marks**

Sl.No	Topics	Details	Teaching Time (Hours)		
			L	P	T
1	Introduction to Web Design.	<ul style="list-style-type: none"> <li>• Designing web page using HTML.</li> <li>• Multimedia concepts and applications.</li> <li>• The concept of Desk Top Publishing using Page make up.</li> <li>• Elementary concepts of networking.</li> <li>• Internet : Dial up access, shell vs TCP/IP account. Introduction to domains &amp; address, IP addresses. Introduction to www. Searching information from www. Communication using E mail.</li> </ul>	6	16	4
2.	Video editing software.	<ul style="list-style-type: none"> <li>• Editing process in Adobe Premire</li> <li>• Pinnacle Studio</li> </ul>	2	6	4
3.	Sound Forge/pro tools	<ul style="list-style-type: none"> <li>• Sound editing-process.</li> <li>• Other sound editing softwares.</li> </ul>	2	8	2

Sl no	Topic	Details	Credit Distribution		
			L	P	T
1	Communication Research	Definition, Elements, Role, Ethics, Function			
			7	0	0
2	Research Types	Basic, Applied, Quantitative, Qualitative	8	0	0
3	Research Design	Components, Importance, Sampling Design	3	3	0
4	Data Collection Tools	Primary Sources, Secondary Sources, Measurement and Scaling Techniques	5	2	0
5	Statistical Methods	Mean, Median, Mode, Correlation, Standard Deviation, ANOVA Technique, Chi- Square Test, Report Writing	7	5	0

### Reading List

1. Wimmer & Dominick: Mass Media Research. Cengage Learning.2013
2. Berger A: Media Research Techniques. Sage.1998
3. Priest S.H: Doing Media Research .Sage.2009
4. Rubin R. B. etal: Communication Research Measures, Guilford Press2010
5. Singh. Kultar: Quantitative Social Research Methods, New Delhi: Sage.2007
6. Babbie. Earl: The Practice of Social Research, California, Belmont: Wadsworth Publishing Company.2013
7. Kothari CR: Research Methodology: Methods and Technique, New Age International 2004
8. Bhattacharya, D.K. Research Methodology, New Delhi: Excel Book2003
9. Berelson B:Content Analysis in Communication Research, Free Press New York1952
10. Ackoff, RL: The Design of Social Research, University of Chicago Press Chicago 1956
11. Ghosh B N: Scientific Methods and Social Research, Sterling Pub New Delhi 1982
12. Tandon BC: Research Methodology in Social Sciences, Chaitanya Pub Allahabad 1979

**Paper MC 302**

**ADVERTISING**

**Credit Point 4 (L +T+ P)**

**Total Marks - 40**

Sl. No	Topic	Details	Time Allotted (Hours)			
			L	T	P	Total
1	Fundamentals of Advertising	Advertising –definition as communication function and as marketing function -.	7	1		8
		Classification of Advertising				
		Socio-economic effects of advertising				
		Advertising Communication				
2	Advertising and Marketing	Marketing – definition and meaning	6	1	1	8
		4 P’s of marketing – marketing mix – promotion mix				
		Branding – meaning, need and ways of Branding				
		USP And Selling Points				
		Market positioning - Strategies and tactics				
3	Advertising Objective	Advertising planning process	4			4
		Advertising objectives – DAGMAR Model				
4	Advertising Budget	Advertising Appropriation – budget making process – different methods	2			2
5	Advertising Creativity	Advertising strategies: Goal setting -quantitative research (market analysis- target audience-product information)	9	3	4	16
		Copy writing - Copy appeal:- Elements of copy: Headline, body copy, closing idea				
		Advertisement Layout and design				
6	Advertising ethics	Ethics of advertising	2			2
		Code of conducts				
Total			40	5	5	40

**Reading List:**

15. Aaker, Batra, Myers. Advertising Management. Dorlin Kindersley (India). 2006.
16. David Ogilvy. Confessions of an Advertising Man. Southbank Publishing, 2011.
17. David Ogilvy. Ogilvy on Advertising. Prion Publishing Group. 2011
18. Jaishri N Jethwaney . Advertising. Phoenix publishing House Pvt. ltd. 1999
19. John O'Shaughnessy, Nicholas J. O'Shaughnessy. Persuasion in Advertising. Psychology Press, 2004.
20. Larry Percy, Richard Rosenbaum-Elliott. Strategic Advertising Management. Oxford University Press. 2009.
21. Philip Kotler . Marketing management. Prentice Hall of India, 2000
22. Rosser Reeves. Reality in advertising. Knopf. 1961.

23. S.A. Chunawalla; K.C. Sethia. Foundation of Advertising: theory and practice. Himalaya publishing House. 1999.
24. [Sarojit Datta](#). Advertising Today In the Indian. Profile Publishers. 1994
25. William F. Arens. Contemporary Advertising. Tata McGraw-Hill Education, 2004.
26. William Leiss, Stephen Kline, [Sut Jhally](#). Social Communication in Advertising: Persons, Products & Images of Well-being. Psychology Press, 1990.
27. William Wells, John Burnett, Sandra Ernst Moriarty. Advertising: Principles and Practice. Prentice Hall, 2003.
28. Wright, Winter, Ziegler. Advertising. Tata McGraw-Hill. 1983.

Sl No	Topics	Details	Teaching Time (Hours)		
			L	P	T
1	Public relations in India	Definition, Nature and Scope of Public Relations Evolution of the concept Concept of Business communication Integrated Public Relations Function	3	0	1
2	PR Planning	PR planning : Process & execution Modern theories of PR Planning Management Perspectives in Public Relations PR and Persuasive communication	4	1	1
2	Interdisciplinary approaches of PR	Public relations & its relationship with Advertising & Lobbying	2	0	0
3	Theoretical foundation of PR	PR strategies & methods- Grunig's Theory- System Sub system theory Reality and confirmation theory of public relations Two-way Models of Public Relations	4	0	1
5	Promotion of PR	Employee relations Community relations Crisis management Pr in Public sector : Issues & Challenges	6	2	1
6	Media relations	Working with the media Media for external publics Guidelines for good media relations	3	2	1
7	Principles of Pr Practices	Excellent Public Relations and Effective Organizations PR organizations- PRSI, IPRA PRSI code	2	0	0
8	New Media and Public Relations	New Media and Public Relations – Observations by Duhe Public relations and new media technology the impact of the internet Role of new media in PR <u>The impact of social media on public relations</u>	3	2	1



## Reading List:

5. Kaul, J. M.—Public Relation in India, Naya Prokash, 1976
6. Jethwaney, I. N. & Others—Public Relations : Concept, Strategies, Tools, Publisher: New Delhi : Sterling Publishers Private Limited, 2005
7. Black, Sam—Practical Public Relations, Prentice Hall Trade; Revised edition (April 1983)
8. Moore & Kalupa: Public Relations: Principles, Cases & Problems , Richard d Irwin: 1985
7. Crisis Management : Leading in the New Strategy Landscape, Second Edition, Rawat Publications , 2013
8. Danny Moss, Barbara DeSanto , Public Relations : A Managerial Perspective, Rawat Publications , 2011
7. The Unseen Power: Public Relations: A History , By Scott M. Cutlip , Lawrence Erlbrum Association , 1994
8. Effective Public Relations — Scott M. Cutlip, Allen H. Center, Glen M. Broom. Delhi: Pearson Education, 2006.
9. Corporate Communications — Joseph Fernandez. New Delhi: Response Books, 2004.
10. The Fourth Medium: Cameron S. Foote. Illinois: Dow Jones: Irwin, 1986.
11. Excellence in Public Relations and Communication Management ; edited by James E. Grunig, Routledge 2008
12. Political Public Relations: Principles and Applications , edited by Jesper Stromback, Spiro Kiouisis, Rutledge, 2011
13. The SAGE Handbook of Public Relations, edited by Robert L. Heath, Sage, 2000
14. The Routledge Handbook of Critical Public Relations , edited by Jacquie L'Etang, David McKie, Nancy , 2015
15. Public Relations History: From the 17th to the 20th Century: The Antecedents, By Scott M. Cutlip , Lawrence Erlbrum Association , 1995
16. Introducing Public Relations: Theory and Practice, By Keith Butterick, Sage, 2011
17. Public Relations, Activism, and Social Change: Speaking Up, By Kristin Demetrious, Routledge, 2013
18. Public Relations: Concepts, Practice and Critique, By Jacquie L'Etang, sage, 2008
19. Key Concepts in Public Relations, Fraklin, Hogan , Sage, 2009
20. Culture and Public Relations: Links and Implications, edited by Krishnamurthy Sriramesh, Dejan Verčič, Rutledge, 2012

**MC 304 A1 Elective (Major) Corporate Social Responsibility 2 credits = 20 marks**

SL No	Topics	Sub-Topics	Teaching Time (Hours)		
			L	T	P
1	Introduction to Corporate Communication	Definition , scope & evolution of corporate communication  Identification and understanding corporate goals,  Corporate strategy and corporate Niche	2	0	0
2	Corporate Social Responsibility- issues & ideas	Concept of CSR  Emergence of CSR - A Global Perspective;  Overview of CSR in India  Classical vs. Modern Managerial CSR Perspectives  Case Studies : TATA ; AMUL; ITC; SAIL; ONGC	3	0	0
3	Corporate Social Responsibility – theoretical foundation	Debate and discussion of CSR – Different thoughts of business and social thoughts  Theories of CSR – Triple bottom line theory, Theory of utility & stake holder theory  CSR & Value Creation Model  Forbes Best CSR Practicing Companies - Microsoft & DISNEY	3	1	1
4	Corporate Crisis	Crisis and Crisis Management Plan ; Corporate Crisis and Media  CMP Theory	3	1	2

		Case Studies : Domino's Pizza, Muruti Factory in Gurgaon, Nokia BL5C Battery, Pesticides warms in Pepsi and Cadbury, Kingfisher Airways, Nestle – Maggi ,			
5	Corporate Identity	Brand and Brand positioning Coloration, Logo, celebrity endorsement Identity and image Grounded theory of the corporate identity and corporate strategy dynamic Two Theory of corporate branding	3	1	0

1. Asha Kaul, Avani Desai Corporate Reputation Decoded : Building, Managing and Strategising for Corporate Excellence, Rawat Publication 2014
2. Joep Cornelissen Corporate Communication : A Guide to Theory and Practice, 4<sup>th</sup> ed, , Rawat Publication 2014
3. W. Timothy Coombs , Ongoing Crisis Communication : Planning, Managing, and Responding 4<sup>th</sup> Ed , , Rawat Publication 2011
4. Robert R. Ulmer, Timothy L. Sellnow, Matthew W. Seeger , Effective Crisis Communication: Moving From Crisis to Opportunity, 3<sup>rd</sup> Ed, Sage publication 2009
5. Prithi Nambiar, Media Construction of Environment and Sustainability in India, Sage , 2011
6. J V Vilanilam, Public Relations in India : New Tasks and Responsibilities, Sage publication 2009
7. W. Timothy Coombs , 2Applied Crisis Communication and Crisis Management : Cases and Exercises, Rawat Publication 2013
7. Seitel, P. Fraser. The Practice of Public Relations, 6<sup>th</sup> ed, Prentice Hall, New Jersey, 1995.
8. Balan, R.K. Corporate Public Relations, Sterling Punishers Pvt. Ltd, New Delhi, 1992.
9. Corporate Social Resion, ponsibility in India: A Study of Management Attitudes , By C. Gopala Krishna, Mitttal Publication, New Delhi, 1998
10. Corporate Social Responsibility in India , By Bidyut Chakrabarty , Rutledge, 2011

11. Corporate Social Responsibility: Concepts and Cases : the Indian Experience , By C. V. Baxi, Ajit Prasad, Excel Books new Delhi, 2005
12. Corporate Social Responsibility in India, By Sanjay K Agarwal, Response Publication, 2008
13. SAGE Brief Guide to Corporate Social Responsibility, By SAGE Publications, 2012  
Business and Community: The Story of Corporate Social Responsibility in India , By Pushpa Sundar, Sage Publication, 2013
14. Strategic Corporate Social Responsibility: Stakeholders, Globalization, and Sustainable Value Creation , By David Chandler, William B. Werthe, Sage Publication, 2014

**MC 304 A2 Elective (Major) Women & Media 2 credits = 20 marks**

Sl no	Topic	Details	Teaching Time (Hours)		
			L	P	T
1	Depiction in Mass media	print, audio-visual, online, impact on society	6	2	2
2	Portrayal in advertisements	print ,audio-visual, online, impact on society	4	2	2
3	Representation in media	status of women working in media industry	2	0	0

**Reading List**

1. Prasad K: Women and Media, The Women Press2005
2. Prasad K: Communication and Empowerment of Women, The Women Press2004
3. Sarikakis K and Shade L. R: Feminist Intervention in International Communication: Minding the gap, USA, Rowman and Littlefield.2008
4. Prasad K: Women, Globalization and Mass Media: International Facets of Emancipation, New Delhi, B.R.Publishing Corporation.2003
5. Joshi S and Prasad K :Feminist Development Communication: Empowering Women in the Information Era, New Delhi: The Women Press. 2009
6. Munshi S: Images of Modern Women in Asia, Curzon Press2001
7. Bathla S: Women Democracy and Media, Sage1998
8. Krishnan P & Dighe A: Affirmation & Denial –Construction of femininity on Indian television, Sage 1990
9. Croteau & Hoynes : Industries Images and Audiences, Sage2002
10. Creedon P J: Women in Mass communication, Sage 1994
11. Freedman J:Feminism Viva Books India 2002
12. Mazumdar R: A short Introduction to feminist theory, Anustup Pub2010

Sl No	Topics	Details	Teaching Time (Hours)		
			L	T	P
1	Health Communication – An Introduction	What is Health Communication? Importance of Health Communication Ethics of Health Communication	2	0	0
2	Theories	Theories of Health Communication IEC Approach Model of Communication for Social Change (CFSC)	2	0	4
3	Perspectives of health Communication	Persuasive approaches Cultural perspectives Emotional perspectives	3	0	2
4	Media and Health Communication	Message design for Health awareness for mass media Content analysis of Health Programme in Radio and TV Health Reporting in Newspaper	3	0	4

**Reading List:**

1. Johnson. Krik - Television and Social Change in Rural India
2. Papa, Michael. Singhal, Arvind. Papa. H. Wendy - Organizing for Social Change
3. Rao, lakshmana - Communication and Development: A Study of Two Indian Villages
4. Health Infrastructure in Rural India: 2004, Ministry of Health and Family Welfare, Government of India
5. A Health Communication Strategy for RNTCP: November 2005; Published by Central TB Division Directorate General of Health Services, Ministry of Health and Family Welfare, Government of India.
6. National Family Health Survey (NFHS-3)
7. Volume II: 2005-06; International Institute for Population Sciences, Deonar, Mumbai
8. Health Sector Reforms: 2003-2007, Department of Health & Family Welfare, Government of West Bengal
9. Healthcare in India, Emerging Market Report: 2007, Pricewaterhouse Coopers
10. Renata Schiavo - Health Communication: From Theory to Practice
11. Hyunyi Cho -Health Communication Message Design:Theory and Practice
12. Kevin B. Wright, Lisa Sparks, H. Dan O'Hair- Health Communication in the 21st Century

Sl no	Topic	Details	Teaching Time (Hours)		
			L	P	T
1	Online media	Definition and History, internet, world wide web	4	3	0
2	Characteristics	interactive, convergent, networked, hyper textual	4	2	0
3	Impact and Use	On society and culture	5	2	0

### Reading list

1. Kung, L., Picard, R. and Towse: R. The internet and mass media. 1st ed. London: Sage.2008
- 2.Lister M. Dovey, J., Giddings, S., Grant, I., & Kieran, K :New media -A critical introduction. Routledge2009
- 3.Fenton,N: New media, Old news: Journalism and democracy in the digital age, London: Sage2010
- 4.Dewdney, A., & Ride, P: The new media handbook. (1st ed.). New York, NY: Routledge.2006
5. K. Thakur – Internet Journalism Dept of Journalism Pune University Pune 2009
- 6.Gangopadhyay S edt: Digital Media- Emerging Issues, Suhrid Kolkata 2014
- 7.Ganesh TK: Digital Media –Building the Global Audience GNOSIS New Delhi 2006
- 8.Rawat DKS: Digital Media and Communication Technology Swastik New Delhi2007
- 9.Nayar P:An introduction to new media and cyber cultures Wiley BlackwellUK 2010

	Topic	Details	Teaching Time (Hours)			
			L	T	P	Total
1	Media and society	Definition, nature and scope. Function of mass media. Characteristics. Effects of mass media on individual, society and culture-basic issues. Media and realism ( gender, minorities, children), Mass media and mass culture.	10			10
2	Audience Analysis	Audience – Its nature & types; Theories of audiences ; Audience is a mass & market ; Audience parameter System ; Audience and M & E Industry: Audience and media economics	10			10
3	Interpreting Mass Media	Media text and sub-text. Media Literacy. Marxist Approach to media analysis. Semiotics, Psychoanalysis, Rhetoric of image. Media Myth.	10			10
4	Contemporary popular culture and postmodernism	Postmodernism, contemporary popular culture and recent theoretical developments: Discourse and popular culture; The ‘dialogical’ approach to popular culture; Cultural populism	10			10
Total			40			40

1. Berger, Asa Authur (1998). Media Analysis Technique. Sage Publications
2. Binod Mishra, Gaendra S Chandan. Communication in a Global World: Let’s Speak up. Authors Press. 2009.
3. Dorothy G. Singer, Jerome L. Singer Handbook of Children and the Media.. Sage 2001
4. Grossberg, Lawrence et al (1998) Media-Making: Mass Media in a popular culture. Sage Publications
5. Jennings Bryant. Mary Beth Oliver (Ed). Media Effects: Advances in Theory and Research. II Edition. Routledge. 2009
6. John B. Thompson. The Media and Modernity: A Social Theory of the Media. Polity Press. 1995
7. Kathryn Woodward(Ed.). Identity and Diffeerences. Sage. 1997
8. Potter, James W (1998) Media Literacy. Sage Publications
9. Shuang Liu, Zola Volcie, Cindy. Introducing Intercultural Communication: Global Cultures and Contexts. Gallois. Sage. 2011
10. Vir Bala Aggarwal. Media and Society: Challenges and Opportunities. Concept. 2002
11. Audience Research Methodologies: Between Innovation and Consolidation  
By Geoffroy Patriarche, Helena Bilandzic, Jakob Linaa Jensen, Jelena Jurišić, Rutledge, 2012
12. Radio Audiences and Participation in the Age of Network Society, edited by Tiziano Bonini, Belén Monclú , Rutledge, 2012
13. Audience Analysis , By Denis McQuail , Sage Publication, 1997, Understanding Audiences: Theory and Method, By Andy Ruddock, 2001
14. The Cultural Analysis of Texts , By Mikko Lehtonen , Sage Publication, 2000



**MC 306 Core      Dissertation Paper   5 credits = 50 marks**

Word Limit – 4000 to 6000

Structure of the dissertation:

Introduction, Objective, Methodology, Review of Literature, Findings, Conclusion & Bibliography

Mode of Evaluation: Dissertation, and Viva Voce

1. Introduction/ Review of literature/ Objectives- 20
2. Methodology- 5
3. /Conclusion-10
4. Bibliography/ References- 5

Viva- 10

Evaluation to be done by three external examiners

Best dissertations can be encouraged for publication

Data generated in the research is property of the department

Sl no	Topics	Details	Teaching Time (Hours)		
			L	T	P
1	Development of Radio	Radio as a medium of communication public and private radio systems Characteristics of FM and Ham Radio	2	1	0
2	All India Radio	AIR and its role as a medium of mass communication News Service Division	2	1	0
3	Radio news	Types of radio news bulletins and their structures Style and presentation of Radio news News reader – qualities and duties Radio newsroom – structure and function	4	2	2
4	Radio Programme	Radio Interview, Radio Drama, Radio documentary, voice dispatch Art of scripting for radio news	3	2	2
5	FM Broadcasting	Emergences of Public & Private FM Format of FM programme Popularity and acceptance of FM	3	1	1
6	Radio Production	Phases of radio production Acoustic treatment of audio studio Concept of OB van production Types of tape recorders – Analog and Digital Digital Editing consoles, dubbing system. Mixing techniques Cues, commands and signals of studio Editor & Editing – dos and don'ts Software application of Radio editing	4	3	5
7	Radio in world	BBC radio model Community radio in Bangladesh	2	0	0

**Reading List:**

1. Chatterjee, P.C., Broadcasting in India
2. Luthra, H.R., Indian Broadcasting. Publications Division, Govt. of India

3. Bhatt, S.C., Broadcast Journalism: Basic Principles
4. Baruah, U.L., This is All India Radio, Publications Division, New Delhi.
5. Shrivastava, K.M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd., New Delhi
8. Masani, Mehra :Broadcasting and People - National Book Trust, NewDelhi,1997
9. Akash Bharti National Broadcast Trust : Publication Division, New Delhi, 1987
10. Hellard Robert -, Writing for Television and Radio, Sage 2000
11. Mitchell Stephen, Holt - Broadcast News, Radio Journalism and an introduction to Television., Rinehart & Winston, rawat publication, 2010
12. Stuart W. Hyde, Television and Radio Announcing, Kanishka Publishers, Delhi. 2007
13. Macliesh Robert - Radio Production Techniques. Macmillan. NY., 2002
14. Singhal Arvind, & Rogers Everett - India's Information Revolution., sage, 1998
15. Sim Harris & Paul Chantler, Local Radio., Sage, 2005
16. Ash, William - The Way to Write radio Drama, BBC,, 2009

Sl no	Topics	Details	Teaching Time (Hours)		
			L	P	T
1	History	Inception in India, Doordarshan, Prasar Bharati, Public Service Broadcasting, Community TV	7	0	1
2	Satellite TV	advent to India, Globalisation of content, impact on audience	5	0	1
3	TV news writing	basic elements, news script- AVO/VO/Byte/PTC etc, interview	2	5	3
4	Camera movements	basic shots, basic angles, transitions	3	2	2
5	News Room	structure, News Editor, Correspondents, Newscaster	4	0	1
6	TV production	pre production, production, post –production	6	1	1
7	Audience Research	TRP, TAM, people meter Pilot testing Focus Group	4	1	1

### Reading List

- 1..Boyd, Stewart & Alexander: Broadcast Journalism, Focal Press sixth edition2008
- 2.Owens J & Millerson G :Television Production, Focal Press fifteenth edition2012
- 3.French and Richard (Eds.): Contemporary Television, Eastern Perspective Sage 1996
4. R.N Acharya – Television in India, Manas Publication 1987 New Delhi
- 5.Desai M K: Television in India Authors press New Delhi2010
- 6.Chatterjee P.C.: Broadcasting in India, Sage, New Delhi, 1987
- 7.Khan J: Basics of Electronic Media, Shipra Pub New Delhi 2006
- 8.Kapoor D N:;Broadcast Journalism, Mohit Pub New Delhi2006
9. Kohli .V: The Indian Media Business, Response New Delhi2006
- 10.Siddiqui H: Television Broadcasting, Anmol New Delhi2011
11. Ramanujam RC:Television and Radio Broadcasting APH Publishing Delhi 2011
- 12.JohnsonK: Television and social change in rural India Sage Delhi 2000
- 13.Ninan S:Through the magic window-Television and change in India Penguin Delhi 1995
- 14Shrivastava KM:Radio and TV Journalism Sterling India 1989

SL.	Topic		Teaching Time (Hours)			
			L	T	P	Total
1	Early Cinema	Basic technicality of moving images	4	1	3	8
		Lumiere Brothers - Georges Melies - Edwin Stanton Porter : Development of film technique and language				
3	Film Technique	Stages of film making: Pre-production, Production and post-production	4	1	3	8
		Cinematography				
		Editing				
		Camera movement				
4	Film Language	Basic principles of Classical Hollywood Cinema (Shot & Sequence; Narrative; 180° Rule; Continuity editing)	4	1	3	8
		Real time and film time				
		Montage				
		Mise-en-scene				
		Deep focus, Flash back, Flash forward				
5	Film Classification	Film genre	3		1	4
		Fiction and non-fiction films				
6	Film movements	Italian Neo realism (Vittorio De Sica),	2	1	3	6
		French new wave ( <b>Jean-Luc Godard</b> )				
		Cinema Novo/Third cinema				
7	Indian Perspective	Evolution of Indian cinema: early stage	4		2	6
		New Theatres, Prabhat, Bombay Talkies				
		Film Censorship				
9	Indian Masters	Satyajit Ray	4	1	3	8
		Ritwik Ghatak				
10	Review Writing	Film Review: style and format			2	2
Total			25	5	20	50

**References:**

1. James Monaco . How to Read a Film: Movies, Media, and Beyond. Oxford University Press. New York. 2009
2. Gordon Gray. Cinema: A Visual Anthropology. Berg. New York. 2010
3. Garth Jowett, James M. Linton. Movies as mass communication. Sage Publications, 1989. 2<sup>nd</sup> Ed.
4. Khwaja Ahmed Abbas. How Films are made. National Book Trust,1977.
5. Mast G. & M. Cohen. Film Theory & Criticism:
6. Handbook of Film Production. Quick Jon & Tem La Bau , Macmillan,NY,1972
7. Sarkar, Kobita. India Cinema Today: An Analysis. Sterling, New Delhi, 1975.
8. Bordwell, David.. Making Meaning: Inference and Rhetoric in the Interpretation of Cinema . Cambridge: Harvard University Press. 1989
9. Bordwell, David . The Cinema of Eisenstein Cambridge: Harvard University Press. 1993
10. Renu Saran. History of Indian Cinema. Diamond Books. 2012

Community Outreach Programme helps to promote the students to understand the community and to address the contemporary social issues through communication .

**The objective of the paper**

- To understand the community and their work
- To develop the social responsibility
- To gains skills in mobilizing community participants

**Activities of the program :**

- ✓ Field survey to determine the development program policies of communication
- ✓ Developing the data bank of different communities of the selected area
- ✓ Audio visual documentation of their lives and occupation
- ✓ Presentation of research project ( in written form, word limits 2000 to 3000)

Full marks of the paper – 50 (research project – 30 , paper presentation – 10 , viva – 10) external examiners )

• **Program execution :**

1. Deciding the area of intervention
2. Conducting a base line survey
3. Identification of problem
4. Grafting communication strategy for intervention
5. Conducting communication program
6. Evolution
7. Report submission

- Evaluation to be done by three external examiners
- Data generated in the research is property of the department

*## Structure of the survey report need to be specify and 2 to 3 student could form a group to conduct the field's survey and report submission*

**MC406 Core**

**Audio-Visual Project**

**5 credits = 50 Marks**

Screening/Presentation- 20

Final edited Scripting- 10

Viva- 20

Total- 50

- Student could produce their documentary either individually or in a group ( maximum 3 students in a group)
- Evaluation to be done by three external examiners