

**Department of Mass Communication**  
**The University of Burdwan**  
**Proposed Post Graduate (M.A.) Syllabus for session 2020-2022 onwards**

<b>M.A. in Mass Communication</b>							
Course No	Course Status and Type	Course Title	Credit	Pattern of Teaching learning (hours per week)			Marks
				L	T	P	
<b>First Semester</b> [All courses are Departmental Core Courses and Compulsory]							
MC101	Core /TH	Introduction to Communication	5	4	1	0	40+10=50
MC102	Core /TH	Development of Media and Media Law	5	4	1	0	40+10=50
MC103	Core /TH	Advertising and Marketing Communication	5	4	1	0	40+10=50
MC104	Core/ TH	Public Relations & Corporate Communication	5	4	1	0	40+10=50
MC105	Core/ PR	Computer Application in Media	5	0	0	5	40+10=50
		<b>Semester I Total</b>	<b>25</b>				<b>250</b>
<b>Second Semester</b> [All courses are Departmental Core Courses and Compulsory]							
MC201	Core/ TH	International Communication and Globalization	5	4	1	0	40+10=50
MC202	Core/ TH	Reporting and Writing	5	4	1	0	40+10=50
MC203	Core/ TH	Editing and Designing	5	4	1	0	40+10=50
MC204	Core/ TH	Media Management and Economics	5	4	1	0	40+10=50
MC205	Core/ TH	Online Media	5	4	1	0	40+10=50
		<b>Semester II Total</b>	<b>25</b>				<b>250</b>
<b>Third Semester</b> [Students have to take 2 Compulsory Core Courses, 2 Major Electives (MC303A or B and MC304 A or B) and 1 Interdisciplinary Elective from other Departments/SWAYAM Platform]							
MC301	Core/TH	Communication Research	5	4	1	0	40+10=50
MC302	Core/TH	Development Communication	5	4	1	0	40+10=50
MC303A	Major Elective/ TH	Health Communication	5	4	1	0	40+10=50
MC303B		NGO and Advocacy Communication	5	4	1	0	40+10=50
MC304A	Major Elective/ TH	Women and Media	5	4	1	0	40+10=50
MC304B		Photo Journalism	5	4	1	0	40+10=50
MC305	Inter disciplinary Elective/TH	Media Culture and Society (For Students from other departments)[Students may opt for a 4 Credit course from SWAYAM Platform and can avail the option of credit transfer]	4	3	1	0	40+10=50
		<b>Semester III Total</b>	<b>24</b>				<b>250</b>

<b>Fourth Semester</b> [Students have to take 3 Compulsory Core Courses (MC-401, MC402, MC405), 2 Major Electives courses { Either MC- 403A or 403B and in case of MC- 404 any one from either A or B or C or D} and 1 Compulsory Community Engagement course (MC400)]							
MC400	Community Engagement Course /PR	Social Outreach Programme	2	0	0	2	10+10=20
MC401	Core/TH	Radio	5	4	1	0	40+10=50
MC402	Core/TH	Television	5	4	1	0	40+10=50
MC403A	Major Elective/TH	Film Studies: Indian Cinema	5	4	1	0	40+10=50
MC403B		Film Studies: World Cinema	5	4	1	0	40+10=50
MC404A	Major Elective/ PR	Radio Production	5	0	0	5	40+10=50
MC404B		Television Production	5	0	0	5	40+10=50
MC404C		Film Production	5	0	0	5	40+10=50
MC404D		Documentary Production	5	0	0	5	40+10=50
MC405	Core/PR	Dissertation	5	0	0	5	40+10=50
		<b>Semester IV Total</b>	<b>27</b>				<b>270</b>
<b>Grand Total (For 4 Semesters)</b>			<b>101</b>				<b>1020</b>

**MC101**  
**Introduction to Communication**

Credits Points 5

Total Marks - 50

Sl No	Topic	Details	Teaching Time (Hours)			
			L	P	T	Total
1	Communication	Definition, elements, types, barriers	4	-	1	5
2	Communication Models	SMCR, Laswell, Shannon & Weaver, Osgood, Westley & Mclean, Gerbner, Transactional, Schramm, Dance, Roger & Kincaid etc	10	-	2	12
3	Communication Theories	Personal Influence, Normative Sociological, two step & multi step Social Cognitive, Media Dependency Media Intrusion, Spiral of Silence etc.	10	-	2	12
4	Mass Communication	Definition types functions different systems in India & abroad	6	-	2	8
5	Mass Media	Types, recent trends, impact on society and people	5	-	1	6
6	Traditional Folk media	different forms in India, importance in development communication, relevance with relation to modern media	5	-	2	7
Total			40	-	10	50

**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****Development of media and Media Law****5 Credits Points****Total Marks - 50****Group A: Development of media****Credits Points 2.5****Total Marks - 25**

Sl. No	Topics	Details	Teaching Time (Hours)			
			L	P	T	Total
1	Early days and emergence of vernacular newspaper/journals in Indian New awakening	I. James Augustus Hicky II. Baptist missionaries III. Rammohan Roy IV. Derozians and their contributions. V. The dissemination of Western scientific idea : 19 <sup>th</sup> and 20 <sup>th</sup> century Bengali journal	8	-	2	10
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. Role of Mahatma Gandhi	5	-	1	6
3	Emergence of Indian news agency system and Indian Newspaper business	I. API, UPI, PTI, UNI etc. II. The Times of India, The Statesman; The Hindu The Hindustan Times, The Indian Express, The Navbharat Times, Hindustan, MalaylaManorama ABP etc.	3	-	1	4
4	Press Commissions	I. 1 <sup>st</sup> Press Commission and its recommendations II. 2 <sup>nd</sup> Press Commission and its recommendations	4	-	1	5
Total			20		5	25

**Reading List**

- i. Natarajan: 'History of Indian Journalism', Publications Dvn. (Reprint 1997).
- ii. RangaswamyParthasarathi: '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 : 'SambadPatraerEtibrittya', Lipika publishers, 1999
- viii. MohitMitra : 'History of Journalism', National Book Agency, 1969

**Group B: Media Laws & Ethics**

Credits Points 2.5

Total Marks - 25

Sl. No	Topics	Details	Teaching Time (Hours)			
			L	P	T	Total
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 vi. Right to Information vii. Constitutional provisions for Freedom of Speech and Expressions- Article 19 viii. Cyber Law	14	-	2	16
2.	Role and functions of the Press Council-1965 Act /1978 Act.	i. Composition, Function and the Role of the Press Council	3	-	1	4
3	Code of Conduct-	i. Code of Ethics for Journalist. ii. Code of Ethics for online media	3	-	2	5

**Reading List**

1. Durgadas Basu: 'Laws Of The Press In India', Prentice Hall Of India, 1980
2. Ra Yudu C S : 'Communication Laws', Himalaya Pub. House, 1995
3. Umrigar M : 'Journalist And The Law'.
4. Durgadas Basu : 'Indian Constitution' Lexisnexis, 1998.
5. Someswara Rao B. 'Journalism:, Codes And The Law', Academy Of Communication & Media 1997.
6. Reports 1) 'First Press Commission Report.
7. Second Press Commission Report.
8. . Ahuja, B.N.: 'History of Press, Press Laws and Communication', Surjeet Publications, 1988
9. Mankakar, D.R. : 'Press and Pressure'. Indian Book Co., 1973.
10. Jan R. Hakeculdar: 'Media Ethics and Laws'. Anmol Publications, 1998
11. Manna. Banshi—(i) 'Mass Media & Laws in India'(ii) 'Bharater Press Ayne'. Academic Publ, 2003

**MC 103**  
**Advertising and Marketing Communication**

Credit Point 5

Total Marks – 50

Sl. No	Topic	Details	Teaching Time (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	7	1	-	8
		4 P's of marketing – marketing mix – promotion mix				
		Branding – meaning, need and ways of Branding				
		USP And Selling Points				
3	Advertising Objective	Advertising planning process	4	1	-	5
		Advertising objectives – DAGMAR Model				
4	Advertising Budget	Advertising Appropriation – budget making process – different methods	4	1	-	5
5	Adverting Creativity	Copy writing - Copy appeal:- Elements of copy: Headline, body copy, closing idea	7	1	-	8
		Story board – online advertising				
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	1	-	6
		Organizational structure and functions				
		Agency Compensation				
8	Advertising ethics	Ethics of advertising	3	1	-	4
		Code of conducts				
Total			42	8	-	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. S.A. Chunawalla; K.C. Sethia. Foundation of Advertising: theory and practice. Himalaya publishing House. 1999.
9. SarojitDatta. Advertising Today In the Indian. Profile Publishers. 1994
10. William F. Arens. Contemporary Advertising. Tata McGraw-Hill Education, 2004.
11. William Wells, John Burnett, Sandra Ernst Moriarty. Advertising: Principles and Practice. Prentice Hall, 2003.

**MC104**  
**Public Relations and Corporate Communication**  
**Credit Point 5** **Total Marks – 50**

Sl no		L	P	T
1	Introduction of Public Relations	6	0	0
2	PR Planning	5	0	0
4	Media relations	6	0	1
5	Introduction to Corporate Communication	6	0	0

6	Corporate Social Responsibility- Issues & Ideas	<p>CSR &amp; PR : Concept, Definition and Interdependence ;</p> <p>CSR – Different thoughts of business and social thoughts</p> <p>Theories of CSR – Triple bottom line theory, Theory of utility &amp; stake holder theory – P3 Theory</p> <p>CSR &amp; Value Creation Model</p> <p>Role of NGO in CSR Activities</p> <p>Funds for NGOS &amp; CSR –Promotion &amp; Debate</p> <p>Ministry of Corporate Affairs, PM s Care Fund &amp; COVID 19 Pandemic –Approaches of CSR</p> <p>How marketers are now focusing on CSR in current COVID-19 situation</p> <p>CSR <u>Expenditure to Fight</u> COVID-19- Case Studies</p> <p>CSR Vis a Vis Employee and Community Relations: An Alternative approach in COVID 19 and After</p>	10	0	2
8	Corporate Crisis	<p>Corporate Crisis and Crisis communication - Planning &amp; Execution</p> <p>New Nature of Crisis- Increased of Vulnerabilities of modern societies</p> <p>Changing landscape of risk Management&amp; Risk Mangers- New Dimension of Crisis Management Plan</p> <p>Strategic Crisis Management</p> <p>Crisis Communication vs meaning Making – Role of leadership</p> <p>End Crisis- Improving crisis response vs rebuilding trust</p> <p>Influence of Social Media on Crisis Communication</p>	6	0	1
9	Corporate Identity	<p>Brand and Brand positioning</p> <p>Corporate Brand and Brand Promotions -Coloration, Logo, celebrity endorsement; Identity and image</p> <p>Grounded theory of the corporate identity and corporate strategy dynamic</p> <p>Six stationed model of Corporate Identity</p> <p>Managing Brand vs Managing Customers- Role of PR</p> <p>New Anthem for Open source Branding - Social Media Advocacy</p>	6	0	1
			<b>45</b>	<b>0</b>	<b>5</b>

### Reading List:

1. JoepCornelissen Corporate Communication : A Guide to Theory and Practice, 4<sup>th</sup>ed, , Rawat Publication 2014
2. W. Timothy Coombs , Ongoing Crisis Communication : Planning, Managing, and Responding 4<sup>th</sup> Ed ,, Rawat Publication 2011
3. J V Vilanilam, Public Relations in India : New Tasks and Responsibilities, Sage publication 2009
4. Corporate Social Responsibility in India , By BidyutChakrabarty , Rutledge, 2011



5. Corporate Social Responsibility: Concepts and Cases : the Indian Experience , By C. V. Baxi, Ajit Prasad, Excel Books new Delhi, 2005
6. Corporate Social Responsibility in India, By Sanjay K Agarwal, Response Publication, 2008  
Online Public Relations , By David Phillips, The Institute of Public Relations , KOGAN Page
7. The Public Relations Handbook , By Alison Theaker, Rutledge
8. Public Relations: Principles and Practice, By Philip J. Kitchen, Thompson, Hall University
9. An Overview of the Public Relations Function , By Shannon A. Bowen, Business Expert Press, 2010
10. Social Media and Public Relations: Eight New Practices for the PR Professional , By Deirdre K. Breakenridge, Pearson Education , 2012
11. Public Relations and the Social Web: How to Use Social Media and Web 2.0, By Rob Brown, KOGAN, 2009
12. Cases in Public Relations Management: The Rise of Social Media and Activism , By Patricia Swann, Rutledge, 2014,
13. Corporate Social Responsibility: Definition, Core Issues, and Recent Developments , By Brent D. Beal, Sage Publication, 2014
14. Public Relations, By Edward L. Bernays, University of Oklahoma Press
15. Jethwaney, I. N. & Others—Public Relations : Concept, Strategies, Tools, Publisher: New Delhi : Sterling Publishers Private Limited, 200
16. Black, Sam—Practical Public Relations, Prentice Hall Trade; Revised edition (April 1983)
17. Crisis Management: Leading in the New Strategy Landscape, Second Edition, Rawat Publications , 2013
18. Effective Public Relations — Scott M. Cutlip, Allen H. Center, Glen M. Broom. Delhi: Pearson Education, 2006.
19. Corporate Communications — Joseph Fernandez. New Delhi: Response Books, 2004.  
Excellence in Public Relations and Communication Management ; edited by James E. Grunig, Routledge 2008
20. Introducing Public Relations: Theory and Practice, By Keith Butterick, Sage, 2011

**MC105**  
**Computer Application in Media**

Credits Points 5

Total Marks 50

Sl.No	Topics	Details	Teaching Time (Hours)			
			L	P	T	Total
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>	-	-	8	8
2.	Environment of Computer application in media.	<ul style="list-style-type: none"> <li>• Details of a presentation software like Power Point.</li> <li>• MS Word and Excel</li> <li>• Concepts of Operating Systems like Dos and Windows</li> </ul>	-	-	11	11
3.	Software	<ul style="list-style-type: none"> <li>• Photoshop /Corel Draw</li> </ul>	-	-	8	8
4.	Introduction to Web Design.	<ul style="list-style-type: none"> <li>• Designing web page using HTML.</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>	-	-	23	23
Total					50	50

## MC201

## International Communication and Globalisation

Credits Points 5

Total Marks 50

SI No	Topics	Details	Teaching Time (Hours)			
			L	P	T	Total
1	Basic concept of international communication-	i. Political, economic and cultural dimensions of international communication. ii. Problems and prospects of international communication.	6	0	1	7
2	Communication as human right -	i. UNO's Universal Declaration of Human Right and communication. ii. Communication as Human Right.	5	0	1	6
3	International news flow	i. Imbalance in international News Flow-reasons behind. ii. controversy on the free flow vs. balance flow	5	0	1	6
4	UNESCO's role in global communication-	i. New International Information and Communication order-Demand for NWICO. ii. Mc Bride Commission and its report and impact.	5	0	2	7
5	Non aligned news agencies pool(NANAP)	i. Non Allied Movement (NAM). ii. NANAP-operations, success and failure.	3	0	1	4
6	Post globalization issues in international communication -	i. Media imperialism. ii. Cultural imperialism - criticism. iii. Effects of globalization on media systems and transnational media ownership. iv. Net Colonialism and Neo colonialism.	8	0	2	10
7	Impact of new communication technology	i. ICT and global communication-changing shade. ii. Global Village-concept and Reality. iii. Internet-effect and impact.	8	0	2	10
Total			40	0	10	50

**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. Mohammadi Ali( ed) : International Communication Globalisation, Sage Publications, 2003.
- vii. McNair : Political Communication, Psychology Press, 2003.
- viii. Moulana, Hamid : International information flow, Sage Publications, 1998.
- ix. Boyd Barrett : International News Agencies, Sage Publications, 1998 .
- x. Fred E Jandt -Intercultural Communication, New York : Harper & Row, 1973
- xi. Richard Mead- International Management Cross Cultural Dimensions, Wiley, 2005

**MC202**  
**Reporting and Writing**

Credits Points 5

Total Marks 50

Sl no	Topic	Details	Teaching Time (Hours)			
			L	P	T	Total
1	News	definition ,elements, sources	3	--	1	4
2	Writing	hard and soft news inverted pyramid style	9	-	1	10
3	Reporter	Duties, responsibilities, functions	1	-	1	2
4	Specialised reporting	Crime ,Business, Rural, Legal Political, Sports, Science, Environment	6	-	1	7
5	Feature	definition, types, importance	7	-	1	8
6	Editorial	importance, choice of subject ,presentation	8	-	1	9
7	Investigative and Interpretative reporting	qualities, planning, style, scope ,importance	2	-	1	3
8	Interview	types, planning, preparation & conducting interview	2	-	1	3
9	Reviews	types, assessment	2	-	2	4
Total			40	-	10	50

**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 Brown Publisher UK
- 5.Srivastava, K.M. : News Reporting & Editing.
- 6.Crump&Soencer : Fundamentals of Journalism.
7. ParthasathiR : Journalism In India.
- 8.Harris, Geoffrey & Spark, David : Practical Newspaper Reporting.
- 9.Mcdougal 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

**MC 203**  
**Editing and Designing**

**Credit Point 5**

**50 Marks**

Sl	Topic	Details	Teaching Time (Hours)			
			L	T	P	Total
1	Editing: fundamentals	Editing-meaning-Principles of editing: 6 C's	6	1	-	7
		News- concepts, determinants (values), structure				
2	Structure and Functioning of newsroom	News desk-editor and his team-editorial board	6	1	-	7
		News editor- duties and responsibilities				
		Chief sub-editor-duties and responsibilities				
		Sub-editor- duties and responsibilities				
3	Copy processing	Copy testing	6	1	-	7
		Copy editing marks				
		Proof reading				
4	Intro and headline	Intro writing - types and styles	5	1	-	6
		Headline writing – principles				
5	Agency copy	Editing agency copies-	2	1	-	3
		Selection, integration, updating				
6	Typography	Typography: Basic principles	5	1	-	6
		Main typography-typefaces and families				
7	Page design	Principles of Newspaper Design- Elements of design.	9	1	-	10
8	Photo editing	News photo – selection criterion	3	1	-	4
		Photo editing				
Total			42	8	0	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. SourinBanerji. News Editing in Theory and Practice. K.P. Bagchi, 1992
11. T.J.S.George. Editing. IIMC New Delhi. 1989

**MC204**  
**Media Management and Economics**

Credits Points 5

Total Marks 50

Sl. No	Topics	Details	Teaching Time (Hours)		
			L	P	T
1.	Management-An overview	Management Concepts and Process Management theories Management functions and professional need for training Marketing Communication	2	0	0
2.	Media Economics	Concept of market Media and finance Fundamentals of economic theory The market and its mechanisms in mainstream economic thinking Fundamental differences between mainstream and alternative economic approaches The transformation of global media industries Business Ethics and Management by Indian Values Rethinking media economics	6	0	2
3	Ownership patterns	Major patterns of ownership with special reference to India- Chain ownership, Cross Media , Vertical integration, Conglomerate Concentration of Media ownership Editor status & Declination of Editor's status	3	0	2
4.	Issues of Media Management	Consumer Behaviour Organisation Behaviour Human Resource Management Marketing Management Strategic Management Supply Chain Management Business ethics Growth of Online Media and Portal : Issues and structure Online platform- Recent trend;management policies; extent of technical glitches ; nature of audiences	4	0	1
5	Social Media Management and Business Model	Social Media Management Chain. Convergent media and Model of Convergent Media market and economy Social media in Companies; Integrated approaches of Social media Strategy Economics of New Media: Content, Production & Consumption New Marketing Communication in social media business Social networks as marketing tools for media companies	7	0	2
6	Media Research	Scope of audience analysis Quantitative Techniques Survey technique TRP Calculation BARC Method ABC	6	0	2

		TRP Vs Market and Media Vs Market – Debate and Discussion			
7	FDI and Indian media	Legal, Political and economical issues of FDI in Indian Media Industry FDI in Radio, Print, TV, and Film Industry Nature of FDI:- Merger & Acquisition ; Building New Facilities ; Intra Company Loans ; Reinvesting profits earned from overseas operations Involvement through FDI:- Production ; Marketing & Service ; R & D ; Access of Raw materials and other resources ; Managerial Control ; Content design and Interference of Editor s Freedom	6	0	1
8	COVID 19 & Media Industry	Negative Impact on Ad and Sales - Suspension of movie and television production; Delays in release dates; Social distancing creates serious impact on all shooting schedule  Challenging of Circulation and Supplementary Publication During Lock down Period Problem of circulation- logistic and others Boost of Digital Media - video and music streaming and downloads, as well as online publications; e paper, e edition and web portal	6	0	0

### 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. RamanujMajumdar, Product Management in India , Prentice – Hall of India Private Limited 2nd Edition, New Delhi, 2007
4. Rajesh Das &Dr. P. K Bandyopadhyay Edited : *Mass Media & Society in Post Globalization Period: Issues & Approaches*, Published by: Union Bridge Press, an imprint of Wimbledon Publishing Company Limited, UK, 2013
5. Mathur, B.S., Principles of Management, National Publishing House, 1998
6. The Power of A Billion : Realizing the Indian dream, FICCI-KPMG : Indian Media and Entertainment, Industry Report 2013
7. Vanita Kohli-Khandekar, The Indian Media Business ( I, II, III, &IVthed), Sage Publication, 2013
8. Report on The Indian Entertainment and Media Industry, by FICCI, 2010 to 2020
9. Handbook of Social Media Management: Value Chain and Business Models in Changing Media Market , edited by Mike Friedrichsen, Wolfgang Mühl-Benninghaus, , Springer, 2013.
10. Social Media Management: Technologies and Strategies for Creating Business Value, By Amy Van Looy, Springer, 2016
11. Understanding Media Economics, By Gillian Doyle, SAGE, 2002

**MC 205**  
**Online Media**

Credits Points 5

Total Marks 50

Sl no	Topic	Details	Teaching Time (Hours)			
			L	P	T	Total
1	History of Online Media and Characteristics	Inception of Internet and distinctiveness of the medium	7	-	2	9
2	Governance through Online Media	Direct interactions between G2C and C2G etc.	9	-	2	11
3	Mass communication and Online Media	Content of online mass mediums and citizen journalism	7	-	2	9
4	Interpersonal and Group communication through Online Media	Mobile telephones and social networks	7	-	2	9
5	Contemporary issues and Online Media	Economic and Social impacts	10	-	2	12
Total			40	-	10	50

**Reading list:**

Baym, N *Personal Connections in the Digital Age*, Polity. 2010  
 Dewdney, A., & Ride, P. *The new media handbook* (1st ed.). New York, NY: Routledge. 2006  
 Fenton, N. *New media, Old news: Journalism and democracy in the Digital age*, London: Sage. 2010  
 Gangopadhyay S ed: *Digital Media- Emerging Issues*, Suhrd Kolkata 2014  
 Ganesh TK: *Online Media –Building the Global Audience GNOSIS* New Delhi 2006  
 Kung, L., Picard, R. and Towse, R. (2008) *The internet and mass media*. 1st ed. London: Sage.  
 Lister, M., Dovey, J., Giddings, S., Grant, I., & Kieran, K.(2009). *New media-A critical introduction*. Oxon: Routledge.  
 Nayar, P. (2010). *An introduction to new media and cyber cultures*. Chichester, UK: Wiley-Blackwell.  
 Rawat DKS: *Digital Media and Communication Technology* Swastik New Delhi 2007  
 Thakur K– *Internet Journalism* Dept of Journalism Pune University 2009



**Credits Points 5****Total Marks 50**

Sl No	Topic	Details	Teaching Time (Hours)			
			L	P	T	Total
1	Communication Research	Definition, Elements, Role, Ethics, Function	10	0	2	12
2	Research Types	Basic, Applied, Quantitative, Qualitative	10	0	2	12
3	Research Design	Components, Importance, Sampling Design	5	3	2	7
4	Data Collection Tools	Primary Sources, Secondary Sources, Measurement and Scaling Techniques	5	2	2	7
5	Statistical Methods	Mean, Median, Mode, Correlation, Standard Deviation, ANOVA Technique, Chi- Square Test, Report Writing	10	5	2	12
Total			40		10	50

**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. et al: Communication Research Measures, Guilford Press 2010
5. Singh. Kular: 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 Book 2003
9. Berelson B: Content Analysis in Communication Research, Free Press New York 1952
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

**MC 302****Development Communication**

Credit Points 5			Total Marls 50			
Sl. No	Topics	Details	Teaching Time (Hours)			
			L	T	P	Total
1	Introduction to development studies	Development and social change: Historical perspectives - Issues and post-colonial conceptions	5	1	-	6
2	Understanding development	Growth vs. Development	7	1	-	8
		Gap between developed and developing Societies				
		Development indicators				
		Poverty				
3	Developing Societies	Characteristics of under developed countries	4	1	-	5
		Characteristics of Indian society – demographic and sociological impact of communication				
4	Development Communication	Meaning - concept- definition – origin	4	1	-	5
		Participatory communication and empowerment				
		Bretton Wood School- international agencies				
5	Approaches to Development Communication	Diffusion / extension - mass media and modernization approach - D S C - Localized approach	4	1	-	5
6	Discourse of Development Communication	Deconstruction of dominant paradigm of communication and development - Responses and critique of dominant models.	9	1	-	10
7	Recent developments	Emergence of global civil societies, public sphere, global communication system – nation state-universal, national communication policies	5	1	-	6
8	Indian experiment	SITE	4	1	-	5
		Kheda programmes				
Total			42	8	0	50

### References:

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 Development Goals. Sage. 2009.
3. J. Servaes (Ed.), Sustainable Development and Green Communication: African and Asian Perspectives. London/New York: Palgrave Macmillan, 2013
4. Jan Servaes. Communication for Development and Social Change, Sage Publications. 2009.
5. K. E. Eapen, Srinivas R. Melkote, SandhyaRao. Critical issues in communication: looking inward for answers : essays in honor of K.E. Eapen. Sage, 2001.
6. K.Mahadavan, KiranPrasad, Youichi Ito and VijayanPillai. Communication, Modernisation and Social Development: Theory Policy and Strategies (2 volumes), BR Publishing Corporation, New Delhi. 2002.
7. Kiran Prasad New Media and Pathways for Social Change: Shifting Development Discourses. BRPC: New Delhi. 2012.
8. Kiran Prasad. Communication for Development: Reinvesting Theory and Action (2 volumes,) BRPC: New Delhi. 2009..

9. Kiran Prasad. Information and Communication Technology: Recasting Development. BR Publishing Corporation, New Delhi. 2004.
10. LinjeManyozo. Media, Communication and Development: Three Approaches. Sage. 2012.
11. MelkoteSrinivas R., H. Leslie Steeves. Communication for Development in the Third World: Theory and Practice for Empowerment.:. Sage. 2001
12. Rajbir Singh. Development Communication. Pinnacle Technology. 2006.
13. Uma Narula, W. Barnett Pearce. Development as communication: a perspective on India. Southern Illinois University Press, 1986
14. Uma Nerula. Development Communication: Theory and Practice. HarAnand. 2004

Credits Points 5

Total Marks 50

Sl No	Topics	Details	Teaching Time (Hours)		
			L	T	P
1	Health Communication – An Introduction	Health and Hygiene- Concept, Definition & Approach Health Communication – Health Literacy- Health Education & Health Advocacy – Idea & Articulation Factors of Health Communication- Social, Bio- Cultural, Communicational ; Biological & Psychological Health Issues and challenges in rural and urban India Public health- Concepts and Programmes Ministry of Health and Family Welfare	6	0	0
2	Theories	Theories & Model of Health Communication ; IEC ; KAP ; BCC ; HBM Rhetorical and semiotic tradition of health communication Phenomenological tradition and dialogic action Cybernetic tradition	5	0	0
3	Perspectives of health Communication	Cultural perspectives Emotional perspectives Cognitive resonance Socio-psychological Notions of Health and Hygiene Wellness concept of health communication Discourse analysis	6	0	0
4	Variables for integrated health communication system	Behavioural belief and outcome in health communication Normative belief and motivation Control belief and perceived power Factors for integrated health communication – norms, attitude, self efficacy, skills, emotions , abilities intension <u>Status of Health Literacy Research in Health Communication : Scope and Opportunities</u>	6	1	0
5	Media and Health Communication	Role of Communication in Health Awareness Programme Health information and communication system Message design for Health awareness for mass media Content analysis of Health Programme in Radio , Community Radio and TV Health Reporting in Newspaper Telemedicine- Approaches and Inclusion <u>The Use of Social Networking Sites (SNSs) in Health Communication</u> <u>Campaigns: Review and Recommendations</u> Approaches of health communication through mobile communication and on line media	8	2	0

	Cultural and Psychology of Health Communication in India	Cultural psychology of Health and well being Advocacy, communication and social mobilization- WHO s Observation on TB Polio Communication- Challenges on Social, Cultural and Religious Issue; Role of UNESCO 'BULA DI', campaign and NACO- AIDS Campaigning Programme Emic & Etic Approaches NFHS – Challenges of Family Planning and modern contraceptives Socio- Psychological Behaviour and Barrier – COVID 19	6	0	0
6	COVID 19	COVID 19- An Overview  The economic, geopolitical and health consequences of COVID-19 Critical health crisis & challenges of Communication –COVID 19 New Nature of Health Crisis- Defining Ecology of Health Advocacy Inter cultural & Cross Cultural Communication during Corona Epidemic- Role of an Integrated health Communication Media Advocacy & Media Text on COVID 19 Advocacy for Mental Health & Health Policy - Guidelines of WHO regarding COVID 19 Pandemic Health awareness campaign shifting to digital mode - Case study on Corona virus pandemic <u>How governments are communicating online during the COVID-19 crisis</u> Ensuring Direct & Fact Based Communication- Role of State Fight Against Corona Virus – Bhilwara Model & Kerala Model COVID-19 and its Impact on the Healthcare Economy	8	2	0
			<b>45</b>	<b>5</b>	<b>0</b>

### Reading List:

1. Health Communication: From Theory to Practice, By RenataSchiavo, John Wiley & Sons Inc, 2007
2. Health Communication, By Richard K. Thomas, Springer , 2006
3. Rao, K. (1974). Studies in family planning, India. New Delhi: Abhinav Publications
4. Combating AIDS: Communication Strategies in Action , By ArvindSinghal, Everett M Rogers , Sage
5. Health Communication: Theory And Practice: By Berry, Dianne, Open University Press, Mc Grow Hill Education. , 2007
6. Health Communication Message Design: Theory and Practice , edited by Hyunyi Cho, Sage, 2012
7. Public Health Communication: Evidence for Behavior Change, edited by Robert Hornik , Rutledge , 2002
8. Writing Health Communication, An Evidence-based Guide, Edited by: Charles Abraham - University of Exeter, UK , MariekeKools - Maastricht University, Netherlands, Sage
9. Health Communication: Theory, Method, and Application, edited by Nancy Grant Harrington, 2015. Rutledge

10. The Routledge Handbook of Health Communication, edited by Teresa L. Thompson, Roxanne Parrott, Jon F. Nussbaum, 2011, Rutledge
11. Dalal, A. K. (2016). Cultural psychology of health in India: well-being, medicine and traditional health care. Los Angeles: SAGE.
12. Health Translation and Media Communication, A Corpus Study of the Media Communication of Translated Health Knowledge, 1st Edition, By Mengji, Routledge
13. Health Communication and Mass Media , An Integrated Approach to Policy and Practice, 1st Edition , Edited by Rukhsana Ahmed, Benjamin R. Bates , Routledge
14. The Power of the Media in Health Communication, 1st Edition , By ValentinaMarinescu, Bianca Mitu , Routledge
15. Health Communication, Theory, Method, and Application, 1st Edition , Edited by Nancy Grant Harrington , Routledge
16. Health and Safety Communication, A Practical Guide Forward, 1st Edition, By David S. Anderson, Richard E. Miller , Routledge
17. Community Involvement in Health , From Passive Recipients to Active Participants, 1st Edition , By Jan Smithies, Georgina Webster , Routledge
18. Mobile Communications and Public Health, 1st Edition , Edited by Marko Markov , CRC Pres
19. Media Advocacy and Public Health , Power for Prevention ,Lawrence Wallack - Portland State University, USA, Lori Dorfman - Berkeley Media Studies Group, California , David Jemigan - Marin Institute, California , MakaniThemba-Nixon - Director, Grassroots Innovative Policy Program, Applied Research Center, Oakland, CA
20. Health Infrastructure in Rural India: 2004, Ministry of Health and Family Welfare, Government of India
21. Health Sector Reforms: 2003-2007, Department of Health & Family Welfare, Government of West Bengal

**MC 303B**  
**NGO and Advocacy Communication**

5 credit

50 marks

Topics	Details	Teaching Time (Hours)		
		L	P	T
Locating NGOs	Definition, ideas and structures of NGOS	6	0	1
	What is NGOization			
	The NGO Boom			
	Civil Society, Political Society & Public Sphere- An Overview			
Advocacy and communication strategy	Communication for Literacy & Advocacy Policy Advocacy of the NGOs working on Health & Hygiene Policy Advocacy of NGOs working on Agricultural Extension Policy Advocacy of NGOs working on Gender Issues Policy Advocacy of NGOs working on Environmental Issue	8	0	2
Theorizing of NGOs Communication & Advocacy	Vertical Minds Vs Horizontal Cultures - A Dimension of Participatory Culture by NGOs	10	0	2
	Hybrid Interaction & NGOs - Human Rights & Development in Cultural Perspectives			
	Panoptic View of NGO's Communication – A Discourse approach of Communication & Development			
	Contradiction or concurrence on Communication & development Approach : Role of GOs and NGOs			
	Community Media Identities and Articulation for Advocacy based Communication – Scope of NGOs			
Accountability- Culture & Sustainability - Niche of NGOs	NGOs Inclusion in Governance & Public Accountability	8	0	1
	Cultural Diversity & Communication of Development – Role of NGOs			
	Involving People and Evolving Behavior : NGOs Experiences			
	Public Advocacy – Role of New Media			
	An Introduction of Sustainable development & NGOs			
COVID19 & NGOs	COVID epidemic & an integrated Social Impact: Role of NGOs Mobilizes of NGOs to combat COVID-19 & help migrants' workers- Role of Government Mission Million: The grand dream driving Mask for India's -Fight of NGOs COVID 19 Test for Homeless people- NGOs Contribution Towards an inclusive awareness - about prevention, hygiene, social distancing, isolation and combating stigma- Combined efforts by the government & NGOs	10	0	2
		<b>42</b>	<b>0</b>	<b>8</b>

**Reading List:**

1. Servaes, Jan. *Handbook of Communication for Development and Social Change*. Springer Singapore, 2019.
2. Richards, Michael, et al. *Communication and Development: the Freirean Connection*. Hampton Press, 2001.
3. Patel, Fay. *Information Technology, Development, and Social Change*. Routledge, 2012.
4. Servaes, Jan. *Technological Determinism and Social Change: Communication in a Tech-Mad World*. Lexington Books, 2015.
5. Servaes, Jan. *Sustainable Development and Green Communication: African and Asian Perspectives*. Palgrave Macmillan, 2013.
6. Lang, Sabine. *NGOs, Civil Society, and the Public Sphere*. Cambridge University Press, 2012.
7. Gurung, Binit. "Advocating Policy Concerns: Communication Strategies of NGOs." *Academia.edu*,  
[www.academia.edu/19401308/Advocating\\_Policy\\_Concerns\\_Communication\\_Strategies\\_of\\_NGOs](http://www.academia.edu/19401308/Advocating_Policy_Concerns_Communication_Strategies_of_NGOs).
8. Rugendyke, Barbara. *NGOs as Advocates for Development in a Globalising World*. Routledge, 2007.
9. Jain, R. B. *NGOs in Development Perspective*. VivekPrakashan, 1995.
10. Islam, M. Saiful. *Pursuing Alternative Development: Indigenous People, Ethnic Organization and Agency*. Palgrave Macmillan, 2015.
11. Edwards, Michael. *Making a Difference: NGOs and Development in a Changing World*. Earthscan Publ., 1997.
12. Dibia, Robert A. *Non-Governmental Organizations (NGOs) and Sustainable Development in Sub-Saharan Africa*. Lexington Books, 2008.
13. Goel, O. P. *Role of NGOs in Development of Social System*. ISHA Books, 2004.
14. Bebbington, Anthony, et al. *Can NGOs Make a Difference?: the Challenge of Development Alternatives*. Zed Books, 2013.
15. Rugendyke, Barbara. *NGOs as Advocates for Development in a Globalising World*. Routledge, 2007.



**MC 304A**  
**Women & Media**

Credits Points 4

Total Marks 50

Sl no	Topic	Details	Teaching Time (Hours)			
			L	P	T	Total
1	Women and media	i. Gender Roles and Stereotyping. ii. Notions of Masculinity and Femininity, Gender Gaps. iii. Theories and concepts.	9	-	1	10
2	Depiction in Mass media	i. Women and Print Media ii. Women and Audio Visual medium iii. Representations of women in fiction and non-fiction television genre	7	-	1	8
3	Portrayal in advertisements	i. Women and Advertisements – Consumerism, objectification and misrepresentations ii. Recent trends in Representation of the images of Women in advertisement, changes.	7	-	1	8
4	Women and Films	i. Women and Film- representation and clichés ii. Changing trends in Representations. iii. Women Directors and Women –centric films	7	-	1	8
5	Women and new media	i. Women and New media ii. Gendered technology iii. Women empowerment through new media	7	-	1	8
6	Representation in media	i. Status of women working in media industry ii. The gendered structure of the media and women journalists,	7	-	1	8
		Total	44	-	6	50

**Reading List**

1. Prasad K: Women and Media, The Women Press 2005
2. Prasad K: Communication and Empowerment of Women, The Women Press 2004
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 Press 2001
7. Bathla S: Women Democracy and Media, Sage 1998
8. Krishnan P & Dighe A: Affirmation & Denial –Construction of femininity on Indian television, Sage 1990
9. Croteau & Hoynes : Industries Images and Audiences, Sage 2002
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 Pub 2010

**MC 304B**  
**Photo Journalism**

Credits Points 5

Total Marks 50

Sl. No	Topic	Details	Teaching Time (Hours)			
			L	P	T	Total
1	Photography in historical perspective; Its role	Basic concept of Photography-history and expedition; Function and role of photography in Communication; Importance of Photograph in journalism.	9	-	1	10
2	Technical knowhow	How of camera, lenses and accessories. Technological changes and its impact Pictures, Smartphone and internet	9	-	1	10
3	Photo journalism, Role and responsibilities of photo journalist	Role , qualities and responsibilities of photo journalist; Challenges faced by photojournalist.	9	-	1	10
4	Photo editing	Different Editing tools; Selection of photograph and cropping; Editing Caption writing	9	-	1	10
5	Photo feature on topical issues	Practical assignment on Important Issues; ( portrait, wildlife, landscape, sports, war, fashion, entertainment and advertising)	9	-	1	10
		Total	45	0	5	50

**Reading list:**

1. Ron Reeder Brad Hinkel Digital Negatives, Focal Press, 2007
2. Steve Heath Multimedia and Communications Technology, Elsevier,2003
3. James A. Folts,Ronald P. Lovell & Fred C. Zwahlen Jr. Handbook of Photography,2002
4. Michael Langford Basic Photography, Focal Press, 2003
5. O.P. Sharma Practical Photography, Hind Pocket Books, 2001
6. Zaheer Husain Khan A Guide to Photography, School of FotoFilm and Television, Delhi 2006
7. Basic Photography – Newnes.
8. The Hanlyn Basic Guide to Photography – Hamlyn
9. History of Photography – Cyernshem G R
10. Photo Journalism – Rothsteline
11. Techniques of Photo Journalism – Milten Feinberg
12. Photo Journalism Manual – Bergin
13. Picture Editing – Stanley E Kalish and Clifton C Edom
14. News Photography – Jack Price
15. 1000 Ideas for better News Picture – High Sidley and Rodney Fox
16. Press Photography – Rnede and Mc Cal
17. Pictures on a Page: Photo Journalism, Graphic and Picture Editing – Evans
18. Photo Journalism: The Professional's Approach – Kebre
19. Newspaper Photography: A Professional View of Photo Journalism today – John

**MC 305 (Minor)**  
**Media, Culture and Society**

<b>Credits Points 4</b>			<b>Total Marks 50</b>				
				Teaching Time (Hours)			
Topic		Details		L	T	P	Total
1	Media and society	Communication -Definition, nature and scope. Function of mass media. Effects of mass media on individual, society and culture-basic issues.		9	1	-	10
2	Audience Analysis	Audience – nature & types – Active/Passive. Audience as a mass market. Theories of audience- Uses and Gratification etc.		7	1	-	8
3	Interpreting Mass Media	Media text and sub-text. Media Literacy. Marxist Approach to media analysis. Semiotics. Psychoanalysis. Rhetoric of image.		11	1	-	12
4	Media discourse and popular culture	Media Myth - Media and realism. Culture and sub-culture. Culture Industry. Mass media and mass culture. Popular culture vs. People's culture. Popular texts - popular discrimination (gender, minorities, children).		9	1	-	10
5	Contemporary popular culture and postmodernism	Postmodernism. The ‘dialogical’ approach to popular culture; Cultural populism - celebrity industry-personality as brand name, hero-worship etc. New media – public sphere.		9	1	-	10
Total				45	5	-	50

**Reference:**

1. Denis McQuail. Audience Analysis ,Sage Publication, 1997,
2. Andy Ruddock, Understanding Audiences: Theory and Method, 2001
3. Berger, AsaAuthur (1998). Media Analysis Technique. Sage Publications
4. Dorothy G. Singer, Jerome L. Singer Handbook of Children and the Media.. Sage 2001
5. Grossberg, Lawrence et al (1998) Media-Making: Mass Media in a popular culture. Sage Publications
6. Jennings Bryant. Mary Beth Oliver (Ed). Media Effects: Advances in Theory and Research. II Edition. Routledge. 2009
7. John B. Thompson. The Media and Modernity: A Social Theory of the Media. Polity Press. 1995
8. Kathryn Woodward(Ed.). Identity and Diffeerences. Sage. 1997
9. Potter, James W (1998) Media Literacy. Sage Publications
10. Shuang Liu, Zola Volcie, Cindy. Introducing Intercultural Communication: Global Cultures and Contexts. Gallois. Sage. 2011
11. MikkoLehtonen , The Cultural Analysis of Texts , Sage Publication, 2000
12. VirBalaAggarwal. Media and Society: Challenges and Opportunities. Concept. 2002

**MC 400**  
**Social Outreach Programme**  
**2 Credit 20 marks**

Sl	Topic		Teaching Time (Hours/Week)			
	Social Outreach Programme helps students to understand the community and to address the contemporary social issues through communication		L	T	P	Total
1	Objective	<ul style="list-style-type: none"> <li>• To understand the community and their work</li> <li>• To develop the social responsibility</li> <li>• To gains skills in mobilizing community participants</li> </ul>				
2	Programme Activities	<ul style="list-style-type: none"> <li>• Field survey to determine the development program policies of communication</li> <li>• Developing the data bank of different communities of the selected area</li> <li>• Audio visual documentation of their lives and occupation</li> <li>• Presentation of research project</li> </ul>	-	-	5	5
3	Program execution	<ul style="list-style-type: none"> <li>• Deciding the area of intervention</li> <li>• Conducting a base line survey</li> <li>• Identification of problem</li> <li>• Grafting communication strategy for intervention</li> <li>• Conducting communication program</li> <li>• Evolution</li> <li>• Report submission</li> </ul>				
Total		(30 hours of involvement with at least 50 per cent field work)				
(Data generated in the research is property of the Department)						

**MC 401**  
**Radio**  
**5 credit / 50marks**

Sl n o	Topics	Details	Teaching Time (Hours)		
			L	T	P
1	All India Radio	AIR and its role as a medium of mass communication News Service Division Social, cultural , political and technical development of All India Radio	2	0	0
2	Different form of Radio broadcasting	FM Radio- FM Stations- Programme Format and presentation technique Radio Jockeys HD Radio HAM Radio – ARRL HAM in disaster communication Internet Radio: Internet radio and online media Challenges of Internet radio station: Generating listenership; Royalties for online streaming; Cracking the in-car listenership puzzle; Lack of a strong brand	6	0	0
3	Community Radio	Community radio- Concept, Definition, Approaches and importance of community radio Model of community radio- Ribozomatic model Media –Market and civil society : Challenges of Community radio AMARC- Structure , functions, programme and guidelines Community radio for rural and subaltern communities Programme content and participatory approaches in programme content	6	0	0

4	Community Radio & COVID19	<p>Covid-19: Community radios make a difference with ‘local connect’</p> <p>Reassuring voices: How community radio has stepped in to fight COVID-19</p> <p>From spreading awareness to debunking myths – Role of in fight against coronavirus</p> <p>Where No Newspaper &amp; TV Can Go: Community Radio is Bridging the COVID-19 Info Gap; A Case Study in Orissa</p> <p>Community radio to combat Covid-19; A Case Study in Uttarakhand</p> <p>Community Radio for the development and awareness among rural SC/ST Communities - NityanandaJanavani Center, Purulia West Bengal,</p> <p>Bangladesh: Community radiobring life-saving Covid-19 information to rural communities</p>	8	0	0
5	Radio Programme	<p>Programs Formats: News talks, Interviews, Documentaries and advertisements. Radio Drama</p> <p>Radio News</p> <p>Mann Ki Baat- Discourses and Criticism</p>	4	0	0
6	Radio writing	<p>Practical Understanding of the Narrative structure: Beginning – middle – end, Conflict, development, climax, and denouement.</p> <p>Story, storyline, plot and treatment. Principles of suspense and surprise</p> <p>Scriptwriting formats- news reading, radio dramas, jingle, promos, and talk shows.</p> <p>Types of radio news bulletins and their structures</p> <p>Style and presentation of Radio news</p>	8	2	0
7	Radio Editing and Production	<p>Radio broadcast console and equipment</p> <p>Reporting on various types of radio programmes</p> <p>Online broadcasting</p> <p>Production-Studio, Recording, Editing, and Radio station</p> <p>Structure and staff</p> <p>Phases of radio production</p> <p>Acoustic treatment of audio studio</p> <p>Concept of OB van production</p> <p>Types of microphone</p> <p>Digital Editing – techniques and strategies</p> <p>Software application of Radio editing</p>	8	0	0
8	Issues of Radio Industry	<p>Radio and music industry</p> <p>Commercial aspects of radio and music. Income generation patterns and management principles</p> <p>Radio Management in India –Economics and Administrative concerns of government owned electronic media – Present Status</p> <p>Private Channels – Social Commitment v/s Profit making –</p> <p>Quality Control and Cost Effective Techniques</p>	6		0

		What Are Radio's Basic Problems and Future Prospects?			
			48	02	10

**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. AkashBharti 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. SinghalArvind, & 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

**MC402  
Television**

**Credits Points 5**

**Total Marks 50**

Sl no	Topics	Details	Teaching Time (Hours)			
			L	P	T	Total
1	History	Inception in India, Doordarshan, PrasarBharati, Public Service Broadcasting, Community TV	6	-	1	7
2	Satellite TV	advent to India, Globalisation of content, impact on audience	6	-	1	7
3	TV news writing	basic elements, news script-AVO/VO/Byte/PTC etc, interview	6	-	1	7
4	Camera movements	basic shots, basic angles, transitions	4	-	1	5
5	News Room	structure, News Editor, Correspondents, Newscaster	5	-	1	6
6	TV production	pre production, production, post –production	5	-	1	6
7	Digitization and Television	Changing and Emerging Technologies analogue to digital CAS DTH	5	-	1	6
8	Audience Research	BARC, TRP, TAM, STB, People Meter etc.	5	-	1	6
		Total	42	0	8	50

**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. RamanujamRC: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



**MC 403A**  
**Film Studies: Indian cinema**

5 credits

50 Marks

SL.	Topic		Teaching Time (Hours)			
			L	T	P	Total
1	Birth of Cinema	From magic lantern to moving pictures: Basic technicality of moving images	7	1	0	8
		Development of film technique and language: Lumiere Brothers - Georges Melies - Edwin Stanton Porter				
2	Film Technique	Stages of film making	7	1	0	8
		Cinematography				
		Lighting				
		Editing				
3	Film Language	Real time and film time	7	1	0	8
		Montage				
		Mise-en-scene				
		Deep focus, Flash back, Flash forward				
4	Film Classification	Film genre	2	1	0	3
		Fiction and non-fiction films				
5	Early Indian Cinema	Evolution of Indian Cinema –Hiralal Sen; Dada Saheb Phalke	4	1	0	5
		New Theatres, Prabhat, Bombay Talkies				
6	Indian Masters	Satyajit Ray	6	1	0	7
		Ritwik Ghatak				
		Mrinal Sen				
7	Contemporary Indian cinema	Parallel cinema – Indian New Wave	6	1	0	7
		Globalisation and Indian cinema				
		Multiplex culture – new audience				
		Film Censorship				
8	Film Analysis	Critical analysis of films	3	1	0	4
		Film journalism				
		Film Review: style and format				
Total			42	8	0	50

**References:**

1. James Monaco . How to Read a Film: Movies, Media, and Beyond. Oxford University Press. New York. 2009
2. Gerald Mast, Marshall Cohen, Film Theory and Criticism: Introductory Readings. Oxford University Press. 1985

3. Quick Jon & Tem La Bau . Handbook of Film Production, Macmillan,NY,1972
4. Bordwell, David . The Cinema of Eisenstein Cambridge: Harvard University Press. 1993
5. Des Lyver, Graham Swainson, Basics of Video Lighting. Taylor & Francis. 2013
6. Blain Brown. Cinematography: Theory and Practice: Image Making for Cinematographers and Directors. CRC Press, 2016 .
7. History of Indian Cinema by Renu Saran
8. The Cinema of Satyajit Ray by ChidanandaDasgupta
9. Satyajit Ray: In Search of the Modern by SuranjanGanguly
10. Our Films, Their Films by Satyajit Ray

**MC 403B**  
**Film Studies: World cinema**

5 credits

50 Marks

SL.	Topic		Teaching Time (Hours)			
			L	T	P	Total
1	Birth of Cinema	From magic lantern to moving pictures: Basic technicality of moving images	7	1	-	8
		Development of film technique and language: Lumiere Brothers - Georges Melies - Edwin Stanton Porter				
2	Film Technique	Stages of film making	7	1	-	8
		Cinematography				
		Lighting				
		Editing				
3	Film Language	Real time and film time	7	1	-	8
		Montage				
		Mise-en-scene				
		Deep focus, Flash back, Flash forward				
4	Film Classification	Film genre	2	1	-	3
		Fiction and non-fiction films				
5	Hollywood Cinema	Classical Hollywood cinema	4	1	-	5
		Hollywood studio system				
6	Film Movements	German Expressionism (Robert Wiene - The Cabinet of Dr. Caligari)	6	1	-	7
		Italian Neo-Realism (Vittorio De Sica - Bicycle thieves),				
		French New Wave (Jean-Luc Godard - Breathless)				
		Cinema Novo; Third cinema				
7	Film Theory	Soviet Montage	6	1	-	7
		Auteur cinema				
		Psychoanalytic film				
		Feminist Theory				
8	Film Analysis	Critical analysis of films	3	1	-	4
		Film journalism				
		Film Review: style and format				
Total			42	8	-	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. 1989. 2<sup>nd</sup> Ed.
4. Gerald Mast, Marshall Cohen, Film Theory and Criticism: Introductory Readings. Oxford University Press. 1985
5. Quick Jon & Tem La Bau . Handbook of Film Production, Macmillan, NY, 1972
6. Bordwell, David. Making Meaning: Inference and Rhetoric in the Interpretation of Cinema. Cambridge: Harvard University Press. 1989
7. Bordwell, David . The Cinema of Eisenstein Cambridge: Harvard University Press. 1993
8. David Bordwell, Kristin Thomson Janet Staiger. The Classical Hollywood Cinema: Film Style & Mode of Production to 1960. Routledge. 1985
9. Des Lyver, Graham Swainson, Basics of Video Lighting. Taylor & Francis. 2013
10. Blain Brown. Cinematography: Theory and Practice: Image Making for Cinematographers and Directors. CRC Press, 2016.

## MC 404 A/B/C/D

Credits Points 5

Total Marks 50

Paper No.	Paper Title	Topic	Teaching Time (Hours)			
			L	T	P	Total
MC 404A	Radio Production	Students could produce a Radio News Package either individually or in a group (maximum 3 students in one group). News would be in Illustrated Despatch or in Package Format. They will produce one 5 minutes to 10 minutes Radio Drama or Docu – feature.	-	-	50	50
MC 404B	Television Production	Audio-Visual Production for Television will help students to hone their skills in the practical aspects of television news production. This will be beneficial for them while working for Television channels	-	-	50	50
		Television News Package on any topical issue of duration in between 120 seconds to 180 seconds				
		Student could produce their Television news package either individually or in a group ( maximum 3 students in one group)				
MC 404C	Film Production	A Film of approximately 5-10 minutes duration is to be made by a group of maximum 3 students. A script is to be submitted along with the Film. The production may be made on any video format such as mobile, DV, SLR camera etc. Technical support may be borrowed from outside if necessary. However students are encouraged to do of their own as far as possible.	-	-	50	50
MC 404D	Documentary Production	Students will produce one documentary project (either in individual or in a group with maximum three members). to develop skills in conceptualizing, directing and editing . Time duration would be approximately 15 minutes.	-	-	50	50
	Total		0	0	50	50

**MC 405**  
**Dissertation**

5 credits

50 Marks

SL.	Guidelines		Teaching Time (Hours)			
			L	T	P	Total
	<b>Structure of the dissertation</b>	Introduction, Objective, Methodology, Review of Literature, Data Collection with Analysis, Findings, Conclusion and Bibliography Word Limit – 6000	-	-	50	50
		Dissertation Paper Evaluation and Viva Voce - 40marks (Internal Supervisor and External Member)				
		Internal Assessment - 10 marks				
Total			0	0	50	50

**(End)**