



REVA
UNIVERSITY

Bengaluru, India

SCHOOL OF ARTS AND HUMANITIES

MA (Journalism and Communication)

Hand Book

2018

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Chancellor's Message

"Education is the most powerful weapon which you can use to change the world."

- Nelson Mandela.

There was a time when survival depended on just the realization of physiological needs. We are indeed privileged to exist in a time when 'intellectual gratification' has become indispensable. Information is easily attainable for the soul that is curious enough to go look for it. Technological boons enable information availability anywhere anytime. The difference, however, lies between those who look for information and those who look for knowledge.



It is deemed virtuous to serve seekers of knowledge and as educators it is in the ethos at REVA University to empower every learner who chooses to enter our portals. Driven by our founding philosophy of 'Knowledge is Power', we believe in building a community of perpetual learners by enabling them to look beyond their abilities and achieve what they assumed impossible.

India has always been beheld as a brewing pot of unbelievable talent, acute intellect and immense potential. All it takes to turn those qualities into power is a spark of opportunity. Being at a University is an exciting and rewarding experience with opportunities to nurture abilities, challenge cognizance and gain competence.

For any University, the structure of excellence lies in the transitional abilities of its faculty and its facility. I'm always in awe of the efforts that our academic board puts in to develop the team of subject matter experts at REVA. My faculty colleagues understand our core vision of empowering our future generation to be ethically, morally and intellectually elite. They practice the art of teaching with a student-cantered and transformational approach. The excellent infrastructure at the University, both educational and extra-curricular, magnificently demonstrates the importance of ambience in facilitating focused learning for our students.

A famous British politician and author from the 19th century - Benjamin Disraeli, once said 'A University should be a place of light, of liberty and of learning'. Centuries later this dictum still inspires me and I believe, it takes team-work to build successful institutions. I welcome you to REVA University to join hands in laying the foundation of your future with values, wisdom and knowledge.

Dr. P. Shyama Raju

The Founder and Hon'ble Chancellor, REVA University

Vice-Chancellor's Message



The last two decades have seen a remarkable growth in higher education in India and across the globe. The move towards inter-disciplinary studies and interactive learning have opened up several options as well as created multiple challenges. India is at a juncture where a huge population of young crowd is opting for higher education. With the tremendous growth of privatization of education in India, the major focus is on creating a platform for quality in knowledge enhancement and bridging the gap between academia and industry.

A strong believer and practitioner of the dictum “Knowledge is Power”, REVA University has been on the path of delivering quality education by developing the young human resources on the foundation of ethical and moral values, while boosting their leadership qualities, research culture and innovative skills. Built on a sprawling 45 acres of green campus, this ‘temple of learning’ has excellent and state-of-the-art infrastructure facilities conducive to higher teaching-learning environment and research. The main objective of the University is to provide higher education of global standards and hence, all the programs are designed to meet international standards. Highly experienced and qualified faculty members, continuously engaged in the maintenance and enhancement of student-centric learning environment through innovative pedagogy, form the backbone of the University.

All the programs offered by REVA University follow the Choice Based Credit System (CBCS) with Outcome Based Approach. The flexibility in the curriculum has been designed with industry-specific goals in mind and the educator enjoys complete freedom to appropriate the syllabus by incorporating the latest knowledge and stimulating the creative minds of the students. Bench marked with the course of studies of various institutions of repute, our curriculum is extremely contemporary and is a culmination of efforts of great think-tanks - a large number of faculty members, experts from industries and research level organizations. The evaluation mechanism employs continuous assessment with grade point averages. We believe sincerely that it will meet the aspirations of all stakeholders – students, parents and the employers of the graduates and postgraduates of REVA University.

At REVA University, research, consultancy and innovation are regarded as our pillars of success. Most of the faculty members of the University are involved in research by attracting funded projects from various research level organizations like DST, VGST, DBT, DRDO, AICTE and

industries. The outcome of the research is passed on to students through live projects from industries. The entrepreneurial zeal of the students is encouraged and nurtured through EDPs and EACs.

REVA University has entered into collaboration with many prominent industries to bridge the gap between industry and University. Regular visits to industries and mandatory internship with industries have helped our students become skilled with relevant to industry requirements. Structured training programs on soft-skills and preparatory training for competitive exams are offered here to make students more employable. 100% placement of eligible students speaks the effectiveness of these programs. The entrepreneurship development activities and establishment of “Technology Incubation Centres” in the University extend full support to the budding entrepreneurs to nurture their ideas and establish an enterprise.

With firm faith in the saying, “Intelligence plus character –that is the goal of education” (Martin Luther King, Jr.), I strongly believe REVA University is marching ahead in the right direction, providing a holistic education to the future generation and playing a positive role in nation building. We reiterate our endeavour to provide premium quality education accessible to all and an environment for the growth of over-all personality development leading to generating “GLOBAL PROFESSIONALS”.

Welcome to the portals of REVA University!

Dr. S. Y. Kulkarni

Vice-Chancellor, REVA University

PREFACE

“For last year’s words belong to last year’s language/ And next year’s words await another voice/
and to make an end is to make a beginning.” (T.S. Eliot)

A hearty welcome to this ‘new beginning’!

The School of Arts and Humanities at REVA University, one of the most sought after schools, has cut a niche for itself by building a prominent academic record. The School offers Undergraduate, Postgraduate, and Ph.D programs to scholars from all over the world, initiating in them the continuous urge to delve into the vast arena of creative and critical thinking.

The programs of study offered foster cultural, social and political understanding and hone the creative abilities of the scholars. Here, students not only develop knowledge in their area of specialization but also acquire practical skills useful for their future careers. We take great pride in our students who have been performing exceedingly well in the field of academics and co-curricular activities and have been bringing laurels to the University every year.

We are at a wonderful phase when the domain of Arts and Humanities all over the world is taking very meaningful and innovative turns. With various new career opportunities and specializations coming to the forefront, young enthusiasts have the boon of limitless career choices.

We, at REVA University, deem it fit to channelize the potential of the young minds towards newer horizons. With the expertise of the highly qualified and committed teaching faculty of the School, we continuously strive to provide the best practical knowledge to our students.

This academic year, keeping in mind our trend, our goals are set very high. Focusing primarily on Research and Development, the School will initiate every scholar under our wings to take a step forward in their specialized areas by engaging in collaborative and individual research projects. Research collaboration with other prestigious organizations is also in the pipeline. Many external subject specialists from the teaching fraternity as well as industry will bring in their expertise to our scholars, providing them with current scenarios of the entire world.

I invite you to participate in the many opportunities offered by the School of Arts and Humanities and join our hands to strengthen our participation in the international global Humanities forum.

The curriculum caters to and has relevance to Local, Regional, National, and Global developmental needs.

Maximum number of courses are integrated with cross-cutting issues with relevant to professional ethics, gender, human values Environment & Sustainability.

With Best Wishes

Dr. Payel Dutta Chowdhury
Director, School of Arts & Humanities

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RUKMINI EDUCATIONAL CHARITABLE TRUST

It was the dream of late Smt. Rukmini Shyama Raju to impart education to millions of underprivileged children as she knew the importance of education in the contemporary society. The dream of Smt. Rukmini Shyama Raju came true with the establishment of Rukmini Educational Charitable Trust (RECT), in the year 2002. **Rukmini Educational Charitable Trust** (RECT) is a Public Charitable Trust, set up in 2002 with the objective of promoting, establishing and conducting academic activities in the fields of Arts, Architecture, Commerce, Education, Engineering, Environmental Science, Legal Studies, Management and Science & Technology, among others. In furtherance of these objectives, the Trust has set up the REVA Group of Educational Institutions comprising of REVA Institute of Technology & Management (RITM), REVA Institute of Science and Management (RISM), REVA Institute of Management Studies (RIMS), REVA Institute of Education (RIE), REVA First Grade College (RFGC), REVA Independent PU College at Kattigenahalli, Ganganagar and Sanjaynagar and now REVA University. Through these institutions, the Trust seeks to fulfil its vision of providing world class education and create abundant opportunities for the youth of this nation to excel in the areas of Arts, Architecture, Commerce, Education, Engineering, Environmental Science, Legal Studies, Management and Science & Technology.

Every great human enterprise is powered by the vision of one or more extraordinary individuals and is sustained by the people who derive their motivation from the founders. The Chairman of the Trust is Dr. P. Shyama Raju, a developer and builder of repute, a captain of the industry in his own right and the Chairman and Managing Director of the DivyaSree Group of companies. The idea of creating these top notched educational institutions was born of the philanthropic instincts of Dr. P. Shyama Raju to do public good, quite in keeping with his support to other socially relevant charities such as maintaining the Richmond road park, building and donating a police station, gifting assets to organizations providing accident and trauma care, to name a few.

The Rukmini Educational Charitable Trust drives with the main aim to help students who are in pursuit of quality education for life. REVA is today a family of ten institutions providing education from PU to Post Graduation and Research leading to PhD degrees. REVA has well qualified experienced teaching faculty of whom majority are doctorates. The faculty is supported by committed administrative and technical staff. Over 15,000+ students study various courses across REVA's three campuses equipped with exemplary state-of-the-art infrastructure and conducive environment for the knowledge driven community.

ABOUT REVA UNIVERSITY

REVA University has been established under the REVA University Act, 2012 of Government of Karnataka and notified in Karnataka State Gazette No. 80 dated 27th February, 2013. The University is empowered by UGC to award degrees any branch of knowledge under Sec.22 of the UGC Act. The University is a Member of Association of Indian Universities, New Delhi. The main objective of the University is to prepare students with knowledge, wisdom and patriotism to face the global challenges and become the top leaders of the country and the globe in different fields.

REVA University located in between Kempegowda International Airport and Bangalore city, has a sprawling green campus spread over 45 acres of land and equipped with state-of-the-art infrastructure that provide conducive environment for higher learning and research. The REVA campus has well equipped laboratories, custom-built teaching facilities, fully air-conditioned library and central computer centre, the well planned sports facility with cricket ground, running track & variety of indoor and outdoor sports activities, facilities for cultural programs. The unique feature of REVA campus is the largest residential facility for students, faculty members and supportive staff.

The University is presently offering 24 Post Graduate Degree programs, 18 Degree and PG Degree programs in various branches of studies and has 14000+ students studying in various branches of knowledge at graduate and post graduate level and 331 Scholars pursuing research leading to PhD in 18 disciplines. It has 900+ well qualified, experienced and committed faculty members of whom majority are doctorates in their respective areas and most of them are guiding students pursuing research leading to PhD.

The programs being offered by the REVA University are well planned and designed after detailed study with emphasis with knowledge assimilation, applications, global job market and their social relevance. Highly qualified, experienced faculty and scholars from reputed universities / institutions, experts from industries and business sectors have contributed in preparing the scheme of instruction and detailed curricula for this program. Greater emphasis on practice in respective areas and skill development to suit to respective job environment has been given while designing the curricula. The Choice Based Credit System and Continuous Assessment Graded Pattern (CBCS – CAGP) of education has been introduced in all programs to facilitate students to opt for subjects of their choice in addition to the core subjects of the study and prepare them with needed skills. The system also allows students to move forward under the fast track for those who have the capabilities to surpass others. These programs are taught by well experienced qualified faculty supported by the experts from industries, business sectors and such other organizations. REVA University has also initiated many supportive measures such as bridge courses, special coaching, remedial classes, etc., for slow learners so as to give them the needed input and build in them confidence and courage to move forward and accomplish success in their career. The University has also entered into MOUs with many industries, business firms and other institutions

seeking their help in imparting quality education through practice, internship and also assisting students' placements.

REVA University recognizing the fact that research, development and innovation are the important functions of any university has established an independent Research and Innovation division headed by a senior professor as Dean of Research and Innovation. This division facilitates all faculty members and research scholars to undertake innovative research projects in engineering, science & technology and other areas of study. The interdisciplinary-multidisciplinary research is given the top most priority. The division continuously liaisons between various funding agencies, R&D Institutions, Industries and faculty members of REVA University to facilitate undertaking innovative projects. It encourages student research projects by forming different research groups under the guidance of senior faculty members. Some of the core areas of research wherein our young faculty members are working include Data Mining, Cloud Computing, Image Processing, Network Security, VLSI and Embedded Systems, Wireless Sensor Networks, Computer Networks, IOT, MEMS, Nano-Electronics, Wireless Communications, Bio-fuels, Nano-technology for coatings, Composites, Vibration Energies, Electric Vehicles, Multilevel Inverter Application, Battery Management System, LED Lightings, Renewable Energy Sources and Active Filter, Innovative Concrete Reinforcement, Electro Chemical Synthesis, Energy Conversion Devices, Nano-structural Materials, Photo-electrochemical Hydrogen generation, Pesticide Residue Analysis, Nano-materials, Photonics, Nano Tribology, Fuel Mechanics, Operation Research, Graph theory, Strategic Leadership and Innovative Entrepreneurship, Functional Development Management, Resource Management and Sustainable Development, Cyber Security, General Studies, Feminism, Computer Assisted Language Teaching, Culture Studies etc.

The REVA University has also given utmost importance to develop the much required skills through variety of training programs, industrial practice, case studies and such other activities that induce the said skills among all students. A full-fledged Career Development and Placement (CDC) department with world class infrastructure, headed by a dynamic experienced Professor & Dean, and supported by well experienced Trainers, Counsellors and Placement Officers.

The University also has University-Industry Interaction and Skill Development Centre headed by a Senior Professor & Director facilitating skill related training to REVA students and other unemployed students. The University has been recognized as a Centre of Skill Development and Training by NSDC (National Skill Development Corporation) under Pradhan Mantri Kaushal Vikas Yojana. The Centre conducts several add-on courses in challenging areas of development. It is always active in facilitating student's variety of Skill Development Training programs.

The University has collaborations with Industries, universities abroad, research institutions, corporate training organizations, and Government agencies such as Florida International University, Oklahoma State University, Western Connecticut University, University of Alabama, Huntsville, Oracle India Ltd, Texas Instruments, Nokia University Relations, EMC², VMware, SAP, Apollo etc, to facilitate student exchange and teacher–scholar exchange programs and conduct training programs. These collaborations with foreign universities also facilitates students to study some of the programs partly in REVA University and partly in foreign university, viz, M.S in Computer Science one year in REVA University and the next year in the University of Alabama, Huntsville, USA.

The University has also given greater importance to quality in education, research, administration and all activities of the university. Therefore, it has established an independent Internal Quality division headed by a senior professor as Dean of Internal Quality. The division works on planning, designing and developing different quality tools, implementing them and monitoring the implementation of these quality tools. It concentrates on training entire faculty to adopt the new tools and implement their use. The division further works on introducing various examination and administrative reforms. To motivate the youth and transform them to become innovative entrepreneurs, successful leaders of tomorrow and committed citizens of the country, REVA organizes interaction between students and successful industrialists, entrepreneurs, scientists and such others from time to time. As a part of this exercise great personalities such as Bharat Ratna Prof. C. N. R. Rao, a renowned Scientist, Dr. N R Narayana Murthy, Founder and Chairman and Mentor of Infosys, Dr. K Kasturirangan, Former Chairman ISRO, Member of Planning Commission, Government of India, Dr. Balaram, Former Director IISc., and noted Scientist, Dr. V S Ramamurthy, Former Secretary, DST, Government of India, Dr. V K Aatre, noted Scientist and former head of the DRDO and Scientific Advisor to the Ministry of Defence Dr. Sathish Reddy, Scientific Advisor, Ministry of Defence, New Delhi and many others have accepted our invitation and blessed our students and faculty members by their inspiring addresses and interaction.

As a part of our effort in motivating and inspiring youth of today, REVA University also has instituted awards and prizes to recognize the services of teachers, researchers, scientists, entrepreneurs, social workers and such others who have contributed richly for the development of the society and progress of the country. One of such award instituted by REVA University is ‘Life Time Achievement Award’ to be awarded to successful personalities who have made mark in their field of work. This award is presented on occasion of the “Founders’ Day Celebration” of REVA University in presence of dignitaries, faculty members and students gathering and the first “REVA Life Time Achievement Award” for the year 2015 has been awarded to Shri. Kiran Kumar, Chairman ISRO on the occasion of Founder’s Day Celebration, 6th January, 2016 and the second “REVA Life Time Achievement Award” for the year 2016 has been awarded to Shri. Shekhar Gupta, Renowned Journalist on the occasion of Founder’s Day Celebration, 6th January, 2017.

REVA organises various cultural programs to promote culture, tradition, ethical and moral values to our students. During such cultural events the students are given opportunities to unfold their hidden talents and motivate them to contribute innovative ideas for the progress of the society. One of such cultural events is REVAMP conducted every year. The event not only gives opportunities to students of REVA but also students of other Universities and Colleges. During three days of this mega event students participate in debates, Quizzes, Group discussion, Seminars, exhibitions and variety of cultural events. Another important event is Shubha Vedaaya, - Graduation Day for the final year students of all the programs, wherein, the outgoing students are felicitated and are addressed by eminent personalities to take their future career in a right spirit, to be the good citizens and dedicate themselves to serve the society and make a mark in their respective spheres of activities. During this occasion, the students who have achieved top ranks and won medals and prizes in academic, cultural and sports activities are also recognised by distributing awards and prizes. The founders have also instituted medals and prizes for sports achievers every year. The physical education department conducts regular yoga classes everyday to students, faculty members, administrative staff and their family members and organises yoga camps for villagers around.

Recognizing the fast growth of the university and its quality in imparting higher education, the BERG (Business Excellence and Research Group), Singapore has awarded BERG Education Award 2015 to REVA University under Private Universities category. The University has also been honoured with many more such honors and recognitions.

SCHOOL OF ARTS AND HUMANITIES

The School of Arts & Humanities, established in the year 2014, is one of the most sought-after schools for Humanities programs. At present the school offers an under-graduate program - B.A. in Journalism, English and Psychology; two post-graduate programs – M.A. in English and M.A. in Journalism and Communication; and Ph.D. programs in English, Hindi and Kannada. The UG and PG programs offered by the school are designed with an extremely contemporary curriculum, where learners get a variety of choices to select electives and specializations that they desire.

Vision

Providing its students the highest quality of preparation in an atmosphere that promotes intellectual vigor, critical inquiry, citizenship and creative decision-making requisite for personal growth and professional success.

Mission

- To produce individuals who are personally, intellectually and professionally competent and are aware of the human potential and achievement.
- To instill in students a love of learning that will make them life-long learners.
- To produce leaders who are sensitive to social, ethical and environmental concerns.

Advisory Board

SL No.	Name
1.	Shri Mohamad Aslam - Vice President, Maldives broadcasting Association
2.	Prof. Usharani - Professor, Department of Mass Communication, Mysore University
3.	Shri. Shirahatti - Former Director, Doordarshan Kendra
4.	Dr. Abbas- Department of Communication, Tehran University, Tehran, Iran
5.	T S Nagabharana Film Director (National Awardee)
6.	Mr. Yash Chawla, Chief, Sports Bereau, NDTV

Education is the manifestation of the perfection already in man”

- Swami Vivekananda

The ladder of success is best climbed by stepping on the rungs of opportunity.

- Ayn Rand

Whoever controls the media, controls the mind.

- Jim Morrison

A good newspaper, I suppose, is a nation talking to itself.

- Arthur Miler

Journalism can never be silent: That is its greatest virtue and its greatest fault. It must speak, and speak immediately, while the echoes of wonder, the claims of triumph and the signs of horror are still in the air.

- Henry Anatole Grunwald

CBCS (CHOICE BASED CREDIT SYSTEM) AND CAGP (CONTINUOUS ASSESSMENT AND GRADING PATTERN) OF EDUCATION AND ITS ADVANTAGES

CBCS is a proven, advanced mode of learning in higher education. It facilitates students to have freedom in making their own choices for acquiring a Degree / Master's Degree program. It is more focused towards the student's choice in providing a wide range of Units available in a single campus across various disciplines offered by experts in the subjects. It leads to quality education with active teacher-student participation.

Studying under **CBCS** has following advantages:

- Students may undergo training in cross-disciplinary and multi-disciplinary subjects and acquire more focused and preferred knowledge.
- Students may get more skills from other subject(s) which are required for the career path in addition to their regular subject knowledge.
- Students may get ample opportunities to use the laboratories and gain practical exposure to the much needed Units available in other departments/schools for want of scientific inputs.
- Courses are conducted by subject experts identified on the basis of their experiences. Courses taught by such experts may provide in-depth information and clear understanding of the Units.
- Students may get an opportunity to study courses with other students of different programs and exchange their views and knowledge in a common class room.
- **CBCS** provides a cross-cultural learning environment.
- Students may benefit much from selecting the right options to successfully face the public service examinations like UPSC, KPSC, IES wherein the knowledge of additional subjects become mandatory for general or optional papers.
- Students are exposed to the culture of universal brotherhood during their campus life.
- Students are allowed to practice various methods of learning a subject.

MA in Journalism and Communication

The **M.A. in Journalism & Communication** at REVA University is outlined with subtle observation on the contemporary advancements in the field of journalism and mass communication. The curriculum is precisely refined to promote an innovative learning platform to assimilate the fundamentals of journalism & communication aspects. Students studying this influential discipline learn the usage of the various media i.e. print, radio, television, internet, photography, visual communication, graphics and animation, content writing, technical writing, media research and so on. They gain an insight into the history and organizational structure of these media which in turn aids them in evaluating the policies of media and how they are affecting and influencing the masses. The students of this program gain a firsthand knowledge of all such skills through real-life experiences, internships, projects, and so on.

USP of M.A. in Journalism & Communication Program at REVA University:

- Hi-tech State of the Art Media Lab and Studio with recording facility, radio room and editing room
- Contemporary curriculum
- Ample scope to gain practical exposure through internships
- Academia-industry interface – expert lectures and workshops by resource persons from various industries, media houses, authors and academicians.
- Student-run and student-managed quarterly newsletter of the University, **REVA Insight**, which gives them scope to learn the skills of news gathering, editing, and designing.
- Weekly school newsletter, **REVA Suchi**, run by the students
- Annual students' magazine managed by students
- Chance to participate in Vox Pops conducted by various TV Channels
- Chance to participate in various extension activities, such as, road shows, street theatre, educative programs, etc.
- Training in event management – both in-house events and outside events
- Training in anchoring for in-house events and outside events
- Practical exposure through visits to various news channels, High Court, Press Clubs, etc.
- Certification in Animation, Certification in Photography, etc.
- Certificate programs in foreign languages – French, German, Mandarin and Japanese
- Certification and training program for CBSE UGC NET exam

- Training in placement/ employability skills integrated within the curriculum
- Complete guidance in research activities – students are trained by their mentors on presenting their research papers in conferences and seminars. They are also trained to publish their research papers in reputed journals. Many students have received “Best Paper” awards during conferences.
- Compulsory research project with complete guidance by teachers; deserving projects are published in the form of book or papers in journals.

Eligibility

Bachelors degree of three years in any stream or BE/ B.Tech with 50% (45% in case of candidates belonging to SC/ST) of marks in aggregate from any recognized University / institution or any other qualification recognized as equivalent there to.

Course Duration: 4 Semesters (2 Years)

Programme Educational Objectives:

After two years of graduation, the graduates of M.A. (Journalism & Communication) will be able to:

PEO 1: Carryout higher studies and get employment in Universities either as Professors or Researchers.

PEO 2: Effectively discharge duties as a team member in Public, Private and Government Media Sector as a Journalist/News Editor/News Presenter/Producer/Director/Analyst with effective Communication and ethics.

PEO 3: Communicate effectively with the customers in his own enterprise and adopt lifelong learning Skills for imparting Business.

Program Specific Outcomes:

On successful completion of the programme, the graduates of M.A. (Journalism and Communication) will be able to:

PSO 1: Demonstrate the Knowledge in Journalism and Communication

PSO 2: Analyze and apply skills in Journalism and Communication effectively

PSO 3: Use different techniques to gather information in Journalism and Communication

Programme Outcomes:

On successful completion of the programme, the graduates of M.A. (Journalism and Communication) will be able to:

PO 1: Disciplinary knowledge: Demonstrate comprehensive knowledge in understanding Journalism and Communication.

PO 2: Reasoning: Analyze, interpret and draw conclusions from evidence and experiences from an open-minded and reasoned perspective.

PO 3: Problem solving: Extrapolate and apply their competencies to solve different kinds of non-familiar problems and apply one's learning to real life situations using curriculum content knowledge.

PO 4: Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

PO 5: Research-related skills: Recognize cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyze, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation

PO 6: Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO 7: Cooperation/Team work: Work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team.

PO 8: Communication Skills: Express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups

PO 9: Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

MA- Journalism and Communication
Scheme of Instruction (effective from 2018-19 onwards)

Sl. No	Course Code	Title of the Course	HC/ SC SE/ CC	Credit Pattern				Contact Hrs
				L	T	P	Total	
FIRST SEMESTER								
1	M18JM1010	Principles of Mass Communication	HC	4	0	0	4	4
2	M18JM1020	Advanced Reporting and Editing	HC	4	0	0	4	4
3	M18JM1030	Development Communication	HC	3	0	1	4	5
4	M18JM1040	Communication Theories	HC	4	0	0	4	4
5	M18JM1050	Visual Communication	HC	2	0	2	4	5
6	M18JM1060	Lab Journal Production	HC	0	0	2	2	4
		Total Credits		17	0	5	22	26
SECOND SEMESTER								
1	M18JM2010	Communication Research Methods	HC	3	0	1	4	5
2	M18JM2020	Media Laws and Management	HC	4	0	0	4	4
3	M18JM2030	Radio Production	HC	2	0	2	4	6
4	M18JM2040	International Communication	HC	4	0	0	4	4
5	M18JM2051	Fundamentals of Photography	SC	2	2	0	4	5
6	M18JM2052	Magazine Production and Writing Techniques	SC					
7	M18JM2061	Business Journalism	SC	2	2	0	4	5
8	M18JM2062	Sports Journalism	SC					
9		Internship*						
		Total Credits		17	4	3	24	29
	*Students have to undergo internship of 4 weeks duration after the second semester examination; the marks of internship are calculated in the third semester.							
THIRD SEMESTER								
1	M18JM3010	Television Production	HC	3	0	1	4	5
2	M18JM3020	PR & Corporate Communication	HC	3	1	0	4	5
3	M18JM3030	Principles and Practices of Advertising	HC	3	0	1	4	5
4	M18JM3041	New Media	SC	3	0	1	4	5
5	M18JM3042	Documentary and News Production	SC					

6	M18JM3051	Branding and Marketing Research	SC	2	2	0	4	5
7	M18JM3052	Political Communication	SC					
8	M18JM3060	Media & Society**	OE	4	0	0	4	4
9	M18JM3070	MOOC/ Certificate Course	RULO	2	0	0	2	2
10	M18JM3080	Internship	HC	0	0	4	4	0
		Total Credits		20	1	9	30	31
Note: ** The Open Elective, namely Media & Society is offered for students other than BA-JEP; the students of MA-Journalism & Communication will have to choose one of the Open Elective offered by other Schools.								
FOURTH SEMESTER								
1	M18JM4010	Event Management	HC	3	0	0	3	3
2	M18JM4020	Film Studies	HC	3	0	0	3	3
3	M18JM4031	Environmental Communication	SC	4	0	0	4	4
4	M18JM4032	Technical Writing	SC					
5	M18JM4033	Digital Media Marketing	SC					
6	M18JM4040	Major Project- <i>Documentary/Dissertation</i>	HC	0	0	8	8	16
7	M18JM4050	Placement Training (Soft Skills)	RULO	2	0	0	2	2
		Total Credits		12	0	8	20	28
Total Credits of Four Semesters							96	

Semester-wise Summary of Credit Distribution

Semesters	No. of Credits	No. of Hours
First Semester	22	26
Second Semester	24	29
Third Semester	30	31
Fourth Semester	20	28
Total Credits	96	114

Distribution of Credits Based on Type of Courses

Semester	HC	SC	OE	RULO	TOTAL
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I	22	0	0	0	22
II	16	8	0	0	24
III	16	8	4	2	30
IV	14	4	0	2	20
Total	68	20	4	4	96

Distribution of Credits Based on L:T:P

Semester	L	T	P	Total	Total Hours
I	17	0	5	22	26
II	17	4	3	24	29
III	20	1	9	30	31
IV	12	0	8	20	28
Total	66	5	25	96	114

MA- Journalism and Communication

Detailed Syllabus

FIRST SEMESTER

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
M18JM1010	Principles of Mass Communication	HC	4	0	0	4	4

Course Description:

The course Principles of Mass Communication provides students the opportunity to explore the various elements in the communication process as well as get acquainted with communication models that explains how and why we communicate the way we do. Students explore the models that explain how communication influences our perspective of others, the world and ourselves. By examining media messages from print, electronic media and new media, students explore how the media create meaning and how technology shapes the ways we communicate.

Course Objectives:

- To help the students explore the process of communication and study the various models of communication
- To delve into the history and aspects of print, electronic and new media
- To generate awareness of students about the media messages and their impact on everyday life

Learning Outcomes:

On completion of this course, the student would be able to:

- Examine the process and elements in communication
- Analyze the process, models and levels of communication
- Assess the various types of mass media

COURSE CONTENT:

Unit I- Introduction of Communication

12 Hours

Aspects of Communication: Fundamentals of Communication: Meaning & Elements/components of human communication; Concept of Communication, Communication as a social, human & universal process. The seven C's of Communication; Mass Communication: Meaning & definitions, Characteristics & features, Scope the concept of Mass & Mass Culture of Mass Communication. Mass Communication and other forms of Mass Communication: Interface between Intra personal & Mass Communication; Functions of Mass Communication: To-Persuade, Inform, Educate, Entertain; Other functions; Impact & Influence of Mass Media

Unit II- Process of Communication**12 Hours**

Process of Communication: Process of Communication: Transmission of ideas, Facts & feelings from one person to another; Elements of Communication process (message, Sender, Encoding, Channel, Receiver, Decoding, Acting & Feedback); Models of Communication : SMR Mode, SMCR Model, Shannon & Weaver Model, Lass well Model, Osgood Model, Dance Model, Schramm Model, Gerbner's Model, New Comb Model, Convergent Model, Gate Keeping Model.

Unit III-Tools of Mass Communication**12 Hours**

Tools of Mass Communication: Folk Media, Newspapers, Magazines, Radio, TV, Films, Records, Internet - Advertising, Public Relations & Public Affairs

Unit IV- Impact of Globalization on Media**12 Hours**

Globalization and media industry, commodification of news, information, ideology, content control, cultural imperialism; Globalization: impact on media in India. Indian media after 1990: socio-political-economic and technological impact on Indian media - media convergence and fragmentation.

References:

1. J Kumar Keval. (2006). *Mass communications in India*. Mumbai: Jaico Publication.
2. Melkote, Srinivas R, (1991). *Communication for Development in the Third World: Theory and Practice*. Sage Publications
3. Arvind and Rogers, Everett M. (1989), *India's Information Revolution*, Sage Publications, New Delhi
4. Narula, Uma . (2007). *Development Communication: Theory and Practice*, Har Anand Publications
5. McQuail, D. (2005) *McQuail's Mass Communication Theory*. (5th edition). London: Sage Publications.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
M18JM1020	Advanced Reporting and Editing	HC	4	0	0	4	4

Course Description:

The course Advanced Reporting & Editing is structured to prepare students for suitable careers in newspapers, magazines, convergence, or journalism education. It caters to students who want to gain proficiency on the content-providing side of the media. By offering hands-on, engaging courses such as Reporting, Interview, Press Conference, Computer Assisted Reporting and Design for Print media, the Reporting and Editing program prepares the students to be leaders in their chosen field upon graduation.

Course Objectives:

- To help the students in understanding the process of news gathering or print media
- To impart skills in writing and editing media content- news story, press release, headlines, photo-captions
- To gain knowledge about the various beats of journalism

Learning Outcomes:

On completion of this course, the student would be able to:

- Apply skill in reporting for different beats and editing
- Develop Practical Knowledge on editing and proof reading
- Analyze the visual elements in print media

COURSE CONTENT

Unit I - Attributes of Print Journalism

12 Hours

Introduction: News - Definitions, News values, Changing values of news; Elements, Principles of news writing, structure of news, news lead, types of lead, Sources of news, Objectivity in reporting, Writing for new media, Interview Techniques, Types of Interview

Unit II- Techniques of News Gathering

12 Hours

News Gathering: Reporting Crime, Court, Legislature, Politics, Disaster, Science, Elections, Environment, Sports, culture and business; News analysis - interpretative , depth, Investigative and reporting , development; embedded journalism, sting journalism - follow up stories; Reporting public speeches, meetings and press conferences.

Unit III- Principles of Editing

12 Hours

Techniques of Editing: Techniques of editing; news editing process - Style sheet; Editing & designing newspapers & Magazines - Principles of page make up and design; Articles, Features, Column, profiles, editorials; Headline writing, Types of headlines; Rewriting.; Letters to the editor

Unit IV- Design Elements in Newspapers

12 Hours

Editorial Writing, Info graphics, Political Cartoons & Caricatures; Photo editing - Photographs and caption writing, photo features, advertisement placement; News photography- news and photo agencies, picture library; Legal and ethical aspects of photography

References

1. Mencher, Melvin,(2003). *News Reporting and Writing*, MC Graw Hill, NY
2. Harris, Julian et. Al, (1981).*The Complete Reporter* (4th ed.), Macmillian, NY
3. Macdougall, Curtis (1977). *Interpretative Reporting*.(7th Edn), Macmillian, NY
4. Kamath, M.V. (1980), *Professional Journalism*, Vikas Pub. New Delhi
5. Jan Nakemulder et al, (1998), *Professional Journalism* Anmol Pub. New Delhi
6. Chandra, Navin & Chaugan, (1997), *Journalism Today*, Kanishka Pub. New Delhi

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
M18JM1030	Development Communication	HC	3	0	1	4	4

Course Description:

This module explores the roles of media and communication in development issues. The module critically assesses the strategic use of communication and media tools in advancing the goals of social, cultural, and political change. The module will examine various approaches, models, and strategies of development communication, from both theoretical and historical points of view.

Course objectives:

The course aims at:

- Exploring emerging and alternative strategies of communicating social change, such as open development, indigenous movements, cultural resistance and digital media activism.
- Equipping students through case studies to map-out specific communication strategies aimed at particular development issues from a global, national, or local perspective.

Learning Outcomes:

By the end of this module, students will be able to:

- Interpret the theory and history of the role of communication in development
- Assess critically the strategic use of communication and media tools in development goals
- Formulate case studies on contemporary perspectives on development communication
- Apply strategies of communicating social change on various development issues from a local, national, and global perspective

COURSE CONTENT

Unit I- Concept and Indicators of Development

12 Hours

Concept and Indicators of Development: Definition and Process of Development, Economic and Social Indicators of Development- GDP/GNP, Human Development Index, Physical Quality of Life Index, The Millennium Development Goals; Approaches to development- sustainable development; Third world countries – issues and challenges before third world countries.

Unit II- Paradigms of Development

12 Hours

Dominant Paradigm; Modernization- WW Rostow's Theory, Lerner's empathy approach and Schramm's multiplier effect; Dependency theory- Center-Periphery Debate, Alternative Paradigm; Participation Paradigm- Participatory Development Communication (Paulo Freire, Miguel Sabido)

Unit III- Media & Development

Development of message design and communication; Role and performance of mass media: Print, Radio, TV, Outdoor publicity and traditional media - music, drama, dance, puppetry, street play, fairs, festivals and their role in development; Cyber-media and development: e-governance , digital democracy & e-chaupal; ICT & Development 5. Case Studies: SITE Experiment, Community-based water harvesting by Rajendra Singh in Rajasthan; Role of NGOs in social development

Unit IV- Agricultural communication and rural development

12 Hours

The genesis of agricultural extension, extension approach system - approach in agricultural communication - diffusion of innovation - model of agricultural extension - case studies of communication support to agriculture; Development support communication: population and family welfare - health - education and Society - environment and development - problems faced in development support communication; Development Journalism- Tenets of Development Journalism.

Practical

- Developing skills in planning and conducting small group communication.
- Analysis of development programmes
- Designing media for development communication
- Case studies for programmes and campaign for women’s development.
- Design and use of graphic media for designing Public Service Advertisements
- Case studies of monitoring and evaluation of development programmes
- Engaging with agencies involved in training and development- NGOs, GOs and Corporate

References:

1. Melkote, Srinivas R, (1991). *Communication for Development in the Third World: Theory and Practice*. Sage Publications
2. Arvind and Rogers, Everett M. (1989), *India's Information Revolution*, Sage Publications, New Delhi
3. Usha Rani, N. (1996). *Folk Media for Development*, Karnataka Book Publishers
4. Schramm and Lerner, (1967), *Communication and change in the developing countries*. Honolulu, East West Center Press.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
M18JM1040	COMMUNICATION THEORIES	HC	4	0	0	4	5

Course Description:

This is an umbrella course which will introduce the students with rearched concepts in communication. It will also help them in understanding the characteristics, process, functions and tools of mass communication. Students will learn about the evolution of communication theories over the period of time.

Course Objectives:

- This course helps in bringing expertise in the students in terms of communication - on day to day basis as well as in their professional life.
- It helps students to understand the barriers of communication and how to use different tools to overcome those barriers.

Learning Outcomes:

On completion of the syllabus student would be able to:

- Analyze elements and characteristics of theories in Communication
- Dissect the Models and Theories of Communication
- Compare the workings of Newspaper, magazine, TV, Film, radio, Record, Advertising, Public Relation, Internet and Traditional Media, Its merits and demerits
- Appraise the impact and influence of mass communication on society

COURSE CONTENT**Unit I- Introduction to Mass Communication Theory 12 Hours**

Introduction to Mass Communication Theory: Defining and redefining mass communication; Emergence of scientific perspective on mass communication- Mass Society Theory and Magic Bullet Theory; Normative Theories: The origin of six normative theories of Media; Four theories of press, Developmental theories and Participatory theory

Unit II- Limited Effects Theories 12 Hours

Limited Effects Theories: Paradigm shift in mass communication theory; Two step flow theory; Limited effects theories; Uses and gratification theory; Cultivation Analysis; Selective process; Functional analysis approach; Diffusion theory

Unit III- Theories about the Role of Media in Every Day Life 12 Hours

Rise of Cultural theory in Europe; Marxist theories; Neo-Marxism; Political economy theory; Social construction of reality

Unit IV- Media And Audiences 12 Hours

Media And Audiences: Marshall McLuhan's Global Village- Technological Determinism; Knowledge gap; Agenda setting; Gatekeeping; Public Sphere, Propaganda

References

1. Vivian John. (2012). *The Media of Mass Communication*. New Delhi: PHI learning private limited.
2. J Kumar Keval. (2006). *Mass communications in India*. Mumbai: Jaico Publication.
3. Devi Meena. (2006). *Fundamentals Of Mass Media And Communication*. New Delhi: Alfa Publication.

4. Mcquail Denis. (2004). *Mass Communication Theory*. New Delhi: Sage Publication.
5. Chandra Ramesh. (2004). *Analysis of Media and Communication Trends*. New Delhi : Gyan Books publishers Pvt Ltd.
6. S Baran Stanly and K. Davis ,Dennis. (1999). *Mass Communication Theory: Foundations Ferment and Future*. Singapore :Thomson Wads Worth.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
M18JM1050	Visual Communication	HC	3	0	1	4	5

Course Description:

This course is framed to fundamentally examine and appropriate the skills needed to succeed in the world of communications technology, like Designing and Graphics and Animation , the principles of Visual Communication, and the use of Internet-based resources for the latest communications.

Course Objectives:

- To enable in the students an understanding of the basic technology related to Visual communication
- To enable in the students an understanding of various attributes of visual communication
- To help students understand Designing tools, photoshop,dream viewer and adobe package

Learning Outcomes:

On completion of the course, students will be able to:

- Develop familiarity with Photoshop and other designing tools.
- To design a short animation project
- Appraise the relationship between visual grammar and animation technology and work with them.

COURSE CONTENT

Unit I- Elements of design

12 Hours

Visual Elements- line and shape, forms, value, texture, color, measure, type, direction; Space and composition; Visual culture. Reading Pictures, Vocabulary of color, Drawings, Portraits, Landscapes; Visual thinking and Designing of Visual media. Illustrations

Unit II- Principles of Graphics

12 Hours

Modern forms of Visual Communication- mobile technology, I-MAX and 3D movies; Virtual reality

Unit III- CG and Printing

12 Hours

Computer Graphics. Elements, principles of visual design, layout principles, Balance, contrast and harmony, perspective design & communication; Electronic media design (television & computer) - Still & moving, visual only, text only, visual & text

Unit IV- Introduction to the Printing Software

12 Hours

Graphics input output devices: Direct input devices - Cursor devices - direct screen interaction - logical input; Line drawing displays - raster scan displays. Two dimensional graphics. Raster and vector graphics. File formats -GIF , JPEG ,TIFF, Graphics Animation Files , Postscript/Encapsulated Postscript files; Animation using flash.

Practical

- Composition
- Designing of Lay-outs for various magazines/newspapers
- Designing pamphlets, folders, flash cards, flip charts, Greeting Cards
- Preparation of illustrations
- Advertisements using computer graphics
- Short animation projects
- Title card graphics Photoshop projects

References:

1. Newmann, William M. & Sproull, Robert F. (1989). *Principle of Interactive Computer Graphics*, McGraw Hill International Book Company
2. Hill, Francis S., Hill, Jr. (1990), *Computer Graphics*, Maxwell Macmillan International editions
3. Farrel, James Alan. (1994). *From PIXELS to Animation: An Introduction to Graphics Programming*, AP Professional

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
M18JM1060	Lab Journal Production	HC	0	0	2	2	4

Course Description:

This course introduces students to the practical aspects of designing a newspaper. Students will trained in writing and reporting; editing the story, proof reading with proper editing signs and symbols, layout of the story with DTP softwares such as PageMaker, In-Design.

Course Objectives:

- To make students acquainted with all the important principles of reporting, editing and layout
- To develop the skill & knowledge of DTP softwares

- To impart professional skills of Page layout and design

Learning Outcomes:

At the end of the course, student will be able to:

- Apply the major DTP software
- Develop the skill of editing, proof reading, page designing
- Demonstrate the basic techniques of photo editing such as cropping, trimming and boiling
- Decide how to print and publish a tabloid paper in a professional manner

COURSE CONTENT

Unit I-Reporting

12 Hours

Collect minimum 8 news stories from different beat /outside; Conduct minimum 3 interviews / 4 feature stories/ 4 editorials; Clicking and collecting required photographs and cartoons

Unit II-Editing

12 Hours

Edit the story in the proper format; Insert photos with captions and catch words; Writing suitable headlines for each stories; Preparing first proof; Conduct proof reading using proper signs and symbols; Preparing the second proof; Preparing final proof without errors

Unit III-Softwares

12 Hours

Learning various software used for print editing- In-design Adobe Photoshop; Learning photo editing and placing photographs in the layout; Learning different layout for print media, Printing Methods - Letterpress, Gravure-Screen, Offset, Plate Making, Colour Printing & Colour Combinations. Visit to printing press

Unit IV- Layout

12 Hours

Preparing the dummy sheet; Page layout with DTP soft wares; Insert photos - cropping, trimming etc.; Third Proof-read the lay out page; Printing the final copy

References:

1. Desh Pandey, B.K. (2007). *Photo journalism*. New Delhi: Sonali Pubication.
2. Carole Rich. (2005). *Writing and Reporting news*. Wadsworth Thompson Learning Inc.
3. Pilger John (2004) (Edt). *Tell me no lies*. London :Vintage Publishers.
4. Jon & Lawis(Eds). (2003). *The Mammoth Book of Journalism*.London:Robinsm Publishers.
5. R. Smith, Schumeman(Edt). (2000). *Photographic Communication: Principles Problem and challenges of Photo Journalism*,New York : Hasing House.
6. Kamath MV. (1991). *Professional Journalism*, Vikas Publication.
7. Desai M V and Ninan Sevanti . (1996). *Beyond Those Headlines*.Bangalore: Allied Publishers Limited.
8. Westley Bruce. (1980). *News Editing*, Oxford IBH.
9. Parthasarathy_Rangaswamy. (1984). *Basic Journalism*. New Delhi. Macmillan India Ltd.
10. Stovall James Glen, (1998). *Writing for the Mass Media* Boston: Allyn and Bacon

SEMESTER II

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
M18JM2010	Communication Research Methods	HC	3	0	1	4	5

Course Description:

This course provides students with a general background in strategic communication research methodologies, including qualitative (e.g., interviewing, focus groups) and quantitative (surveys, experiments) methods. The course will introduce students to practical considerations in study design, data collection, analysis, and reporting.

Course Objectives:

- To help the students examine the notion of Scientific Research
- To study Media Messages texts from various Research Perspective perspectives
- Relate Research to the media Business Management

Learning Outcomes:

On completion of this course, the student would be able to:

- Relate to generic types of scientific research
- Interpret key research terms like readership survey, TRP, RAM and cost per thousand
- Evaluate various media messages using contemporary research terminology

COURSE CONTENT

Unit I- Concepts & Process

12 Hours

What is research? Nature and scope of research; Characteristics of scientific research, history, definition of communication research; Basics and applied research; Element of scientific research - concepts and constructs, variables, scales and measurement; Research process: Selection of research problem, Review of literature, Formulation of research questions/ Significance of hypothesis

Unit II- Qualitative research methods

12 Hours

Qualitative research methods: nature, limitations, interpreting qualitative data; Various methods: i) field observations: participant, non-participant; techniques; focus groups: procedure, advantages and disadvantages, iii) intensive interviews: procedure, advantages and disadvantages, iv) Case studies: utility and process

Unit III- Quantitative research methods

12 Hours

Quantitative research methods: nature, uses, generalization etc.; Various methods: i) Content Analysis: definition, uses and limitations; steps, unit and categories, ii) Survey Research:

Descriptive and analytical surveys. Types of surveys, advantages and disadvantages, constructing questionnaire, pre-testing, data collection. Analysis; iii) Longitudinal research: types: trend analysis, cohort analysis, panel studies; iv) Experimental Research: Laboratory experiments, design; field experiments

Unit IV- Research Methodology

12 Hours

Sampling: population and sample, probability and non-probability samples, measuring sampling error; Research tools- questionnaires, interview schedules; Introduction to Statistics: descriptive and interpretive statistics. Introduction to Statistical software; Allied issues: Research ethics. Research report writing, bibliography, in-text citations etc.; Audience Research- Readership measurement systems, viewership measurement systems-TRP, TAM, INTAY and other ratings systems; Major trends in mass communication research in India.

Practical

- Construct a review of literature chapter
- Devise the Reference chapter for the same
- Construct the tool of data collection
- Assemble a synopsis for a research project

References:

1. Kothari, C.R , (1990) *Research Methodology: Methods and Techniques*, New age International Ltd. Publishers.
2. Berger, Arthur Asa. (2005). *Media Analysis Techniques*. (Third Edition). California: Sage.
3. Hansen, Anders et al. (2004). *Mass Communication Research Methods*. Macmillan.
4. Lindolf, Thomas R. (1995). *Qualitative Communication Research Methods*. California: Sage.
5. Murthy, DVR. (ED.) (2008). *Media Research: Themes and Applications*. New Delhi: Kanishka.
6. Rubin, Rebecca B. et al (Eds.) (2009). *Communication Research Measures: A Sourcebook*. New York: Routledge.
7. Sparks, Glenn B. (2006). *Media Effects Research*. (Third Edition) Boston: Wadsworth (International Edition).
8. Wimmer, Roger D. and Joseph Dominick (2006). *Mass Media Research*. New Delhi: Wadsworth (Indian Edition)

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
M18JM2020	Media Laws and Media Management	HC	4	0	0	4	4

Course Description:

The course builds the intersection of law and communications -- both the traditional media and legal areas relating to Press. Major laws under constitution, Supreme Court and other courts relating to issues including the press, Internet, prior restraint, privacy, libel, copyright and

broadcasting are considered. At the same time, this course exposes students to economics and management of competitive businesses. The course expouses about how companies in the media and technology industries are managed.

Course Objectives:

- To familiarize them with Article 19(2) and the reasonability of restriction.
- To help the students to analyze various case studies related to media and law in India
- To help the students to build an understanding of actors, processes, institutions, and best practices towards managing in media through individual research and analyzing case studies
- To make students explore the very latest in the competitive business environment in Media and Entertainment Industry

Learning Outcomes:

On completion of the course, the students will be able to:

- Analyze various aspects of freedom of speech and expression
- Perceive various types of case studies related to media and law in India
- Plan a career in commercial or non-profit businesses in such fields as politics, public service, business administration, marketing, public relations, and journalism
- Build their own media enterprises in future

COURSE CONTENT

Unit I- Media Management: Terms and Concepts

12 Hours

What is Media management: Media unit as a corporate entity ,Organizational structure of print, broadcast and social media; Different management functions- Editorial management, Business management, Human Resources Management and Technical Management; Ownership of media houses: Types of ownership: proprietary, family-owned, run by trust, cross-media ownership, media chains; Role of Managing Director. Editorial Board and Editorial Policy, Role of Managing Editor.

Unit II- Economics of Different Types of Media

12 Hours

Economics of Print Media: Economics of newspaper, production costs, operation, non-operation, revenue heads-selling of spaces, commercial print jobs, budgeting, break even points, promotional strategies; circulation and revenue; Economics of electronic media- radio and television, production costs, operation and non operation, budgeting, break even points; International market for India's television software; Film production- cost and revenue, Royalty and minimum guarantee; Film distribution and commission; Film exhibition, theatre hire and commission, Export market for Indian films

Unit III- Media convergence and relevant laws

12 Hours

Constitution of India: Fundamental rights, freedom of speech and expression; and their limits; Directive principles of state policy; provisions of declaring emergency and its effects on media; Provisions for amending the constitution Provisions for legislature reporting; parliamentary privileges and media; Media and public interest litigation

Unit IV- Media Laws

12 Hours

Media Laws: History of press laws in India- Contempt of Courts Act 1971- civil and criminal law of defamation; Relevant provisions of Indian Penal Code with reference to sedition; Official Secrets Act, 1923; Right to Information Act. Press and Registration of Books Act, 1867; Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; Cinematograph Act, 1953; Prasar Bharati Act; Copyright Act, Trade Marks Act and Patent Act; IT Act- information technology; Convergence; Nature of Cyber Crimes; Legislations including cyber laws; Concept of self-regulation; Revealing sources; Code of ethics; Code of professional organizations

References:

1. Khandekar, Vanita Kohli .(2006). *The Indian Media Business*. New Delhi: Sage Publication.
2. James Redmind and Robert. (2004). *Media Organization Management*. Biztantra: London Response Books,
3. Stantton, W.J. and Futrell, Charles . (2003). *Fundamental &Marketing*. New Delhi : MC Graw Hill.
4. Cabera, E F and Bonache. (1999). *An Expert H. R. System for Aligning Organizational Culture &Strategy*. New York: Academic Press.
5. Gouldon, Thons, (1997). *News Management*. London: Willian Heiremamm Ltd.
6. C. Halzer. (1991). *Total Quality Management*. London: Champra & Hall.
7. Basu, D.D. (2004). *Introduction to the Constitution of India*. Prentice-Hall of India.
8. Manna, B, *Mass Media And Related Laws in India*, Academic Publishers.
9. Singh, P.P. et. al., (1998). *Media, Ethics and Laws*, Anmol.
10. Prabhakar, M. et. al., (1999). *A Compendium of Codes of Conduct for Media Professional*, University Book House.
11. Fackler, Mark et. al., (1995). *Media Ethics -Cases and Moral Reasoning*, Longman S K

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
M18JM2030	Radio Production	HC	2	0	2	4	6

Course Description:

This course will look at the operation of a typical radio station, from programming, sales, and promotions to the technology that makes it all happen. It will also look at the history of radio with a special focus on current trends in the business, such as Internet radio, ownership consolidation, syndication, satellite programming, and regulatory changes

Course Objectives:

- To sensitize the learners to the various technical aspects of radio production
- To help the learners to become acquainted with various formats of radio production

Learning Outcomes:

On completion of the course, the students will be able to:

- Apply technical aspects of radio production- pre production, production and post production
- Design the various formats of radio production

COURSE CONTENT

Unit I- Understanding the Radio Medium 12 Hours

Radio as a medium of communication; broadcasting formats; Voice modulation, Common errors in pronunciation, Techniques of radio announcing, Audition: conducting audition, Preparations for audition.

Unit II- Writing for Radio 12 Hours

Elements of spoken word; Conceptual process; Production techniques for radio; Principles of script writing; Types of scripts; Script formats; Creativity in scripting and editing for radio; Radio commentary; dubbing and mixing.

Unit III- Types of Programmes 12 Hours

Preparing log sheet of radio programs, Planning and Production- talks, interviews, discussion, drama, features, news, news reels, special audience programme for rural audience, women children, industrial workers, youth, students, teachers, phone-in-programmes, Agriculture programmes

Unit IV- Radio Production 12 Hours

Techniques of handling various sound equipment's; Studio and Outdoor broadcast; Digital technologies; Creating audio special effects

Practical

- Understanding the Equipments
- Preparing a Music clock for FM channels
- Drawing up fixed point chart for community radios
- Compiling short news bulletins
- Production of field based Radio features
- Production of Studio based Radio programmes in different formats

References:

1. De Maeseneer, Paul. (1982). *Here's The News: A Radio News Manual*, Asian Books
2. Ciignel, Hugh. (2009). *Key Concepts in Radio studies*, London: Sage
3. Hyde, Stuart W., *Television and Radio Announcing*, Kanishka Publisher, New Delhi
4. Mehra, Masani. (1976). *Broadcasting and the People*. National Book Trust
5. Awasthi, G. C. (1965). *Broadcasting in India*, Allied Publications
6. Listening to various news bulletins and other news based programmes of All India Radio and other radio channels.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
M18JM2040	International Communication	HC	4	0	0	4	4

Course Description:

This course is structured to expose the students to the role of mass media in a global context. It will focus on the technological developments and direction of information flow among nations, the need to continue the debate on the new world information and communication order and the monopoly of the information highway by countries in the northern hemisphere.

Course Objectives:

- To help the students in analyzing the impact of international communication in a global society
- To aid the students to evaluate the effect of various social and political philosophies on the media
- To ensure that the students can demonstrate an ability to apply communication to find solutions of global problems
- To initiate among the students the competence for the evaluation of the processes of international communication within the frame work of social, cultural, economic, religious and political division of the early 21st century

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Analyze and explain the role of international communication in a global society
- Analyze critically the impact of various social and political philosophies on the media
- Demonstrate an ability to apply communication to the solution of global problems
- Develop an understanding of the contribution and affectivity of social movement in solving problems
- Evaluate the process of international communication within the frame work of social, cultural, economic, religious and political division of the early 21st century

COURSE CONTENT

Unit I- Introduction to International Communication

12 Hours

Global Issues: Globalization, Changing nature of Capitalism; International conflicts like War, Ethnicity or Fundamentalism, Terrorism; Environment and Climate Change; Human Rights. Insight into the 20th Century: European Imperialism and World Wars, Cold War and post-Cold War, Ideological divides; Emergence of super powers, Third World and Non Aligned Movement Regional Cooperation Towards a new world order

Unit II- International Journalism**12 Hours**

International Journalism: What is international journalism? The role of International journalism in a changing media world; Foreign correspondent, International journalist, their qualifications & Cultural context; International reporting, covering war; Global communication and media ethics citizen journalist and political blogging; Leading newspapers in the world Pulitzer Prize winners

Unit III- International Channels**12 Hours**

International Channels, Freedom of the press- An over view of International channels – BBC, CCN, Al Jazeera; International radio journalism and globalization; Alternate journalism - international scenario; Political blogging & civic engagement Foreign correspondent duties and challenges – Daniel pearl and others; A global survey of media independence Global entertainment media Global terrorism and new media freedom of the press in India

Unit IV- Trends in Global Media**12 Hours**

Trends in Global Media- Impact of digital technology in international media scenario; Different trends of media in different regions-Asian, European, Africa; Post 9/11 media Gulf war reporting embedded reporting; Impact of Al Jazeera Tunisian evolution and new media International news agencies and their role.

Reference

1. Berglez, P. (2013). *Global journalism: Theory and practice*.
2. Boyd-Barrett, O. (1980). *The international news agencies*. London: Constable.
3. Cottle, S. (2009). *Global crisis reporting: Journalism in the global age*. Maidenhead, England: Open University Press
4. De, B. A., & Merrill, J. C. (2009). *Global journalism: Topical issues and media systems*. Boston: Pearson, Allyn and Bacon.
5. El-Nawawy, M., & Khamis, S. (2013). *Egyptian revolution 2.0: Political blogging, civic engagement, and citizen journalism*. New York, NY: Palgrave Macmillan.
6. Hamilton, J. M., & Lawrence, R. G. (2012). *Foreign correspondence*. London: Routledge.
7. Herbert, J. (2001). *Practising global journalism: Exploring reporting issues worldwide*. Oxford: Focal Press.
8. Hohenberg, J. (1964). *Foreign correspondence: The great reporters and their times*. New York: Columbia University Press.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
M18JM2051	Fundamentals of Photography	SC	2	0	2	4	5

Course Overview:

The course stimulates an interest in and furthers the understanding of the techniques and principles of photography. The course introduces students to camera lenses, types of black and white film, proper film exposure, black and white film processing, and basic printmaking. This course requires a 35mm film camera. The course aims at satisfying an activity required in the study of humanity.

Course Objectives:

- To enable the students to understand the key elements of photo journalism
- To enable the students to understand and relate technology and aesthetic factors of photography
- To help students to understand the concept of Digital Photography
- To familiarize students with the Post Production concepts of Photography

Learning Outcomes:

On completion of the course, students will be able to:

- Illustrate technical skills of photography
- Estimate the relationship between news values with photographs
- Assess the importance and variety of photography

COURSE CONTENT

Unit I- Introduction to Photography

12 Hours

Introduction to Photography: What is photography; Brief History of photography; How Camera works; The role & importance of photography; Principles of Camera Obscura

Unit II- Anatomy of Camera

12 Hours

Camera: Lens, Film Chamber (CCD & CMOS), Aperture, Shutter, View finder, Pentaprism, Memory (Internal & External); Camera formats – 35mm, medium format, large format; Camera design & it's working – simple camera, compact camera, view camera, range finder & reflex camera SLR, POLOROID, UNDERWATER CAMERA & DIGITAL CAMERA; Lenses – controlling the image: Photographic lenses – prime & zoom lens, angle of view (Narrow & Wide Angle Lens), Aperture, Focal No. & Focal Length, Depth of focus, Depth of Field and How they work, Lens care, Lens perspective, film speed, flash gun, light meter; Exposure, Measurement of light – exposure metering system, Exposure control – relationship between shutter speed and aperture; Camera accessories: Tripod, monopod, filters, Lens hood

Unit III- Lighting and Visual Communication

12 Hours

Lighting And Visual Communication: Lighting: Sources of light : Natural & Artificial, Nature and physical properties of light, Direction & angle of light : Front, side, top & back, Lighting contrast and its control by fill in lights; One, two & three point lighting : Key, fill and back light; Principles of Photographic composition; Various types of photography: Portrait, Wildlife, Nature, Photo-journalism, Advertising and Night photography

Unit IV- Visual Grammar

12 Hours

Some basic Principles. Aesthetics- Rule of Third, Compositions; Photo-features, Photo - essays, Writing captions; Visual story telling. Photography for advertising-Consumer and industrial; Planning a shoot studio, location, set props and casting; Different problems related to Photography

Practical

- Make a Photo feature on a specific topic by using self-clicked photographs from Digital Camera. (Photographs should be of postcard size. A photo feature must comprise of 10 – 12 photographs)
- Analyze world famous photographs in class
- Shooting exercise in artificial lights- Table top photography, Fashion photography
- Editing of captured images with the help of Adobe Photoshop and Lightroom
- Click various types of photos (wildlife, fashion, portrait, Night Photography, Architecture, Landscape, etc) and conduct monthly photo exhibition (team work)
- Create and design a photo album with text, captions, catch word (individual assignment; minimum 12 prints in A4 pages in multi color, spiral binding)

References:

1. Sharma, O.P. (2013). *Practical Photography*, Hind Pocket Books
2. Langford, Michael, et al. (2007). *Basic Photography*, Focal Press
3. Folts, James, Lovell, Ronald P. & Zwahlen, Jr. Fred. (2005). *Handbook of Photography*, Thompson Delmar Learning
4. Lee Frost. (1993). *Photography*, Hodder & Stoughton Publisher

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
M18JM2052	Magazine Production and Writing Techniques	SC	2	0	2	4	5

Course Overview:

The purpose of this course is to introduce you to the art of writing magazine and feature stories. The course introduces students to the various formats of magazine writing ranging from elaborate feature articles to columns and reviews. The course will identify the current trends in magazine journalism and how can it can be a lucrative career option for freelance writers associated with niche areas of writing.

Course Objectives:

- To enable the student to understand the characteristics and different types of feature stories
- To familiarize students with a variety of interviewing techniques to draw out useful and colorful information
- To help students to acquire the skills for various formats of magazine writing
- To enable the students to apply writing tightly, clearly and colorfully

- To aid students to maximize publishing stories in newspapers, magazines or Web sites

Learning Outcomes:

On completion of the course, students will be able to:

- Illustrate writing skills in different formats of magazine writing
- Analyze the existent trend in magazine journalism
- Determine the process of production of magazines

COURSE CONTENT

Unit I- Introduction to Magazine Journalism

12 Hours

Origin and growth of magazines; A survey of magazines in India- English language and regional language magazines; Competition with Television and other new media; Globalisation and technological impact on Indian magazines; arrival of foreign magazines in India; Trends and prospects of magazines journalism

Unit II- Anatomy of Magazine

12 Hours

Classification of magazines : Types of Magazines, popular magazines; news magazines, magazines for specialized groups, professional and technical magazines; Content of magazines; Format of Magazines; Readership of Magazines

Unit III- Writing for Magazines

12 Hours

Importance of features in modern journalism; difference between features and article, short stories, news fiction and editorials; Writing features; Types of features-news, historical, seasonal, travel, biographical, scientific, stunts, human interest, how-to-do-it and syndicated features; Column writing : Columns-columnists of national and international reputation; Writing columns; Writing profiles, Types of interviews for various magazines; Reviews : Principles of reviewing, Types of reviews-Book review, Film review, Play & Music review; Types of criticism- Film Criticism, Literary Criticism; difference between review & criticism

Unit IV- Production of Magazines

12 Hours

Production :Design, layout, headlines; typography, caption writing and visual aspects of magazines; Photographs, cartoons, graphics, illustrations and colour; Current production techniques pagination.

Practical

- Critical study of two general magazines and specialized magazines of teacher's choice
- Create Magazine Content- 2 features, 1 column, 2 Reviews, 1 Editorial, 1 Profile Writing
- Design a Magazine Cover

References

- Isabella ziegher (Edt). (1989). *Creative Writing*, New York Dalrnes and Noble Books.
- William L Rivers (Edt). 1990).

- Gunter, Max (Eds). (1999). *Writing the modern Magazine*, Article Boston The writer inl.
- Mclean, Ruari, (Eds). (2001). *Magazine Design*, New York Putvan.
- Schumeman, R. Smith, (Eds). (2000). *Photographic Communication: Principles Problem and challenges of Photo Journalism*, New York Hasing House.
- Brain Nicholas, (Edt). (1972). *Features with Flair*, New Delhi Vikas Publications.
- Udaya Shahay, (Edt). (2006). *Making News*, New Delhi Oxford University Press.
- Asha Rani Mathur, (Edt). (2006). *The Indian Media, Illusion, Dellusion & Reality*, New Delhi Roopa & Co.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
M18JM2061	Business Journalism	SC	2	2	0	4	5

Course Description:

This course will focus on the mechanics of how to identify and pursue narrative business topics. The course would help students to develop the necessary skills to research on these topics and write while maintaining an appropriate narrative style. Ultimately the course would guide students as to how and where to get published as a narrative business writer, while also examining the issues that face practitioners in traditional and new media.

Course Objectives:

- To orient the students on basic economic concepts and how to report business and economic issues
- To train the students in the craft of writing a credible and relevant business and/or economic stories
- To ensure the students learn the language of business and economics as journalists/writers, and to translate their knowledge for readers
- To enable the students to produce succinct news stories in a variety of areas from company performance and activity, to economics, the stock market and currencies to personal finance

Learning Outcomes:

On successful completion of this module, the student should be able to:

- Judge the work in a variety of newsrooms and adequately cover business news stories
- Evaluate the basic areas in business journalism and how to write about them with intelligence and understanding
- Explain key financial terms
- Construct write-ups on wider economic issues, government budgets, industrial relations, how firms communicate

COURSE CONTENT

Unit I- Introduction to Economic Concepts

12 Hours

Understanding Economy: Basic principles of economy, important economic terms; Growth and development, environment concerns, employment generation, Price rise and inflation; Economics of agriculture and rural economy, Urban economy, manufacturing and service sector, small scale industry and micro-enterprises, Share, securities and commodity markets; Bullion market

Unit II- Fundamentals of Indian Economy

12 Hours

Fundamentals of Indian Economy: Growth and progress of Indian economy; Finance system in India, role of finance and planning commissions, role of RBI; Federal economic structure and revenue sharing; Changes in economic policy: From mixed economy to liberalization and privatization; Information Technology, E-commerce, Issues related to SEZ, Central and state budgets, How budgets are prepared, understanding budget; Problem of black money and corruption, anticorruption mechanism; Company and industrial laws, labor and consumer issues; Contemporary issues related to Indian economy

Unit III- World Economy

12 Hours

World Economy: Capitalism, communism, socialism and other perspectives; Process of globalization and liberalization. New International Economic order (NIEO); World economic bodies and forums, regional economic forums, economy and international politics; India's place in world economy, contemporary issues related to world economy

Unit IV- Business Journalism

12 Hours

Business Journalism: Reporting- Business and industry as a beat, Sources of news on business; Using and analyzing financial data, Understanding numbers and what they mean, Reading tables, charts and graphs; Developing business story ideas; writing stories from press releases; Investigative reporting in business sector; Editing- Overview of special economic pages, supplements, newspapers and journals, business news channels; Editing business stories and articles, using internet database, verifying information; Designing special economic pages and budget issues; Ethical issues of business journalism, Media and business relations

References

1. Boveen and Thill. (1995). *Business Communication Today*, New York
2. Asha Kaul. (2000), *Business Communication*, New Delhi, Prentice Hall of India
3. Murphy and Hildebrandt. (1991), *Effective Business Communication*, New York: McGraw Hill
4. Yadava, J.S. *Communication in India : Some Observations and Theoretical implications*, IIMC
5. Madhukar, R.K., (2010). *Business Communication*, Vikas Publishing House

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
M18JM2062	Sports Journalism	SC	2	2	0	4	5

Course Description:

This course will ensure that students learn the art of framing sports stories in its true sense, which is to go beyond the players' stats and game scores to report compelling stories. They will be also initiated to understand how to break news across multiple platforms and what sports and media mean to our society. Further, students will promisingly learn about economic analysis of professional and collegiate sports, sports psychology, principles of marketing, management and promotion, and the culture of sports in the country. Students will be prepared in reporting and coverage of sports events in all types of media which will help groom them for a career in sports journalism.

Course Objectives:

- To help the students grasp the form and guidelines followed in written coverage of sports events
- To teach the students to track and interpret statistics to inform sports event coverage
- To prompt the students to cultivate sources vital to good sports reporting
- To develop interview skills in the students
- To enable the students to conceptualize a second-day story angle and apply it to sports events and breaking news

Learning Outcomes:

On successful completion of this course, students will be able to:

- Develop the basic style, form and guidelines followed in written coverage of sports events
- Interpret and track statistics to inform sports event coverage
- Perceive sources vital to good sports reporting
- Plan interviews in a variety of settings, from sidelines to press conferences to locker rooms
- Identify the concept of a second-day story angle and apply it to sports events and breaking news
- Plan to cover a sports event on deadline, using multiple platforms, including social media, infographics, photos and video
- Compile every element of event coverage, from advances to running game stories to follows
- Plan to find, report and write a timely and interesting sports profile

COURSE CONTENT

Unit I- Sports Culture in India

12 Hours

History and Traditions: Beginning and development of various sports; Brief history of International Games: Olympic, Commonwealth, Asian; History of National Games and other major tournaments related to various sports; National and state sports awards like Arjun, Dronacharya, Shiv Chatrapati Purskar, etc.; Sports and Society: Importance and place of sports in a civilization Growing importance of sport, its impact as a global business, the staging of events; Sports and public opinion, sports culture; National sports policy; Sports Diplomacy: Use of sports in international relations, major cases in history and present trends; Sports Associations

Unit II- Aspects of Sports Journalism**12 Hours**

Sports Journalism: Tradition of sports reporting- in the world and in India. Legacy of sports writers and commentators- English, Hindi. Sports magazines in India; Sports marketing and PR: Commercial relationship between media coverage and sports events, marketing, merchandise and advertising sales; Future of sports journalism, career opportunities

Unit III- Sports Reporting and Editing**12 Hours**

Sports Reporting and Writing: Differences and similarities with other reporting; Explain, interpret, amplify and clarify; How to report results: Do's and don'ts; Deadline pressure, covering late night events; Developing sources- advances, match reports, reviews and follow up; Sports features; Post-match interviews, special interviews. Sports writing for print, radio, TV, online and multi-media; MJMC- Credit Point Pattern; Radio commentaries; Live telecast, Sportscast, Web commentaries, News alerts for mobiles; Fanzines, Match-day magazines, Sports books, Sports blogs. Writing from press releases. Importance of knowing and understanding a game;, research and background information; Importance of statistics, official record and history.

Unit IV- Allied aspects of Sports Coverage**12 Hours**

Sports Editing: Sports Style Guide: AP, Reuters; Working on a sports desk; Editing sports stories; Translation of sports stories; Objective, but passionate language, more style; Use of photos: action photos, cutouts, profile photos; photo-editing and writing captions; Use of archives and reference section; Sports columns by experts, players, syndicated columns; ghost writing for sports columns; Standalone sports sections and sports pages; Designing sports pages; planning and coverage of major games, tournaments

References

1. Reinardy, Scott & Wanta, Wayne. (2015). *The Essentials of Sports Reporting*, Routledge
2. Stofer, Kathryn T. at al. *Sports Journalism: An Introduction to Reporting and Writing*, Rowman & Littlefield Publishers
3. Gisondi, Joe. (2017). *Field Guide to Covering Sports*, CQ Press

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
M18JM3080	INTERNSHIP <i>Internship shall be carried out by students during summer vacations after second semester examination; Credits / Marks are awarded during third semester</i>	HC	0	0	4	4	-

THIRD SEMESTER

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
M18JM3010	Television Production	HC	3	0	1	4	5

Course Description:

This course examines the various concepts associated with television production. Students are introduced to the technical concepts in audio-visual media. It introduces students to the fundamentals of using a range of electronic media to communicate information and ideas. The course enumerates the process of content creation for television and the various stages of television production.

Course Objectives:

- To generate interest in the study of electronic media
- To demonstrate familiarity with historical development of electronic media industries and technologies

Learning Outcomes:

At the end of the course, student will be able to:

- Assess the evolution of electronic media
- Appraise the key characteristics of the electronic media as contrasted with their print counterparts.
- Examine electronic media terms and concepts

COURSE CONTENT

Unit I- Process of TV Production

12 Hours

The process of TV production: Basics of field production-Different types of cameras-CCD, CMOS-ENG/EFP variety and Studio Cameras; Audio and Video Switchers; Video Transmission and Production Server; Different types of Video Recorders – Taped/Tapeless Video recording formats; Graphics Systems – Clients and Servers; Video Editing - Linear and Non-Linear, Multi-Viewers and Displays; Studio production concepts

Unit II- Studio Set-up

12 Hours

Studio floor plan and signal chain; Three-point lighting technique. Cool and warm lights; DMX control; Production control Room-CCU, VM, SEG, CG & teleprompter; Headphones, fold back and earphones (EP); Field lighting, HMI and understanding colour temperature; Single Camera/Multi Camera Production

Unit III- Field Production

12 Hours

TV Direction: Field production: Basic shots, camera angles; Ideas, visualizations & production scripts; Pre production and post production activities; Grammar of visuals, video editing concepts; Studio production- Floor plans, pre-production planning; Dry runs & walk through; Time line & production schedules; Working out schedules; Cues and commands; PCR production

Unit IV-Video Editing

12 Hours

Video editing: Concepts, Principles and process- Process of editing continuity, action continuity, relational continuity, match cut, jump cut in, cut away, master shots, transitions, pace and rhythm. Montage; Similarities and differences in film and video editing. Forms of video editing- linear and non-linear editing, Creative video editing, application of audio in video editing.

Practical

- Camera operation & video shooting exercises
- Video editing and laying of sound track and special effects
- Studio lighting exercises
- Field production exercises

References

1. Pati, Malay Ranjan, (2001), *Some Aspects Of Broadcast Journalism in India*, Kalyani Publication, Ludhiana
2. Rajgopal, Arvind, (2001), *Politics after Television-Hindu Nationalism and Reshaping of Public in India*, Cambridge University Press
3. Shah, Amrita, (1997). *Hype, Hypocrisy and Television in Urban India*, Vikas Publication, Delhi
4. Sharma, Roop, (1995). *Multi Channel Television in India*, Cable Operators Federation of India, Delhi
5. Saxena, Gopal, (1996). *Television in India- Changes and Challenges*, Vikas Publication, Delhi
6. Chaterjee, P.C., (1987), *Broadcasting in India*, Sage Publication New Delhi
7. Watching TV news channels (regional, national and international) 9. Reading newspaper and magazine articles on current trends in TV

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
M18JM3020	PR and Corporate Communication	HC	3	1	0	4	5

Course Description:

Within corporate communications classes, students focus on the management, strategic planning, and implementation of marketing, communication, and public relations techniques all to resolve

corporate dilemmas. The Corporate communication course focuses on researching problems, setting objectives, identifying audiences, designing messages, choosing communication channels, and evaluating results for all types of organizations. Ethical decision making, on-line communication, and career opportunities are also analyzed via case studies in the field. The course will be a combination of informal lecture and small-group discussion, case analysis, and guest lecture.

Course Objectives:

- To take the students through the role and scope of PR in management, its various tools and the emerging importance of the discipline in varying areas.
- To look at the evolution of Corporate Communication and its expanded role in organizational and marketing communication

Learning Outcomes:

At the conclusion of this course, students will be able to:

- Construct and analyze audience research, media research, and environmental scanning
- Design public relation strategy for the organization image and well-being
- Formulate corporate communication strategy for crisis management, brand management, etc.

COURSE CONTENT

Unit I- Introduction to Public Relations

12 Hours

Public Relations: Definitions, PR as a management concept; Elements of PR, evolution of PR, PR as a profession; PR Functions: public opinion, propaganda, and publicity; PR practice in the present context, PR firms in India: status and growth.

Unit II- Elements of Public Relations

12 Hours

PR Publics: Internal and external public; issues and problems; management approach; PR strategy, Channels of Communication – public perception, evaluation; Tools of PR: mass media, ICT, press conference, press kits, exhibition, out door media, house journal, special events, advertising; PR publics: Employees, shareholders, consumers, community, government, media.

Unit III- Introduction to Corporate Communication

12 Hours

Corporate Communication; Concept, Definition, Nature, Scope; Corporate Communication Publics; Internal and External; Corporate Communication Process; Four stages of Corporate Communication - Corporate Communication Consultancy and Counselling.

Unit IV- Corporate Communication and Management

12 Hours

Corporate Communication and Management; Employee Relations, Financial Relations, Consumer Relations, Media Relations; Corporate Communication in Crisis Management, Case Studies; Govt. Corporate Communication - Indian Information Service; Ministry of Information and Broadcasting; Genesis and Growth of media units in Central Govt. - Corporate Communication Research and Evaluation of Corporate Communication Programmes. Event Management - Process & Techniques.

References:

1. Caywood C, (1997). *The Handbook of Strategic PR & Integrated Communications*, McGraw Hill
2. Sandon, Larkin, T.J. and Larkin S, (1994), *Communicating Change*, McGraw Hill
3. Packard D, Collins. (2006). *The HP Way: How Bill Hewlett and I built our company*,
4. Schenkler, Irv and Herring, Tony, (2004), *Guide to Media Relations*, Prentice Hall
5. Fearne, Banks, Kathleen. (2007). *Crisis Communications*, , Evbaum Associates
6. Dibakar Panigrahy, & Biswasroy. (1993). *Media Management in India*’, Kanishka Pub, New Delhi.
7. Cutlip et al., (1982). *Effective Public Relations*’. Prentice Hall, New Jersey

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
M18JM3030	Principles and Practices of Advertising	HC	3	0	1	4	5

Course Description:

The course comprises of a comprehensive survey of basic principles and practices of advertising. This course also emphasizes on the creative/media strategy decision processes and historical, social, and economic influences.

Course Objectives:

- To help the students understand the role of marketing and advertising planning
- To aid the students to learn the role and methods of media planning
- To help the students in evaluating the advantages and disadvantages of using various forms of media in advertising

Learning Outcomes:

Upon completion of the course, the student should be able to:

- Analyze the concept of Integrated Marketing Communication
- Examine the concept of advertising
- Assess the basic economic impact of advertising
- Adapt to the different job functions and responsibilities of those employed in advertising
- Interpret the methods used for market segmentation and audience targeting

COURSE CONTENT

Unit I- Elements of Advertising

12 Hours

Advertising - Definition, Advertising as Communication force and Marketing tools; Effects of advertising, status of advertising industry in India; Socio economic effects of Advertising; Advertising in Global Marketing

Unit II- Types of Advertising

12 Hours

Types of Advertising -Consumer advertising, industrial Advertising, Corporate Advertising, Cooperative Advertising, Retail Advertising, Farm Advertising, Comparative Advertising, Political Advertising, Public Advertising, Life-style Advertising, Trade Advertising, Web Advertising; Merits and demerits of all types. Critical analysis of ad.

Unit III- Advertising Agency

12 Hours

Advertising Agency - Structure and functions; Types of Agencies, Agency selection, Advertiser-Agency - Media Relationship, internal and external constraints, Leading Agencies in India, Diversifications and Specializations, Future; Research - Measuring advertising effectiveness - Pre and post test, Research methods and techniques - Media, Message and Market research; Trends in Advertising research in India

Unit IV- Production Aspect of Advertising

12 Hours

Characteristics of Media- Print, Electronic, new media and outdoor; Role of media in Advertising. Production - copy - copy platform , copy format, structure, elements, appeal, visuals and other creative functions, creative process, Mess design; Advertising layout - principles of design, preparation of layouts and mechanicals utilizing latest computer applications; Preparation of advertising for radio, television, web; Media planning strategies; Professional Bodies in advertising - Advertising Agencies Association, Advertising Standards Council, Press Council; Professional Ethics, issues and problems

Practical

- Understanding Creativity in Advertising/Communication: Creative Brief, Ideation and Brainstorming
- Case studies
- Campaign Planning & Production
- Create advertisements, one each for print, radio and television

References:

1. Willshurst, John, (1986). *The Fundamentals of Advertising*, Heinemann Publication London
2. Hart, Norman, (1990). *The Practice of Advertising*, Heinemann Publication, 3rd Edition
3. Motian, M., (1989). *Advertising Management: Concepts and Cases*, Tata Mc Graw Hill
4. Sen Gupta, (1990). *Brand Positioning*, Mata McGraw Hill New Delhi
5. Mooij, Marieke de, (1994). *Advertising World Wide*, Prentice Hall, 2nd Edition
6. Hasking & Kendreck, (1991). *Successful Advertising Research Methods*, NTC Business Books
7. Fletcher & Bowers, (1979), *Fundamentals of Advertising Research*, Grid Publication
8. Rd. Philip Jones, (1998). *How Advertising Works*, Sage Publication

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
M18JM3041	New Media	SC	3	0	1	4	5

Course Description:

This course offers you a critical introduction to these emerging “wired” or “cyber” technologies and the economic and political implications of the same. In this course, the students will learn about the historical development of the Internet and other forms of new media and examine the repercussions of the digital revolution for our communities, our identities, our politics, and our daily lives. Students will learn how to create a web page and also master the art of blogging.

Course Objectives:

- Through a variety of online and offline projects, students will develop the skills needed to be an active participant in the new media culture.
- To enable the students to develop a critical, sociologically and historically informed perspective on the digital communication revolution and the Internet

Learning Outcomes:

At the end of this course, the student will be able to-

- Define and discuss key theoretical concepts related to new media studies
- Acquire requisite technical proficiency to be an active participant in the new media culture.
- Assess the social, cultural and political implications of new media production and consumption process.

COURSE CONTENT

Unit I- Introduction to New Media

12 Hours

Spread of Internet: What is internet?; Salient features and advantage over traditional media; History and spread of internet in India, reach and problem of access; Internet and Knowledge Society; Convergence and Multi-media: Print, radio, TV, internet and mobile

Unit II- Online Journalism

12 Hours

What is online journalism?: Earlier websites of newspapers, E-books and E-publishing; Status of online journalism today; Open source journalism: Responding to the audience, Annotative reporting; Citizen Journalists; Problem of verification, accuracy and fairness; Use of blogs, tweets, etc. for story generation and development Protecting copyright; Ethics of web: Security and privacy concerns; Nature of Cyber crimes and Cyber laws; Net war and Terrorism; Need for a national ICT policy

Unit III- Social Media

12 Hours

New Social Media: Dynamics of social media networks, novelty, strength and weakness; Growing personal sphere and online communities; New business model: advertisements, marketing and online revenue; Future trends

Unit IV- Issues related to New Media

12 Hours

Internet and Social Activism: Digital divide: Problem of access and other issues; Use of internet for development, by NGOs and E-governance; Politics 2.0 and Virtual Democracy; Social sharing

to social activism; National and international campaigns on environment, human rights and other issues

Practical

- Writing Blogs- 1 blog every week
- Designing Webpage (Group Exercise)
- Creation and maintaining a YouTube channel
- Creation and maintenance of Facebook page, Twitter handle, Instagram
- Comparative study of different news websites

References:

1. Nath, Shyam. (2002). *Assessing the State of Web Journalism*. Authors Press, New Delhi,
2. Chakravarthy, Jagdish. (2004). *Net, Media and the Mass Communication*. Authors press, New Delhi
3. Bhargava, Gopal. (2004). *Mass Media and Information Revolution*. Isha Books, New Delhi
4. Menon, Narayana. *The Communication Revolution*. National Book Trust.
5. Pavlik J.V. *Media in the Digital Age*. Columbia University Press

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
M18JM3042	Documentary And News Production	SC	3	0	1	4	5

Course Description:

This course provides an opportunity for students to advance their script writing, reporting and production techniques required in broadcast journalism and other broadcast related positions. During this course, students will learn introductory skills associated with producing television documentaries, PSA’s and News packages.

Course Objectives:

- To help the students build upon basic broadcast writing, shooting and editing video, and reporting skills
- To help the students learn how to analyze and critique broadcast reporting and writing
- To aid the students to learn the intricacies of documentary-making
- To impart to students the necessary skills for using Final Cut Pro Editing Software

Course Outcomes:

At the end of this course, the students will be able to-

- Demonstrate basics in broadcast writing, shooting and editing video, and reporting skills
- Analyze and critique documentaries and TV News
- Propose and produce documentaries as independent documentary-makers
- Develop skill at using Final Cut Pro Editing Software

COURSE CONTENT

Unit I- TV Reporting

12 Hours

TV Reporters Tools and techniques; Locating TV stories; Developing TV stories; Structuring a TV news report, V/O's, packages & story formats; PTC: Opening, Bridge and closing; The equipment, Field work, TV news interviews, shooting, recording and editing; Live reporting: organizing thoughts and adlibbing, DSNG, Multiple OB locations and Split screen, V/O from field and technical challenges; Major International events and TV coverage; Satellite link for News reporting from abroad; Satellite bookings & co-ordination with local TV channels, booking local editing facilities; Planning news stories of cultural and social interest on the side lines; Satellite phones, broadband, optical fibre and internet & 3G based solutions

Unit II- Production of TV news program

12 Hours

The production team and the process- Line producers, field producers and their role; The production process; Gate keeping, the run downs, leads, bunching, kickers, Rhythm and flow; Back timing and going on air; News analysis and experts; Commercials and promo breaks; Headlines; Discussions and talk shows; Organizing the studio for TV news programmes

Unit III- Script Writing

12 Hours

Script Writing: Concept of Visual Language; various formats of news script writing; Writing Anchor Leads; Writing for Astons, subtitles, scrawls and other TV screen value addition Instruments; Broadcast styles and techniques of writing- Handling information overload and allowing visuals to breathe; Rewriting agency copy; Writing for Bytes and Outside Broadcast (OB) copy; Understanding the pitfalls of broadcast punctuation and presentation

Unit IV- TV Documentary

12 Hours

TV Documentary: Formats, types: nature, institutional, event-based, personality etc., RECCE, planning, shooting script, editing, narration, background music, post-production; Create a Documentary Film

Practical

- TV writing for different types of visuals
- Structuring TV news reports
- Reporting TV news stories
- Different types of PTC
- Interactive OB exercises
- Facing the camera and voice training
- Studio anchoring and Use of Teleprompter
- Voice over, sound track for features
- Create a documentary of 10 minutes duration

References:

1. Pati, Malay Ranjan, (2001), *Some Aspects Of Broadcast Journalism in India*, Kalyani Publication, Ludhiana
2. Rajgopal, Arvind, (2001), *Politics after Television-Hindu Nationalism and Reshaping of Public in India*, Cambridge University Press
3. Shah, Amrita, (1997). *Hype, Hypocrisy and Television in Urban India*, Vikas Publication, Delhi
4. Sharma, Roop, (1995). *Multi Channel Television in India*, Cable Operators Federation of India, Delhi

5. Saxena, Gopal, (1996). *Television in India- Changes and Challenges*, Vikas Publication, Delhi
6. Chaterjee, P.C., (1987), *Broadcasting in India*, Sage Publication New Delhi
7. Watching TV news channels (regional, national and international) 9. Reading newspaper and magazine articles on current trends in TV

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
M18JM3051	Branding and Marketing Research	SC	2	2	0	4	5

Course Description:

This course is to introduce students to the concepts, analyses, and activities that comprises brand management and to provide practice in assessing and solving marketing problems through research. Topics include marketing strategy, customer behavior, segmentation, market research, product management, pricing, promotion, sales force management and competitive analysis.

Course Objectives:

- To introduce the learners to the various concepts of brand management
- To sensitize the students on various market research tools

Learning Outcomes:

On completion of the course, students will be able to:

- Interpret various aspects of brand management.
- Evaluate , summarize and synthesize various market research tools
- Design research proposals on branding placement and research.

COURSE CONTENT

Unit I- Brand Planning

12 Hours

Introduction to brand planning: Brand planning and management; Role of branding, brand equity, brand loyalty; Brand awareness, perceived quality and brand allocations.

Unit II- Functions of Brand Manager

12 Hours

Functions of brand manager: Jobs of brand manager; Factors affecting brand management, brand classification, market planning process and components of a marketing plan, marketing strategy, competitor analysis, consumer analysis, market estimation and sales forecasting

Unit III- Creative and Innovation

12 Hours

Creativity and innovation: Importance of new product development, new product development process; Analysis: Financial analysis for product/ brand management: sales and profit analyzing, future of product/ brand management; Role of information technology, product/ brand management and the internet.

Unit IV- Strategies and Planning

12 Hours

Strategies: Developing, managing, launching and sustaining brands, brand leveraging, brand extension, brand valuations and globalizing brands

References

1. Arnold: (1993), *The Handbook of Brand Management*, Perseus Books, Massachusetts.
2. Jean – Noel Kapferer: (2004). *Strategic Brand Management- Creating and Sustaining Brand Equity*, Kogan Page India Pvt Ltd, New Delhi
3. Barnd Van Auckers. (2002). *The Brand Management Check List- proven tool and techniques for creating winning brands*, Kogan Page Ltd
4. Ulrich and Eppinger (McGraw-Hill 1995, 2000, 2004, 2008) *Product Design and Development*, McGraw Hill International.
5. Jones, John Philip. (1998). *Whats in a Brand?* Tata McGraw Hill Publishing Co Ltd
6. Majumdar: *Product Marketing in India-2nd edition*, Prentice Hall of India Pvt ltd
7. Crawford: *New Products Management- 5th edition*, Irwin Publication, USA.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
M18JM3052	Political Communication	SC	2	2	0	4	5

Course Description:

This course introduces the principles and practices of political communication. During the course, the students will examine globalization and new technologies, and the way these dramatic changes affect civic engagement and political participation. Discussions in this course will consider the effects of political communication, including concrete evidence regarding persuasion, political beliefs and behavior.

Course Objectives:

- To help the students in critically analyzing issues and trends in media and communication, including the impact of technologies and globalization
- To aid the students in identifying social and policy issues influencing communication industries
- To ensure that the students communicate knowledge through situating political communication practice in the context of the literature and best practice

Learning Outcomes:

On successful completion of this course, students will be able to:

- Interpret the role of communication in governance and citizenship in liberal

- democracies domestically
- Analyze the influence of globalization, mass media and new technologies in transforming political communications around the country and globe
- Examine and reflect on the effects of political communication on civic engagement, political participation and voter turnout

COURSE CONTENT

Unit I: Introduction to Political Communication 12 Hours

Introduction to Political Communication: The democratic process, the media in modern times; How media shape public perceptions?

Unit II: Political Communication Theories 12 Hours

Political Communication Theories: Agenda Setting: Priming, Framing; The effect of media in the formation and change of political attitudes- Anti-incumbency

Unit III: Political News Coverage 12 Hours

Political News Coverage: Media bias; Press - government relations; Election campaigns and media coverage; Communication and civic engagement: Role of media in political participation- Political Socialization; Political ownership of media; Social media- its impact on politics-case studies

Unit IV: Foreign Policy and Mass Media 12 Hours

Foreign Policy and Mass Media: Mass Media as an instrument of foreign policy; Global Media influences; FDI in media-Govt policies. Online Media and Political Communication: The diverse uses of internet and mobile phones in politics, online political campaigns; Political communication by civic actors, social movements and NGOs

References

- Bennett, .W. L; Entman, R M (Ed.s) .(2004). *Mediated Politics: Communication and*
- Future of Democracy*, Cambridge: Cambridge University Press.
- Graig,G. (2004). *The Media, Politics and Public Life*, Auckland: Allen and Unwin.
- Darren G. Lilleker. (2006). *Key Concepts in Political Communication*, New Delhi: Sage Publications Ltd.
- Esser, F; P fersch B (Ed.s). (2004). *Comparing Political Communication: Theories, Cases and Challenges*, Cambridge University Press, Cambridge.
- Foster, S, (2010). *Political Communication- Politics Study Guides*, Edinburgh: Edinburgh University Press.
- Iyengar S. (2011). *Media Politics: A Citizen's Guide*, NY, USA: WW Norton & Co.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
M18JM3060	Media and Society	OE	4	0	0	4	4

Course Description:

This course serves to provide an introduction to the mediascapes in the present times. Students will examine the significance and impact of media in the society. They will understand and assess current scientific debates in the field and appreciate the relationships between communication, media, culture and evolution of humankind. Students will understand the wide-ranging influences of media and thereby critically analyze how it is shaping the society of present times.

Course Objectives:

- To introduce the students to the field of media studies
- To familiarize the students with the significance and impact of media on society
- To enable the students to critically analyze the role of media in shaping the society in present times.

Learning Outcomes:

On completion of the course, the students will be able to:

- Evaluate the area of media studies
- Relate to the debilitating influence of media in modern times
- Analyze various types of media and their role in shaping the society.

COURSE CONTENT**Unit I- Introduction****12 Hours**

Communication system- Communication process; meaning and definition, structure, principles and functions; Introduction to society and culture

Unit II- Media and Society**12 Hours**

Media and society- the rise mass media; Sociology of media; Media and democracy, Media and public sphere. Public opinion

Unit III- Media and Culture**12 Hours**

Cultural thoughts: Mass culture-, cultural imperialism, hegemony, media institution; Media monopoly; Technological determinism.

Unit IV- Theories of social change**12 Hours**

Theories of social change- Mass society theory, critical theory, message-centered theory, theory of audience effect, uses and gratification of media, modernization theory, development communication theory and models; Evolution New media- effects and implications, role of new media in democratization process, citizenship through participation.

References:

1. Vivian John. (2012). *The Media of Mass Communication*. New Delhi: PHI learning private limited.
2. J Kumar Keval. (2006). *Mass communications in India*. Mumbai: Jaico Publication.

3. Devi Meena. (2006). *Fundamentals Of Mass Media And Communication*. New Delhi: Alfa Publication.
4. Mcquail Denis. (2004). *Mass Communication Theory*. New Delhi: Sage Publication.
5. Chandra Ramesh. (2004). *Analysis of Media and Communication Trends*. New Delhi : Gyan Books publishers Pvt Ltd.
6. S Baran Stanly and K. Davis ,Dennis. (1999). *Mass Communication Theory: Foundations Ferment and Future*. Singapore :Thomson Wads Worth.

FOURTH SEMESTER

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
M18JM4010	Event Management	HC	3	0	0	3	3

Course Description:

This course when compared to the other traditional tenets of mass communication is still relatively a young field. It is an area that is growing rapidly and now represents hundreds of professionals who are responsible for planning, coordinating and evaluating a wide range of events all year round. Event management is predominantly about creating an experience through organized communication, planning and implementation. This course will provide students with the practical skills and knowledge required to successfully plan, implement, organize, manage, monitor and evaluate special events.

Course Objectives:

- To help the students by providing them with a structured approach to operational and creative fundamentals, from inception to debrief
- To teach the students how to develop and deliver successful events with a focus on meetings, incentives, conferences and exhibitions
- To provide the students with the scope to develop budgets, work breakdown structures, and gain an insight into risk mitigation and contingency planning

Learning Outcomes:

Upon successful completion of this course, students will be able to:

- Develop sense of responsibility for the multi-disciplinary nature of event management
- Develop confidence and enjoyment from involvement in the dynamic industry of event management
- Plan competently in the development and delivery of successful conference and corporate gatherings

COURSE CONTENT

Unit I- Introduction to Event Management

12 Hours

Introduction to event: Determining Market, Market Research, type of event, 5 _W's and involve _F; Establishing Business Site, Business Resources and Equipments, process of event

management; Planning: Concept, Importance of planning, Types of plan, Steps in planning, limitations of planning, Management by Objectives.

Unit II- Event Planning

12 Hours

Financial Planning: Relationship with sponsor, planning of event, customer relationship, Services Pricing, Client and Supplier contracts, Operation Records, marketing & selling of ticket; Advertisement of event, Operation & Logistics; Definition of Workshop, Types of Workshop, Ideal duration of Workshop, Execution of Workshop, Advantages of Workshop.

Unit III- Media Planning for Events

12 Hours

Media planning: Marketing, Advertising and Promotion, Employees & Personal; Determining communication objective , target audience , step of event , making Ads , booking process , making of invitation card; Introduction to Media; the Printed world, The Broadcast Media, Film as a Media, Web as a Prominent Media

Unit IV- Types of Event Management

12 Hours

Portfolio Development: The Event Planning Process, Working with Suppliers, Request for Proposal, Costing of event up to execution , managing cash flow in event, Award Winning Events, assignment and project work; Evaluation, Coordination and Control: Coordination: Concept, Significance, Techniques Control: Meaning, Process, Requisites of effective control, Control techniques, Sporting Events; Running Events –Writing Your Major Event Strategy; UK Sport’s World Class Events Program; Preparing a Bid; A Suggested Business Plan Template; Insurance & Legal Issues; Marketing and Sponsorship; Health and Safety & Risk Assessment; Data Protection; Volunteers; Ethical Considerations; Anti-Doping; Environment; Tourism and Sporting Events; The Economic Impact of Major Events; Sports Development; Support Services; Directory of Useful Contacts and Resources; Checklist and Practical Last Thoughts.

Practical

- Case studies
- Planning, concept, designing and lay out of an event
- Organize and conduct an event (Teamwork)

References:

1. Silvers, Julia Rutherford (2003). *Professional Event Coordination (The Wiley Event Management Series)*
2. Kilkenny, Shannon (2007). *The Complete Guide to Successful Event Planning : With Companion CD-ROM*
3. Jones, Meegan (2010), *Sustainable Event Management: A Practical Guide*
4. Getz, Donald (2007), *Event Studies: Theory, Research and Policy for Planned Events (Events Management)*
5. Silvers, Julia Rutherford . (2007). *Risk Management for Meetings and Events (Events Management)*
6. Monroe, James C. and Kates, Robert A. (2005). *Art of the Event: Complete Guide to Designing and Decorating Special Events (The Wiley Event Management Series)*

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
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M18JM4020	Film Studies	HC	3	0	0	3	3
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Course Description:

The course Film Studies is the study of the production, aesthetics and history of the 20th century’s most important visual medium—the cinema. As an effective storytelling device, as a historical document, as an expression of imagination, as an artistic object, there is no form more capable of capturing our interest and provoking the senses. Cinema can create worlds of magic, fantasy and romance just as easily as it can expose the dim reality of actually lived life. The primary interest in this course will be in reading—in this case, reading the language of cinema in order to improve our critical understanding of the way texts create meaning.

Course Objectives:

- To teach students how to read and analyze films much like a novel, a poem or a short story
- To help students to familiarize themselves with certain theoretical ideas presented by major film theorists
- To ensure that the students explore the major aesthetic trends in the history of cinema
- To impart to the students a greater understanding of the way art works—how it manipulates reality to make a thematic point (political, social, philosophical, sexual, aesthetic, etc.)

Learning Outcomes:

On successful completion of this course, students will be able to:

- Explain key terms and concepts in film studies
- Analyze a range of significant films in relation to key questions in film studies
- Read and interpret criticism and apply it within an academic argument
- Develop primary and secondary sources relevant to the area of study
- Plan and write logical and coherent arguments based on evidence, and engage in critical debates

COURSE CONTENT

Unit I- Introduction to Film Studies

12 Hours

What is cinema? Definition of cinema; The concept of persistence of vision. Film’s relationship to each of the arts: music, dance, literature, theatre, architecture, photography and painting. The relationship between film and 20thcentury art movements: impressionism, cubism, surrealis; Visual literacy: The vocabulary of film: shot, scene, sequence, frame, composition in depth, point of view, transitions, Mise-en-scène etc. The tools of expression- frequency and number of shots, the size of the subject in the frame, the angle of view, composition and balance, the use of lighting and color, the movement of camera and lens, how images come to express meanings and its relation with the word-meanings; Film formats: celluloid and digital; Element of sound: dialogues, background score, music, silence, ambience.

Unit II- Film styles and Genres

12 Hours

Film styles and Genres: Image and editing. To what extent does film manipulate reality? ; Different genres. Analysis of recurrent themes, images, and narrative structures. Action, adventure, comedy, drama, epic/historical, horror, Sci-fi, war etc.; Other formats i.e. short films: fiction & non-fiction, promotional, propaganda, corporate, educational, advertizing films.

Unit III- History of Film

12 Hours

Film history: Development of film in Europe, US and India. Important directors and their contribution to world cinema, film companies and films; World cinema: D. W. Griffith, Sergei Eisenstein, Robert Flaharty, Vittorio De Sica, Walt Disney, Charles Chaplin, Franscois Trufautt, Jean Luc Godard, Ingmar Bergmen, Alfred Hitchcock, Akira Kurosowa, Steven Speilberg, Majid Majidi, etc.Indian cinema: V. Shantaram, Satyajit Ray, Shyam Benegal, Ritwik Ghatak, Girish Karnad, Raj Kapoor, Guru Dutt, Adoor Gopalkrishnan, Mrinal Sen, Bimal Roy, Maniratnam, and contemporary trend-setting directors; Trends in Kannada Cinema

Unit IV- Film Institutions

12 Hours

Film institutions: NFDC, NFAI, FTII, Film Festivals Authority of India, Children Film Society. Film Society movement; International film festivals; Films as an industry; Film Censorship; Film Studies: Film appreciation, analysis, criticism etc. Reviewing films for various media

References:

1. J Kumar Keval. (2006). *Mass communications in India*. Mumbai: Jaico Publication.
2. Thoraval, Yves (2000). *The Cinema of India (1896-2000)*, Macmillan Publishers India; First edition
3. Roberge, Gaston. (1987). *The Subject of Cinema*. Seagull Books Pvt. Limited
4. Roberge, Gaston (1977) *Films for an ecology of Mind*. Seagull Books Pvt. Limited
5. Halliwell (1977). *The Filmgoers Companion* 6th Edition
6. Arora: *Encyclopedia of Indian Cinema*

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
M18JM4031	Environmental Communication	SC	4	0	0	4	4

Course Description

This course Environmental Communication is an area of growing interest within the communication discipline; this course provides an overview of its theoretical approaches, research literature, and practical applications. The course discusses the social construction of nature, and human relationships with nature, through discourse, rhetoric, and communication practices. Students have to adopt critical and cultural approaches to environmental discourses through studying environmental issues in organizational, mass media, political, and international contexts.

Course Objectives:

- To help the students in generating understanding of environmental issues
- To enable the students to enforce public participation in environmental decision-making
- To ensure that students can undertake expert-public-government dialogue
- To enable students to devise communication messages to address environmental risk, environmental advocacy, deliberation, and public relations

Learning Outcomes:

At the end of the course, students will be able to-

- Infer ways in which public discourses socially construct relationships between nature and humans
- Interpret critical and cultural approaches to environmental communication
- Formulate communication skills relevant to disseminating environmental information in organizational, political, and international contexts
- Assess key issues in environmental conflicts, risk communication, and democratic participation in policy-making

COURSE CONTENT

Unit I-Introduction to Environmental Communication

12 Hours

Basic perspective: Definition, nature and importance of environment parameters of Environment; Environmental hazards, Pollution- natural and Man-made; Contemporary issues: Local, National, International Environmental issues; Environmental protection programmes and strategies.

Unit II- Media and Environment

12 Hours

Media & empowerment: Role of media in protecting the Environment and Ecology; Communication strategies for on-going campaigns - A detailed study of specialized environment ecology; Media organization and units.

Unit III- Environmental Protection and Media

12 Hours

Development v/s environment debate: International agreement; Earth summits; Protection of environment; Natural resources, Flora- fauna, rivers and eco-system; Laws protecting environment; Problems in safeguarding the system.

Unit IV- Writing and Reporting Environmental Issues

12 Hours

Writing and reporting environmental issues: Environmental reporting; Types of stories- investigative, in-depth and interpretative; Writing for different media; Case studies of major environmental movements and media response in India

Reference Books:

1. Smith, Edward Gold & Hildyard, Nicholas (Edt). 1988). *The Earth Report*, London Oxford University Press
2. Chhokar, Kiran B et al. (Eds). (1999). *Understanding Environment*, New Delhi Safe Publication
3. Chopra, Kanchon & Gulati, S C (Eds) (2000). *Migration, Common Property Resources and Environmental Degradation*, (2001). New Delhi. Sage Publication.

4. Singh, Katar And Ballabh, Vishwa, (Eds) (2001). *Cooperative Management Of Natural Resources*, New Dehli Safe Publication.
5. Parikit, Jyoti,(Edt) (2002). *Sustainable Management Of Wetlands*, New Delhi. Sage Publication.
Jefferry, Roger & Sundar, Nandini (Eds) (2003). *A New Moral Economy For India's Forests*, New Delhi Sage Publication
6. Shahay, Udaya, (Edt), (2006). *The Indian Media, Illusion, Dellusion & Reality*, New Delhi Roop & Co.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
M18JM4032	Technical Writing	SC	4	0	0	4	4

Course Description:

This course focuses on the kind of writing that fills manuals—description, instruction, and analysis. The students will read and discuss technical documents as well as materials about technical writing. There is a special focus on audience as evidenced in this quote from the Society for Technical Communicator’s Code of Ethics: Technical writers “satisfy the audience’s need for information, not the writer’s own need for self-expression.” This kind of writing is all about the reader which the students will master by the end of the course.

Course Objectives:

- To explain to the students how technical writing differs from academic writing
- To provide the students with a proper insight into the key elements of technical writing
- To make the students understand the role that communication plays within an organization
- To ensure that the student understand the importance of good communication skills
- To ensure that the students are proficient in the foundations of technical writing.

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Relate clearly specialized information from a technical field to a non-specialized audience
- Assess effectiveness and validity of information sources, such as web sites, business documents, and professional journals
- Develop strategies for information design, to include producing visually enhanced documents
- Summarize larger texts in clear, direct style for practical applications
- Construct documents with peer exchange and as per professional guidelines
- Design and produce a technical writing project

COURSE CONTENT/ SYLLABUS

Unit I- Overview of the Technical Writing Process

12 Hours

Overview of the technical writing process, outlining, Getting information: technical specifications, prototypes, legacy documentation; Subject matter experts, interview with users

Unit II- Technical Writing Basics

12 Hours

Writing Basics: Audience, terminology, types of content, interface information, reference information, conceptual information, procedural information, writing task oriented information, illustrations and graphics; Process of Writing-Spelling, grammar and style: correct spelling and word usage; Using the right style, readability, significance of worldwide audience

Unit III- Editing

12 Hours

Editing; preventive measures, establishing style guidelines, terminology, examining legacy documentation, editorial checklists; Indexing, effective research using the Internet, editing copy and re-writing; Legal considerations of publishing on the web.

Unit IV- Knowing the audience for Technical Writing

12 Hours

Knowing the audience: understanding how people use the web, differences between writing and editing for the web and for other media; Customizing content, updating web content. Securing Online Content - Creative Commons, Copyscape, career opportunities in content writing

References:

1. Gerald J Alfred et al, *St Martin's, Handbook of Technical Writing Press*, St Martin's Press, London.
2. Ross-Larson, Bruce, *Writing for the Information Age*, WW Norton & Co., London
3. Young, Matt, *Technical Writer's Handbook: Writing with Style and Clarity*, NY USB
4. Pfeiffer, William Sanborn, *Technical Writing: A Practical Approach* (5th ed) NY PHI
5. Holloway, Brian R, *Technical Writing Basics: A Guide to Style and Form* (2nd ed).

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
M18JM4033	Digital Media Marketing	SC	3	0	1	4	4

Course Description:

This course has been planned to offer training to the students to develop a strong grip over the aspects of Internet, Social Media and Mobile Marketing that we think are most relevant to the marketing mix for 'Business to Business' (B2B), 'Business to Consumer' (B2C) and 'Not-for-Profit' marketing, communications and PR.

Course Objectives:

- To help the students to explore the emerging tools offered by internet and social media in marketing

- To provide the students with the appropriate skills to understand and estimate the mind-set of online consumers
- To help the students to understand the intricacies of Search Engine Optimization

Learning Outcomes:

Upon completion of the course, the students will be able to:

- Apply the emerging tools offered by internet and social media in marketing
- Estimate the mind-set of online consumers
- Apply the intricacies of Search Engine Optimization

COURSE CONTENT/ SYLLABUS

Unit I- Introduction to Digital Marketing

12 Hours

Website Marketing: Overview of websites -e-commerce. Usability testing; Website user experience. Bookmarking and News aggregators. Really Simple Syndication (RSS); Creating a website and content management tool using WordPress (hands on exercise)

Unit II- Website Marketing

12 Hours

Introduction: Introduction to course objective, digital publications & blogging, Special considerations in segmentation, consumer behaviour in digital, basic tenets of direct marketing: Target, List, Offer, Testing

Unit III- Search engine optimization

12 Hours

Search engine optimization (SEO): Search engine optimization (SEO) tools and techniques, Meta Tags, free vs. paid SERPs, Google Adwords and AdSense, Page Rank, Alexa Ranking, Web analytics

Unit IV- Marketing on Social Media

12 Hours

Marketing on Social Media: Content management strategy, Social Networking Sites, Maps, Behavioural Targeting, Ads on social Media networks; Marketing opportunities for Business to business (B2B) and Business to Consumer (B2C) and Not-For-Profit; Mobile Marketing: Overview of the B2B and B2C Mobile Marketing. Mobile Sites, Apps (Applications) and Widgets; Trends, Opportunities and pitfalls of Mobile Marketing. Platforms and Handsets. User interface and architectures.

Reference books

1. Brogan, Chris. (2012). *Trust Agents: Using the Web to Build Influence, Improve Reputation, and Earn Trust*
2. Scott, David Meerman. (2013). *The New Rules of Marketing and PR*
3. Shih, Clara (2010), *The Facebook Era: Tapping online social networks to build better products reach new audiences and sell more stuff*
4. Enge Et. Al *The Art of a SEO 2e*

5. Ryan, Damian and Jones, Calvin, (2008). *Understanding digital media marketing: Marketing Strategies for Engaging the Digital Generation*

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
M18JM4040	Major Project (Documentary / Dissertation)	HC	0	0	8	8	-

CAREER COUNSELING AND PLACEMENT

Having a degree will open doors to the world of opportunities for you. But Employers are looking for much more than just a degree. They want graduates who stand out from the crowd and exhibit real life skills that can be applied to their organizations. Examples of such popular skills employers look for include:

1. Willingness to learn
2. Self motivation
3. Team work
4. Communication skills and application of these skills to real scenarios
5. Requirement of gathering, design and analysis, development and testing skills
6. Analytical and Technical skills
7. Computer skills
8. Internet searching skills
9. Information consolidation and presentation skills
10. Role play
11. Group discussion, and so on

REVA University therefore, has given utmost importance to develop these skills through variety of training programs and such other activities that induce the said skills among all students. A full-fledged Career Counseling and Placement division, namely Career Development Center (CDC) headed by well experienced senior Professor and Dean and supported by dynamic trainers, counselors and placement officers and other efficient supportive team does handle all aspects of Internships and placements for the students of REVA University. The prime objective of the CDC is to liaison between REVA graduating students and industries by providing a common platform where the prospective employer companies can identify suitable candidates for placement in their respective organization. The CDC organizes pre-placement training by professionals and also arranges expert talks to our students. It facilitates students to career guidance and improve their

employability. In addition, CDC forms teams to perform mock interviews. It makes you to enjoy working with such teams and learn many things apart from working together in a team. It also makes you to participate in various student clubs which helps in developing team culture, variety of job skills and overall personality.

The need of the hour in the field of media and entertainment industry is efficient leaders of repute, who can deal the real time problems with a flavour of innovation. This kept in focus, the CDC in cooperation with the respective Schools has designed the training process, which will commence from second semester along with the curriculum. Special coaching in personality development, career building, English proficiency, Writing and reporting skills, reasoning, puzzles, leadership, and strategic management and communication skills to every student of REVA University is given with utmost care. The process involves continuous training and monitoring the students to develop their soft skills including interpersonal skills that will fetch them a job of repute in the area of his / her interest and march forward to make better career. Here, after the completion of the M A Journalism and Communication program, one can look for career options in Print Media, TV and New Media, Corporate Communication, Animation, Advertising, Technical Writing, Content Writing/Editing, Blogging, Vlogging, Webcasting, Podcasting, Event Management, Media Analyst in Media and Entertainment Industry, Research and Teaching.

The University has recognized skill development and industry relationship as its very important activities. Therefore, the University-Industry Interaction and Skill Development Centre headed by a Senior Professor & Director has been established to facilitate skill related training to REVA students and other unemployed students around REVA campus. The center conducts variety of skill development programs to students to suite to their career opportunities. Through this skill development centre the students shall compulsorily complete at least two skill / certification based programs before the completion of their degree. The University has collaborations with Industries, Corporate training organizations, research institutions and Government agencies like NSDC (National Skill Development Corporation) to conduct certification programs. REVA University has been recognised as a Centre of Skill Development and Training by NSDC (National Skill Development Corporation) under Pradhan Mantri Kaushal Vikas Yojana.

The University has signed MOU's with Multi-National Companies, research institutions, Government agencies like NSDC (National Skill Development Corporation) and universities abroad to facilitate greater opportunities of employability, students' exchange programs for higher learning and for conducting certification programs.

List of the Faculty Members of the School

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3	Dr.Premalatha.S	Assistant Professor	premalatha.s@reva.edu.in
4	Dr.Abhisarika Prajapati	Assistant Professor	abhisarika.p@reva.edu.in
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6	Prof. Vijayalakshmi Sam	Assistant Professor	vijisjm@reva.edu.in
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18	Prof. Jagadeesh YC	Assistant Professor	jagadeesh.yc@reva.edu.in
19	Prof.LingappaBM	Assistant Professor	lingappabm@reva.edu.in
20	Dr. Sreenivas Murthy	Associate Professor	sreenivasamk@reva.edu.in

DO'S AND DON'TS

DO'S

1. Maintain discipline and respect the rules and regulations of the university
2. Be regular and punctual to classes
3. Study regularly and submit assignments on time
4. Be respectful to your Teachers/friends and hostel staff/management.
5. Read the notice board (both at your college and the hostel) regularly.
6. Utilize your Personal Computer for educational purpose only.
7. Follow the code of conduct.
8. Visit Health Center on the campus whenever you are unwell.
9. Be security conscious and take care of your valuables especially Cash, Mobile Phones, Laptop and other valuables.
10. Carry your valuables along with you whenever you proceed on leave/vacation.
11. Use electric appliances, lights and water optimally.
12. Keep the campus clean and hygienic.
13. Use decent dressing.

DON'TS

1. Ragging inside / outside the campus.
2. Possession of Fire arms and daggers etc.
3. Use of Alcohols, Toxic drugs, sheesha, gutkha and hashish/heroin etc.
4. Use of Crackers, explosives and ammunition etc.
5. Smoking and keeping any kind of such items.
6. Misusing college & hostel premises/facilities for activities other than studies.
7. Playing loud music in the room which may disturb studies of colleagues / neighbours.
8. Making noise and raising slogans.
9. Keeping electrical appliances, other than authorized ones.
10. Involvement in politics, ethnic, sectarian and other undesirable activities.
11. Proxy in any manner.
12. Use of mobiles in the academic areas.

Note: 1. Rules are revised / reviewed as and when required.

2. Healthy suggestions are welcome for betterment of Institution