



SCHOOL OF ARTS AND HUMANITIES
M.A. IN JOURNALISM AND MASS COMMUNICATION
HAND BOOK

2017

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Rukmini Educational
Charitable Trust

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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-centered 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 interdisciplinary 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 Centers” 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 endeavor 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, Commerce, Education, Engineering, Environmental Science, 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 Degree College (Evening), REVA Independent PU College at Kattigenahalli, Ganganagar and Sanjaynagar and now REVA University. Through these institutions, the Trust seeks to fulfill its vision of providing world class education and create abundant opportunities for the youth of this nation to excel in the areas of Engineering, Architecture, Commerce, Management, Education, Law and Arts, 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 notch 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 M. Phil and 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 14,000 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 facilitating conducive environment for studies, research and overall personality development. The unique feature of REVA campus is the largest residential facility for students, faculty members and supportive staff.

The University is presently offering 23 Post Graduate Degree programs, 20 Degree and PG Degree programs in various branches of studies and has 12000+ students studying in various branches of knowledge at graduate and post graduate level and 302 Scholars pursuing research leading to PhD in 18 disciplines. It has 800+ 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 on 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.

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 Counseling and Placement (CCP) with world class infrastructure, headed by a dynamic experienced Professor & Dean, and supported by well experienced Trainers, Counselors 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. 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 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, Okalahoma 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 universities, viz, M.S in Computer Science one year in REVA University and one 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 the 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 and Padma Shree Shri Ignace Tirkey, Former Indian Hockey Player & Captain on the occasion of Founder's Day Celebration, 6th January, 2017.

REVA University is keen in promoting sports and cultural activities to inculcate cultural, traditional, ethical and moral values among our students. It has well planned sports facility with cricket ground, running track & variety of indoor and outdoor sports activities, facilities for cultural programs. Recently a music hall with all necessary gadgets / instruments has been established to promote cultural interest among students. REVA organises various cultural programs throughout the academic year. 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 Vidaaya' - 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 honored with many more such honors and recognitions.

SCHOOL OF ARTS AND HUMANITIES

The Master's and the Bachelor's Degree offered by the School aims to create graduates who have command over the respective subjects, and who can interact with contemporary thought and pursue research in their respective specializations. A Bachelor's degree in Journalism, English, and Psychology provides an individual with the necessary skills required to sustain in the fields associated with media, mental health, literature and communication to name a few. The triple combination opens wider avenues of career choices, and ensures that students can decipher their own specialties in each stream.

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.

Programme Educational Objectives

The programme educational objectives of MA Journalism & Communication of REVA University is to prepare post-graduates

1. PEO-1- Pursue Higher Education and work in Universities either as Professors or Researchers.
2. PEO-2- Occupy a position and work 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.
3. PEO-3- Start own enterprise and communicate with customers effectively and adapt a lifelong learning Skills for imparting Business.

Programme Specific Outcomes (PSO)

After completion of the programme the students will be able to:

1. Demonstrate the Knowledge in Journalism and Communication
2. Analyze and apply skills in Journalism and Communication effectively
3. Use different techniques to gather information in Journalism and Communication

Programme Outcomes (POs)

PO 1: Disciplinary knowledge: Capable of demonstrating comprehensive knowledge and in understanding Journalism, English and Psychology study.

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

PO 3: Problem solving: Capacity to 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: A sense of inquiry and capability for asking relevant/appropriate questions, and articulating; Ability to 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: Ability to 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: Ability to 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.

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 Bureau, 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

Summary of REVA University Regulations for Choice Based Credit System (CBCS) and Continuous Assessment Grading Pattern (CAGP) for Post Graduate Degree Program

1.0 Teaching and Learning Process

The teaching and learning process under CBCS-CAGP of education in each course of study will have three components, namely-

(i) L= Lecture (ii) T= Tutorial (iii) P= Practice, where:

L stands for **Lecture** session consisting of classroom instruction.

T stands for **Tutorial** session consisting participatory discussion / self-study/ desk work/ brief seminar presentations by students and such other novel methods that make a student to absorb and assimilate more effectively the contents delivered in the Lecture classes.

P stands for **Practice** session and it consists of Hands on Experience / Laboratory Experiments / Field Studies / Case Studies that equip students to acquire the much required skill component.

2.0. A course shall have either or all the three components. That means a course may have only lecture component, or only practical component or combination of any two or all the three components.

2.1. Various course of **study** are labeled and defined as: (i) Core Course (CC) (ii) Hard Core Course (HC), (iii) Soft Core Course (SC), (iv) Foundation Core Course (FC) and (v) Open Elective Course (OE).

(i) **Core Course:** A course which should compulsorily be studied by a candidate as a core-requirement is termed as a Core course.

(ii) **Foundation Course (FC):**

The foundation Course is a core course which should be completed successfully as a part of graduate degree program irrespective of the branch of study.

(iii) **Hard Core Course (HC):**

The **Hard Core Course** is a Core Course in the main branch of study and related branch (es) of study, if any that the candidates have to complete compulsorily.

(iv) **Soft Core Course (SC):**

A Core course may be a **Soft Core** if there is a choice or an option for the candidate to choose a course from a pool of courses from the main branch of study or from a sister/related branch of study which supports the main branch of study.

(v) **Open Elective Course:**

An elective course chosen generally from other discipline / subject, with an intention to seek exposure is called an **Open Elective Course**.

2.2. Project Work:

Project work is a special course involving application of knowledge in solving / analyzing /exploring a real life situation / difficult problem.

2.3. Minor Project:

A project work up to **Six to Eight credits** is called **Minor Project** work. A Minor Project work may be a hard core or a Soft Core as decided by the BOS / concerned.

2.4. Major Project / Dissertation:

A project work of **EIGHT, TEN, TWELVE, SIXTEEN or TWENTY** credits is called **Major Project** work. The Major Project / Dissertation shall be Hard Core.

3.0. Minimum Credits to be earned:

3.1. A candidate has to earn 96 credits for successful completion of M.A. in Journalism and Mass Communication degree with a distribution of credits for different courses as prescribed by the university.

3.2. A candidate can enroll for a maximum of 32 credits per Semester. However he / she may not successfully earn a maximum of 32 credits per semester. This maximum of 32 credits does not include the credits of courses carried forward by a candidate.

3.3. Only such full time candidates who register for a minimum prescribed number of credits in each semester from I semester to IV semester and complete successfully 96 credits in 4 successive semesters shall be considered for declaration of Ranks, Medals, Prizes and are eligible to apply for Student Fellowship, Scholarship, Free ships, and such other rewards / advantages which could be applicable for all full time students and for hostel facilities.

4.0. Add- on Proficiency Certification:

In excess to the minimum of 96 credits for the M.A. in Journalism and Mass Communication program, a candidate can opt to complete a minimum of 4 extra credits either in the same discipline/subject or in different discipline / subject to acquire **Add on Proficiency Certification** in that particular discipline / subject along with the degree.

4.1. Add on Proficiency Diploma:

In excess to the minimum of 96 credits for the M.A. in Journalism and Mass Communication degree program, a candidate can opt to complete a minimum of 18 extra credits either in the same discipline/subject or in different discipline / subject to acquire Add on Proficiency Diploma in that particular discipline / subject along with the M.A. in Journalism and Mass Communication The **Add -on Proficiency Certification / Diploma** so issued to the candidate contains the courses studied and grades earned.

5. Scheme of Assessment & Evaluation

5.1. The Scheme of Assessment and Evaluation will have **TWO PARTS**, namely;

- i. Internal Assessment (IA); and
- ii. Semester End Examination (SEE)

5.2. Assessment and Evaluation of each Course shall be for 100 marks. The Internal Assessment (IA) and Semester End Examination (SEE) of PG programs shall carry 50 marks each (i.e., 50 marks internal assessment; 50 marks semester end examination).

5.3. The 50 marks of Internal Assessment (IA) shall comprise of:

Internal Test	= 30 marks
Assignments	= 10 marks
Seminars	= 10 marks

5.4. There shall be **three internal tests** conducted as per the schedule given below. **The students have to attend all the three tests compulsorily.**

- **1st test** for 15 marks during **2nd part of the 6th week** of the beginning of the Semester;
- **2nd test** for 15 marks during **2nd part of the 13th week** of the beginning of the Semester; and
- **3rd test** for 15 marks during **2nd part of the 16th week** of the beginning of the Semester.

5.5. The coverage of syllabus for the said three tests shall be as under:

- For the **1st test** the syllabus shall be **First Unit and 1st half of Second Unit** of the Course;
- For the **2nd test** it shall be **Second half of Second Unit and Third Unit** of the Course;
- For the **3rd test** the syllabus will be **Fourth Unit** of the Course.

5.6. **Out of 3 tests, the highest marks secured in two tests are automatically considered while assessing the performance of the students.**

5.7. There shall be two Assignments and two Seminars each carrying 5 marks. Hence two assignments carry 10 marks (5+5 marks) and two seminars carry 10 marks (5+5 marks) as stated at Sl.No.5.3 above. In place of assignments and seminars, there shall be model designs or some task based activity wherein the number of designs/ activity the marks each design / activity carries shall be decided by the respective School Board. However such decision shall be done well in advance and it should be announced before commencement of the Semester after communicating the same to the Registrar and Registrar (Evaluation) to avoid ambiguity and confusion among students and faculty members.

5.8. The Semester End Examination for 50 marks shall be held during 19th and 20th week of the beginning of the semester and **the syllabus for the semester end examination shall be entire 4 units.**

5.9. **The duration of the internal test shall be 75 minutes and for semester end examination the duration shall be 3 hours.**

5.10. There shall be double evaluation, viz, first valuation by the internal teachers who have taught the subject and second evaluation shall be the external examiner.

5.11. The average of the two evaluations (internal examiner & external examiner) shall be the marks to be considered for declaration of results.

Summary of Continuous Assessment and Evaluation Schedule

Type of Assessment	Period	Syllabus	Marks	Activity
Allocation of Topics for Assignments / Seminars / Model Design	Beginning of 5 th Week	First Unit and Second Unit		Instructional process and Continuous Assessment
First Internal Test	Second Part of 6 th Week	First Unit and 1 st half of Second Unit	15	Consolidation of First Unit and 1 st half of Second Unit
Submission of Assignments/ Model Design	8 th Week	First Unit and Second Unit	5	Instructional process and Continuous Assessment
Seminars	9 th Week	First Unit and Second Unit	5	Instructional process and Continuous Assessment
Second Internal Test	2 nd Part of 13 th Week	2 nd half of Second Unit and Third Unit	15	Consolidation of 2 nd half of Second Unit and Third Unit
Allocation of	11 th Week	Third Unit and		Instructional process

Topic for 2nd Assignment / Seminars		Fourth Unit		and Continuous Assessment
Submission of Assignments/ Model Design	13 th Week	Third Unit and Fourth Unit	5	Instructional process and Continuous Assessment
Seminars	14 th Week	Third Unit and Fourth Unit	5	Instructional process and Continuous Assessment
Third Internal Test	2 nd Part of 16 th Week	Fourth Unit	15	Consolidation of entire Fourth Unit
Semester End Practical Examination	17 th & 18 th Week	Entire Syllabus	50	Conduct of Semester - end Practical Exams
Preparation for Semester– End Exam	17 th & 18 th Week	Entire Syllabus		Revision and preparation for semester–end exam
Semester End Theory Examination	19 th and 20 th Week	Entire Syllabus	50	Evaluation and Tabulation
	End of 21 st Week			Notification of Final Grades

Note:

1. **As per the model making is concerned, the School shall decide about the Marks and the Number of Model Designs and as well the schedule of allocation and presentation of model design(s). If the model design carries 5 marks, there shall be two model designs; and in case of 10 marks, there shall be one model design. However, the decision of the School should be announced in the beginning of the Semester for students to avoid ambiguity and confusion.*
2. *Examination and Evaluation shall take place concurrently and Final Grades shall be announced latest by 5 day after completion of the examination.*
3. *Practical examination wherever applicable shall be conducted after 3rd test and before semester end examination. The calendar of practical examination shall be decided by the respective School Boards and communicated well in advance to the Registrar (Evaluation) who will notify the same immediately.*

6. Assessment of Performance in Practicals

6.1. The performance in the practice tasks / experiments shall be assessed on the basis of:

- a) Knowledge of relevant processes;
- b) Skills and operations involved;
- c) Results / products including calculation and reporting

6.2. The 50 marks meant for continuous assessment of the performance in carrying out practical shall further be allocated as under:

i	Conduction of regular practical / experiments throughout the	20 marks
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	semester	
ii	Maintenance of lab records	10 marks
iii	Performance of mid-term test (to be conducted while conducting second test for theory courses); the performance assessments of the mid-term test includes performance in the conduction of experiment and write up about the experiment.	20 marks
	Total	50 marks

6.3. The 50 marks meant for Semester End Examination, shall be allocated as under:

i	Conduction of semester end practical examination	30 marks
ii	Write up about the experiment / practical conducted	10 marks
iii	Viva Voce	10 marks
	Total	50 marks

6.4. The duration for semester-end practical examination shall be decided by the concerned School Board.

7. Evaluation of Minor Project / Major Project / Dissertation:

Right from the initial stage of defining the problem, the candidate has to submit the progress reports periodically and also present his/her progress in the form of seminars in addition to the regular discussion with the supervisor. At the end of the semester, the candidate has to submit final report of the project / dissertation, as the case may be, for final evaluation. The components of evaluation are as follows:

I	Periodic Progress and Progress Reports (25%)
Ii	Results of Work and Draft Report (25%)
Iii	Final Evaluation and Viva-Voce (50%). Evaluation of the report is for 30% and the Viva-Voce examination is for 20%.

8. Provision for Appeal

If a candidate is not satisfied with the evaluation of Internal Assessment components (Mid-term Tests and Assignments), he/she can approach the grievance cell with the written submission together with all facts, the assignments, test papers etc, which were evaluated. He/she can do so before the commencement of respective semester-end examination. The grievance cell is empowered to revise the marks if the case is genuine and is also empowered to levy penalty as prescribed by the university on the candidate if his/her submission is found to be baseless and unduly motivated. This cell may recommend taking disciplinary/corrective action on an evaluator if he/she is found guilty. The decision taken by the grievance cell is final.

For every program there will be one grievance cell. The composition of the grievance cell is as follows:-

- The Registrar (Evaluation) - Ex-officio Chairman / Convener
- One Senior Faculty Member (other than those concerned with the evaluation of the course concerned) drawn from the school / department/discipline and/or from the sister schools / departments/sister disciplines – Member.
- One Senior Faculty Members / Subject Experts drawn from outside the University school / department – Member

9.0 Eligibility to Appear for Semester - end Examination.

Only those students who fulfill a minimum of 75% of attendance in aggregate of all courses including practical courses / field visits etc, as part of the program shall be eligible to appear for Semester End Examination.

10. Requirements to Pass a Course / Semester and Provision to Drop / withdraw Course

10.1 Requirements to Pass a Course

A candidate's performance from IA and SEE will be in terms of scores, and the sum of IA and SEE scores will be for a maximum of 100 marks (IA = 50 + SEE = 50) and have to secure a minimum of 40% to declare pass in the course. However, a candidate has to secure a minimum of 25% (12 marks) in Semester End Examination (SEE) which is compulsory.

10.2. Requirements to Pass a Semester

To pass the semester, a candidate has to secure minimum of 40% marks in each subject / course of study prescribed in that semester.

10.3. Provision to Carry Forward the Failed Subjects / Courses:

A student who has failed in a given number of courses in odd and even semesters shall move to next semester of immediate succeeding year and final year of the study. However, he / she shall have to clear all courses of all semesters within the double duration, i. e., within **four years** of admission of the first semester failing which the student has to re-register to the entire program.

10.4. Provision to Withdraw Course:

A candidate can withdraw any course within ten days from the date of notification of final results. Whenever a candidate withdraws a course, he/she has to register for the same course in case it is hard core course, the same course or an alternate course if it is Soft Core Course or Open Elective Course.

A DROPPED course is automatically considered as a course withdrawn.

1. Re-Registration and Re-Admission:

11.1. A candidate's class attendance in aggregate of all courses in a semester is less than 75% or as stipulated by the University and is considered as dropped the semester and is not allowed to appear for Semester End Examination (SEE) shall have to seek re-admission to that semester during subsequent semester / year within a stipulated period.

11.2 In such a case where in a candidate drops all the courses in a semester due to personal reasons, it is considered that the candidate has dropped the semester and he / she shall seek re-admission to such dropped semester.

2. Attendance Requirement:

- a. All students must attend every lecture, tutorial and practical classes.
- b. In case a student is on approved leave of absence (e g:- representing the university in sports, games or athletics, placement activities, NCC, NSS activities and such others) and / or any other such contingencies like medical emergencies, the attendance requirement shall be minimum of 75% of the classes taught.
- c. Any student with less than 75% of attendance in a course in aggregate during a semester shall not be permitted to appear to the end semester (SEE) examination.

d. Teachers offering the courses will place the above details in the School / Department meeting during the last week of the semester, before the commencement of SEE, and subsequently a notification pertaining to the above will be brought

out by the Head of the School before the commencement of SEE examination. A copy of this notification shall also be sent to the office of the Registrar & Registrar (Evaluation).

e. **Absence during Internal Test:**

In case a student has been absent from a internal test due to the illness or other contingencies he / she may give a request along with necessary supporting documents and certification from the concerned class teacher / authorized personnel to the concerned Head of the School, for conducting a separate internal test. The Head of the School may consider such request depending on the merit of the case and after consultation with course instructor and class teacher, and arrange to conduct a special internal test for such candidate(s) well in advance before the Semester End Examination of that respective semester. Under no circumstances internal tests shall be held / assignments are accepted after Semester End Examination.

3. **The Grade and the Grade Point:**

The Grade and the Grade Point earned by the candidate in the subject will be as given below.

Marks P	Grade G	Grade Point (GP=V x G)	Letter Grade
90 > 100	10	v*10	O
80 > 90	9	v*9	A+
70 > 80	8	v*8	A
60 > 70	7	v*7	B+
55 > 60	6	v*6	B
50 > 55	5.5	V*5.5	C+
40 > 50	5	v*5	C
0-40	0	v*0	F
ABSENT			AB

O - Outstanding; A+-Excellent; A-Very Good; B+-Good; B-Above Average; C+-Average; C-Satisfactory; F – Unsatisfactory.

Here, P is the percentage of marks (P=[IA + SEE]) secured by a candidate in a course which is **rounded to nearest integer**. V is the credit value of course. G is the grade and GP is the grade point.

4. **Provisional Grade Card:**

The tentative / provisional Grade Card will be issued by the Registrar (Evaluation) at the end of every Semester indicating the courses completed successfully. The provisional grade card provides **Semester Grade Point Average** (SGPA). This statement will not contain the list of DROPPED / WITHDRAWN courses.

14.1 Computation of SGPA

The Following procedure to compute the Semester Grade Point Average (SGPA)

The SGPA is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student in a

given semester, i.e : $SGPA (Si) = \frac{\sum(Ci \times Gi)}{\sum Ci}$ where Ci is the number of credits of the i th course and Gi is the grade point scored by the student in the i th course.

Illustration for Computation of SGPA

Illustration No. 1

Course	Credit	Grade Letter	Grade Point	Credit Point (Credit x Grade)
Course 1	4	A+	9	4X9=36
Course 2	4	O	10	4X10=40
Course 3	3	B+	7	3X7=21
Course 4	3	O	10	3X10=30
Course 5	3	A	8	3X8=24
Course 6	3	B	6	3X6=18
Course 7	2	O	10	2X10=20
Course 8	2	A	8	2X8=16
	24			205

Thus, $SGPA = 205 \div 24 = 8.54$

Illustration No. 2

Course	Credit	Grade letter	Grade Point	Credit Point (Credit x Grade point)
Course 1	4	O	10	4X10=40
Course 2	4	A+	9	4X9=36
Course 3	3	A+	9	3X9=27
Course 4	3	B+	7	3X7=21
Course 5	3	B	6	3X6=18
Course 6	3	A	8	3X8=24
Course 7	2	B+	7	2X7=14
Course 8	2	O	10	2X10=20
	24			200

Thus, $SGPA = 200 \div 24 = 8.33$

15. Challenge Valuation:

A student who desires to apply for challenge valuation shall obtain a Xerox copy of the answer script by paying the prescribed fee within 10 days after the announcement of the results. He / She can challenge the Grade awarded to him/her by surrendering the Grade Card and by submitting an application along with the prescribed fee to the Registrar (Evaluation) within 10 days after the announcement of the results. **This challenge valuation is only for Semester End Examination (SEE) component.**

- b. The answer scripts for which challenge valuation is sought for shall be evaluated by another external examiner (third examiner) who has not involved in the first evaluation. The higher of two marks from the average of first two valuations and challenge valuation shall be the final.

16. Final Grade Card:

Upon successful completion of M.A. in Journalism and Mass Communication degree a Final Grade card consisting of Grades / CGPA of all courses successfully completed by the candidate shall be issued by the Registrar (Evaluation).

16.1. Cumulative Grade Point Average (CGPA):

Overall Cumulative Grade Point Average (CGPA) of a candidate after successful completion of the required number of credits (96) for M.A. in Journalism and Mass Communication degree is calculated taking into account all the courses undergone by a student over all the semesters of a program, i. e

$CGPA = \frac{\sum(C_i \times S_i)}{\sum C_i}$ Where S_i is the SGPA of the i^{th} semester and C_i is the total number of credits in that semester.

The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

Illustration:

CGPA after Final Semester

Semester (ith)	No. of Credits (Ci)	SGPA (Si)	Credits x SGPA (Ci X Si)
1	24	8.33	24 x 8.33 = 199.92
2	24	8.54	24 x 8.54 = 204.96
3	24	9.35	24x9.35 = 224.4
4	24	9.50	24x9.50 = 228.0
Cumulative	96		857.28

Thus, $CGPA = \frac{24 \times 8.33 + 24 \times 8.54 + 24 \times 9.35 + 24 \times 9.50}{96} = 8.93$

CONVERSION OF GRADES INTO PERCENTAGE:

Conversion formula for the conversion of CGPA into Percentage is:

Percentage of marks scored = CGPA Earned x 10

Illustration: CGPA Earned 8.93 x 10=89.30

17. Classification of Results

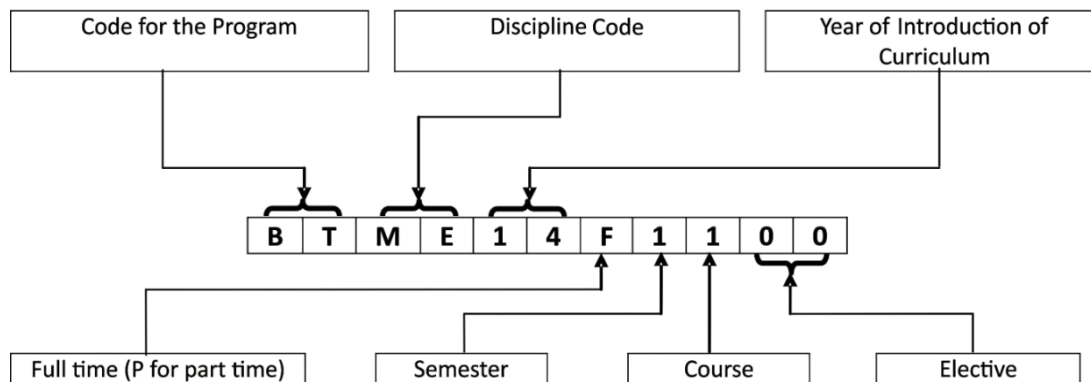
The final grade point (FGP) to be awarded to the student is based on CGPA secured by the candidate and is given as follows.

CGPA	Grade (Numerical Index)	Letter Grade	Performance	FGP
	G			Qualitative Index
9 >= CGPA 10	10	O	Outstanding	Distinction
8 >= CGPA < 9	9	A+	Excellent	
7 >= CGPA < 8	8	A	Very Good	First Class
6 >= CGPA < 7	7	B+	Good	
5.5 >= CGPA < 6	6	B	Above average	Second Class
> 5 CGPA < 5.5	5.5	C+	Average	
> 4 CGPA < 5	5	C	Satisfactory	Pass

Overall percentage=10*CGPA

18. With regard to any specific case of ambiguity and unsolved problem, the decision of the Vice-Chancellor shall be final.

Course Numbering Scheme



List of Codes for Programs and Disciplines / Branch of Study

Program Code	Title of the Program	Discipline Code	Name of the Discipline / Branch of Study
BA	Bachelor of Arts	AE	Advanced Embedded Systems
BB	BBA (Bachelor of Business Administration)	AI	Advanced Information Technology
BC	B.Com (Bachelor of Commerce)	AP	Advanced Power Electronics
BR	B. Arch (Bachelor of Architecture)	CA	Computer Aided Structural Engineering
BS	B Sc, BS (Bachelor of Science)	CE	Civil Engineering
BT	B.Tech (Bachelor of Technology)	CH	Chemistry
BP	Bachelor of Computer Applications	CO	Commerce
BL	LLB (Bachelor of Law)	CS	Computer Science and Engineering / Computer Science
MA	Master of Arts	DE	Data Engineering and Cloud
MB	MBA (Master of Business Administration)	EC	Electronics and Communication Engineering
MC	M.Com (Master of Commerce)	EN	English
MS	M.Sc / MS (Master of Science)	MD	Machine Design and Dynamics
MT	M Tech (Master of Technology)	ME	Mechanical Engineering
MO	Master of Computer Applications	EE	Electrical & Electronics Engineering
MJ	Master of Journalism & Mass Communication	JE	Journalism, English & Psychology

MA- Journalism and Mass Communication

Scheme of Instruction

Sl. No	Course Code	Title of the Course	HC/ SC SE/ CC	Credit Pattern			
				L	T	P	Total
FIRST SEMESTER							
1	17F1100	Principles of Mass Communication	HC	4	0	0	4
2	17F1200	Advanced Reporting and Editing	HC	4	0	0	4
3	17F1300	Development Communication	HC	3	0	1	4
4	17F1400	Communication Theories	HC	4	0	0	4
5	17F1500	Environmental Communication	HC	4	4	0	4
6	17F1600	Lab Journal Production	HC	0	0	2	2
		Total Credits					22
SECOND SEMESTER							
1	17F2100	Communication Research Methods	HC	3	0	1	4
2	17F2200	Media Laws and Ethics	HC	4	0	0	4
3	17F2300	Visual Communication	HC	3	0	1	4
4	17F2400	Radio Production	HC	3	0	1	4
5	17F2510	Science Journalism	SC	2	2	0	4
6	17F2520	Branding and Marketing Research	SC				
7	17F2530	Fundamentals of Photography	SC				
8	17F2610	Business Journalism	SC	2	2	0	4
9	17F2620	Political Communication	SC				
10	17F2630	Sports Journalism	SC				
	17F3700	Internship*					
		Total Credits					24
*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	17F3100	Media Management and Entrepreneurship	HC	4	0	0	4
2	17F3200	Television Production	HC	3	0	1	4
3	17F3300	PR & Corporate Communication	HC	3	1	0	4
4	17F3410	New Media	SC	3	0	1	4
5	17F3420	Documentary and News Production	SC				
6	17F3500	Principles and Practices of Advertising	HC	3	0	1	4

7	17F3600	Media & Society	OE	4	0	0	4
8	17F3700	Internship	HC	0	0	2	2
		Total Credits					26

FOURTH SEMESTER							
1	17F4100	Event Management	HC	3	0	1	4
2	17F4200	Film Studies	HC	3	1	0	4
3	17F4300	International Communication	HC	4	0	0	4
4	17F4410	Technical Writing	SC	3	1	0	4
5	17F4420	Digital Media Marketing	SC				
6	17F4500	Major Project- <i>Documentary/Dissertation</i>	HC	0	1	7	8
		Total Credits					24
	Total Credits of Four Semesters						96

Syllabus

FIRST SEMESTER

Course Code	Duration	Course Title		L	T	P	C
MAJM17F1100	16 weeks	PRINCIPLES OF MASS COMMUNICATION	HC	4	0	0	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 Contents:

UNIT – I

Aspects of Communication: Fundamentals of Communication: Meaning & Elements/components of human communications; 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: 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: Tools of Mass Communication: Folk Media, Newspapers, Magazines, Radio, TV, Films, Records, Internet - Advertising, Public Relations & Public Affairs

UNIT – IV-

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:

- McQuail's Mass Communication Theory (4th and 5th Edition): Denis McQuail
- Communication for Development in the Third World: Srinivas Melkote and H. Leslie Steeves
- India's Communication Revolution: Arvind Singhal and Everett Rogers
- Mass Communication Effects: Joseph Klapper
- Many Voices One World: Report of the McBride Commission
- Mass Communication: Rowland Lorimer
- Understanding Mass Communication: Melvin DeFleur
- Development Communication: Uma Narula
- Electronic Media and Communication Research Methods: G.K. Parthasarathi

Course Code	Duration	Course Title		L	T	P	C
MAJM17F1200	16 weeks	ADVANCED REPORTING AND EDITING	HC	4	0	0	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 Contents:

UNIT-I

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

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

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

UNIT- IV

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

- News Reporting and Writing'. Mencher, Melvin. MC Graw Hill, NY. 2003.
- The Complete Reporter'.(4th ed.). Harris, Julian et. Al., Macmillian, NY. 1981. Interpretative Reporting'.(7th Edn). Curtis Macdougall. Macmillian, NY. 1977.
- Reporting for the Print media'. (2nd ed) .;Fedler, Fred. Harcourt, Bruce Jovanovich Inc., NY. 1979.
- News Reporting and Writing'.(9th ed). Mencher, Melvin. McGraw Hill, NY. 2003.
- Professional Journalism' MV Kamath, Vikas Pub. New Delhi .1980.
- Professional Journalism' JanNakemulder et al. Anmol Pub. New Delhi, 1998.
- Journalism Today' .Navin Chandra &Chaugan, Kanishka Pub. New Delhi. 1997.
- Style in Journalism'. PVL, Narasimha Rao, Orient Longman, Chennai. 1998 Writing Feature Articles'. Brendan Hennesay, Heinemann Pub. London. 1989. Beyond the facts: A guide to the art of feature writing', Touis Alexander, Gulf pub. London, 1982.

Course Code	Duration	Course Title		L	T	P	C
MAJM17F1300	16 weeks	DEVELOPMENT COMMUNICATION	HC	3	0	1	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 Contents:

UNIT – I

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: 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 and 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: 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.

Practicals

- 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:

- P. Dahama and O.P.Bhatnagar, Educational and communication for development Oxford and IBH Publishing Co.Pvt. Ltd. New Delhi, 2nd Edition.
- Srinivas R. Melkote and H.LeslieSteeves, Communication for Development in the Third world, Sage Publication, New Delhi, 2nd Ed.
- Schramm and Lerner, (1967), Communication and change in the developing countries. Honolulu, East West Center Press.
- Srinivas Melkote and H. LaslieSteovs, Communication for Development in the Third World, 2nd Edition, Sage, ND.

Course Code	Duration	Course Title		L	T	P	C
MAJM17F1400	16 weeks	COMMUNICATION THEORIES	HC	4	0	0	4

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 Contents:

UNIT –I

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

UNIT –III

Theories about the Role of Media in Every Day Life: Rise of Cultural theory in Europe, Marxist theories; Neo-Marxism; Political economy theory; Social construction of reality; Framing Analysis, Priming, Discourse Analysis

UNIT-IV

Media And Audiences: Marshall McLuhan's Global Village, Knowledge gap; Agenda setting; Gatekeeping; International Communication Theories- World Systems, Dependency, Cultural Imperialism, Globalization, Hegemony, Public Sphere, Propaganda

References

- Mass communication theory: An introduction - Denis Mcquail
- The process and effects of mass communication - Wilbur Schramm
- Mean, messages and media - Wilbur schramm
- The effects of mass communication - Joseph Klapper
- Mass communication theory - Stanley J.Baran and Dennis K.Davis
- Theories of Mass Communication -Melvin L.DeFleur and Sandra Ball Rokeach
- Denis Mc Quail 2004. Mass Communication Theory, New Delhi, Sage publication
- Theories of Communication- A short introduction, London, Sage publication
- Stanley S. Baran and Dennis K. Davis 1999, Mass Communication Theory:
- Foundations Ferment and future, Singapore- Thomson Wadsworth

Course Code	Duration	Course Title		L	T	P	C
MAJM17F1500	16 weeks	ENVIRONMENTAL COMMUNICATION	HC	4	0	0	4

Course Description

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.

Prerequisites: Acquaintance with the climate and environment news and issues

Pedagogy: Direct, ICT and Digital, Collaborative Method

Course Objectives:

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

Course Outcomes:

On completion of this course, the students will be able to-

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

Course Contents:

UNIT-I

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 & 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

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: 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:

- Edward Gold Smith, Nicholas Hildyard(Edt). 1988. The Earth Report, London Oxford University Press
- Susan D. Lanier- Graham, the Ecology of War, (Eds) 1993. New York Walker Publishing Company.
- Kiran B Chhokar, Mamata Pandya and Meena Ragunathan (Eds).1999. Understanding Environment, New Delhi Safe Publication,
- Kanchon Chopra & S C Gulati, (Eds) 2000. Migration, Common Property Resources and Environmental Degradation, 2001. New Delhi. Sage Publication.
- Katar Singh And Vishwa Ballabh, (Eds) 2001. Cooperative Management Of Natural Resources, New Dehli Safe Publication.
- Jyoti Parikit,(Edt)2002. Sustainable Management Of Wetlands, New Delhi. Sage Publication. Roger Jeffery, Nandini Sundar. (Eds) 2003. A New Moral Economy For India's Forests, New Delhi Sage Publication.
- Ashok Kotari Neema Pathik, R V Anuradha, Sansuri Taneja (Eds). 2004. Commucation & Conservation, New Delhi. Sage Publication.
- Udaya Shahay, (Edt), 2006. The Indian Media, Illusion, Dellusion & Reality, New Delhi Roop & Co.

Course Code	Duration	Course Title		L	T	P	C
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MAJM17F1600	16 weeks	LAB JOURNAL PRODUCTION	HC	0	0	2	2
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Course Description:

This course introduces students to the practical aspects of designing a newspaper. Students will be 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 Contents:

UNIT I- Reporting

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

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

Learning various software used for print editing- Adobe page-maker, coral-draw, quark express, in-design
 Learning photo editing and placing photographs in the layout
 Learning different layout for print media

UNIT IV- Layout

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:

- Stovall, James Glen. Writing for the Mass Media. Ninth Edition. Boston: Allyn and Bacon. 2006.
- Goldstein, Norm, editor. The Associated Press Stylebook and Libel Manual. AddisonWesley Publishing. (2009 or later)
- Editing Today: Ron F. Smith & Loraine M. O’Connell, Blackwell, reprinted in India by Surjeet, 2004. Headline Writing: Sunil Saxena, Sage, 2006.
- Inside the Writer’s Mind– Writing Narrative Journalism: Stephen G. Bloom, Blackwell, reprinted in India by Surjeet, 2004.

- Newswriting and Reporting: James M. Neal & Suzanne S. Brown, Blackwell, reprinted in India by Surjeet, 2007.
- Newspaper Layout and Design– A Team Approach: Daryl R. Moen, Blackwell, reprinted in India by Surjeet, 2004.
- News Reporting and Writing: Alfred Lawrence Lorenz & John Vivian, Pearson Education, 2006.
- Scholastic Journalism: Tom E. Rolnick et al., Blackwell, reprinted in India by Surjeet, 2003.
- The Craft of Clarity– A Journalistic Approach to Good Writing: Robert M. Knight, Blackwell, reprinted in India by Surjeet, 2003.
- The Editor's Toolbox– A Reference Guide for Beginners and Professionals: Buck Ryan & Michael O’Donnell, Iowa State Press, 2001.
- The Newswriter’s Handbook– An Introduction to Journalism: M.L. Stein, Susan F. Paterno, Blackwell, reprinted in India by Surjeet, 2005.

SECOND SEMESTER

Course Code	Duration	Course Title		L	T	P	C
MAJM17F2100	16 weeks	COMMUNICATION RESEARCH METHODS	HC	3	0	1	4

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 Contents:

UNIT-I

What is research? Characteristics of scientific research, history, relevance and nature of media research. Research procedures: determining topic, stating hypothesis, elements of research, variables.

UNIT-II

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

UNIT-III

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

Sampling: population and sample, probability and non-probability samples, measuring sampling error. Introduction to Statistics: descriptive and interpretive statistics. Introduction to Statistical software. Allied issues: Research ethics. Research report writing, bibliography, in-text citations etc

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:

- Berger, Arthur Asa. (2005). *Media Analysis Techniques*. (Third Edition). California: Sage.
- Hansen, Anders et al. (2004). *Mass Communication Research Methods*. 1998: Macmillan.
- Lindolf, Thomas R. (1995). *Qualitative Communication Research Methods*. California: Sage.
- Murthy, DVR. (ED.) (2008). *Media Research: Themes and Applications*. New Delhi: Kanishka.
- Rubin, Rebecca B. et al (Eds.) (2009). *Communication Research measures: A Sourcebook*. New York: Routledge.
- Sparks, Glenn B. (2006). *Media Effects Research*. (Third Edition) Boston: Wadsworth (International Edition).
- Wimmer, Roger D. and Joseph Dominick. (2006). *Mass Media Research*. New Delhi: Wadsworth (Indian Edition)

Course Code	Duration	Course Title		L	T	P	C
MAJM17F2200	16 weeks	MEDIA LAWS AND ETHICS	HC	4	0	0	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 Contents:

UNIT – I

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 – II

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, crime against women and children; laws dealing with obscenity; Official Secrets Act, 1923, vis-à-vis Right to Information Act. Press and Registration of Books Act, 1867; Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955

UNIT – III

Cinematograph Act, 1953; Prasar Bharati Act; WTO agreement and Intellectual Property Right legislations, including Copyright Act, Trade Marks Act and Patent Act; IT Act- information technology, convergence; Nature of Cyber Crimes; Legislations including cyber laws and Cable Television Act

UNIT – IV

Ethics: Sting operation and its impact; Right to privacy; Obscenity; Concept of self-regulation; Revealing sources; Code of ethics; Code of professional organizations; A critical study of functions and performance of the Press Council of India.

References

- Law and the Media - An Everyday Guide for Professionals - Crone
- Media and Ethics - S K Aggarwal
- Mass Media Laws and Regulations in India - K S Venkataramaiah
- Press and the Law - An Grover
- Press in Chains - Zamir Naizi
- Freedom of the Press - Some Recent Incidents - K S Venkataramaiah
- Mass Media and Freedom of Press in India - K S Padhy
- Battle for Freedom of Press in India - K S Padhy
- Laws of Press in India
- The Press Council- T N Trekha

Course Code	Duration	Course Title		L	T	P	C
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MAJM17F2300	16 weeks	VISUAL COMMUNICATION	HC	3	0	1	4
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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 Contents:

UNIT-I

Elements of Design, Design and Graphics, Visualization, Convergence and Divergence - Conceptualizations Functions and significance; Fundamentals of Creativity in Art - Logic - Style - Value - Tools of Art - Illustrations - Graphs.

UNIT-II

Basic elements and principles of Graphics, Design Lay-Out and Production; Typeface families - Kinds - Principles of Good Typography; Spacing - Measurement - Point System, Type Composition - Manual - Mechanical - Lino-Mono-Ludlow-Photo

UNIT-III

DTP, Use of Computer Software, Character generation, Use of Multi-Media.Printing Methods - Letterpress, Cylinder, Rotary, Gravure-Screen, Offset, Plate Making, Types of Papers, Magazine lay-out; Pagination; Designing and Printing of Cover PAGES, Safety measures in Printing Press

UNIT-IV

Introduction to the softwares, Colour Printing-Colour Combinations-Colour Scanning-Colour Separation-Colour Correction - Colour Positives - Colour Negatives

Practical

- Visualizing concepts and ideas
- Designing, Layouting and Illustrations

- Graphic Designing exercises
- Composition
- Designing of Lay-outs for various magazines/newspapers
- Designing of Cover-Page
- Designing pamphlets, folders, flash cards, flip charts, Greeting Cards
- Visit to printing press of various kinds

References

- Lester, E (2000) Visual Communication: Image with messages
- Visual Elements of Arts and Design (1989) Longman Porter
- Media presentation of Visual Arts and artists; University of Luton press Palmer, Frederic

Course Code	Duration	Course Title		L	T	P	C
MAJM17F2400	16 weeks	RADIO PRODUCTION	HC	3	0	1	4

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 Contents:

UNIT- I

Understanding the medium: Invention and development; strengths and weaknesses of the medium; sound recording and editing

UNIT- II

Radio news reporting: Skills of a radio news reporter: developing sources, gathering news, giving voice-cast, phonos, anchoring and news reading skills: general awareness, presence of mind; clarity, diction, pronunciation; etc.

UNIT- III

Writing for radio: Characteristics of radio writing style: simple, conversational style; norms regarding use of adjectives, adverbs, numerals etc., writing radio news: rewriting news to suit brevity and clarity in radio news, editing news, types of leads; function of headlines in a news bulletin, writing headlines

UNIT- IV

Compiling a bulletin: Types of bulletins: local to international, editing news for different bulletins; using voice-dispatches and other elements in a bulletin; sequencing, updating etc., news updates, news reports, newsreel etc. Radio Interview: Types: interview for news gathering, vox-pop; structured interview

programmes: personality, informative, issue based; skills of an interviewer: personality, language, knowledge, curiosity, communication skills; research for interview; from planning to production.

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:

- De Maeseneer, Paul. *Here's The News: A Radio News Manual*. Asian Books.
- Ciignel, Hugh. *Key Concepts in Radio studies*. Sage.
- Hyde, Stuart. *Television and Radio Announcing*. Kanishka.
- Masani, Mehra. *Broadcasting and the People*. National Book Trust.
- Awasthi, G. C. *Broadcasting in India*. Allied Publications.
- Listening to various news bulletins and other news based programmes of All India Radio and other radio channels.

Course Code	Duration	Course Title		L	T	P	C
MAJM17F2510	16 weeks	SCIENCE JOURNALISM	SC	2	2	0	4

Course Description:

A practical course in communicating science considering various genres of output for different audiences and on different platforms. Students learn how to write short news stories, profiles, and reportages for broadsheet newspapers and popular science magazines, targeting a range of audiences from educated adults to school children with an interest in science. They write blog posts and produce other kind of contents for social media such as video collages for Youtube. They interview scientists of their work and present their interviews in writing as well as through podcasting. Issues in the public understanding of science are discussed from this practical standpoint of communication. This module is time intensive and requires substantial group work. It rests on the idea that the only way to learn howwrite is to write as much as possible. The assessment for the module is a mix of formative and summative assessment and assignments.

Course Objectives:

- To impart the basic journalistic skills and techniques.
- To equip the participants with the requisite expertise so that they can popularise S & T and can also

communicate effectively through different media with a view to simulate scientific outlook.

- To familiarize the participants about the ethics of science journalism.
- To expose the participants to the world of media and media organization.

Course Outcomes:

- Examine how to structure a piece of communication to achieve their aim
- Evaluate a good science news story
- Apply to communicate scientific ideas through different media, using sound, image, or objects, as well as the written word
- Demonstrate the basic principles of interviewing

Course Contents:

UNIT – I

What is science: The method of science, scientific attitude, great ideas of science, development technology; Role of science and technology in human development. Recent trends in science and technology; Science establishments in India and Karnataka

UNIT – II

Need for Science Journalism: Science has potential for breaking news, impact on Human life, impact framing policies at national and international levels. Science communication for popularization of science Careers in science journalism

UNIT – III

Doing Science Journalism: Sources of information, scientists, institutes and periodicals, understand science research and its significance, press releases and announcements like Nobel prizes, etc. Science language, science writing skills, understanding basic concepts. How to write a basic science story; write feature story on science and technology. Interviewing scientists, science communicators. Visits to

science technology institutes. Attending science conferences and seminars, reading science journals like-Nature, La Current Science, etc.

UNIT – IV

Domain of Science Journalism:Health: Health communication, public health policies, general hospital patient care, New diseases like Swine Flu, Bird Flu, SARS, HIV/AIDS, etc., Epidemics and response of g society, WHO guidelines, new research institutes like NARI, NCCS, NIV etc. Weather and agriculture Importance of weather, Monsoon and rainfall pattern, impact of monsoon on economy, forecast models, res institutes like IITM, Observatory, etc.. crop patterns- Kharip and Rabi, Green Revolution, need for Ever Revolution, Fertilizers, pesticides, bio-technology, Genetically Modified (GM) seeds, seed banks, irrigation land use. Environment: Pollution (Air and water): Causes and solutions, Global warming and climate change green-house gases, possible effects on India, international efforts and agreements, emission standards, ecological footprint, green technology, city environment reports, Govt. policies and institutions environment, role of NGOs, bio-diversity. Energy: Growing need of energy, power generation source; Conventional and non-conventional sources, controversies, regulatory authorities.

References

- “The Science of Scientific Writing” by George D. Gopen and Judith A. Swan, American Scientist (1990) vol 78: 550-558.
- J.M. Williams, Style: The Basics of Clarity and Grace
- How to write and Publish a Scientific Paper by R.A. Day and B. Gastel

Course Code	Duration	Course Title		L	T	P	C
MAJM17F2520	16 weeks	BRANDING AND MARKETING RESEARCH	SC	2	2	0	4

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 Contents:

UNIT-I

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: 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

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

UNIT- IV

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

References

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

Course Code	Duration	Course Title		L	T	P	C
MAJM17F2530	16 weeks	FUNDAMENTALS OF PHOTOGRAPHY	SC	3	0	1	4

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 Contents:

UNIT – I

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

UNIT – II

Camera: What is Camera; Basic Parts of single lens reflex (SLR) [film & digital]: 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 TLR, 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: 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

Some basic Principles. Aesthetics. Basics of photo-journalism, Photo-features, Photo - essays, Writing captions, Visual story telling. Photography for advertising-Consumer and industrial. Planning a shootstudio, 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:

- O.P. Sharma. Practical Photography, Hind Pocket Books
- Michael Langford. Basic Photography, Focal Press
- James A. Folts Ronald P. Lovell Handbook of Photography, Fred C. Zwahlen, Jr. DelmalThomsan learning
- Lee Frost. Photography, Hodder Headline

Course Code	Duration	Course Title		L	T	P	C
MAJM17F2610	16 weeks	BUSINESS JOURNALISM	SC	2	2	0	4

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 Contents:

UNIT – I

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: 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: 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: 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

- Business Communication Today - Boveen and Thill (1995), New York
- Business Communication - Asha Kaul (2000), New Delhi, Prentice Hall of India
- Effective Business Communication - Murphy and Hildebrandt (1991), New York: McGraw Hill
- Communication in India : Some Observations and Theoretical implications - J.S. Yadava, IIMC
- Business Communication – R.K. Madhukar
- Business Communication Today – Sushil Bahl

Course Code	Duration	Course Title		L	T	P	C
MAJM17F2620	16 weeks	POLITICAL COMMUNICATION	SC	2	2	0	4

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 Contents:

UNIT - I: Introduction to Political Communication: The democratic process, the media in modern times, how media shape public perceptions?

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

UNIT - III: Political News Coverage: Media bias; press - government relations; election campaigns and media coverage. Communication and civic engagement: Role of media in political participation. Political ownership of media: Agenda setting; Social media- its impact on politics-case studies

UNIT - IV: 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	Duration	Course Title		L	T	P	C
MAJM17F2630	16 weeks	SPORTS JOURNALISM	SC	2	2	0	4

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 cultivates 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 Contents:

UNIT- I

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 Puraskar, 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

Sports Journalism: Tradition of sports reporting- in the world and in India. Legacy of sports writers and commentators- English, Hindi, Marathi. Sports magazines in India & Maharashtra. 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 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

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

- *The Essentials of Sports Reporting*, Scott Reinardy & Wayne Wanta, Publisher: Routledge, ISBN: 978-0-8058-6447-2

- *Sports Journalism: An Introduction to Reporting and Writin*, Kathryn T. Stofer, James R. Schaffer, Brian A. Rosenthal, Rowman & Littlefield Publishers, ISBN: 978-0-7425-6173-1
- *Field Guide to Covering Sports*, Joe Gisondi, CQ Press, ISBN: 978-1-60426-559-0

Course Code	Duration	Course Title		L	T	P	C
MAJM17F2700	16 weeks	INTERNSHIP					
			Internship shall be carried out by students during summer vacations after second semester examination; Credits / Marks are awarded during third semester				

THIRD SEMESTER

Course Code	Duration	Course Title		L	T	P	C
MAJM17F3100	16 weeks	MEDIA MANAGEMENT AND ENTREPRENEURSHIP	HC	4	0	0	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 espouses about how companies in the media and technology industries are managed.

Prerequisite: 1) Keen understanding of the requirement of laws in society

2) Exposure to the workings of media organizations

Pedagogy: Direct Instruction, Inquiry based learning, ICT based learning

Course Objectives:

1. To familiarize them with Article 19(1)(a) & 19(2) and the reasonability of restriction.
2. To help the students to analyze various case studies related to media and law in India
3. 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
4. To make students explore the very latest in the competitive business environment in Media and Entertainment Industry

Course Outcomes:

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

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

Course Contents:

UNIT-I

Media Management, Contemporary media scenario: 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. Role of HR manager in media

UNIT- II

Contemporary media scenario: Contemporary media scenario: Proliferation of Media in India, Fast-moving media market, modern technology, convergence and its effect on consumer behaviour and potential of content. Striking a balance between business and 'mission' The Indian media business: media tycoons and conglomerates in India and abroad; Murdochism, Berlusconiism

UNIT- III

Economics of Print and electronic media: Management, business, legal and financial aspects of media management. Revenue generation strategy. Budgeting and finance, capital costs, production costs, commercial policy, advertising and sales strategy, competition and survival, evolving a strategy and plan of action, operations, production schedule and process, evaluation, and PR for building and sustaining business and audience.

UNIT- IV

Media Entrepreneurship: What is Media entrepreneurship Media Entrepreneurial scenario in India Entrepreneurship, buying a business and startups. New media technology on Internet platforms. Organizational concepts of clustering, convergence and crowd sourcing, crowd funding.& angel investors business incubators

References:

- Albarran, A. B. (1997). Management of electronic media. Belmont: Wadsworth Pub. Co.
- Arya, N. (2011). Media management. New Delhi: Anmol Publications.
- Bhatiya, Sita. Freedom of the Press: Political Legal Aspects of Press Legislation in India.
- Chaturvedi, B. K. (2009). Media management. New Delhi: Global Vision Publishing House.
- Desai, V. (2008). Fundamentals of Entrepreneurship and Small Business Management. Mumbai: Global Media.
- Fackler, Mark, et al. Media Ethics - Cases and Moral Reasoning. Longman 1995
- Gable, R. A. (1999). Telecommunications department management. Boston: Artech House.
- Herrick, D. F. (2012). Media management in the age of giants: Business dynamics of journalism. Albuquerque: University of New Mexico Press.
- In Juhary, H. A. (2005). Entrepreneurship paradigms: Case of business ventures in Malaysia.

Course Code	Duration	Course Title		L	T	P	C
MAJM17F3200	16 weeks	TELEVISION PRODUCTION	HC	3	0	1	4

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 Contents:**UNIT – I**

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 Servers; 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 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

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

UNIT – IV

Script Writing: Writing for Mass Communication; Features of Spoken Language; Concept o Visual Language; various formats of script writing; Writing for Television News, Documentary, Serial & Advertisement; 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

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

References

- Pati M.R. *Some Aspects of Broadcast Journalism in India*. Kalyani Publishers.
- Robert, Kenny F. *Teaching TV Production in a Digital World*. Libraries unlimited.
- Frank, Lezzi. *Understanding Television Production*. Prentice-Hall.
- Shrivastava H.O. *Broadcasting Technology: A Review*. Gyan Publication House.
- Tyrrell, Robert. *The Work of a Television Journalist*. Focal Press.
- Boretsky, R. A. and Yorovsky A. *Television Journalism*. International Organisation of Journalists.
- Lewis, Bruce. *Technique of Television Announcing*. Focal Press.
- Watching TV news channels (regional, national and international) 9. Reading newspaper and magazine articles on current trends in TV.

Course Code	Duration	Course Title		L	T	P	C
MAJM17F3300	16 weeks	PR AND CORPORATE COMMUNICATION	HC	3	1	0	4

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 Contents:

UNIT – I

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

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

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; 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:

- The Handbook of Strategic PR & Integrated Communications, Caywood C, McGraw Hill, 1997.
- Communicating Change, Sandon, Larkin, T.J. and Larkin S, McGraw Hill, 1994.
- The HP Way: How Bill Hewlett and I built our company, Packard D, Collins, 2006,
- Guide to Media Relations, Schenkler, Irv and Herring, Tony, Prentice Hall, 2004.
- Crisis Communications, Fearne, Banks, Kathleen, Evbaum Associates, 2007.
- Managing media organisations‘ , John Lavine and Wackman, Longman , NY. 1988.
- Newspaper organization and Management‘ , Williams, Iowa State university press, 1978.
- Media management in India‘ Dibakar Panigrahy,&Biswasroy, Kanishka pub, New Delhi 1993.
- Management concepts and practices‘Tim Hannagan, Macmillan, 1995.
- Essentials of management‘. Koontz & Weihrich, Tata McGraw Hill. 1990.
- Effective Public Relations‘. Cutlip et al., Prentice Hall, New Jersey, 1982.

Course Code	Duration	Course Title		L	T	P	C
MAJM17F3410	16 weeks	NEW MEDIA	SC	3	0	1	4

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 Contents:**UNIT- I**

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

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

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

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:

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

Course Code	Duration	Course Title		L	T	P	C
MAJM17F3420	16 weeks	DOCUMENTARY AND NEWS PRODUCTION	SC	3	0	1	4

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 Contents:

UNIT – I

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 Servers; 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; 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-II

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

UNIT-III

Script Writing: Writing for Mass Communication; Features of Spoken Language; Concept o Visual Language; various formats of script witing; Writing for Television News, Documentary, Serial & Advertisement.

UNIT-IV

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:

- Pati M.R. *Some Aspects of Broadcast Journalism in India*. Kalyani Publishers.
- Robert, Kenny F. *Teaching TV Production in a Digital World*. Libraries unlimited.
- Frank, Lezzi. *Understanding Television Production*. Prentice-Hall.
- Shrivastava H.O. *Broadcasting Technology: A Review*. Gyan Publication House.
- Tyrrell, Robert. *The Work of a Television Journalist*. Focal Press.
- Boretsky, R. A. and Yorovsky A. *Television Journalism*. International Organisation of Journalists.
- Lewis, Bruce. *Technique of Television Announcing*. Focal Press.
- Watching TV news channels (regional, national and international)
- Reading newspaper and magazine articles on current trends in TV.

Course Code	Duration	Course Title		L	T	P	C
MAJM17F3500	16 weeks	PRINCIPLES AND PRACTICES OF ADVERTISING	HC	3	0	1	4

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 Contents:

UNIT – I

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 - 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 - 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

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:

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

Course Code	Duration	Course Title		L	T	P	C
MAJM17F3600	16 weeks	MEDIA AND SOCIETY	OE	4	0	0	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 Contents:

UNIT - I

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

UNIT - II

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

UNIT - III

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

UNIT - IV

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 indocratization process, citizenship through participation.

References:

- Amitai Etzioni and Eva Etzioni, Social change, sources, patterns and consequences, Basic books Inc, Newyork.
- Joseph A, Communicology-an introduction to the study of communication, Devito, Harper and Row Publishers, Newyork.
- Denis Macquail, Mass communication theory- An introduction, Sage Paublication.
- Wilbur Shramm, Mass communication.
- Srinivas M.N. and Rogers E., Communication and development in third world countries, Sage publication, 2010.

Course Code	Duration	Course Title		L	T	P	C
MAJM17F3700	16 weeks	INTERNSHIP	HC	0	0	2	2

Internship:

Internship shall be carried out by students during summer vacations after second semester examination; Credits / Marks are awarded during third semester

The students shall have to undergo internship of the minimum duration fixed by the university and as per the guidelines of the University either in industry or in a business sector, R&D organization, including educational institutes with excellent research culture. The students are expected to submit a formal report at the end of the internship programme. The marks for internship shall be awarded based on the (a) presentation and (b) comprehensive viva, by the panel of examiners constituted by the School.

FOURTH SEMESTER

Course Code	Duration	Course Title		L	T	P	C
MAJM17F4100	16 weeks	EVENT MANAGEMENT	HC	3	0	1	4

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 Contents:

UNIT-I

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

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: 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

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:

- Professional Event Coordination (The Wiley Event Management Series) by Julia Rutherford Silvers (Hardcover - Nov. 10, 2003)
- The Complete Guide to Successful Event Planning : With Companion CD-ROM by Shannon Kilkenny (Paperback - Jan. 8, 2007)
- Professional meeting management: comprehensive strategies for meetings, conventions and events by professional convention management (paperback - may 30, 2008)
- Sustainable Event Management: A Practical Guide by Meegan Jones (Paperback - Jan. 2010)
- Event Studies: Theory, Research and Policy for Planned Events (Events Management) by Donald Getz (Paperback - July 25, 2007)
- Risk Management for Meetings and Events (Events Management) by Julia Rutherford Silvers (Paperback - Dec. 27, 2007)
- Art of the Event: Complete Guide to Designing and Decorating Special Events (The Wiley Event Management Series) by James C. Monroe and Robert A. Kates (Hardcover - Nov. 4, 2005)

Course Code	Duration	Course Title		L	T	P	C
MAJM17F4200	16 weeks	FILM STUDIES	HC	3	1	0	4

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 Contents:

UNIT-I

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 20th century art movements: impressionism, cubism, surrealism; 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: 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

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, Francois Truffaut, 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: 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:

- Thoraval, Yves(2000) The Cinema of India(1896-2000)
- Roberge, Gaston: the Subject of Cinema

- Roberge, Gaston (1977): Films for an ecology of Mind
- Halliwell;: The Filmgoers Companion 6th Edition
- Arora: Encyclopedia of Indian Cinema

Course Code	Duration	Course Title		L	T	P	C
MAJM17F4300	16 weeks	INTERNATIONAL COMMUNICATION	HC	4	0	0	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 Contents:

UNIT- I

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: 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, 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- 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

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

Course Code	Duration	Course Title		L	T	P	C
MAJM17F4410	16 weeks	TECHNICAL WRITING	SC	3	1	0	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 Contents:

UNIT- I

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

UNIT- II

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; 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: 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:

- Gerald J Alfred, Charles T Brusaw, Walter E Oliu, *St Martin's, Handbook of Technical Writing Press*, St martin's Press, London.
- Bruce Ross-Larson: *Writing for the Information Age*, WW Norton & Co., London
- Matt Young: *Technical Writer's Handbook: Writing with Style and Clarity*, NY USB.
- William Sanborn Pfeiffer: *Technical Writing: A Practical Approach* (5th ed) NY PHI.
- Brian R Holloway: *Technical Writing Basics: A Guide to Style and Form* (2nd ed).

Course Code	Duration	Course Title		L	T	P	C
MAJM17F4420	16 weeks	DIGITAL MEDIA MARKETING	SC	3	1	0	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 Contents:

UNIT- I

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- II

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-III

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: 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

- *Trust Agents: Using the Web to Build Influence, Improve Reputation, and Earn Trust* by Chris Brogan, March 2012
- *The New Rules of Marketing and PR*, David Meerman Scott, August 2013
- *The Facebook Era: Tapping online social networks to build better products reach new audiences and sell more stuff* by Clara Shih, July 2010
- *The Art of a SEO 2e* by Enge Et. Al
- *Understanding digital media marketing: Marketing Strategies for Engaging the Digital Generation* by Damian Ryan and Calvin Jones, Dec 2008

Course Code	Duration	Course Title		L	T	P	C
MAJM17F4500	16 weeks	Major Project (Documentary / Dissertation)	HC	0	1	7	8

Prerequisites: Student must have knowledge of Research methodology

Pedagogy: ICT/ Flipped Classrooms/ Collaborative Learning/Guiding and supervising

Course Objective:

1. To carry out the research Project (Documentary / Dissertation) under the guidance of supervisor and in the process of learning the techniques of research.
2. To explore new and fruitful ideas in the chosen field of the programme
3. To develop a perspective and to design and execute a research

4. To experience how the research is performed and to investigate an identified problem

Course Outcomes:

On successful completion of the project, the student shall be able to:

1. Infer with the literature search
2. Demonstrate the experiments related to research and formulate computational techniques
3. Interpret the data and to demonstrate their domain knowledge
4. Apply and write report and defend the research findings.

Project:

Each student will choose the topic of research particularly from any area of soft cores studied and work under the guidance of allocated faculty member. The project shall preferably be application oriented or industry need based that could be useful to the society. In case of industry need base project the student may opt co-supervisor from the concerned industry. The student will have to make a preliminary survey of research done in broad area of his/her area of interest and decide on the topic in consultation with his/her supervisor(s). The project work floated should be completed within 16 weeks and project report

has to be submitted within the stipulated date by the University/ within 18 weeks whichever is earlier. The student has to meet the concerned supervisor(s) frequently to seek guidance and also to produce the progress of the work being carried out. The student should also submit progress report during 5th week and 10th week of the beginning of the semester and final draft report with findings by 15th week. After the completion of the project the student shall submit project report in the form of dissertation on a specified date by the School.

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 Commerce / media industries / publishing industries 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.

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.

FACULTY MEMBERS

Sl. No.	Name of the Faculty	Designation
1.	Dr. Payel Dutta Choudhary	Director
2.	Mr. Manjunath M	Program Co-ordinator, Assistant Professor
3.	Dr. Hemantha Kumara V	Assistant Professor
4	Ms. Sudeshna Das	Assistant Professor
5.	Dr. Srinivasa Murthy	Senior Assistant Professor
6.	Ms. Shyla Abraham	Assistant Professor
7.	Mr. Lingappa	Assistant Professor
8.	Ms. Vijayalakshmi Sam	Assistant Professor
9.	Ms. Ritushree Sengupta	Assistant Professor
10.	Ms. Swathika Y. S.	Assistant Professor

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