



**GALGOTIAS  
UNIVERSITY**

**Syllabus of**

# **MA Journalism & Mass Communication**

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**Name of School:** School of Media & Communication Studies

**Department:** Mass Communication

**Year:** 2015-16



**MA Journalism and Mass Communication  
Program Structure 2015-16**

**Semester 1**

SN	Year	Course Code	Course Title	Core/ Elective	L	T	P	J	C
1	2015-2016	MJC115	Human Rights and Media	Elective 1	2	0	0	0	2
2	2015-2016	MJC117	Contemporary Socio-Political and Economical Issues	Elective 1	1	1	0	0	2
3	2015-2016	ENG431	Professional English I	Core	1	1	0	0	2
4	2015-2016	MJC111	Principle of Mass Communication	Core	2	1	0	0	3
5	2015-2016	MJC112	Print Media Reporting & Writing	Core	1	0	2	0	3
6	2015-2016	MJC113	AV Media: Radio	Core	1	1	1	0	3
7	2015-2016	MJC114	Photography	Core	2	0	1	0	3
8	2015-2016	MJC116	Computer Application - I	Core	1	0	1	0	2

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## Human Rights and Media- MJC 115

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L T P C : 2 0 0 2

**Course Objective:**

This course make student understand about the importance of human rights for human survival.

**Course Outcome:**

Students will learn about the how media is playing major role to uplift Human rights in society.

**Instructional plan**

Module	Content
Module I	Meaning and Concept Human Rights and democracy, Human Rights of accused persons, Human rights and Child labour, bonded labour, Human Rights and death, torture in police lockups,
Module II	Civil and Political Rights: Individual v/s Society and state, The Contribution of Magna Carta, Universal Declaration of Human Responsibilities. Human Right Commissions
Module III	Introduction to National Human Rights Provisions, The Protection of Civil Rights Act 1955, The Dowry Prohibition Act 1961, Child Labor (Prohibition and Regulation) Act 1986;, The National Commission for Minorities Act 1992, The Criminal Law (Amendment) Act 1932.

**Prescribed Text:**

- Human Rights Covenants and Indian Law by Sharma B.K., PHI Learning Pvt Ltd, New Delhi, 1st Edition
- Protection of Human Rights by Khwaja Abdul Muntaqim, Macdonald Queen Annepress, 1st Edition, (2004)

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## Contemporary Socio-Political and Economic Issues-MJC 117

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L T P C : 1 1 0 2

### Objectives:

1. To understand social structure and social issues related with it.
2. To identify with concept of democracy and its practical approach.
3. To understand basic concept of economics and its applications

**Output :** Student will be able to understand issues, portrayed in media.

### Instructional plan

Module	Content
Module I	Society and Social changes, Role of media in society. Social Problems related with women, children, youth, Dalit, minorities and other marginalised groups. Contemporary social issues
Module II	Indian democracy Major national and regional political parties and their socio-political agenda. Contemporary political issues. Analysis of latest general elections and assembly elections.
Module III	Capitalism, Socialism, Mixed Economy, Indian economy, General Budget, WTO and its policies. Mortgage crisis, G-8 and BRICS, Inflation, unemployment and other contemporary economics based issues.

### Prescribed Text:

- Handbook of Journalism and Mass Communication by Vir Bala Aggarwala and V.S. Gupta, Concept Publishing Company, 2nd Edition, (2002)
- Global Journalism: Topical Issues and Media Systems by Arnolds S. DE beer, PHI Learning Pvt Ltd, New Delhi, 5th Edition, (2009)
- India After Independence, Vipin Chandra.
- Women Globalization and Mass Media by Kiran Prasad, The Women Publisher, 1st Edition, (2006)

ENG431	Professional English I	L	T	P	J	C
Version1.02		2	0	0	0	2
Pre-requisites//Exposure						
Co-requisites						

**Course Objective:**

- a. Improve skills of the language
- b. Enhance comprehension skills
- c. Construct correct sentences
- d. Learn new words for better and polished communication
- e. Coherent development of ideas
- f. Use English to communicate in day today life and academics
- g. Prepare an amalgamation of objectivity and subjectivity
- h. Improve reading skills

**Course Outcomes:**

The student will be able to

1. Speak English effectively.
2. Write in English

**Suggested Readings:**

1. Sethi, J & et al. A Practice Course in English Pronunciation, Prentice Hall of India, New Delhi.
2. Sen, Leena. Communication Skills, Prentice Hall of India, New Delhi.
3. Prasad, P. Communication Skills, S.K. Kataria & Sons.
4. Bansal, R.K. and J.B. Harrison. Spoken English, Orient Language.
5. Roach Peter. English Phonetics and Phonology.
6. A.S. Hornby's. Oxford Advanced Learners Dictionary of Current English, 7th Edition.

**Content:****Unit-I**

International English Style

Different types of spoken English - British, American and Indian

Basics of Pronunciation

E-mail Writing

**Unit II**

Phonemic Transcription

Reported Speech

Reading Comprehension

Syntax - different types of sentence formation

Writing CV

**Unit III**

Basic sentence formation

Transformation of sentences

Story writing

Dialogue writing

Use and importance of English language in media

Commonly used words in Media

#### **Unit-IV**

Greeting and introducing.

Group Discussions,

Listening News/Conversations/Telephonic Conversation.

#### **Mode of Evaluation:**

	<b>Type of Evaluation</b>	<b>Max. marks for which the exam is conducted</b>
<b>Internal Assessment</b>	<b>CAT-1</b>	<b>15</b>
	<b>CAT II</b> (Exam to be conducted as per schedule of CAT)	<b>50</b>
	<b>Final Internal</b> (To be Scheduled during the last week of	<b>30</b>
	<b>Attendance</b>	<b>5</b>
	<b>Total</b>	<b>100</b> <i>(This is converted to 50)</i>
<b>External Assessment</b>	<b>SEE(Theory)</b> Exam to be conducted as per norms and	<b>50</b> <b>(Ratio of Theory and Practical marks will be as per LTPC)</b>
	<b>SEE (Practical)</b> Conducted by External	

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

		Program Outcome(MA JMC)	Media knowledge	To understand the nature of Problem	Message Designing	Conduct investigations of problems	Modern Media equipment & Software usage	Communication and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
			1	2	3	4	5	6	7	8	9	10	11	12
<b>ENG53 1</b>	CO1				2			3				3		1
	CO2				3			2				3		2

1=addressed to small extent

2= addressed significantly

3=major part of course

## Principle of Mass Communication-MJC 111

L T P C : 2 0 1 3

### Course Objective:

- Students will be able to critically discuss issues related to media and mass communication.
- Students will be able to discuss the effects of mass communication upon society.
- To increase the understanding of ethical standards within mass media fields.
- To improve the student's media literacy

**Course outcome:** The student would be aware about the media industry , different medium of communication and different aspects of media

### Instructional plan

Module	Content
Module I	Nature & Functions communication, Development of language as a vehicle of communication Characteristics and typology of audiences. Communication and socialization
Module II	Verbal and nonverbal communication, Intra-personal, Interpersonal, Group and Mass communication
Module III	<b>Communication models:</b> SMR, SMCR, Shannon and Weaver, Lasswell, Osgood, Dance, Schramm, Gerbener, Newcomb, convergent Gate-keeping
Module IV	<b>Communication theories;</b> Authoritarian, libertarian, socialistic, Social-responsibility theory, Developmental theory, Participatory theory. Public opinion and democracy

## Print Media: Reporting and Writing- MJC 112

L T P C : 1 0 2 3

### Objectives:

1. To develop the news sense, a vital necessity for journalism



2. To imbibe the concept of reporting and editing.
3. To write/edit the news in required format
4. To understand the functioning of Newsroom.

**Course Outcome:** Basic skills for reporting and editing.

### **Instructional plan**

<b>Module</b>	<b>Content</b>
Module I	Concept of News News value, Sources of News, 5Ws & 1 H, Inverted Pyramid Intro and its types, Body of the News
Module II	Role of a Reporter, Responsibilities of Editing Staff
Module III	Reporting on Crime, Court, Culture, Political, Education, Development, Business, Disaster, Science, War, Investigative and lifestyle reporting. Interview skills
Module IV	News Agencies; National and International; UNI, PTI, ANI, Reuters, AP AFP, IANS News paper's organisational structure

### **Prescribed Text:**

- M.V. Kamath, The Journalists Handbook, Vikas Publishing House, New Delhi, 1995.
- George, T.J.S. Editing: A Handbook for the Journalist, IIMC, New Delhi, 1989.
- Srivastava, K.M. News Reporting and Editing, Sterling Publishers, New Delhi, 1995.
- Herbert Strentz, News Reporters and News Sources, Prentice Hall of India, New Delhi, 1992.
- George A. Hough, News Writing, Kanishka Publishers, New Delhi, 1998.
- Jan R. Hakemulder, Fay A.C. de Jonge and P.P. Singh, News Reporting and Editing, Anmol Publications, New Delhi, 1998.

## AV Media: Radio- MJC 113

LTPC : 1123

### Course Objectives:

To enable the students to learn the nature of varied radio program formats, their recording, contemporary trends in broadcasting and familiarize the students with technology and equipment used in broadcasting.

### Course Outcome:

The students will have understanding and be able to produce the program for radio.

### Instructional plan

Module	Content
Module I	Radio as a medium of mass communication Characteristics of Radio - Three different broadcasting systems: Public service (development tool), commercial and community or local radio Introduction to radio technology Amplitude modulation (AM) Short wave (SW), Frequency modulation and satellite-Broadcast chains - Analog to Digital – Recording and editing.
Module II	Radio Program formats-Radio talks and announcements - Radio interviewing - Radio discussions and role of moderator –Radio features and documentaries - Radio features and commercial advertisements - Music on radio : production techniques - News on radio – Definitions - Elements that decide what is news., sources of news, types of news - News Values and ethics - News writing - News based programmes.
Module III	Writing for radio: Why need a script? – Key elements of radio writing- Styles and techniques of radio scripting, The advantages of a short script, Presentation of programs - Announcing and anchoring - Radio jockeying - News reading
Module IV	Working of a radio station, Control Room (CR), Transmitter, Role and responsibilities: Station Director, Station Engineer, Program personnel, Transmission staff, Radio Announcer/RJ, Music manager, Marketing staff

### Prescribed Text:

- Ravindran r.k., handbook of radio,tv and broadcast journalism, anmol publications 1999
- Chaterjee, p. C., broadcasting in india
- Boyd, Andrew; Stewart, Peter; Alexander, Ray; *Broadcast Journalism; Techniques of Radio and Television News*; Focal Press
- Langford, Simon; *Digital Audio Editing: Correcting and Enhancing Audio in Pro Tools, Logic Pro, Cubase, and Studio One*;Focal Press
- R. Campbell et al media and culture: introduction to mass communication
- McLuhan, marshall understanding media
- Radio Production, Robert Mcleish, 1999, Focal Press, Oxford

## Photography- MJC 114

L T P C : 2 0 2 3

**Course Objectives:** This course is aimed to make the students aware about importance of photography in media field.

**Course Outcome:** The Course aims at introducing the basic techniques of Photography and Photo Journalism, types of camera, photo printing and editing techniques.

### Instructional plan

Module	Content
Module I	Historical background, stages of development Requirement and utility of photographs Pixel and resolution Formats of Photographs
Module II	Still photography; cameras & its types (Including pinhole, view camera, compact camera, T.L.R., S.L.R., digital camera, D-SLRs) Lenses, its type Exposure Control in SLRs <ul style="list-style-type: none"> <li>• Aperture</li> <li>• Shutter</li> </ul> Films, its types and sizes
Module III	Depth-of-field Composition & its Rules Outdoor & indoor lighting Principles of light
Module IV	Handling of camera, studio lights Practicing outdoor and indoor Black & white and Colour photography Assignments / Portfolio /Presentations

### Prescribed Text:

- Advanced Photography; Langford, Michael (Focal Press)
- Photography, Handbook, Wright, Terence
- The Darkroom Cookbook; Anchell, Stephen G.
- Practical photography; Freeman, John

## Computer Application I- MJC 116

**L T P C : 1 0 2 2**

**OBJECTIVE:** The objective of the syllabus is to acclimatize the students to MS Word and PowerPoint. The major focus of the course is to help students acquire the basic page layout skills in Quark Express.

**Course Outcome:** On the successful completion of the paper the students will be able to easily work in MS Word and PowerPoint. The students will be able enough to design a newspaper or a tabloid in Quark Express.

### Instructional plan:

Module	Content
Module I	Microsoft Office Word: introduction to word Working within the document Formatting the text Using shortcut keys Working with the documents Internet and their usages: search engine, e-mailing, chatting, blogs, bulletin boards etc.
Module II	Power Point: PowerPoint basics Template texts and graphics Running slideshows Printing and saving the slideshows
Module III	Workspace of Quark Express Main editing tools Using type: various font, size and style Leading, paragraph and indents Hyphenation and alignment Text wrapping
Module IV	Additional tasks in Quark Express: Using images Use of colors Polygon setting Rounded corner Utilities Indexing

### **Prescribed Text:**

- The Quark Express Book
- Computer Applications for Journalism: Saxena, Rajiv
- The Quark Express Book

**Semester 2**

SN	Year	Course Code	Course Title	Core/ Elective	L	T	P	J	C
9	2015-2016	MJC123	Development Communication	Elective 2	2	1	0	0	3
10	2015-2016	MJC127	Multiculturalism and Media History	Elective 2	2	1	0	0	3
11	2015-2016	ENG531	Communicative English II	Core	2	0	0	0	2
12	2015-2016	MJC121	Communication Research	Core	2	0	1	0	3
13	2015-2016	MJC122	Print Media: Layout and Editing	Core	1	0	2	0	3
14	2015-2016	MJC124	AV Media: Television	Core	2	0	1	0	3
15	2015-2016	MJC125	Fundamentals of Advertising & Branding	Core	2	0	1	0	3
16	2015-2016	MJC126	Computer Application - II	Core	2	0	1	0	3

**Course Title: Development Communication**
**Subject Code: MJC 123**
**LTPC:**

L	T	P	C
2	1	0	3

**Semester: MJMC I st Semester**
**Instructor: Swati Acharya**

**Course Description:** The relevance of communication to development is an established paradigm in development studies. It is borne out of the realisation that development is human centred and thus requires communication for its full realization

**Course Objectives:** To understand the concept of Development Communication

1. To understand the process, functions and techniques of developmental journalism with reference to print, electronic and other modern media
2. Understand the Indian Society, the process of development and the role of communication in it
3. Study specific national development issues, programmes and projects and the role of Communication

**Course Outcome:** The student will have an understanding of the various aspects of our society, its place in the world, its major development issues and how communication can help. Adequate assignment will be given to help the student to develop a deeper understanding.

**Prescribed Text**

- Wilbur Schramm, (1964), Mass media and National Development Stanford, Stanford Univ. Press, Twelve Edition
- Schramm and Lerner, (1967), Communication and change in the developing countries. Honolulu, East West Center Press, Fifteen Edition
- Daniel Lerner, (1958), The Passing of Traditional society Glencoe, Free Press, Seventh Edition
- Bella Mody, Handbook of International and Intercultural Communication, Second Edition

**Additional Reference**

- J V Vilanilam ,India and Millennium Development goals, 2009, Sage Publication
- Paolo Mefalopulos, Development Communication Source Book –Broadening the boundaries of communication

**Pedagogy:**

Lectures, Power Point, Audio Visual Projects, Documentary Screening, Visit to NGO's , Research articles , Studying Government Reports , Applied Research Report on Development issues , Screening of Television based development Program eg Satyamev Jayate

**Session wise instructional plan**

Session No.	Module	Content	Practical/ Theory

1 -12	Module I	<ul style="list-style-type: none"> <li>• Definition of development, development communication and development support communication</li> <li>• Indicators of development</li> <li>• ‘Passing of a traditional Society’ as interpreted by Daniel Lerner; Communication and National Development:</li> <li>• Approach of Wilbur Schramm; and ‘Diffusion of Innovation’, approach of EM Rogers.</li> <li>• Participatory models of development.</li> <li>• Characteristics of developing societies, gap between developed and developing societies.</li> </ul>	<p>Development reporting</p> <p>Collection of development news from leading newspaper</p>
15-25	Module II	<ul style="list-style-type: none"> <li>• Role of media in development communication –</li> <li>• strategies in development communication - social cultural and economic barriers, democratic decentralization,</li> <li>• Planning : planning at national, state, regional, district, block and village levels</li> </ul>	<p>Media Coverage collection on development issues(video’ s)</p>
25-30	Module III	<ul style="list-style-type: none"> <li>• <b>Development support communication:</b> Issues of population, family welfare – health – education and society – environment</li> <li>• Development - problems faced in development support communication.</li> <li>• Developmental and rural extension agencies : governmental, semi-government, nongovernmental, organizations problems faced in effective communication</li> </ul>	<p>Visit to NGO</p>
31-40	Module IV	<ul style="list-style-type: none"> <li>• Designing Development Messages : Writing development messages for rural audience, specific requirements of media</li> <li>• Designing Programs on Development Communication for folk, print, Radio, TV. And New Media.</li> </ul>	<p>Designing development campaign</p>

#### Projects and Assignments

- Development Report Writing
- Visit to NGO’s and Government Welfare Departments
- Development video report ( 5 -10 minute )



- Theatre visit on Development issues
- Collection on Development Report from different Newspapers
- Planning Strategy regarding different development issues
- Audio Video Project
- Radio Development programs like radio talks , Radio magazine, radio documentaries
- Development Survey on issues (Conceptual Research)
- Student Volunteering in NGO'S
- Development regarding event to be organized by student in NGO
- Debate on Development Issues



**Course Name:** Multiculturalism & Media History

Course Code: MJC127

L T P C: 2 1 0 3

**Course Description:** The course will focus on the fact that India is a culturally diversified country and with the increasing influence of media on the behaviour and attitude of the members of the society. The course will cover in-length topics related to culture and media.

**Course Objectives:** The objective of the course is to make the students aware about the concept of multiculturalism and the role of media in shaping the structure of the society. To acquaint the students about various forms of media which are influencing our lives at different stages.

**Course Prerequisite:** The course needs to be understood only when the students have access to books, newspaper, magazines and internet.

**Course Outcome:** On the completion of the course the students will able to learn

- About the concept of multiculturalism
- Understand the impact of mass media on the society

**Prescribed Text:**

- Multiculturalism by Charles Taylor Princeton University Press, Princeton, 1994

**Additional Reference:** Articles in research publications, journals and citing in research thesis.

**Pedagogy:**

**The course will use the following pedagogical tools** -Lectures, discussions, slide demonstration and screening of films, ads and documentary features

**Session wise instructional plan**

<b>Module</b>	<b>Content</b>
Module I	<ul style="list-style-type: none"> <li>• Multiculturalism: Concept &amp; importance</li> <li>• Cultural diversity in India; Major cultures in India</li> <li>• Indian Literature and culture; concept of Jatis and Varnas</li> <li>• Concept of Composite Culture</li> <li>• Problems of cultural unification in India</li> </ul>
Module II	<ul style="list-style-type: none"> <li>• Mass Media in India: History &amp; development</li> <li>• Vernacular Press</li> <li>• Mass media; Doordarshan, All India Radio(AIR), satellite channels</li> <li>• New media; digital media, community radio, Mobile phones</li> <li>• Rise of social media and cultural evolution</li> </ul>
Module III	<ul style="list-style-type: none"> <li>• Role of media and multiculturalism</li> <li>• Importance of language in media; Dialects</li> <li>• Mass media &amp; awareness; social issues; Family Planning, poverty, sanitation, dowry</li> </ul>
Module IV	<ul style="list-style-type: none"> <li>• Contribution of Films, T.V, Radio, Newspapers in cultural expansion</li> <li>• Folk media</li> <li>• Cultural impact through Advertising</li> <li>• Negative/Positive effects of media on cultural development</li> <li>• Globalisation &amp; Indian culture: Media perspectives</li> </ul>

ENG531	Communicative English II	L	T	P	J	C
Version1.02		2	0	0	0	2
Pre-requisites//Exposure						
Co-requisites						

### Course Objective:

- i. Improve skills of the language
- j. Enhance comprehension skills
- k. Construct correct sentences
- l. Learn new words for better and polished communication
- m. Coherent development of ideas
- n. Use English to communicate in day today life and academics
- o. Prepare an amalgamation of objectivity and subjectivity
- p. Improve reading skills

### Course Outcomes:

The student will be able to

3. Speak English effectively.
4. Write in English

### Suggested Readings:

7. Sethi, J & et al. A Practice Course in English Pronunciation, Prentice Hall of India, New Delhi.
8. Sen, Leena. Communication Skills, Prentice Hall of India, New Delhi.
9. Prasad, P. Communication Skills, S.K. Kataria & Sons.
10. Bansal, R.K. and J.B. Harrison. Spoken English, Orient Language.
11. Roach Peter. English Phonetics and Phonology.
12. A.S. Hornby's. Oxford Advanced Learners Dictionary of Current English, 7th Edition.

### Content:

#### Unit-I

International English Style

Different types of spoken English - British, American and Indian

Basics of Pronunciation

E-mail Writing

#### Unit II

Phonemic Transcription

Reported Speech

Reading Comprehension

Syntax - different types of sentence formation

Writing CV

### Unit III

Basic sentence formation

Transformation of sentences

Story writing

Dialogue writing

Use and importance of English language in media

Commonly used words in Media

### Unit-IV

Greeting and introducing.

Group Discussions,

Listening News/Conversations/Telephonic Conversation.

### Mode of Evaluation:

	Type of Evaluation	Max. marks for which the exam is conducted
<b>Internal Assessment</b>	<b>CAT-1</b>	<b>15</b>
	<b>CAT II</b> (Exam to be conducted as per schedule of CAT)	<b>50</b>
	<b>Final Internal</b> (To be Scheduled during the last week of	<b>30</b>
	<b>Attendance</b>	<b>5</b>
	<b>Total</b>	<b>100</b> <i>(This is converted to 50)</i>
<b>External Assessment</b>	<b>SEE(Theory)</b> Exam to be conducted as per norms and	<b>50</b> <b>(Ratio of Theory and Practical marks will be as per LTPC)</b>
	<b>SEE (Practical)</b> Conducted by External	

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

		Program Outcome(MIA JMC)	Media knowledge	To understand the nature of Problem	Message Designing	Conduct investigations of problems	Modern Media equipment & Software usage	Communication and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
			1	2	3	4	5	6	7	8	9	10	11	12
<b>ENG53 1</b>	CO1				2			3				3		1
	CO2				3			2				3		2

1=addressed to small extent

2= addressed significantly

3=major part of course

**L T P C : 2 0 2 3****MJMC II****Course Description:**

The basic purpose of the course is to introduce students to quantitative and qualitative research methodologies with respect to media research. However, as users and consumers of data, journalists often are misled into accepting what institutions or scientists put out. So, whether you are creator or consumer of research, you ought to learn what research is, what it does, and how data are produced and dissemination.

**Course Objectives:**

Equip the student in basic concepts and tools of research methodology in order for her to successfully complete her summer internship in a media or marketing research organisation

Expose the student to the components of quantitative and qualitative research methodologies

Run the student through the different stages of drafting a research proposal and conducting research to meet real client needs

Draft final report for the client

**Course Pre-requisite**

Ability to understand and follow logical sequence of thought, analytical mind and lots of patience to learn

**Course Outcomes:**

The student would be able to decide which research methodology to use to address researchable questions. She also will be able to make sense of the methodology section in a dissertation or research article

**Prescribed Text:**

1. Mass Media Research: Wimmer, R.D., and J. R. Dominick, 9th ed. Wadsworth.
2. Theory & Method, Mel Churton, Macmillan Press

**Additional Reference :**

Journal of Creative Communications

Asian Journal of Communication

Journal on Consumer Research

International Journal of Communication studies

**Pedagogy:**

**The course will use the following pedagogical tools –**

- Lectures and discussions
- Case discussion
- Practical exercises with equipments
- Assignments/quizzes

**Session Wise Instructional Plan**

Session No	Module	Content
1-8	Module I Introduction	Need of Communication Research Types of research.: Quantitative, Qualitative & Critical Types of variables Sampling Levels of measurement
9-18	Module 2 Steps of Research	Selection of Problem Review of Literature Hypothesis & Research Questions Research Design Data Collection Analysis & Presentation
19-27	Module II Methodology	Observation Case Study Survey content analysis
28-36	Module IV Methodology	Textual Analysis Focus Group Studies In-depth interviews Longitudinal Studies

**Print Media: Print Media: Editing & Layout-Designing****Course Code: MJC122****L T P C : 1 0 4 3****Course Description:**

Editing deals with essence of writing. It doesn't look for mistakes only. Instead, it clarifies idea behind the write up, its perspective and thoughts and emotions behind it. So it is impossible to be good print media journalist, without imbibing the skills of editing. This paper will teach how to use editing to produce clear, cohesive and impressive write ups. Besides, this paper will deal the various aspects related with editing. . This course will also explain how print media layout designers not only make the layout visually appealing by providing balance and harmonious look, but also show the importance of the story, the text, and the message through their designs.

**Course Objectives:**

1. To identify with the basic concepts of editing.
2. To imbibe the skills of writing good intro and head lines
3. To learn layout-designing of newspapers.

**Course Pre-requisite:**

Basic writing skills and experience of reporting

**Course Outcomes:**

Students will be able to edit the news and other write ups.

**Prescribed Text:**

1. Editing: A Hand book for Journalist, T. J. S. George, Indian Institute of Mass Communication.
2. Outline of Editing, M.K. Joseph, Anmol Publishers, Pvt. Ltd.
3. Copy Editing, Judith Butcher.

**Additional Reference :**

Newspapers & Magazines

**Pedagogy:**

**The course will use the following pedagogical tools –**

- Lectures and discussions
- Case discussion
- Practical exercises with equipments
- Assignments/quizzes



**Session Wise Instructional Plan**

<b>Session Nos</b>	<b>Module</b>	<b>Topics</b>
1-8	Module 1: Concept	Nature and need for editing. Principles of editing, editorial desk, functions of editorial Desk, Technical Terms
9-20	Module 2: Editing Skill	Writing Intro, paragraphing, Rewriting, Headlines : techniques, styles, purposes, Types of Headlines, Subheads, Crossers and Pointers
21-28	Module 3: Nature of Work & Work flow	Difference between Newspaper and Magazine editing, Editorial department set-up, news flow, Functions and qualifications of a sub-editor, chief-sub editor, News Editor and Editor
29-40	Module 4: Structure & Work Flow	principles of Layout in Newspapers, Traditional and Modular layout, Use of graphics, Layout of magazines, Features of Quark Express & In-design

**Practical :**

- 1.Editing/Rewriting of a News Story
2. Writing different types of Intros for a news
3. Compiling the News, Various headlines for a single news , Translation
4. layout-Designing pages of newspaper

**Course Title: AV Media - Television**

**Subject Code: MJC124**

**LTPC: 2 0 2 3**

**Semester II**

**Program: MJMC**

**Course Description: Television is considered to be one the most powerful medium of mass communication. Students will be introduced to the fundamentals of TV production. All techniques and tools used in the production process will be taught in the course.**

**Course Objectives: To help students acquire basic knowledge and skills of TV production.**

**Course Outcome: Students must be able to demonstrate basics of video shooting and video production process**

**Prescribed Text:**

1. Techniques of TV Production: Gerald Millerson, Focal Press, 1990.
2. Writing for TV, Radio, and New Media: Robert Hilliard, Wadsworth, 2007.

**Additional Reference:**

1. Alternative Script Writing– Successfully Breaking the Rules: Ken Dancyger & Jeff Rush, Focal Press, 2002.
2. Audio-Visual Journalism: B. N. Ahuja, Surjeet, 2000.
3. Basic TV Staging: Millerson Gerald, Focal Press, 1982.
4. Fundamentals of Television Production: Ralph Donald & Thomas Spann, Blackwell, reprinted in India by Surjeet, 2004.
5. Introduction to TV Journalism: S. Kaushik, Macmillan, 2000.
6. Sound Techniques for Video and TV: E. G. M. Alkin, Focal Press, 1989.

**Pedagogy:**

- Team Work and Collaborative/Group Learning
- Mostly Practicals using TV production tools – Camera, Light, Sound etc
- Study tours to TV production houses, newsrooms & studios
- Interaction with Celebrities, TV Journalists, Actors & Producers.
- Quiz, Assignments and Written Exams

### Session wise instructional plan

Session No.	Module	Content	Practical/ Theory
1-6	Module I	<ul style="list-style-type: none"> <li>• Introduction to TV as a medium of Mass Communication</li> <li>• TV Program Genres</li> <li>• Stages of TV Production Process: Pre-production, Production, Post Production</li> </ul>	Theory+Practical
7-17	Module II	<ul style="list-style-type: none"> <li>• Understanding Visuals/Shots for Production</li> <li>• Basics of Camera and Video Shooting</li> <li>• Basics of Light – Indoor and Outdoor Production</li> <li>• Basics of Sound Recording and its techniques</li> <li>• Characteristics of Voice and Voice modulation</li> <li>• Program production cues</li> </ul>	Practical
18-28	Module III	<ul style="list-style-type: none"> <li>• Art of Storytelling and Writing for TV</li> <li>• Types of Scripts: Fiction and Non-Fiction ( Documentaries, News, Interviews, Discussions)</li> <li>• Live TV Anchoring – Studio and Field</li> </ul>	Theory+Practical
29-39	Module IV	<ul style="list-style-type: none"> <li>• Basics of Digital audio-visual editing</li> <li>• Transition &amp; effects</li> <li>• Video graphics in news and entertainment</li> <li>• Producing TV Stories and News Bulletins</li> </ul>	Practical

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**Course Title: Fundamentals of Advertising and Branding**

**Subject Code: MJC 125**

L T P C: 2 0 2 3

**Course Description:** Students will be able to learn basic nuances of advertising and branding like planning, conceptualisation, advertising agency management, brand positioning and brand management.

**Course Objectives:** To make students aware what advertising is and its role in advertising and brand promotion in advertising.

**Course Prerequisite:** The course is based on analysis and case studies for which knowledge of internet and search is must.

**Course Outcome: The student will be able to:**

1. Understand the structure of the advertising industry.
2. Be able to identify, analyze, and understand the advertising environment.
3. Be able to prepare the advertising message and fully integrate the creative process
4. Be able to identify, understand, and apply integrated brand promotion

**Prescribed Text:**

- The Fundamentals of Branding By Melissa Davis, AVA publishing, South Africa, 2009
- Create, Convince, Connect: Fundamentals of Advertising, Branding and Communication by Jörg Dietzel, Marshall Cavendish International (Asia), Singapore, 2008
- The Fundamentals of Creative Advertising by Ken Burtenshaw, Nik Mahon, Caroline Barfoot, AVA Publishing, South Africa, 2011
- Advertising and Integrated Brand Promotion by Thomas O'Guinn, Chris Allen, Richard Semenik, SouthWestern, USA, 2012
- Fundamentals of Advertising by John Wilmhurst, Routledge USA, 1999
- The Fundamentals of Branding by Alina Wheeler, John Wiley & Sons, New Jersey, 2013

**Additional Reference:** Research papers, articles, journals on advertising and branding.

**Pedagogy:**

**The course will use the following pedagogical tools – Lectures, classroom discussions and slide presentations**

**Session wise instructional plan**

<b>Module</b>	<b>Content</b>
Module I	<ul style="list-style-type: none"> <li>• Advertising - Nature, scope &amp; classification.</li> <li>• Role of advertising in Indian economic and social development</li> <li>• Ethics and truth in Indian advertising.</li> </ul>
Module II	<ul style="list-style-type: none"> <li>• Marketing Communication Programme.</li> <li>• Advertising Planning: Objectives and Budget .</li> <li>• Advertising Research as a Supporting tool.</li> <li>• Development of Concept, Selection of the Concept.</li> <li>• Selection of the Advertising Message.</li> <li>• Building an Advertising Copy.</li> <li>• Factors Related with Copy Strategy.</li> </ul>
Module III	<ul style="list-style-type: none"> <li>• Brand building exercise:- Concept, Strategy and Culture</li> <li>• Brand Personality and Positioning</li> <li>• Brand Life Cycle</li> <li>• Brand Identity</li> <li>• Branding for Commodities</li> </ul>
Module IV	<ul style="list-style-type: none"> <li>• Brand Positioning: Concepts and Definitions, Repositioning, Celebrity Endorsement, Brand Extension</li> <li>• Differential Advantage: Strategies for Competitive Advantage</li> <li>• Brand Pyramid; Branding in different sectors</li> <li>• Role of Information in Brand Management</li> <li>• Role of e-communities in Brand Management</li> </ul>

**Course Title: Computer Applications II**

**Subject Code: MJC 126**

L T P C: 2 0 2 3

**Course Description:** The course introduces the student to basic concepts and aspects of Adobe Photoshop.

**Course Objectives:**

The course aims to train the students in basic photo editing and accustom them to the tools of Photoshop.

**Course Outcome:** On the completion of the course the students will be able to enhance their photographs and design posters, cards, surreal art using Photoshop.

**Course objective:**

The objective of the course is to:

- Give a basic idea of editing in Photoshop
- Give an idea of designing posters etc. in Photoshop

**Prescribed Text:** Adobe Photoshop manual for beginners

**Additional Reference:**

- [www.adobeknowhow.com/course/beginners-adobe-photoshop](http://www.adobeknowhow.com/course/beginners-adobe-photoshop)
- <http://graphicssoft.about.com/od/photoshop>

**Pedagogy:**

The course will use the following pedagogical tools –

- Lectures along with Practical
- Exercises
- Assignments
- Quiz

Session wise instructional plan

Session No.	Module	Content	Practical/Theory
1-10	Module I	<b>Navigating the workspace:</b> Menu bar Status bar Tool box The palettes <b>Working with the documents:</b> Navigator palette and hand tool New view and duplicate Image size and resolution Canvas size Crop tool History palette basics Saving images	Exploring the bars  Resizing practice  Crop tool practice  Assignment  Quiz
11-18	Module II	<b>Image modes and colors:</b> Color primer The color picker Color and swatch palette Eye dropper and info palette <b>Selections and masks:</b> Marquee selection tools Lasso and wand selection tools Select menu command Transforming selections Quick mask mode Alpha channels and channels palette	Custom swatch exercise  Selection tool practice  Exercises  Assignment
19-25	Module III	<b>Layers and blend modes:</b> Intro to layers Layer palette Important layer information Move copy and transforming layers <b>Adding working with types:</b> The type tool Type palette and text wrapping	Type tool exercises  Assignments

26-38	Module IV	<p><b>Painting tools:</b> Intro, paint bucket and fill command Gradient pattern and line tools Brushes and fade command Pencil paint brush and air brush tools Eraser tools</p> <p><b>Retouching tools:</b> Blur sharpen and smudge Dodge burn sponge Clone stamp, history brush, art history brush</p>	<p>Painting exercise</p> <p>Retouching exercises</p> <p>Assignments</p>
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**Semester 3**

SN	Year	Course Code	Course Title	Core/ Elective	L	T	P	J	C
17	2015-2016	MJC231	Film Apprecian	Elective 3	1	0	2	0	3
18	2015-2016	MJC238	Indian constitution, Media Law and Ethics	Elective 3	2	1	0	0	3
19	2015-2016	MJC239	Summer Project	Elective4	0	0	4	0	4
20	2015-2016	MJC237	Summer Training Evaluation	Elective4	0	0	4	0	4
21	2015-2016	FRE201	Foreign Language - I: French	Elective5	1	1	0	0	2
22	2015-2016	JAP101	Foreign Langugae I: Japanese	Elective5	1	1	0	0	2
23	2015-2016	MJC232	Video Production Technologies	Core	1	0	2	0	3
24	2015-2016	MJC233	Media Planning and Buying	Core	1	1	0	0	2
25	2015-2016	MJC235	Advanced Photography	Core	1	0	1	0	2
26	2015-2016	MJC236	New Media Applications	Core	1	0	1	0	2

## Film Appreciation-MJC 231

**L T P C: 1 0 4 3**

**Course Objectives:**

The objective of the course is to:

The finer nuances of cinema will be explained.

The ability to analyze and put film studies in proper perspective will be intended during the course.

Work of famous directors will be screened and analyzed.

The students will be expected to put into practice their understanding by shooting a film on a topic of their choice.

**Course Outcome**

This course, therefore, studies an array of film and develops an understanding as to what cinema is and has been as an aesthetic and cultural practice, and what people have imagined it could be. it would help in understanding the relation of cinema as art and its relation with other art forms .

**Instructional plan**

Module	Content
Module I	The Language of Cinema Nature of Cinema- Concepts of Space and Time, Audience behaviour, cinema as different from mass media Understanding the narrative Mis- en-Scene and its elements
Module II	Film Genres; Western, Musical, Noir, Gangster, Science Fiction, Epic, Adventure, Documentary, Action, Comedy, Cartoon, Horror Semiotics analysis
Module III	Classical Hollywood Cinema Soviet Montage Cinema French new wave Italian Neo-Realist Cinema
Module IV	The birth of Indian Cinema- Silent era Talkies, Golden Age of the 1950s Modern Indian Cinema- Satyajit Ray, Ritwik Ghatak Indian New wave- Mrinal Sen, Mani Kaul, Adoor Gopalakrishna, Shyam Benegal, Govind Nihalani Popular Indian Cinema- Themes, Characteristics

**Prescribed Text**

- How to read a Film, James Monaco
- Film Art: An Introduction, David Bordwell, Kristin Thompson



- Cinema Studies: The Key Concepts, Susan Hayward
- Movies and Methods V1; Nichols, Bill
- Movies and Methods V2; Nichols, Bill
- The Cinematic Society, Norman K. Denzin
- The Image trap, M.S.S. Pandian
- The Camera Age, Michael J. Arlen
- Bharat Muni , Natayashastra
- Gurudutt, Nasreen Munni Kabir
- 100 Years of Cinema, Prabodh Maitra

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## Indian constitution, Media Laws and Ethics- MJC 238

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**L T P C: 2 1 0 3**

**Course Objectives:**

- Expose students to important and fundamental features of the Indian constitution develop an understanding of the central principles of media law and to critically evaluate the relationship between media and law.
- Provide students with an understanding of laws which can affect media professionals, media industry and media content

**Course Outcomes:**

The students when they become media professionals will become aware of how to report, what to report or not report, laws of the land that affect Indian citizens and his/her own professional conduct. The students will also be able to read and review current news event from a legal standpoint.

**Indicative Content**

<b>Topic</b>	<b>Coverage</b>
Module I	Indian Constitution: characteristics, preamble, directive principles, fundamental rights, fundamental duties, citizenship.
Module II	Power and functions: Executive, cabinet, judiciary, President, union list, concurrent list, emergency declaration, separation of powers
Module III	Reasonable restrictions, Privileges, Fair comment; Defamation, Contempt of legislature and court, Censorship; political philosophies of media freedom; Press and Registration of Books Act, 1867.
Module IV	Official Secrets Act Sedition, Drugs and Magic Remedies (Objectionable) Advertisement Act, Obscenity, Copyright, Monopolies and restrictive trade practices, Press Council, Ombudsman, Cinematography Act Right to Information, Codes of ethics, Confidentiality of sources of information

**Suggestive Reading:**

- Durga Das Basu: Laws of the Press in India, New Delhi, Prentice Hall
- Rajeev Dhawan: Only the good news: The Law of the Press in India, New Delhi
- Government of India: White Paper on Misuse of Mass Media(1977), New Delhi, Publication Division.

<b>MJC239</b>	<b>Summer Project</b>	L	T	P	C
Version1.02		0	0	0	3
Pre-requisites//Exposure	Acquired professional skill.				
Co-requisites					

### Course Objectives

1. Equip the student in basic concepts of project
2. To aware about different types of project
3. To understand how different components of projects are made
4. To discuss the project

### Course Outcomes

1. To operate effectively as a researcher.(P3)
2. To organize the content. In the form of project(P3)

### Catalog Description

Basically this is a project based course which focuses on those students who have not done any internship /training in the industry. Therefore through their project they show the skill acquired by them during the course. These projects enable students to enhance their Knowledgebase, pertaining to the developments in their fields of interest, like Advertising, Television, Radio, Public Relation, New Media etc.

### Text Books/ Online resource:

**Terry Schmidt, Strategic Project Management Made Simple: Practical Tools for Leaders and Teams**

### Mode of Evaluation:

COs	Knowledge level	Assessment tools			
		Internal Exam Practical	External Exam Practical	Target (%)	Attainment Level
		1	1		
CO1	P3	50	50	70	
CO2	P3	50	50	70	
<b>Total</b>		<b>100</b>	<b>100</b>		

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

	<b>Program Outcome(MA MJC)</b>	Media knowledge	Problem analysis	Message Designing	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
<b>MA MC5 019</b>	Summer Project	1	2	3	4	5	6	7	8	9	10	11	12
	Course Outcome 1	2				3							1
	Course Outcome 2			3		1					2		1

1=addressed to small extent

2= addressed significantly

3=major part of course

<b>MJC237</b>	<b>Summer Training Evaluation</b>	L	T	P	C
Version1.02		0	0	0	3
Pre-requisites//Exposure	Acquired professional skill.				
Co-requisites					

### Course Objectives

5. Equip the student in basic concepts of project
6. To aware about different types of project
7. To understand how different components of projects are made
8. To discuss the project

### Course Outcomes

3. To operate effectively as a researcher.(P3)
4. To organize the content. In the form of project(P3)

### Catalog Description

Basically this is a project based course which focuses on those students who have not done any internship /training in the industry. Therefore through their project they show the skill acquired by them during the course. These projects enable students to enhance their Knowledgebase, pertaining to the developments in their fields of interest, like Advertising, Television, Radio, Public Relation, New Media etc.

### Text Books/ Online resource:

**Terry Schmidt, Strategic Project Management Made Simple: Practical Tools for Leaders and Teams**

### Mode of Evaluation:

COs	Knowledge level	Assessment tools			
		Internal Exam Practical	External Exam Practical	Target (%)	Attainment Level
		1	1		
CO1	P3	50	50	70	
CO2	P3	50	50	70	
<b>Total</b>		<b>100</b>	<b>100</b>		



**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

	<b>Program Outcome(MAJMC)</b>	Media knowledge	Problem analysis	Message Designing	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
MJC2 37	Summer Project	1	2	3	4	5	6	7	8	9	10	11	12
	Course Outcome1	2				3							1
	Course Outcome2			3		1					2		1

1=addressed to small extent

2= addressed significantly

3=major part of course

## Video Production Technologies- MJC 232

**L T P C: 1 0 4 3**

**Course Objectives:**

The course helps the student to incorporate all past learnings about video production to plan their final product.

**Course Outcome:**

The students plan and pitch a proposal for a documentary or a short film using video technology.

**Instructional plan**

<b>Module</b>	<b>Content</b>
Module I	General audio and sound microphone techniques Types of microphones Positioning of microphones Sound Mixers Considerations in Indoor and Outdoor recording Common audio problems
Module II	Basic parts of camera Types of camera Camera Mounts Camera accessories Camera Handling Camera movements, shots & angles Principles of composition and visual grammar ENG & EFP Difference between multi-camera and single camera set up OB (Outdoor Broadcast) Van Videotape Formats
Module III	Difference between natural and artificial lighting Use of natural light and reflectors Factors that influence lighting needs Bouncing light Studio lighting instruments: Types of lights Basic lighting set up: Three point lighting Technical: -White Balance, Color Temperature, Light intensity, Filters Lighting tips
Module IV	Linear & Non-linear editing Ingest and digitize Basic FCP (Final Cut Pro) Tools of Editing

	Basic Transitions (cut, dissolve, fade, wipe) Sequencing shots Graphics Concept of montage Continuity vs. non continuity
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**Prescribed Text:**

- Fundamentals of Television Production; Donald, Ralph & Spann, T
- Television Production Handbook; Zettl, Herbert
- Video production, Belavadi Vasuki
- Writing and Production Television News; Gormly, Eric K

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## Media Planning and Buying- MJC 233

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**L T P C: 1 1 0 2**

**Course Objectives:** This course is designed as a concepts/skills course; it will emphasize critical thinking regarding media planning for advertising, public relations, and health and political communication campaigns.

**Course Outcome:** The students will be able to learn to:

1. The challenges facing strategic communicators, specifically media planners, in an era of media fragmentation and proliferation and increased audience choice and control.
2. The basic mathematical concepts involved in media buying/planning, including the calculation of audience ratings, media share, reach and frequency, and gross rating points
3. The basic elements of an strategic media plan, including the advertising and media relations objectives, strategies, and tactics.

### **Instructional plan**

<b>Module</b>	<b>Content</b>
Module I	Media Planning: Target and Media Research, Media Objectives, Media Mix Selection and Scheduling Budgeting. Campaign Planning Process Media Buying; Media Tactics, Monitoring, Measuring Advertising Effectiveness Evaluation of Media Planning Media Strategy: - Delivering on Objectives, Target Audience Strategies and Media Vehicle Selection, Pitching Comparative Study with Different Promotion mix
Module II	Developing Media Strategies, Aperture Concept Evaluation of Different Media and Media Selection
Module III	Elements of a media Plan Print Planning TV Planning Radio Planning Outdoor, Cinema & Internet Planning
Module IV	Structures, Roles and Responsibilities Objectives of a Media buyer Evaluating Media Buys; TV, Print and other buys, Cost Per Thousand(CPM's), Measuring the effect of buy

**Prescribed Text:**



- Jack Z. Sissors and Roger Baron (2002). Advertising Media Planning, 6th edition
- Dennis Martin and Robert Coons (2002). Media Flight Plan IV.
- Media Planning and buying (2011) by Arpita Menon
- Media Planning and Buying in the 21st Century (2011) by Ronald D. Geskey
- Advertising Media A To Z by Jim Surmanek
- Media Selling: Television, Print, Internet, Radio by Charles Warner

## Advanced Photography- MJC 235

**L T P C: 1 0 2 2**

**Course Objectives:**

This course is aimed to make the students aware about importance of photography in media field.

**Course Outcome:**

The Course aims at introducing the basic techniques of Photography and PhotoJournalism, types of camera, photo printing and editing techniques.

**Instructional plan**

Module	Content
Module I	Lighting & its control: Source, Contrast & Direction of light Electronic flash & its synchronization One, two & three point lighting Composition Changing proximity, Varying angles, framing subjects
Module II	Portrait Wildlife Nature & landscapes Night photography Photojournalism
Module III	Digital Image Construction: Size & Resolution of Digital Images Uses, Advantages and Limitations of Digital over Conventional Photography Image Sensors: CCD and CMOS) Formats of a Digital Image Types of Digital Cameras
Module IV	Practicing Outdoor Photography Photography Assignments and Projects Developing Personal Digital Portfolio Digital Image Manipulation using various computer software

**Prescribed Text**

- Special Effect; Hicks, Roger & Schultz, Frances
- The art of colour photography; Hedgecoe's, John
- Photography Foundations for art & design; Galer, Mark
- Digital Art Photography by Matthew Bamberg, MA
- Digital Photography by David D. Busch

## New Media Applications- MJC 236

L T P C: 1 0 2 2

**Course Objective:** Identify and use different new media application.

Using new media platform for effective communication.

**Course outcome:** Students will be able to communicate effectively with the help of new media.

### Instructional plan

Module	Topics
Module I	e-governance Benefits to consumers, citizens & users e-governance and accountability Practical: <a href="http://india.gov.in/e-governance">http://india.gov.in/e-governance</a> <a href="http://india.gov.in/e-governance/mission-mode-projects/central-mmmps">http://india.gov.in/e-governance/mission-mode-projects/central-mmmps</a> <a href="http://www.egovindia.org/">http://www.egovindia.org/</a> <a href="http://www.egovindia.org/eaf.pdf">http://www.egovindia.org/eaf.pdf</a>
Module II	e-learning sites what is e-learning Advantages and limitations of e-learning Instructional and graphic design. e-learning for sites for k-12 and college and corporate. Launching e-newspaper using FTP Practical: analysis of e-learning sites
Module III	What is e-commerce? Strategies of increasing web traffic Practical: Analysing e-commerce sites: flipkart.com myntra.com, jabong.com <a href="http://www.slideshare.net/ArhamJain/top-10-ecommerce-websites-in-india">http://www.slideshare.net/ArhamJain/top-10-ecommerce-websites-in-india</a> <a href="http://www.hongkiat.com/blog/essential-things-ecommerce-site-should-have/alibaba.com">http://www.hongkiat.com/blog/essential-things-ecommerce-site-should-have/alibaba.com</a>
Module IV	Social Marketing Various Business Models Application of Mobile Communications Cyber Security and Cyber Crime

### Prescribed Text:

- Hand Book of New Media by Lievrouw and Livingston, Sage
- The New Media Book by Dan Harries (Editor)

**Semester 4**

SN	Year	Course Code	Course Title	Core/ Elective	L	T	P	J	C
27	2015-2016	MJC244	Specialization: Print Media	Elective6	0	0	8	0	8
28	2015-2016	MJC246	Specialization: Advertising	Elective6	0	0	8	0	8
29	2015-2016	MJC247	Specialization: New Media	Elective6	0	0	8	0	8
30	2015-2016	MJC245	Specialization: Electronic Media	Elective6	0	0	8	0	8
31	2015-2016	MJC244	Specialisation: Print Media	Elective6	0	0	8	0	8
32	2015-2016	MJC243	Persuasion, Public opinion and campaign	Core	1	0	1	0	2



<b>MJC244</b>	<b>Specialization: Print Media</b>	L	T	P	J	C
Version	2.0	0	2	12	0	8
Pre-requisites//Exposure	English/Hindi Language reading & writing skills, basic general knowledge					
Co-requisites	DSLR Camera with accessories, Computers/Laptops & related Video Editing Softwares					

### Course Objectives

This is a project based course where students will be prepared to specialize in production projects related to Television. It will provide the students a platform to showcase their skill, competence and industry readiness for the television sector.

### Course Outcomes

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

CO1 – Display idea and concept of television / radio production

CO2 - Create electronic media content

### Catalogue Description

This course aims to help students acquire skills related to electronic media production. It will give the students hands on exposure to the TV or radio production process in order to produce audio-visual content.

### Text Books

3. Techniques of TV Production: Gerald Millerson, Focal Press, 1990.
4. Writing for TV, Radio, and New Media: Robert Hilliard, Wadsworth, 2007.

### Reference Books

7. Alternative Script Writing– Successfully Breaking the Rules: Ken Dancyger & Jeff Rush, Focal Press, 2002.
8. Audio-Visual Journalism: B. N. Ahuja, Surjeet, 2000.
9. Basic TV Staging: Millerson Gerald, Focal Press, 1982.
10. Fundamentals of Television Production: Ralph Donald & Thomas Spann, Blackwell, reprinted in India by Surjeet, 2004.
11. Introduction to TV Journalism: S. Kaushik, Macmillan, 2000.
- Sound Techniques for Video and TV: E. G. M. Alkin, Focal Press, 1989

## CourseContent

### I Television OR Radio Pre-Production Production – Fiction and Non-Fiction

- Developing a Concept or Idea
- Deciding a Genre
- Research and Planning for Project
- Budgeting

To start with the student will be required to choose a genre of electronic media production like – news, feature, promotional videos, serials, shows, documentaries. Following which the student will ideate, research, conceptualize, plan and budget his/her electronic media project.

### II Television/Radio Production – Fiction and Non-Fiction

- Production Process of Electronic Media Content
- Post- Production Process

The student will be required to script; shoot and edit (produce) his/her project. The duration of the project will be minimum 20 minutes and maximum 30 minutes. The topic and genre of the project must be approved by the course incharge. At the end of the semester a soft copy of the production project will be submitted to the faculty. Care has to be taken that the work is original and is not plagiarized.

The subject will be evaluated on this rubric.

- Creativity (15)%
- Story telling – speech (15)%
- Story/idea (15)%
- Script (15)%
- Production Technique (15)%
- Research (15)%
- Story Slug or Title (10) %

### ModeofEvaluation:

COs	Knowledge level	Assessment tools			
		Internal Exam Practical	External Exam Practical	Target (%)	Attainment Level
		1	1		
CO1	S1, K3	50	50	70	
CO2	S5, K6	50	50	70	
<b>Total</b>		<b>100</b>	<b>100</b>		

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		<b>Program Outcome(MA MJC)</b>											
		Media knowledge	Problem Analysis	Message Designing	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
MJC24 4	<b>Course Outcome</b>	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	display idea and concept of television / radio production	2		3			2		1		3		
CO2	create electronic media content	2		3		2			2	2	3		

1=addressed to small extent

2= addressed significantly

3=major part of course

<b>MJC246</b>	<b>Specialisation: Advertising</b>	L	T	P	C
Version1.02		0	0	0	8
Pre-requisites//Exposure	Basic advertising & Public Relation				
Co-requisites					

### Course Objectives

The course specialisation: Advertising & PR is project based learning where students will be asked to submit the project. Student will prepare project on various practical aspect of advertising and PR. This course will provide the students a platform to present the different kind of facet of PR.

### Course Outcomes

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

1. Prepare an idea and copy for advertising
2. Apply the layout and design in production techniques of advertising
3. Apply the various PR tools
4. Exercise the PR campaign.

### Catalogue Description

This course aims to develop the skills of advertising and corporate industry. It is fast growing sector which provides a good platform for career opportunities.

### Text Books

Online material and case studies

Online visual references

### Course Content

#### Unit I:

Students will study and analyse an idea, copy, appeals, layout, design and techniques of different media with the approval and guidance of the concerned faculty. They will have to present as well as submit the hard copy.

#### Unit II:

Students will present their original work on idea, copy, appeals, layout, design and techniques of different media with the approval and guidance of the concerned faculty. They will have to present as well as submit the hard copy.

#### Unit III:

Students will study and analyse the various examples of the usage of PR tools with the approval and guidance of the concerned faculty. They will have to present as well as submit the hard copy.

#### Unit IV:

Students will prepare and present an original PR campaign with the approval and guidance of the concerned faculty. They will have to present as well as submit the hard copy.

**Rubric:**

The subject will be evaluated on this rubric.

- h. Idea generation and visualisation (10)%
- i. Skills of copy writing (10)%
- j. Techniques of appeals (10)%
- k. Creativity (10)%
- l. Layout and design (20)%
- m. Production Techniques (20)%
- n. Evaluation and analysis (20)

**Mode of Evaluation:**

**Step 1: Preparation of course outcomes (COs) assessment table:**

COs	Knowledge level	Assessment tools			
		Internal Exam Practical	External Exam Practical	Target (%)	Attainment Level
		1	1		
CO1		25	25	60	
CO2		25	25	60	
CO3		25	25	60	
CO4		25	25	60	
<b>Total</b>		<b>100</b>	<b>100</b>		

**Note:**

The waitege of internal and external will be 50% each.

	Type of Evaluation	Max. marks for which the exam is conducted
<b>Internal Assessment</b>	<b>CAT-1</b>	<b>15</b>
	<b>CATI I</b>	<b>50</b>
	(Exam to be conducted as per schedule of CAT II of <b>Final Internal</b> ) (To be Scheduled during the last week of semester) based on overall output of student	<b>30</b>
	<b>Attendance</b>	<b>5</b>

	<b>Total</b>	<b>100</b> (This is converted to 50)
<b>External Assessment</b>	<b>SEE(Theory)</b> Exam to be conducted as per norms and schedule of University Academic Calendar.	<b>50</b> (Ratio of Theory and Practical marks will be as per LTPC)
	<b>SEE(Practical)</b> ) Conducted by External Examiner	

### Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

<b>Program Outcome (MA MJC)</b>	Media knowledge	Problem analysis	Message Designing	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
CO1	1	1	2	1		1		1	1	2		
CO2	1				3			1		2		
CO3		1	2	1	2	1				1		
CO4	1	1	2	1	2			1		2		

1=addressed to small extent

2=addressed significantly

3=major part of course

<b>MJC247</b>	<b>Specialization- New Media</b>	L	T	P	C
Version	3.0	0	2	12	8
Pre-requisites//Exposure	Basics of new media				
Co-requisites	Computer with internet facility and smart-phone				

### Catalog Description

The internet has changed the lives of human being. Technological advancement which is integrated with internet has immensely converted the media too. New media is being emerged as one of the front runner among various media. New media is not creating any big threat although it is creating an space available for other mainstream media.

### Course Objectives

The objective of the course is to make students skilled and industry ready for new media programming. It is complete practical course where students will exercise the tools and technology to create content for online platform. Students will be exposed with live situations where they have to perform like professional.

### Course Outcomes

After completion of course, student would be able-

5. Grasp the tools and technology of online journalism (S2)
6. Write content for online media (S4)
7. Create content for online media (S5)

### Text Books

1. D'Souza, Y K.; *Electronic Media and the Internet*; Gyan Book Depot Publications
2. Siapera, Eugenia; *Understanding New Media*; Sage Publication
3. Communication Technology, The New Media In Society:Newyork, free Press.

### Reference Books

Online resources like BBC college of journalism and thehoot.org

New Media: Theories and Practices of Digitextuality, Ed. Anna Evert, John Caldwell, Routledge

New Information Tecnology by Tom Forrester (ED).

### CourseContent

<b>Module</b>	<b>Topics</b>	<b>Project</b>
Exercise-1	Online Presence through blog/ You tub channel and networking sites	Create your own blog consisting your profile, photo and links of some networking sites
Exercise-2	Exercise of writing for digital media	Students will submit 5 articles (English or Hindi) in minimum 200 words
Exercise-3	Exercise of Video story	Students will produce one video story
Exercise - 4	Exercise of photo story	Students will submit one photo essay with 2 to 3 sentence description

#### **Rubrics of Evaluation**

1. Idea (25%)
2. Scannability (25%)
3. Use of multimedia (25%)
4. Research (25%)



**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

	<b>Program Outcome(MAJMC)</b>	Media knowledge	Problem analysis	Message Designing	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
MJMC 5009		1	2	3	4	5	6	7	8	9	10	11	12
	C1					1							
	C2			2		1							
	C3			3									

1=addressed to small extent  
 2=addressed significantly  
 3=major part of course

<b>MJC 245</b>	<b>Specialisation: Electronic Media</b>	L	T	P	J	C
Version3.0		0	0	0	8	8
Pre-requisites//Exposure	Knowledge of the Indian TV industry and awareness about TV content.					
Co-requisites	Video Camera, Studio Lights, related softwares, Teleprompter					

### Course Objectives

This course is practical subject where students will be prepared to specialize in production projects related to Television. This course will provide the students a platform to showcase their skill, competence and industry readiness for the television sector.

### Course Outcomes

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

CO1 – display idea and concept of television / radio production

CO2 - create electronic media content

### Catalogue Description

This course aims to skill the students in electronic media production. It will give the students hands on exposure to the TV/radio production process in order to produce television content.

### Text Books

5. Techniques of TV Production: Gerald Millerson, Focal Press, 1990.
6. Writing for TV, Radio, and New Media: Robert Hilliard, Wadsworth, 2007.

### Reference Books

12. Alternative Script Writing– Successfully Breaking the Rules: Ken Dancyger & Jeff Rush, Focal Press, 2002.
13. Audio-Visual Journalism: B. N. Ahuja, Surjeet, 2000.
14. Basic TV Staging: Millerson Gerald, Focal Press, 1982.
15. Fundamentals of Television Production: Ralph Donald & Thomas Spann, Blackwell, reprinted in India by Surjeet, 2004.
16. Introduction to TV Journalism: S. Kaushik, Macmillan, 2000.
- Sound Techniques for Video and TV: E. G. M. Alkin, Focal Press, 1989

### Course Content

#### Unit I:

Television/Radio Pre-Production Production – Fiction and Non-Fiction

- Developing a Concept or Idea
- Deciding a Genre

- Research and Planning for Project
- Budgeting

At this stage, the student will be required to choose a genre of electronic media production like – news, feature, promotional videos, serials, shows, documentaries. Following which the student will ideate, research, conceptualize, plan and budget his/her electronic media project.

### Unit II:

Television/Radio Production – Fiction and Non-Fiction

- Production Process of Electronic Media Content
- Post- Production Process

The student will be required to script, shoot and edit (produce) his/her project. The duration of the project will be minimum 20 minutes and maximum 30 minutes. The topic and genre of the project must be approved by the course incharge. At the end of the semester a soft copy of the production project will be submitted to the faculty. Care has to be taken that the work is original and is not plagiarized.

The subject will be evaluated on this rubric.

- o. Creativity (15)%
- p. Story telling – speech (15)%
- q. Story/idea (15)%
- r. Script (15)%
- s. Production Technique (15)%
- t. Research (15)%
- u. Story Slug or Title (10) %

### Mode of Evaluation:

COs	Knowledge level	Assessment tools			
		Internal Exam Practical	External Exam Practical	Target (%)	Attainment Level
		1	1		
CO1	S1, K3	50	50	70	
CO2	S5, K6	50	50	70	
<b>Total</b>		<b>100</b>	<b>100</b>		

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

		Program Outcome(MA MJC)											
		Media knowledge	Problem Analysis	Message Designing	Investigative skills / Research Aptitude	Modern Media tools usage	Media and society	Environment and sustainability	Ethics	Individual and team work	Communication	Project management and finance	Life-long learning
	<b>Course Outcome</b>	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	display idea and concept of television / radio production	2		3			2		1		3		
CO2	create electronic media content	2		3		2			2	2	3		

1=addressed to small extent

2= addressed significantly

3=major part of course

**Course Title: Persuasion, Public Opinion and Campaign**

**Subject Code: MJC 243**

**LTPC:**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>1</b>	<b>0</b>	<b>2</b>	<b>2</b>

**Course Description:** The course aims at establishing the role of persuasion in developing public opinion, also what all factors play a key role in the ideation, evaluation and designing of advertising campaign.

**Course Objectives:**

- The course aims at understanding the concept of Persuasion and various factors which plays a key role in determining persuasion.
- Course studies about the different psychological, market and audience factor which helps in designing an advertising campaign.
- The course studies the role, effect and the factors which make and mar Public Opinion.

**Course Outcome:**

After studying this subject the student would be able to understand the different factors that help in designing, ideation, promoting and making an effective advertising Campaign.

**Prescribed Text:**

- Wells, Principles and Practice 7th Edition (Paperback)
- Eliza Williams, [How 30 Great Ads Were Made : From Idea to Campaign \(Paperback\)](#), Publisher Laurence King
- Jaishru Jethwaney;Shruti Jain [Management 2nd Edition \(Paperback\)](#) by, OUP Publisher
- Gujrat Cooperative Milk Marketing Fede , Amuls India: Based On 50 Years of Amul Advertising, Harper Collins
- Tim Ambler and Gerard J Tellis, **The SAGE Handbook of Advertising**, Sage Publisher

**Additional Reference:**

**Pedagogy:** Lectures, Power Point, Audio Visual Projects,Discussing the Government Campaign, Screening of different Campaign, Interactive Session, Visual Communication exercise

**Session wise instructional plan**

<b>Session No.</b>	<b>Module</b>	<b>Content</b>	<b>Practical/ Theory</b>

1-12	Module I	<ul style="list-style-type: none"> <li>• What is Persuasion ,Definition,</li> <li>• Role of Persuasion in Media ,Persuasion and Communication Strategy,</li> <li>• 4 Ps of Persuasion, Principle of Persuasion</li> <li>• Model Of Persuasion</li> </ul>	Presentatio n
13-20	Module II	<ul style="list-style-type: none"> <li>• What is Public opinion, How Public Opinion is Formulated,</li> <li>• Source of Motivation, Governors of Opinion Change and Generators of Opinion Change.</li> <li>• what is Propaganda, Public Opinion and Propaganda</li> </ul>	Documentar y screening  Visual communicati on exercises
21-30	Module III	<ul style="list-style-type: none"> <li>• Advertising Campaign: Definition, Principle of Advertising Campaign, Client Brief , Creative Brief</li> <li>• Stages , Types and Basic Principle of Campaign</li> <li>• Production and Promotion of Campaign</li> </ul>	Campaign designing and building

### **PROJECTS and ASSIGNMENTS**

- Visit to Advertising Agency
- Audio Visual Campaign
- Project on Campaign Building
- Mock Events
- Social Media Campaigns on different issues
- Visual Communication Projects
- 10 frame Media Campaign Projects
- Campaign on Mobile phones