

Darjeeling Hills University

Choice Based Credit System Syllabus

MA in Mass Communication

Prepared in 2021

Duration of Programme:

Two Years (6 months term x 4 Semesters)

Credit Distribution for each Semester:

Theory Paper: 4 (2 Credits each):	8
Credits	
Practical Paper: 1 (4 Credits):	4
Credits Internal Assessment:	4
Credits	
Total Semester Credit:	16 Credits

Total Course Credits: 16 X 4 Semester = 64 Credits

Subhajyoti Kundu
20/12/21
Head
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Course Category	Course Code	Course Title	Hours/Week	Exam Marks	Duration of Exam	Credit
FIRST SEMESTER						
Theory						
Core	MASS-CT-101	Development of Media & Media Laws	02	50	02	02
Core	MASS-CT-102	Communication Studies	02	50	02	02
Core	MASS-CT-103	Print Media Studies	02	50	02	02
Core	MASS-CT-104	Editing & Layout Designing	02	50	02	02
Practical						
Core	MASS-CP-105	Digital Lab Journal Production	08	100	Submission of Practical Records	04
Ability Enhancement Course (INTERNALS)						
Core	MASS-CT-101	Group Discussion OR Impromptu Speech	02	25		01
Core	MASS-CT-102	Power Point Presentation	02	25		01
Core	MASS-CT-103	Interview	02	25		01
Core	MASS-CT-104	Dummy Sheet Design	02	25		01
TOTAL			24	400		16

Course Category	Course Code	Course Title	Hours/Week	Exam Marks	Duration of Exam	Credit
SECOND SEMESTER						
Theory						
Core	MASS-CT-201	Radio Production System & Technology	02	50	02	02
Core	MASS-CT-202	Television Production System & Technology	02	50	02	02
Core	MASS-CT-203	New Media Studies	02	50	02	02
Elective Course (Any one)	MASS-ET-204	Magazine Journalism	02	50	02	02
	MASS-ET-205	Folk Media				
	MASS-ET-206	Data Journalism				
	MASS-ET-207	Media and Gender				
Practical						
Core	MASS-CP-208	Documentary Production	08	100	Submission of Practical Records	04
Ability Enhancement Course (INTERNALS)						
Core	MASS-CT-201	Radio Spot	02	25		01
Core	MASS-CT-202	TV News Capsule	02	25		01
Core	MASS-CT-203	Tutorial	02	25		01
Core	MASS-ET-204 MASS-ET-205 MASS-ET-206 MASS-ET-207	PPT/Viva-Voce	02	25		01
TOTAL			24	400		16

Course Category	Course Code	Course Title	Hours/Week	Exam Marks	Duration of Exam	Credit
THIRD SEMESTER						
Theory						
Core	MASS-CT-301	Development Communication	02	50	02	02
Core	MASS-CT-302	Community Media	02	50	02	02
Core	MASS-CT-303	Film Studies	02	50	02	02
Elective Course (Any one)	MASS-ET-304	Newspaper Management	02	50	02	02
	MASS-ET-305	Environmental Communication				
	MASS-ET-306	Cultural Communication				
	MASS-ET-307	Internship				
Practical						
Core	MASS-CP-308	Short Film Production	08	100	Submission of Practical Records	04
Ability Enhancement Course (INTERNALS)						
Core	MASS-CT-301	Fieldwork	02	25		01
Core	MASS-CT-302	Community media programme production	02	25		01
Core	MASS-CT-303	Film Review	02	25		01
Core	MASS-ET-304 MASS-ET-305 MASS-ET-306 MASS-ET-307	PPT/Viva-Voce	02	25		01
TOTAL			24	400		16

Course Category	Course Code	Course Title	Hours/Week	Exam Marks	Duration of Exam	Credit
FOURTH SEMESTER						
Theory						
Core	MASS-CT-401	Advertising and Marketing Communication	02	50	02	02
Core	MASS-CT-402	Public Relations	02	50	02	02
Core	MASS-CT-403	International Communication	02	50	02	02
Core	MASS-CT-404	Communication Research	02	50	02	02
Practical						
Core	MASS-CP-405	Research paper	08	100	Submission of Practical Records	04
Ability Enhancement Course (INTERNALS)						
Core	MASS-CT-401	Print Advertising Production	02	25		01
Core	MASS-CT-402	PR Campaign	02	25		01
Core	MASS-CT-403	Video Shorts Production	02	25		01
Core	MASS-CT-404	Research paper review	02	25		01
TOTAL			24	400		16
COURSE GRAND TOTAL			Marks: 1600		Credits: 64	

DETAILED SYLLABUS

FIRST SEMESTER

MASS-CT-101 Development of Media & Media Laws

Course Category	Course Type	Hours/Week	Exam Marks	Exam Duration	Credits
Core	Theory	02	50	2 hours	02

UNIT I: Emergence and growth of Indian language Press

1. James Augustus Hicky
2. James Silk Buckingham
3. Rammohan Roy
4. Adam's Gag
5. Vernacular Press Act (1878)

UNIT II: Indian Press & Freedom Movement

1. Hindu Patriot and Harish Ch. Mukherjee
2. The Amrita Bazar Patrika.
3. Role of Mahatma Gandhi
4. Birth of the Indian news agencies
5. History of language journalism of the region

UNIT III: Emergence and growth of radio and television in India

1. Introduction and growth of Radio in India
2. Introduction and growth of Television in India.

UNIT IV: Press Freedom and Law

1. Constitution of India: fundamental rights – freedom of speech and expression and their limits
2. Contempt of Court
3. Official secrets Act 1923
4. Law of Defamation
5. Right to Information

UNIT V: Media Codes and Ethics

1. Ethics: Meaning & definition
2. Media's ethical problems
3. Press Commissions
4. Media Council/ Press Council

Suggested Readings:

1. Manna. Banshi: Mass Media & Laws in India'; Academic Publ., 2003

2. Durgadas Basu: Laws Of The Press In India, Prentice Hall Of India, 1980
3. Ra Yudu C S : Communication Laws', Himalaya Pub. House,1995
4. Umrigar M : Journalist And The Law'.
5. Durgadas Basu : Indian Constitution' Lexisnexis,1998.
6. Someswara Rao B : Journalism:, Codes And The Law'.
7. Radhaksrishnamurthy B : Indian Press Laws'.
8. Rrports 1) First Press Commission Report. 2) Second Press Commission Report.
9. Ahuja, B.N.: Historty of Press, Press Laws and Communication', Surjeet Publications, 1988
10. Mankakar, D.R. : Press and Pressure'.1973
11. Ghosh, Hemendra Prasad: Press and Press Laws in India',1930.
12. Sumit Ghosh : Modern History of Indian Press',2009.
13. Jan R. Hakeculdar: Media Ethics and Laws'.2011
14. Jean Folkerts The Media in your life'.2008
15. P.K. Ravindranath Press Laws and Ethics of Journalism, Author Press, New Delhi

MASS-CT-102 Communication, Media & Society

Course Category	Course Type	Hours/Week	Exam Marks	Exam Duration	Credits
Core	Theory	02	50	2 hours	02

UNIT I: Introduction to Communication

1. Definition and Processes
2. Forms of Communication (verbal, non verbal, paralanguage, semiotic etc.)
3. Levels of Communication (interpersonal, intrapersonal, group, mass com)
4. Barriers of Communication

UNIT II: Models of Communication

1. SMCR
2. Berlo
3. Laswell
4. Shannon& Weaver
5. Osgood
6. Westley & Mclean
7. Gerbner
8. Schramm, etc.

UNIT III: Media Systems and Communication Theories

1. Bullet Theory
2. Cognitive Dissonance
3. Personal Influence
4. Two step & multi step

5. Individual Difference
6. Normative
7. Sociological, etc

UNIT IV: Determinants and Shifting Paradigms

1. Culture and Communication
2. Folk Media
3. Mass Media
4. Digital Communication
5. Convergence of media
6. Social Media

UNIT V: Media, Culture and Globalization

1. Nature and forms of Media and Globalization – Localization, Glocalization, Hybrid Media,
2. Diasporic Media.
3. Culture and Globalization.
4. Media and Cultural Activism.

Suggested Readings:

1. Everett. R M. : A History of Communication Study, Free Press, 1997
2. McQuail D: Mass Communication Theory: An introduction, Sage Publication 2005
3. Andal. N: Communication Theory and Models, Himalay Publishing House 2004
4. Kumar K. J: Mass Communication in India, Jaico Publishing house 1994
5. Vivian J: The Media of Mass Communication Pearson Boston, New York. 2012
6. Dominick J. R: The Dynamics of Mass Communication McGraw Hill 1999
7. Stanley D & Baran J: Mass Communication Theory & Practice, Maffield Publishing
8. Parmar S: Folk Media in India 9. Joshi U: Text book of Mass Communication Anmol 1999
9. Dey P. K: Perspectives in Mass Communication, Kalyani Publishers 1997
10. Bharti S: Mass Communication and Society, Avishkar Pub New Delhi 2008
11. Puri M : Outlines of Mass communication, Pragun Pub New Delhi 2006
12. Gaur S: Mass Media and Communication, Book Enclave Kolkata
13. Gupta, Nilanjana ed. (2006) Cultural Studies, World View Publishers.
14. McQuail, Dennis. 2000, (fourth Edition) Mass Communication Theory, London, Sage.
15. Miller, Katherine, (2004), Communication theories: perspectives, processes and contexts
16. McGraw Hill. Michael Ruffner and Michael Burgoon, Interpersonal Communication.
17. Narula, Uma (2001), Mass Communication - Theory and Practice, Har-Anand Publications, New Delhi

MASS-CT-103 Print Media Studies

Course Category	Course Type	Hours/Week	Exam Marks	Exam Duration	Credits
Core	Theory	02	50	2 hours	02

UNIT I: Journalism and Society

1. Media Consumption and News Production; Audience, Readerships, Markets
2. Forms of Journalism: News, Features, Opinions, Yellow, Tabloid, Page 3.
3. Changing Practices: New/Alternative Media, Speed, Circulation

UNIT II: The News Process: From the Event to the Reader

1. News: Meaning, Definition, Nature
2. Design, layout and caption writing
3. Style of Writing: Inverted pyramid; hour glass and Lead; types
4. Specialized and Exclusives Reporting/ News Beats: Political, Legal, Sports, Science, Economic, Crime, Rural, etc
5. Sources of news

UNIT III: Language and Style of News

1. Feature: Definition, Types, Importance
2. Editorial: Importance, Choice of Subject, Presentation
3. Investigative And Interpretative Reporting: Qualities, Planning, Style, Scope, Importance
4. Interview Types: Planning, Preparation & Conducting Interview
5. Human interest stories: Choice of subject, Style of presentation

UNIT IV: Structure and Functioning of Newsroom

1. News Desk: Organizational Structure of the Editorial Board, Functions and duties of the editorial department.
2. Editorial Policy: Concept
3. Reporter: Duties and Responsibilities
4. Special Correspondent: Duties and Responsibilities
5. District Reporter: Duties and Responsibilities

UNIT V: News Writing

1. Writing News report with a suitable head line and intro of 400 words.
2. Writing Editorial of 400 words on – Politics, Sports, Social, Economic, and Entertainment.
3. Writing Human interest Feature of 400 words on certain current topics.
4. Conducting an interview for the Print Media

Suggested Readings:

1. Hohenberg J : The Professional Journalist, Oxford IEH Publishing Company, New

- Delhi. 1978
2. Kamath, V : The Journalists Handbook, Vikas Publishing House, New Delhi, 1980
 3. Hough G A : News Writing Kanishka Publishers, New Delhi, 2004
 4. Mencher, M : Basic News Writing, W C Brown Publisher UK, 1989
 5. Srivastava, K.M. : News Reporting & Editing. Sterling Publishers, 1987
 6. Crump, Spencer : Fundamentals of Journalism. McGraw-Hill Inc., US
 7. Parthasathi R : Journalism In India. Sterling Publishers, 1991
 8. Harris, Geoffrey & Spark, David : Practical Newspaper Reporting. SAGE Publications Ltd, 2010
 9. Mc dougal C D: Interpretative Reporting. Macmillan USA, 1987
 10. Ahuja B. N and Chhabra S. S: News Reporting.
 11. James M Neal and Suzanne S Brown: News Writing and Reporting. Iowa State University Press ,1976
 12. Williams P. N: Investigative Reporting and Editing, New Jersey Prentice-Hall 1978
 13. Fedler F: Reporting for the Print Media, Harcourt College Publishers, 1989

MASS-CT-104 News Editing & Layout Designing

Course Category	Course Type	Hours/Week	Exam Marks	Exam Duration	Credits
Core	Theory	02	50	2 hours	02

UNIT I: Editing Fundamentals

1. Editing: Meaning
2. Principles of editing
3. News value judgment
4. Editorial policy

UNIT II: Intro and Headline

1. Intro: Importance, Roles, Paragraphing
2. Intro Writing: Types and Styles
3. Headline Writing: Principles

UNIT III: Agency copy

1. Editing agency copies
2. Selection, integration, updating

UNIT IV: Page Make Up and Display

1. Front page
2. Edit page
3. Other pages
4. Designing special pages and supplements.

UNIT V: Photo Editing

1. News Photo: Selection Criterion
2. Photo Editing
3. Caption Writing
4. Photo Features

Suggested Readings:

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

PRACTICAL

MASS-CP-105 Digital Lab Journal Production

Course Category	Course Type	Hours/Week	Exam Marks	Exam Duration	Credits
Core	Practical	08	100	Submission of Practical Records	04

- Multiple groups will be formed by the faculty members depending of the total number of students in the batch. Each group will have to publish a 6 page digital lab journal which should include activities such as:
 - Collection of local news and news from various departments of the University
 - Collection of supporting photographs
 - Copy writing
 - Editing
 - Layout designing
 - Digital publishing
- Individual students need to publish one BLOG. The Blog Page will host all the individual and group assignments for the particular students.

Ability Enhancement Course (INTERNALS)

Course Category	Course Code	Course Title	Exam Marks	Credits
Core	MASS-CT-101	Group Discussion OR Impromptu Speech	25	01
Core	MASS-CT-102	Power Point Presentation	25	01
Core	MASS-CT-103	Interview	25	01
Core	MASS-CT-104	Dummy Sheet Design	25	01

Conducting Interview Session: MASS-CT-103

All the students individually will have to conduct an interview with any eminent personality from any specialized field and have to upload the interview on their blog. Unique, relevant and most interesting interview will be considered to be included in the digital lab journals.

SECOND SEMSTER

MASS-CT-201 Radio Production System & Technology

Course Category	Course Type	Hours/Week	Exam Marks	Exam Duration	Credits
Core	Theory	02	50	2 hours	02

UNIT I: Development of Radio

1. Radio as a medium of communication
2. Public (PSB) and private radio systems, AM, FM, Community Radio
3. Characteristics of Radio

UNIT II: All India Radio

1. Prasar Bharati
2. Characteristics
3. News Service Division

UNIT III: Radio News

1. Types of radio news bulletins and their structures
2. Style and presentation of Radio news
3. News reader – qualities and duties
4. Radio newsroom – structure and function

UNIT IV: Radio Programme formats and genres

1. Radio Interview
2. Radio Drama
3. Radio Talk
4. Vox Pop
5. Magazine Program
6. Radio Spot

UNIT V: Radio Production

1. Studio Layout
2. Microphones, Acoustics, Communicating With Speakers, Cue.
3. Sound Editing: Basic Production

Suggested Readings:

1. Chatterjee, P.C., Broadcasting in India, Sage, 1987
2. Luthra, H.R., Indian Broadcasting. Publications Division, Govt. of India , 1986
3. Bhatt, S.C., Broadcast Journalism: Basic Principles , Har Anand Publications (2007)

4. Baruah, U.L., This is All India Radio, Publications Division, Government of India, 1983 ,New Delhi.
5. Masani, Mehra :Broadcasting and People - National Book Trust, NewDelhi,1997
6. Akash Bharti National Broadcast Trust : Publication Division, New Delhi, 1987
7. Hellard Robert -, Writing for Television and Radio, Sage 2000
8. Mitchell Stephen, Holt - Broadcast News, Radio Journalism and an introduction to Television., Rinehart & Winston, rawat publication, 2010
9. Stuart W. Hyde, Television and Radio Announcing, Kanishka Publishers, Delhi. 2007
10. Macliesh Robert - Radio Production Techniques. Macmillan. NY., 2002
11. Singhal Arvind, & Rogers Everett - India's Information Revolution., sage, 1998
12. Sim Harris & Paul Chantler, Local Radio., Sage, 2005
13. Ash, William - The Way to Write radio Drama, BBC, 2009
14. Shrivastava, K.M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd.,2005, New Delhi

MASS-CT-202 Television Production System & Technology

Course Category	Course Type	Hours/Week	Exam Marks	Exam Duration	Credits
Core	Theory	02	50	2 hours	02

UNIT I: Development of Television

1. Evolution of telecasting in India
2. TV as a medium of communication
3. Advent of satellite television in India,
4. Globalization of content
5. Impact on audience

UNIT II: TV News Reporting

1. Electronic news-gathering
2. Research & investigation
3. Interview techniques
4. Piece to Camera and Voice Over
5. Sequencing and Editing news packages

UNIT III: Writing for Television

1. Writing to still, writing for video
2. Marking copy in Production language
3. Research, Visualization and Production Script.

UNIT IV: TV News Production

1. Communicating with still pictures and video
2. Formats of TV programmes

3. Shooting with TV camera
4. Studio lighting
5. Video editing techniques
6. Stages of Production

UNIT V: News Room structure

1. Producer
2. Correspondents
3. Newscaster
4. PCR
5. MCR

Suggested Readings:

1. Boyd, Stewart & Alexander: Broadcast Journalism, Focal Press sixth edition 2008
2. Owens J & Millerson G :Television Production, Focal Press fifteenth edition 2012
3. French and Richard (Eds.): Contemporary Television, Eastern Perspective Sage 1996
4. Acharya, R.N.: Television in India, Manas Publication, Delhi
5. Desai M K: Television in India Authors press New Delhi 2010
6. Chatterjee P.C.: Broadcasting in India, Sage, New Delhi, 1987
7. Khan J: Basics of Electronic Media, Shipra Pub New Delhi 2006
8. Kapoor D N:,Broadcast Journalism, Mohit Pub New Delhi 2006
9. Kohli .V: The Indian Media Business, Response New Delhi 2006
10. Siddiqui H: Television Broadcasting, Anmol New Delhi 2011
11. Ramanujam RC:Television and Radio Broadcasting APH Publishing Delhi 2011
12. Johnson K: Television and social change in rural India Sage Delhi 2000
13. Ninan S:Through the magic window-Television and change in India Penguin Delhi 1995
14. Shrivastava KM:Radio and TV Journalism Sterling India 1989

MASS-CT-203

New Media Studies

Course Category	Course Type	Hours/Week	Exam Marks	Exam Duration	Credits
Core	Theory	02	50	2 hours	02

UNIT I: Online communication and Internet

1. Concept and development
2. Characteristics and trends
3. Internet as a medium of Mass Communication
4. Digital culture and identity
5. Net Neutrality

UNIT II: Internet architecture

1. Networking
2. Types of web sites
3. Video conferencing
4. Web casting

UNIT III: Digital media and communication

1. ICT
2. Digital divide
3. Web 2.0. and Social Media
4. Ecommerce and m-commerce
5. Cyber Crimes, Cyber Law and Ethics

UNIT IV: Internet as a news medium

1. Web Journalism: Introduction, Difference with other media, News websites, forums, e-papers
2. Forms of online packages
3. Elements of multimedia story
4. Online writing and editing
5. Internet Advertising

UNIT V: Weblogs

1. Weblogs: types and functions
2. Blog search engine, blog aggregator
3. Micro blogs, wikis
4. Citizen Journalism and blogs

Suggested Readings:

1. Linda Low - Economics of Information Technology and the Media.
2. Toy Voughan - Multimedia – Making to Work Osborne Mcgrams.
3. H. Bidgoli - Electronic Commerce Principles and Practice, Academic Press.
4. Y.K. Jain - Enterprise Electronic and Mobile Commerce .
5. David Whitley - E-Commerce – Strategy, Technologies and Applications.
6. Jim Hell - Online Journalism, Pluto, 2001.
7. Jason Whittaker - Web Production (II Edition), Routlodge,2001.
8. Tuban, Rainer Potter - Introduction to Information Technology, Wiley Publication, 2001.

ELECTIVE COURSE

MASS-ET-204 Magazine Journalism

Course Category	Course Type	Hours/Week	Exam Marks	Exam Duration	Credits
Core	Theory (Elective)	02	50	2 hours	02

UNIT I: Fundamentals

1. Magazines Types and Evolution
2. Target Audience
3. Content
4. Formats

UNIT II: Magazine productions

1. Layout
2. Design elements
3. Style Sheet
4. Content Plan

UNIT III: Cover and cover story

1. Cover story : Functions
2. Design Formats
3. Cover Blaze
4. Illustrations

UNIT IV: Writing and Editing for Magazines

1. Creative Writing style
2. Editorial and House Styles
3. Columns
4. Fillers

UNIT V: Magazine management

1. Organizational Structure
2. Economics
3. Sales and Subscriptions
4. Advertising and circulation

Suggested Readings:

1. John Morrish - Magazine Editing , Routledge (1996).
2. Linda McLoughlin - The Language of magazines, Inter Text.(2001)
3. Michelle Ruberg - Handbook of magazine article writing , Writer's Digest(2005)

4. Antony Davis - Magazine Journalism Today, Heinemann professional publishing (1988)
5. East R. Hutchison - The Art of Feature Writing, Oxford University Press(2008)
6. Benton Rain Patterson & Coleman E. P. Patterson - The Editor in Chief , Surjeeth Publications(2005)
7. Jenny Mckay - The Magazine Hand book, Routledge (2000).
8. Robert Root - Modern Magazine Editing, WMC. Brown Publishers (1966).
9. Edward Jay & John Lee - Feature Writing for News Paper and magazines, Harper and Row Publishers(1988)
10. Roy Paul Nelson - Articles and Features, Houghton Mifflin Company (1978).
11. Louis Alexander - Beyond the Facts, Surjeeth Publications (2003).

MASS-ET-205 Folk Media

Course Category	Course Type	Hours/Week	Exam Marks	Exam Duration	Credits
Core	Theory (Elective)	02	50	2 hours	02

UNIT I: Folk Art as a mass media instrument

1. Nature of Folk Media
2. Use of folk media
3. Advantages of folk media
4. Folk vs electronic media
5. Participative nature of folk

UNIT II: Folk Media and its Classification

1. Folk media narrative forms- Region specific
2. Format, Styles
3. Features and Characteristics
4. Religious Discourses

UNIT III: Folk Media and Communication

1. Use of folk media in developmental messages
2. Community development
3. Folk Media in Promoting – Health, Education, Tourism, Women’s Issues

UNIT IV: Folk Theater forms

1. Salient features
2. Tamasha
3. Bhavai
4. Nautanki
5. Ramlila
6. Raslila

7. Jatra

UNIT V: Many aspects of Folk Media

1. Merits & demerits of folk media
2. Influence of modern media (radio & TV) on folk media
3. Folk media in digital age

Suggested Readings:

1. Approvoo, J. Theophilus, Folklore for Change, Theological Seminary, Madurai, 1986
2. Atton, Chris (2002) Alternative Media; Sage, London
3. Chantler, Paul & Stewart, Peter (2007) Community Radio- Basic Radio Journalism; Focal Press, Oxford
4. Gargi, Balwant: Folk Theatre in India, Rupa and Co., Bombay, 1991.
5. Lee, Eric, How Internet Radio Can Change the World
6. Malik, Madhu, Traditional Forms of Communication and the Mass Media in India
7. Mukhopadhyay Durgadas, Lesser Known Forms of Performing Arts in India, Sterling, New Delhi, 1978
8. Parmar, S., Folk Music and Mass Media, Communication Publications, 1977
9. Parmar, S., Traditional Folk Media in India, Geka Books, New Delhi, 1975
10. Raganath, H.K., Not a Thing of the Past: Functional and Cultural Status of Traditional Media in India, UNESCO, Paris

MASS-ET-206 Data Journalism

Course Category	Course Type	Hours/Week	Exam Marks	Exam Duration	Credits
Core	Theory (Elective)	02	50	2 hours	02

UNIT I: Data Journalism – Introduction

1. Data Journalism concept and definition
2. Importance of Data Journalism
3. Data Journalism Prospectives

UNIT II: Data Journalism in the Newsroom

1. Data Journalism at ABC
2. Data Journalism at BBC
3. Business Model for Data Journalism

UNIT III: Gathering Data

1. Streamlining search
2. Right to data

3. Getting Data from the Web

UNIT IV: Understanding Data

1. Basic steps in working with Data
2. Data Stories
3. Tools of Data Journalism

UNIT V: Data Delivery

1. Presenting Data to the public
2. Building a News App
3. Data Journalism in India

Suggested Readings:

1. Gray Jonathan, Data Journalism Handbook, The European Journalism Center and the Open Knowledge Foundation, 2012
2. Paul Bradshaw, Finding Stories in Spreadsheets, Birmingham City University, City University London Online Journalism Blog, 2020
3. Paul Bradshaw, Scraping for Journalists (2nd edition), Birmingham City University, City University London Online Journalism Blog, 2017

MASS-ET-207 Media and Gender

Course Category	Course Type	Hours/Week	Exam Marks	Exam Duration	Credits
Core	Theory (Elective)	02	50	2 hours	02

Unit I: Media and Gender

1. Theories of Gender: Nature and changes.
2. Media-gender relationship- social construction of gender,
3. Mediatisation of Gendered world

Unit II: Gender

1. Conceptual Frameworks in Gender studies Feminist Theory
2. History of Media and Gender debates in India (Case studies)
3. Media and Gender - Theoretical concerns.
4. Media and Masculinity
5. Media and Social Difference: class, gender, race etc

UNIT III: Queer Theory and Media

1. Conceptual framework in Queer theories
2. Indian Queer imagination

3. South Asian Queer activism
4. Queer films
5. Queer and other medias

Unit IV: Gender and Media Literacy

1. Theories of Audience and gender
2. Technology and media in the age of digital media
3. Civil society and gender activism

Unit V: Media and Human Rights

1. Human Rights- Theoretical perspectives, Critique
2. Universal Declaration of Human Rights
3. Human Rights and Media (Case Studies)

Suggested Readings:

1. Ninan, Sevanti. Headlines from the heartland: Reinventing the Hindi public sphere. SAGE Publications Pvt. Limited, 2007.
2. Curran, James. "Rethinking mass communication." Cultural studies and communications.London: Arnold (1996).
3. McQuail, Denis. Mass communication theory: An introduction. Barcelona, 1991. 79-111
4. Berger, Arthur Asa. Media and society: A critical perspective. Rowman& Littlefield, 2012.Pg 9-21,167-180
5. Nichols, Joe& Price, John, Advanced Studies in Media, Thomes Nelson,1999. 42-55
6. Thirumal, P., and Gary Michael Tartakov. "India's Dalits search for a democratic opening in the digital divide." International Exploration of Technology Equity and the Digital Divide:Critical,Historical and Social Perspectives (2010):
7. Rajagopal, Arvind, ed. The Indian Public Sphere: Readings in Media History. New Delhi: Oxford University Press, 2009. 278-290.
8. Rayner, Philip, Peter Wall, and Stephen Kruger, eds. AS media studies: the essentialintroduction. Psychology Press, 2004..53-61.
9. Bannerjee, Menon&Priyameds.Human Rights, gender and Environment, Pearson & Co. 2010

PRACTICAL

MASS-CP-208 Documentary Production

Course Category	Course Type	Hours/Week	Exam Marks	Exam Duration	Credits
Core	Practical	08	100	Submission of Practical Records	04

Individual students need to produce a documentary which should include activities such as:

1. Research
2. Scripting
3. Budgeting
4. Shooting
5. Editing

Duration: 8 – 10 minutes

Language: Preferably English, but if it is done in any vernacular language then it should contain subtitles in English.

Ability Enhancement Course (INTERNALS)

Course Category	Course Code	Course Title	Exam Marks	Credits
Core	MASS-CT-201	Radio Spot	25	01
Core	MASS-CT-202	TV News Capsule	25	01
Core	MASS-CT-203	Tutorial	25	01
Core	MASS-ET-204 MASS-ET-205 MASS-ET-206 MASS-ET-207	PPT/Viva-Voce	25	01

Radio Spot:

All the students will have to individually prepare a short catchy advertising message for radio broadcasting of 15 seconds duration. To be uploaded in student's blog.

TV News Capsule

All the students will have to prepare a television news capsule of 120 seconds duration. To be uploaded in student's blog.

THIRD SEMSTER

MASS-CT-301 Development Communication

Course Category	Course Type	Hours/Week	Exam Marks	Exam Duration	Credits
Core	Theory	02	50	2 hours	02

UNIT I: Meaning and concept of development

1. Meaning
2. Concept
3. Origin
4. Approaches to development
5. Problems and issues in development
6. Characteristics of developing societies
7. Gap between developed and developing societies

UNIT II: Development communication

1. Meaning
2. Concept
3. Definition
4. Several Paradigms
5. Role of media in development communication.

UNIT III: Development Communication in India

1. Historical analysis
2. Indian models of Development communication
3. SITE / Kheda programmes.

UNIT IV: Developmental and rural extension agencies

1. Governmental, Semi-government, Non Governmental organizations
2. Panchayati Raj - Planning at national, state, regional, district, block and village levels
3. Democratic decentralization
4. Role of NGOs in rural development
5. Rural Self help groups and Rural Cooperative and development.

UNIT V: Media and Development

1. Role of Opinion leaders
2. Participatory communication
3. New media
4. ICTs for development

Suggested Readings:

1. Melkote Srinivas R., H. Leslie Steeves : Communication for Development in the Third World: Theory and Practice for Empowerment. Sage. 2001.
2. Uma Narula. Har Anand - Development Communication: Theory and Practice..2004.
3. Uma Narula, W. Barnett Pearce - Development as communication: a perspective on India. Southern Illinois University Press, 1986.
4. Ankie M. M. Hoogvelt -The third world in global development. Macmillan. 1982
5. Schramm, Wilbur: Mass Media and National Development, Stanford UP, Standford, 1964.
6. Kiran Prasad - Communication for Development: Reinvesting Theory and Action (2 volumes,). BRPC: New Delhi. 2009..
7. Kiran Prasad - New Media and Pathways for Social Change: Shifting Development Discourses. BRPC: New Delhi. 2012.
8. Jan Servaes - Communication for Development and Social Change, Sage Publications. 2009.
9. Kiran Prasad - Information and Communication Technology: Recasting Development. BR Publishing Corporation, New Delhi. 2004.
10. K.Mahadavan, Kiran Prasad, Youichi Ito and Vijayan Pillai - Communication, Modernisation and Social Development: Theory Policy and Strategies (2 volumes),. BR Publishing Corporation, New Delhi. 2002.
11. Paolo Mefalopulos - Development Communication Sourcebook: Broadening the Boundaries of Communication. World Bank Publications. 2008.
12. Rajbir Singh - Development Communication. Pinnacle Technology. 2006.
13. J V Vilanilam - Development Communication in Practice. India and the Millennium Development Goals. . Sage. 2009.
14. Linje Manyozo - Media, Communication and Development: Three Approaches. Sage. 2012.
15. Jan Servaes - Communication for Development and Social Change. Sage. 2008.
16. Arvind Singhal, Everett M Rogers - India's Communication Revolution: From Bullock Carts to Cyber Marts.
17. Ventakatanath, C - NGO'S & Rural Development.
18. Rao, S.K - Global Search for Rural Development.

MASS-CT-302 Community Media

Course Category	Course Type	Hours/Week	Exam Marks	Exam Duration	Credits
Core	Theory	02	50	2 hours	02

UNIT I: Community Media

1. Introduction and Characteristics
2. Conceptualising Community in Community Media
3. Community Media Vs Public and Private Media

UNIT II: Community Media and Public Sphere

1. Community Communication
2. Public Sphere and Community
3. Participatory and Democratization through Community Media

UNIT III: Community media as a development tool

1. Access and Participation
2. Criteria for successful community media.
3. Objectives of community Media
4. Community Media and Gender

UNIT IV: Community Media Initiatives in India: Case Studies

1. Community Radio: Sangham Radio, Gurgoan Ki Awaaz, NammaDhawani, Radio Ujjas
2. Community Video: Video SEWA, CAMP, Drishti, Mahita
3. Community Newspaper: Khabar Lehiriya, CGNET SWARA

UNIT V: Community Radio and global prospects

1. Bangladesh
2. Nepal
3. Sri Lanka
4. Philippines

Suggested Readings:

1. Kevin Howley - Understanding Community Media: SAGE Publications.
2. Pavarala, Vinod and Malik, Kanchan K - Other Voices: The Struggle for Community Radio in India.
3. Linda K. Fuller - Community Media: International Perspectives.
4. Kevin Howley - Community Media: People, Places, and Communication Technologies.
5. Ole Prehn - Community media in the information age: perspectives and prospects.
6. Janey Gordon- Notions of Community: A Collection of Community Media Debates and Dilemmas.
7. Ellie Rennie - Community Media: A Global Introduction.
8. Steve Buckley - Community media: A good practice handbook.

MASS-CT 303 Film Studies

Course Category	Course Type	Hours/Week	Exam Marks	Exam Duration	Credits
Core	Theory	02	50	2 hours	02

UNIT I: Early Cinema

1. Development of film- Early efforts
2. Evolution of film techniques
3. Film as Mass Medium

UNIT II: Early Cinema in India

1. Historical development of films in India
2. Documentary movement in India
3. Cinema after independence
4. Regional Cinema

UNIT III: Indian New Wave and beyond

1. Overview of Indian New Wave
2. Masters of India New Wave
1. Commercial Cinema
2. Issues and problems of Indian cinema

UNIT IV: Film Technique

1. Stages of film making: Pre-production, Production and Post-Production
2. Shot and Sequence
3. Camera movement
4. Lighting
5. Sound, dubbing
6. Editing.
7. Language of Cinema- Montage, Mise-en-scene

UNIT V: Facilitation bodies

1. National Film Development Corporation of India
2. Films Division of India
3. Central Board of Film Certification
4. Federation of Film Societies of India

Suggested Readings:

1. James Monaco- How to read a film.
2. Mast G. & M. Cohen - Film Theory & Criticism.
3. Garth. J. & Linton J. - Movies as Mass Communication. The Sage Comm. Series, 1989,2nd Edn.
4. Gaston .R.- The Subject of Cinema . Seagull, Calcutta, 1990.
5. Khwaha Ahmed Abbas - How Films are made., National Book Trust,1977.
6. Quick Jon & Tem La Bau - Handbook of Film Production , Macmillan,NY,1972
7. Sarkar, Kobita - India Cinema Today: An Analysis , Sterling, New Delhi, 1975.

ELECTIVE COURSE

MASS-ET-304 Newspaper Management

Course Category	Course Type	Hours/Week	Exam Marks	Exam Duration	Credits
Core	Theory	02	50	2 hours	02

UNIT I: Introduction to Newspaper industry

1. Structure of a Newspaper organization
2. Newspaper Management
3. Major Newspaper organizations

UNIT II: Business organizations

1. Forms of business organizations
2. Media as a business,
3. Role
4. Characteristics

UNIT III: Principals of Newspaper management

1. Definition
2. Functions
3. Theories

UNIT IV: Ownership patterns of Newspaper in India

1. Major patterns of ownership with special reference to India Case studies
2. Dual economy of a newspaper, Circulation and Advertising.
3. Marketing and Promotions

UNIT V: Different Organizations

1. ABC,
2. INS,
3. RNI,
4. NRSC

Suggested Readings:

1. Gulab Kothari - Newspaper Management in India.
2. Herbert Lee Williams - Newspaper Organization and Management.
3. Arvind Singhal and Everett Rogers - India's Communication Revolution.
4. Gillian Doyle - Media Ownership.
5. Vanita Kohli - The Indian Media Business.
6. Frank Warren Rucker, Herbert Lee Williams - Newspaper Organization and Management.
7. Achal Mehra - Newspaper management in the new multimedia age.
8. Jane Willis - Surviving in the Newspaper Business.
9. Philip Kotler - Principles of Marketing Management.

MASS-ET-305 Environmental Communication

Course Category	Course Type	Hours/Week	Exam Marks	Exam Duration	Credits
Core	Theory (Elective)	02	50	2 hours	02

UNIT I: Basic Perspective

1. Definition
2. Nature and Importance of Environment
3. Parameters of Environment;
4. Environmental Hazards
5. Pollution- Natural and Man-Made.

UNIT II: Contemporary Issues

1. Local, National, International Environmental Issues.
2. Environmental Protection Programmes and Strategies.

UNIT III: Media & Empowerment

1. Role of media in protecting the Environment and Ecology
2. Communication strategies for on-going campaigns
3. Media organization and units.

UNIT IV: Development v/s Environment Debate

1. International agreement
2. Earth summits
3. Protection of environment
4. Natural resources,
5. Flora- fauna, rivers and eco-system
6. Laws protecting environment
7. Problems in safeguarding the system.

Unit V: Writing and Reporting Environmental Issues

1. Environmental reporting
2. Types of stories-investigative,
3. In-depth and interpretative
4. Writing for different media.
5. Case studies of major environmental movements and media response in India.

Suggested Readings:

1. Edward Gold Smith, Nicholas Hildyard(Edt). 1988. The Earth Report, London Oxford University Press
2. 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,
3. Kanchon Chopra & S C Gulati, (Eds) 2000. Migration, Common Property Resources And Environmental Degradation, 2001. New Delhi. Sage Publication.
4. Katar Singh And Vishwa Ballabh, (Eds) 2001. Cooperative Management Of Natural Resources, New Dehli Safe Publication.

5. Jyoti Parikit,(Edt)2002. Sustainable Management Of Wetlands, New Delhi. Sage Publication.
6. Roger Jefferry, Nandini Sundar. (Eds) 2003. A New Moral Economy For India's Forests, New Delhi Sage Publication.
7. Ashok Kotari Neema Pathik, R V Anuradha, Sansuri Taneja (Eds). 2004. Commucation & Conservation, New Delhi. Sage Publication.
8. Udaya Shahay, (Edt), 2006. The Indian Media, Illusion, Dellusion & Reality, New Delhi Roop & Co.

MASS-ET-306 Cultural Communication

Course Category	Course Type	Hours/Week	Exam Marks	Exam Duration	Credits
Core	Theory (Elective)	02	50	2 hours	02

UNIT I: Understanding Cultural Studies

1. Origin and Development of Cultural Studies.
2. Variants of Cultural Studies.
3. Cultural Studies in India.
4. Culture and Communication.

UNIT II: Core ideas in Cultural Studies

1. Base and Superstructure
2. Culture Industry
3. Public Sphere
4. Culture and Ideology
5. Discourse and Counter-Discourses
6. Culture, Power, and Knowledge
7. Hegemony and Counter-Hegemony

UNIT III: Theories and its Relevance in Media

1. Diffusionism
2. Cultural Materialism
3. Functionalism
4. Social Interaction
5. Popular and Mass Culture, Circuit of Culture, Encoding and Decoding
6. Culture and Industry
7. Psychoanalysis

UNIT IV: Construction of Culture, Re-representation, and Media Culture

1. Construction of culture – Social, Economic. Political,Religion, Technology
2. Re-representation and Media Culture - Language, Gender, Race, Class, Ethnicity, Kinship and terminology

UNIT V: Intercultural Communication

1. Communications between cultures and traditions,

2. Intercultural communication and mass media,
3. Intercultural communication and international implication,
4. The Indigenous people, Indigenous cultures, knowledge and economic development, Indigenous people in the contemporary world

Suggested Readings:

1. Bright, W. and A.K. Ramanujan -1972, ‘Sociolinguistic variations and language change’ in Sociolinguistics by J.B. Pride and J. Holmes (ed.), Penguin Books, Hazell Watson and Viney Ltd., Great Britain
2. Campbell, R., Christopher Martin and Bettina Fabos - 2008, Media and Culture: An Introduction to Mass Communication, Bedford St. Martins, Boston
3. Durham, G. and Douglas Kellar 2001, Media and Cultural studies, Blackwell Publishing
4. Greenberg, J.H. -1985, The Linguistic Approach, Prentice-Hall, USA
5. Kroeber, A.L. – 1947, Configuration of Culture growth, University of California Press, USA
6. McLuhan, Herbert Marshall – 1962, The Gutenberg Galaxy: The Making of Typographic Man, University of Toronto Press, Canada
7. Ray, Manas -2021, ‘The Model Clone Culture: A tool to understand transmission of culture traits in connectivity context’ in the Journal South Asian Anthropology, Vol. 2(2), India
8. Redfield, Robert -1957, Primitive world and its transformation, Cornell University Press, USA
9. Singer, Milton -1972, When a Great Tradition modernizes, Pall Mall Press, USA
10. Smith, A. (ed.) -1985, Culture and Communication, Prentice-Hall, USA
11. White, Leslie -1949, The Science of Culture: A study of Man and Civilization, Eliot Werner Publications Inc. USA

MASS-ET-307 Internship

Course Category	Course Type	Hours/Week	Exam Marks	Exam Duration	Credits
Core	Theory (Elective)	02	50	2 hours	02

Getting Internship:

The department will encourage or may assist students to take up internship in any form of media organization.

Duration of Internship:

The students should be engaged in internship for not more than ONE month. The time period may be extended without compromising attendance percentage only if the internship looks feasible for potential employment.

Internship Report:

After the internship gets over a report summarizing nature of internship, activities done at the media house along with the digital copies of the content generated during internship and internship certificate should be submitted in the department for final evaluation.

PRACTICAL

MASS-CP-308 Short Film Production

Course Category	Course Type	Hours/Week	Exam Marks	Exam Duration	Credits
Core	Practical	08	100	Submission of Practical Records	04

Multiple groups will be formed by the faculty members depending of the total number of students in the batch. Each group will have to produce a short film which should include activities such as:

1. Research
2. Scripting
3. Budgeting
4. Shooting
5. Editing

Duration: 30 minutes maximum.

Language: English/Hindi/Bengali/Nepali with subtitles in English where applicable.

Ability Enhancement Course (INTERNALS)

Course Category	Course Code	Course Title	Exam Marks	Credits
Core	MASS-CT-301	Fieldwork	25	01
Core	MASS-CT-302	Community media programme production	25	01
Core	MASS-CT-303	Film Review	25	01
Core	MASS-ET-304 MASS-ET-305 MASS-ET-306 MASS-ET-307	PPT/Viva-Voce	25	01

Fieldwork:

Every student will have to visit development agencies such as GOs/NGOs/Self-Help groups etc and gather case studies related to developmental initiatives and subsequently submit a report of the same.

Community media programme production:

Every student will have to produce community media centric programme as per the guidance of the faculty.

Film Review:

Every student will have to review a contemporary film.

FOURTH SEMSTER

MASS-CT-401 Advertising and Marketing Communication

Course Category	Course Type	Hours/Week	Exam Marks	Exam Duration	Credits
Core	Theory	02	50	2 hours	02

UNIT I: Fundamentals of Advertising

1. Evolution and growth of advertising
2. Definitions of advertising as communication function and as marketing function
3. Classification of Advertising
4. Socio-economic effects of advertising

UNIT II: Advertising and Marketing

1. Understanding marketing
2. 4 P's of marketing
3. Marketing mix
4. Promotion mix
5. Relation between marketing and advertising

UNIT III: Advertising Planning and execution

1. Advertising planning process
2. Advertising objectives DAGMAR Model
3. Advertising Appropriation , budget making process , different methods Advertising creativity
4. Media Planning
5. Advertising Evaluation

UNIT IV: Advertising Agency and Campaign

1. Advertising Agency vs. Advertising Department
2. Organizational structure and functions
3. Advertising campaigns
4. USP, Brand
5. Case study

UNIT V: Campaign

1. Advertising campaigns
2. USP, Brand
3. Case study

UNIT IV: Legal and Ethical aspects of Advertising

1. Ethics of advertising
2. ASCI

Suggested Readings:

1. Sarojit Datta - Advertising Today: In the Indian. Profile Publishers. 1994
2. Wright, Winter, Ziegler - Advertising. Tata McGraw-Hill. 1983.
3. Rosser Reeves - Reality in advertising. Knopf. 1961.
4. . Philip Kotler - Marketing management, Prentice Hall of India, 2000
5. Jaishri N Jethwaney - Advertising. Phoenix publishing House Pvt. Ltd. 1999
6. David Ogilvy - Ogilvy on Advertising. Prion Publishing Group. 2011
7. S.A. Chunawalla; K.C. Sethia - Foundation of Advertising: theory and practice. Himalaya publishing House. 1999.
8. William Wells, John Burnett, Sandra Ernst Moriarty - Advertising: Principles and Practice. Prentice Hall, 2003.
9. William F. Arens. - Contemporary Advertising. Tata McGraw-Hill Education, 2004.
10. William Leiss, Stephen Kline, Sut Jhally - Social Communication in Advertising: Persons, Products & Images of Well-being. Psychology Press, 1990.
11. John O'Shaughnessy, Nicholas J. O'Shaughnessy - Persuasion in Advertising. Psychology Press, 2004.
12. David Ogilvy - Confessions of an Advertising Man. Southbank Publishing, 2011.
13. Aaker, Batra, Myers - Advertising Management. Dorlin Kindersley (India). 2006.
14. Larry Percy, Richard Rosenbaum-Elliott - Strategic Advertising Management. Oxford University Press. 2009.
15. Sisson Z. Jack and Lincoln Bumba - Advertising Media Planning . NTC Business Books, 3rd ed. 1996
16. Maria Pricken - Creative advertising. Thomas & Hudson. 2011
17. Keding, Ann & Bivins, Thomas - How to Produce Creative Advertisement. McGraw-Hill; 2nd edition. 1992

MASS-CT-402 Public Relations

Course Category	Course Type	Hours/Week	Exam Marks	Exam Duration	Credits
Core	Theory	02	50	2 hours	02

UNIT I: Evolution and History of Public Relations

1. Definitions
2. Models of communication in Public Relations
3. Concept of Public in Public Relations
4. PR and allied disciplines: Publicity, Propaganda, Advertising, Lobbying

UNIT II: Public Relations tools

1. Press Release
2. House Journal.
3. Annual Report
4. Audio-Visual Media
5. Exhibitions Etc.

UNIT III: Corporate Communications

1. Corporate Image and Corporate Identity
2. Public Relations Campaign
3. Corporate Social Responsibility
4. Crisis Management

UNIT IV: Corporate Relations

1. Community Relations
2. Consumer Relations
3. Employee Relations.
4. Media relations, organizing press conferences, Press briefs, proactive and reactive media relations.

UNIT V: Public Relations Agencies and Apex Bodies

1. Public Relations Agencies: Structure and Functions
2. PRSI
3. IPRA.

Suggested Readings:

1. J.N. Kaul - Public Relations in India.
2. D.S. Mehta - Handbook of Public Relations in India.
3. Baldev Sahai - Public Relations – a Scientific Approach.
4. B.Canfield and Moore Homewood III - Public Relations : Cases and Poblems, Irwin Publications.
5. Ravindra- Handbook of Public Relations.
6. Ahuja & Chandra - Public Relations.
7. Sam Black - Practical Public Relations.
8. Joep Cornelissen - Corporate communications.
9. Sarkar, Verma and Jethwani (Sterling) - Public relations — concepts, strategies and tools.
10. Anne Gregory - Planning and Managing a Public Relations Campaign – a step by step guide.
11. Frank Jefkins - Public Relations.
12. Scott M Cutlip and Allen H Center - Effective Public Relations.

MASS-CT-403 International Communication

Course Category	Course Type	Hours/Week	Exam Marks	Exam Duration	Credits
Core	Theory	02	50	2 hours	02

UNIT I: Basic concept of international communication

1. Political, economic and cultural dimensions of international communication.
2. Communication and information as a tool of equality and exploitation.
3. Problems and prospect of international communication

UNIT II: International news flow

1. Imbalance in international News Flow, reasons behind.
2. Controversy on the free flow vs. balance flow

UNIT III: UNESCO's role in global communication

1. UNESCO's efforts in removal imbalance in news flow.
2. New International Information and Economic order
3. Demand for NWICO.
4. Mc Bride Commission and its report and impact.

UNIT IV: Non aligned news agencies pool NANAP

1. Non Allied Movement (NAM).
2. NANAP-operations, success and failure.

UNIT V: Current issues in international communication

1. Democratization of information flow and media systems.
2. Media imperialism.
3. Cultural imperialism - criticism.
4. Effects of globalization on media systems.
5. Transnational media ownership.
6. Internet-effect and impact

Suggested Readings:

1. Hamelink, Cees : *'Cultural Autonomy in Global Communications'*, Longman, London,1983. Macbride, Sean, : *'Many Voices, One World'*, UNESCO,PARIS, 1980.
2. Kumar Keval J & Biernatzki We: *International News Flows: Communication Research Trends'*.2006
3. Rogers Everett: *Communication Technology The News Media in Society*, Collier-Macmillan. London, 1988.
4. Singhal, Arvind & Rogers, Everett: *India's Information Revolution*, Sage, New Delhi, 1989 . Varis Tapio(ed) : *Peace and Communication*, San Jose/ Costa Rica, 1986.
5. Mohammadi Ali(ed) : *International Communication Globalisation2003*
6. McNair : *Political Communication2005*
7. Moulana, Hamid : *International information flow.2005*

8. Nimmo & Sanders : Handbook of Political Communication.2001
9. Boyd Barrett : International News Agencies.1999
10. Fred E Jandt -Intercultural Communication.2007
11. Richard Mead- International Management Cross Cultural Dimensions.2007

MASS-CT-404 Communication Research

Course Category	Course Type	Hours/Week	Exam Marks	Exam Duration	Credits
Core	Theory	02	50	2 hours	02

UNIT I: Basics of Communication Research

1. Objective of research.
2. Types and approaches of communication research.
3. Research philosophy.
4. Definition of research problem.
5. Epistemology, ontology, realism and constructivism

UNIT II: Media Research Method

1. Research on audiences- rating, effect studies, gratification study,
2. Qualitative and quantitative analysis.
3. Interpretation- positivism, post-positivism, behaviorism and functionalism
4. Research on textual content; Semiotics- Saussure and Barthes, Rhetoric and discourse- Narrative, descriptive and persuasive discourse, Psychoanalysis

UNIT III: Sample Design

1. Different types of research design.
2. Different types of sample design.
3. Stapes in Sampling design.
4. Research measurement and scaling technique.
5. Construction and types of research scale

UNIT IV: Hypothesis

1. Concept of hypothesis and testing of Hypothesis.
2. Testing mean value.
3. Chi- square test and ANOVA technique

UNIT V: Data Collection and Analysis

1. Concept of Data.
2. Types of Data.
3. Data collection methods-questionnaires, schedule, interview, participatory observations, , case study method, secondary data collection,

4. Data Analysis- Statistical analysis, dispersion, regression, correlation, Concept of standard error;
5. Research ethics

Suggested Readings:

1. Wimmer & Dominick: Mass Media Research. Cengage Learning.
2. A Berger: Media Research Techniques. Sage.
3. S.H.Priest: Doing Media Research .Sage.
4. C. R. Kothari: Research Methodology: Methods and Technique, Wiley.
5. R. B. Rubin etal: Communication Research Measures, Guilfor Press
6. Singh, Kultar (2007). Quantitative Social Research Methods, New Delhi: Sage.
7. Babbie, Earl (1983). The Practice of Social Research, California, Belmont: Wadsworth Publishing Company.
8. Bhattacharya, D.K. (2003). Research Methodology, New Delhi: Excel Book

PRACTICAL

MASS-CP-405 Research Paper

Course Category	Course Type	Hours/Week	Exam Marks	Exam Duration	Credits
Core	Practical	08	100	Submission of Practical Records	04

Research Paper:

Every student will have to submit a research paper on any specialized domain of Communication under the guidance of any faculty of the Department. The objective of the research paper is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research-based effort and should endeavor to create new knowledge in any area of Mass Communication. Word limits maximum 4000 words.

Mode of Evaluation: Full write –up along with power point presentation and Viva Voce.

ABILITY ENHANCEMENT COURSE

Course Category	Course Code	Course Title	Exam Marks	Credits
Core	MASS-CT-401	Print Advertising Production	25	01
Core	MASS-CT-402	PR Campaign	25	01
Core	MASS-CT-403	Video Shorts Production	25	01
Core	MASS-CT-404	Research paper review	25	01

Print Advertising Production:

Multiple groups will be formed by the faculty members depending of the total number of students in the batch. Each group will have to approach a local business to discuss and prepare an advertising campaign for them.

PR Campaign:

Multiple groups will be formed by the faculty members depending of the total number of students in the batch. All the groups will have to plan and execute a PR campaign in collaboration of professional organizations on behalf of the Department.

Video Shorts Production:

Individual students will have to make a video news shorts of maximum 60 second duration on any international topic with license free pictures/videos, music and texts.

NOTE:

All the Students are supposed to maintain their blog and upload every group and individual assignments/practical works and internal papers in their respective blog.