



OFFICE OF THE REGISTRAR:: DIBRUGARH UNIVERSITY:DIBRUGARH

Memo No.: DU/DR-A/6-1/16/1000

Date: 05.08.2016

NOTIFICATION

As recommended by the meeting of the Board of Studies in Journalism and Mass Communication, Dibrugarh University, held on 30.07.2016 and 31.07.2016 the Hon'ble Vice-Chancellor is pleased to approve the syllabi for the First and Second Semester Courses of the MA in Mass Communication Programme under Choice Based Credit system (CBCS) under report to the Post Graduate Board and Academic Council, Dibrugarh University giving effect from the Academic session 2016-2017. The copy of the Syllabus may be seen as Annexure I of this Notification.

Issued with due approval.

Sd/-Dr. B.C. Borah
Deputy Registrar (Academic)
Dibrugarh University.

Copy to:

1. The Vice-Chancellor, Dibrugarh University, for favour of information.
2. The Dean, School of Humanities and Social Sciences, Dibrugarh University, for favour of information.
3. The Registrar, Dibrugarh University, for favour of information.
4. The Controller of Examinations, Dibrugarh University, for favour of information and the needful. A copy of the syllabus is enclosed herewith.
5. The Chairperson, Centre for Studies in Journalism and Mass Communication, Dibrugarh University, for favour of information.
6. The Principals/ Directors of the Colleges/ Institutes conducting the Journalism and Mass Communication Course of Dibrugarh University for information and needful.
7. The Programmer, Dibrugarh University, with a request to put up the Notice on the Dibrugarh University website along with the syllabus.
8. File.

Sd/-Dr. B.C. Borah
Deputy Registrar (Academic)
Dibrugarh University.

**Curriculum Outline
Under Choice Based Credit System (CBCS)**

MA in Mass Communication (MAMC)

**SEMESTERS: I & II
AUGUST 2016 – JULY 2017**



**Centre for Studies in Journalism and Mass
Communication**

DIBRUGARH UNIVERSITY

Dibrugarh, Assam: 786 004

Email: ducsjmc@gmail.com

-Syllabus Outline-

A. CORE COURSE (CC) – Compulsory in all semesters

SEMESTERS	CODE	COURSE	CREDITS
FIRST SEMESTER	10100	Fundamentals of Communication	4
	10200	Introduction to Journalism	4
	10300	Photography and Image Post Processing	4
TOTAL CREDIT			12
SECOND SEMESTER	20100	Media: Global and Indian Perspective	4
	20200	Communication Theories and Practices	4
	20300	Development Communication	4
TOTAL CREDIT			12
THIRD SEMESTER	30100	Media Law and Ethics	4
	30200	Film Studies	4
	30300	Communication Research	4
TOTAL CREDIT			12
FOURTH SEMESTER	40100	Peace and Conflict Journalism	4
	40200	Media Management	4
	40300	Currents Affairs	4
TOTAL CREDIT			12

B. ELECTIVE COURSE

(Students will choose one of the four elective areas: 1, 2, 3 & 4. After choosing a particular elective paper students cannot change their elective course in second, third and four semesters. However the 5th area i.e., Skill Based Elective is compulsory for all students and they will choose of one the options as provided in the Syllabus)

1. PRINT MEDIA

SEMESTER	CODE	COURSE	CREDITS
1 st Semester	10101	Reporting and Editing	4
2 nd Semester	20102	Layout and Design	4
3 rd Semester	30103	Photo Journalism	4
4 th Semester	40104	Dissertation	4
TOTAL CREDIT			16

2. ELECTRONIC MEDIA

SEMESTER	CODE	COURSE	CREDITS
I	10201	Radio and Television Production	4
II	20202	Camera and Lighting Techniques	4
III	30203	Sound & Video Editing	4
IV	40204	Audio-Visual Production	4
TOTAL CREDIT			16

3. NEW MEDIA

SEMESTERS	CODE	COURSE	CREDITS
I	10301	Introduction to New Media	4
II	20302	Writing for New Media	4
III	30303	Web and App designing	4
IV	40304	Dissertation/Production	4
TOTAL CREDIT			16

4. PUBLIC AFFAIRS & ADVERTISING

SEMESTERS	CODES	COURSE	CREDITS
I	10401	Public Affairs	4
II	20402	Corporate Communication	4
III	30403	Advertising	4
IV	40404	Dissertation/Production	4
TOTAL CREDIT			16

5. SKILL BASED ELECTIVE

SEMESTERS	CODES	COURSE	CREDITS
I	10501 <i>Or</i> 10502	Language for Media <i>Or</i> Basics of Computer	2
II	20501	Creative Writing	2
TOTAL CREDIT			

GENERAL COURSE GUIDELINES

TEACHING PEDAGOGY

- The teaching pedagogy should consist of lectures, tutorial, practical, class discussions, group activities, seminar and special lectures. Students may be asked to write brief reaction papers, give group reports, or complete questions that they will submit for class participation.

CLASSROOM DISCUSSIONS

- Classroom discussions are designed to encourage students to express opinions, observations, share experiences, and ask questions. Students should use this time to clarify their understanding of concepts encountered in course materials. Personal issues such as test and assignment scores will not be addressed during this time. Students with these concerns should follow the guidelines presented in the syllabus for grievances.

COURSE COMMUNICATION

- Students are expected to show respect for instructors, action according to policies set by the University. The instructor will post lecture notes and students may post their reports and other messages of interest on the Centre's blog/group mail to be notified at the beginning of the academic session. When you e-mail to instructor, make sure you put your full name, roll no, subject code and title of the paper/assignment in the subject line. All students must provide their working email ids at the time of admission.

COURSE ASSIGNMENTS

- All class assignments submitted for grading should be neatly typed, double-spaced, on standard A-4 paper. No emailed assignments will be accepted - only hard copies will be graded/evaluated. No extension of deadline will be considered unless there is a severe cause of concern.

ACADEMIC HONESTY STATEMENT

- Academic dishonesty is NOT tolerated in this course.
- Academic honesty is not only an ethical issue but also the foundation of scholarship.
- Cheating and plagiarism are therefore serious breaches of academic integrity.
- Working with others on projects, studying for tests together as well as discussing course material is encouraged; however, cheating on tests or plagiarizing material are considered honor code violations and will be treated accordingly as per the University rules and regulations.
- If you refer to someone else's work, appropriate references and citations must be provided. Grammar, spelling and punctuation count, so use the tools necessary to correct them before handing in assignments.

COURSE PREPERATION AND PARTICIPATION

- Students are expected to read assigned materials prior to and post class. They should be prepared to answer questions related to the material in the text and may be called on to do so. They should also be prepared to ask questions about issues of interest or for clarification of concepts during class and take active part in class discussions.

PENALTY FOR LATE WORKS

- Unless the concerned faculty and student have agreed to extend the deadline for the student due to a special situation (i.e., illness, attending a professional conference), marks will be deducted by concerned faculty member for late submission of the works/assignments.

INTERNSHIP/INDUSTRY EXPOSURE

- Students may be placed for internship as per the guidelines of the University. Those students who wish to go for an internship must apply through proper channel and they must inform the Centre about their absence, organization in which they are seeking for internship and period of internship.
- Students are encouraged to go for internship only during the summer/winter break and should not be more than one month.
- Internship will carry 20 marks out of the total internal marks which will be credited to their Discipline Specific Elective papers in Second and Third Semester.
- Students who do not opt for an internship shall present a special seminar which will be evaluated/graded for 20 Marks.

GRIEVANCE REDRESSAL

- Students must follow the University Guidelines for addressing their academic grievances.

Semester: I/Core Course
10100: FUNDAMENTALS OF COMMUNICATION
Total Credit: 4

COURSE OBJECTIVES

This course is designed to:

- Introduce various means of communication.
- Discuss various types of mass media.
- Understand the emerging trends of communication system.

LEARNING OUTCOMES

After completion of this course students should be able to:

- Analyze critically the fundamentals of communication process.
- Identify and distinguish the basic characteristics of mass media.
- Evaluate the emerging trends in communication systems and media organization.

COURSE CONTENTS

UNITS	TOPIC	CONTENTS	L	T	P
1	Basics of Communication	<ul style="list-style-type: none"> • Meaning, Definition, Function of Communication • Process, Elements & Types • Overview of traditional media 	15	04	10
2	Print Media	<ul style="list-style-type: none"> • Basics of Print Publication (Newspaper, Magazine, Books etc.) • News Agencies • Characteristics and trends • Typography, use of graphics and layout 	12	02	
3	Electronic Media	<ul style="list-style-type: none"> • Development of Radio & Television as a medium of mass communication • Meaning and process of visual communication • Characteristics, Types 	09		04
4	Advertising & Public Affairs	<ul style="list-style-type: none"> • Concepts, Functions, tools and types of Advertising and Public Affairs • Advertising & PR Management 	10	02	
5	New Media	<ul style="list-style-type: none"> • Concepts, definition, characteristics • Scope and emerging trends 	06	02	
TOTAL CONTACT HOURS			52	05	07

DISCUSSIONS

- Technological innovations and communication process.
- Media industry, market consolidation and media fragmentation.
- Comparative analysis of different forms of mass communication.

KEY READINGS

- Bagdikian, H. Ben. (2004). *The New Media Monopoly*. Boston: Beacon Press
- Bernet, Steven. (2011). *The Rise and Fall of Television Journalism*. New York: Bloomsbury
- Brock, George. (2013). *Out of Print – News in the digital age*. New Delhi: KoganPage
- Griffin, E.M. (2012). *A First Look at Communication theory* (5th E). New York: McGraw Hill
- Hendricks, A. John. (2010). *The Twenty-First-Century Media Industry*. New York: Lexington Books
- Jethwani, Jaishree. (2010). *Advertising Management*. New Delhi: Oxford University Press
- Ludes, Peter. (2008). *Convergence and Fragmentation: Media Technology and the Information Society*. Chicago: Intellect Britol
- McQuail, Denis. (2005). *Mass Communication Theory*: London: Sage Publication
- Naughton, John. (2001). *A Brief History of the Future: The Origin of the Internet*. London: Phoenix
- Picot, Arnold & Lrenz, Josef. (2010). *ICT for the Next Five Billion People*. New York: Springer
- Rajagopal, Arvind. (2004). *Politics after Television*. New York: Cambridge
- Ryan, Johnny. (2010). *A History of the Internet and the Digital Future*. London: Leaktion Books:

Semester: I/Core Course
10200: INTRODUCTION TO JOURNALISM
Total Credit: 4

COURSE OBJECTIVES

This course is designed to:

- Introduce basics of writing, reporting and editing in print media
- Discuss about the various roles, responsibilities and portfolios of media persons.
- Provide an overview understanding on the contemporary structure of news media organization.

LEARNING OUTCOMES

After completion of this course students should be able to:

- Write and edit professional news stories.
- Write stories for different media.
- Describe various positions, roles and responsibilities of media persons.

COURSE CONTENTS

UNITS	TOPIC	CONTENTS	L	T	P
1	Concepts of News	<ul style="list-style-type: none"> • Definition of news • Elements of news • Characteristics of news • Types of News 	07	04	14
2	Structure of Media Organizations	<ul style="list-style-type: none"> • Editorial • Advertising • Readership /TRP • Circulation/Reach & Access • Marketing • Accounting and Finance 	07	02	
3	Structure of Editorial Department	<ul style="list-style-type: none"> • Chief Editor, News Editor, Bureau Chief, Sub-editor, etc. • Staff Reporter, Correspondent, Foreign correspondent • Columnist, Mofussil reporter, Freelancer/Stringer, etc. • News Anchor/Presenter, Photo Journalists 	11	06	
4	Skills and Responsibilities	<ul style="list-style-type: none"> • Qualities and skills of media persons • Rights and responsibilities of media persons. 	05	02	04
5	Practical Aspect of Reporting	<ul style="list-style-type: none"> • Case study of Media organizations (International, National, Regional & Community Media) • News Reporting 	10	08	08
TOTAL CONTACT HOURS			40	11	13

DISCUSSIONS

- Working structure of different media organizations
- Media consolidation and fragmentation in India
- Media industry in Northeast India

KEY READINGS

- Berkowitz, Dan. (1997). *Social Meanings of News – A Text Reader*. London: Sage Publication
- Brigs, A. (2008). *Social history of the Media: From Gutenberg to Internet, Third Edition (3rd Edition)*, Polity Press
- Cortada, W. James. (2013). *The Digital Flood: The Diffusion of Information Technology across the U.S., Europe and Asia*. Oxford University Press
- Hendricks, A. John. (2010). *The Twenty-First-Century Media Industry, Economic and Managerial Implications in the Age of New Media*. Lexington Books
- Gobinda Prasad Sarma. (2007). *150 Years of Journalism in Assam*. Media Trust
- Kovarik, B. (2011). *Revolutions in Communication: Media History from Gutenberg to the Digital Age*. Continuum International Publishing Group
- McLuhan, Marshal. (2008). *Understanding Media – The Extension of Man*. Routledge
- Natarajan, J. (2002). *History of Indian Journalism (2nd Ed)*. Ministry of Information & Communication, GOI
- Parthasarthy, Rangaswami. (1989), *Journalism in India: From the Earliest Times to the Present Day*, New Delhi: Sterling Publishers
- Poe, T. Marshal (History of Communication: Media, Society from Evolution of Speech to the Internet. Cambridge University Press
- Singhal, M. Arvind & Rogers, M. Everett (2001). *India's Communication Revolution: From Bullock Carts to Cyber Marts*. Sage Publication
- Schudson, Michael. (2003). *Sociology of News*. New York: W.W.Norton & Company

E-RESOURCES

- All India Radio: <http://allindiaradio.gov.in/Default.aspx>
- Doordarshan: <http://www.ddindia.gov.in/Pages/Home.aspx>
- Handbook of Journalism: http://handbook.reuters.com/?title=Reporting_and_Writing_Basics
- News Manual:
http://www.thenewsmanual.net/Manuals%20Volume%201/volume1_00intro.htm
- Press Trust of India: <http://www.ptinews.com/>
- Fundamentals of journalism: <https://journalism.missouri.edu/jan-2012/journalism-basics.html>
- The Hoot: <http://www.thehoot.org/>

Semester: I/Core Course
10300: PHOTOGRAPHY AND IMAGE PROCESSING
Total Credit: 4

COURSE OBJECTIVES

This course is designed to:

- Introduce students to Photography in both theoretical & practical aspects.
- Impart various skills for photography and photography techniques.
- Develop broad understanding on photography and cinematography.

LEARNING OUTCOMES

After completion of this course students should be able to:

- Shoot different types of photographs.
- Apply the art and skills to become professional photographer.
- Make use of photography editing techniques and image processing.

COURSE CONTENTS

UNITS	TOPICS	CONTENTS	L	T	P
1	Basics of Photography	<ul style="list-style-type: none"> • Art and science in photography • Photography using film process and digital process • Understanding Light • Properties of Light 	08		
2	Understanding Camera	<ul style="list-style-type: none"> • Camera formats and types • Understanding exposure • Understanding ISO, White balance & Depth of Field • Camera Metering (Incident & Reflective) • Types of Lenses and their uses • Camera support system 	15	02	08
3	Composition	<ul style="list-style-type: none"> • Various rules of composition • Genres of Photography • Shot sizes, space and angles • Motion Blur 	10	02	04
4	Lighting	<ul style="list-style-type: none"> • Lighting Principles • Types of Studio Light • In built & External Flash • Inverse Square Law • Various types of lighting 	06	02	06
5	Basic Digital Image Post Processing	<ul style="list-style-type: none"> • File formats • Interpolation & Anti –aliasing • Editing techniques • Publishing for the Internet and considerations for high-end printing. 	08	02	08
TOTAL CONTACT HOURS			47	04	13

DISCUSSIONS

- Photography as an industry.
- Photography as an art and communication.
- Case studies of world famous photographs and their impact.

KEY READINGS

- Adobe CreativeTeam (2012). Adobe Photoshop CS6 Classroom in a Book. California: Adobe Press
- Ang, Tom (2014). Photography: The Definitive Visual History. London: DK Publishers
- Ang, Tom. (2013). Digital Photography Masterclass. London: DK Publishers
- Langford Michael, Fox Anna and Sawdon Smith Richard. (2010). Langford's Basic Photography -The Guide for Serious Photographers (9th Ed). London, UK: Focal Press
- Davis, Harold and Davis Phyllis. (2011). The Photoshop Darkroom 2. London: Focal Press
- Freeman, Michael (2007). The Photographer's eye. London: Focal Press
- Kelby, Scott. (2011). Light it, Shoot it, Retouch it. San Fransisco: New Riders

E-RESOURCES

- FIAP: <http://www.fiap.net>
- Photographic Society of America: <http://www.psa-photo.org/>
- Royal Photographic Society: <http://www.rps.org/>
- Stock Photography: <http://www.gettyimages.in/>
- Shutter Stocks: <http://www.shutterstock.com/>

Semester: II/Core Course
20100: MASS MEDIA: GLOBAL AND INDIAN PERSPECTIVE
Total Credit: 4

COURSE OBJECTIVES

This course designed to:

- Examine the dynamic global transformations in print, broadcast, and digital media in an international and comparative context.
- Discuss the growth and phases of mass communication development in India
- Develop a broader understanding of press regulations and ownership pattern.

LEARNING OUTCOMES

After completion of this course students should be able to:

- Conduct a multi-perspective analysis of local and global international media scenario.
- Discuss the development, characteristics and trends of mass communication in India
- Describe the growth of mass communication in Northeast India.

COURSE CONTENTS

UNITS	TOPICS	CONTENTS	L	T	P
1	Global Media History	<ul style="list-style-type: none"> • Communication Revolution • Globalization of media and its effects • Consolidation, Contraflow and Hegemony • Case studies 	10	02	
2	Press in India	<ul style="list-style-type: none"> • Pre-independence period • Post independence period 	10	04	
		<ul style="list-style-type: none"> • English and language press • Press Commissions & Regulations 	08	04	
3	Electronic Media in India	<ul style="list-style-type: none"> • Growth of radio & television • Early experiments: SITE, KHEDA • Growth of private television channels 	06	02	
		<ul style="list-style-type: none"> • Community radio • Ownership, growth and trends. 	04		
4	News Agencies & Online Media	<ul style="list-style-type: none"> • PTI, UNI, AP, Reuters, Xinhua, AFP, TASS, Bhasha, PIB etc. • Growth of Online Media, types 	08	06	
5	Media in Northeast	<ul style="list-style-type: none"> • Mass Media in Northeast India 	08	02	
TOTAL CONTACT HOURS			54	10	

DISCUSSIONS

- Media scenario across the globe and India
- Growth of private television channels in India
- Growth of language press in India

KEY READINGS

- Brigs, A. (2008). *Social History of the Media: From Gutenberg to Internet*. Polity Press.
- Aggarwal, Virbala. (2012). *Handbook of Journalism and Mass Communication*. Neha Publisher
- Arvind M. Singhal & Everett M. Rogers. (2001). *India's Communication Revolution: From Bullock Carts to Cyber Marts*. Sage
- Bagdikian, H. Ben. (2004). *The New Media Monopoly*. Boston: Beacon Press.
- Harman, S. Edward and Noam Chomsky. (1995). *Manufacturing Consent, the political economy of the mass media*. RHUK.
- Howard, Phillip N. (2013). *Democracy's Fourth Wave?: Digital Media and the Arab Spring*. New York: Oxford University Press.
- Kovarik, B. (2011). *Revolutions in Communication: Media History from Gutenberg to the Digital Age*. Continuum International Publishing Group.
- Kumar, J. Keval. (2011). *Mass Communication in India*. Jaico
- Jeffry, Robin. (2000). *India's Newspaper Revolution: Capitalism, Technology and the Indian-language Press (3rd)*, Oxford
- Mehta, Nalin. (2008). *Television in India: Satellites, Politics and Cultural Change*. Routledge
- Naughton, John. (2001). *A Brief History of the Future*. Phoenix
- Nataranjan, J. (2000) *History of Indian Journalism*. Publication Division
- Ninan, Sevanti. (2007). *Headlines from the Heartland: Reinventing the Hindi Public Sphere*. Sage
- Sarma, P. Gobinda. (2007). *150 Years of Journalism in Assam*. Media Trust
- Udupa, Shahan. (2015). *Making News in India*. Cambridge University Press

E-RESOURCES

- Agence France Presse: <http://afp.com>
- Associated Press: <http://www.ap.org/>
- Brief History of Indian Media: <http://masscommnow.blogspot.in/2012/04/brief-history-of-indian-media.html>
- Indian Press: <http://www.pressreference.com/Gu-Ku/India.html>
- Indian Television: <http://www.indiantelevision.com/television>
- PTI News: <http://www.ptinews.com/>
- Press Information Bureau: <http://pib.nic.in/newsite/mainpage.aspx>

Semester – II/Core Course
20200: COMMUNICATION THEORIES AND PRACTICES
Total Credit: 4

COURSE OBJECTIVES

This course is designed to:

- Provide theoretical understanding of various communication theories
- Discuss the meaning and significance of communication theories
- Learn application of theories in communication process

LEARNING OUTCOMES

After completion of this students will be able to:

- Identify practices and application of communication theories in everyday communication process.
- Make use of communication models and theories in – Advertising, Public Relations, Social and other forms of communication.
- Design communication message for specific purposes.

COURSE CONTENTS

UNITS	TOPIC	COTENTS	L	T	P
1	Theories and Models of Communication	<ul style="list-style-type: none"> • Four theories of Press • Development & Democratic Participation Theory 	06	02	
		<ul style="list-style-type: none"> • Aristotle’s definition of Rhetoric • Berlo’s SMCR Model • Shannon-Weaver’s Mathematical Model 	03		
		<ul style="list-style-type: none"> • Westely and MacLean’s Conceptual Model • Newcomb’s Model of Communication • George Gebner’s Model 	03	02	
		<ul style="list-style-type: none"> • Shramm’s Interactive Model • Hellical Dance Model • Dance’s Helical’s M 	03		
		<ul style="list-style-type: none"> • Harold D. Laswell • De Fleur Model 	03	02	
2	Media Effects Theory	<ul style="list-style-type: none"> • Hypodermic Needle, • Two Steps/Multi Steps Flow Theory • Gate Keeping 	06	02	
3	Psychological & Sociological theory	<ul style="list-style-type: none"> • Cognitive Dissonance, Selective Perception • Cultivation Theory, Needs and Gratification Theory 	06	02	
		<ul style="list-style-type: none"> • Agenda Setting Theory • Media Dependency Theory 	04	02	
4	Powerful	<ul style="list-style-type: none"> • Dominant Paradigm, Diffusion of Innovation, Spiral of Silence • Marshall McLuhan’s Medium Theory 	05		

	Effects of Media	<ul style="list-style-type: none"> Visual Communication Theories: Gestalt Theory, Semiotics, Constructivism, Ecological Theory, Cognitive Theory, Huxley-Lester Model 	09		
5	Cultural and Critical Theories	<ul style="list-style-type: none"> Hegemony, Political Economy & Frankfurt School (Adorno, Horkheimer & Habermas, Stuart Hall and Fiske) 	05		
		<ul style="list-style-type: none"> Marxist Media Theory (Creative Labour) Manufacturing Consent/Propaganda Model (Chomsky) 	05		
COTACT CONTACT HOURS			58	06	

DISCUSSIONS

- Role of media in setting public agenda – social, political, commercial etc.
- Use of communication models in – Advertising, Public Relations, Social and Political Communication.
- Significance and uses of communication theories in media studies.

KEY READINGS

- Andall, N. (2004). Communication Theory and Models. Himalaya Publishing House
- Baran, J. Stanley & Davis, K. Dennis. (). Mass Communication Theory: Foundations, Ferment, and Future (6th Ed). Boston: Wadsworth
- Chomsky, Noam & Herman, S. Edward. (2002). Manufacturing Consent: The Political Economy of the Mass Media. Knopf Doubleday Publishing Group
- Fahmy, B. Wanta. (2014). Visual Communication Theory and Research. Palgrave MacMillan
- McQuild, D. (2005). Mass Communication Theory: An Introduction. Sage
- McLuhan, Marshall. (2008). Understanding Media: The Extension of Man. New York: Routledge
- McLuhan, Marshall. (2008). The Medium is the Message: An Inventory of Effects Penguin Books
- Roger, E. Everett. (1997). A History of Communication Study. Free Press
- Ryan, William & Conover, Theodore. (2004). Graphic Communication Today. Delmar Learning
- Smith, L. Kenneth & Moriarty, Sandra. (2004). Handbook of Visual Communication: Theory, Methods, and Media. Lawrence Erlbaum Assoc Inc
- Vivian, J. (1999). The Media of Mass Communication. Boston: Pearson

E-RESOURCES

- Communication Theory: <http://communicationtheory.org>
- Mass Communication Theory: <https://masscommtheory.com/>

Semester – II/Core Course
20300: DEVELOPMENT COMMUNICATION

COURSE OBJECTIVES

This course is designed to:

- Provide an overview of the concept of development communication in the context of social change and development.
- Develop understanding of the concept, scope and theories of development journalism
- Examine the interface of different elements of media, society and development.

LEARNING OUTCOMES

After completion of this students should be able to:

- Make use of communication for development and societal transformation process
- Develop communication strategy for different and specific socio-economic and development needs
- Create advocacy and initiate behavior change through communication channels.

COURSE CONTENTS

UNITS	TOPIC	CONTENTS	L	T	P
1	Introduction to Development	<ul style="list-style-type: none"> • Meaning, definition and process • Growth and Development • Characteristics of developing and underdeveloped countries • Regional Development 	10	02	
2	Theories & Models of Development	<ul style="list-style-type: none"> • Basic needs model (Bariloche Foundation) • Theories and paradigms of development – unilinear, non-unilinear, Dominant, Alternative and New paradigms of development • Dependency model • Marxist concept of stages of society • Social Responsibility Theory 	13	04	
3	Approaches to Development	<ul style="list-style-type: none"> • Top Down (Trickle Down) Approach, Growth Pole Approach, Bottom Up (Grass Roots) Development • Fair Trade, Export Led Growth, Import Substitution, Neo-Liberalism • New Millennium Development Goals 	08	04	

4	Development Communication	<ul style="list-style-type: none"> • Meaning, concepts, definition • Role of mass communication in Development • Origin of the subject – II world war and postcolonial condition • Participation communication in community development 	07		
5	Theories of Development Communication	<ul style="list-style-type: none"> • Diffusion of innovations • Media and modernization approach • Magic Multiplier • DSC – Localized approach • Digital Democracy 	09	02	04
6	Practical Aspect	<ul style="list-style-type: none"> • Reporting development stories • Designing strategic development communication, etc. • Review of development news items. 			18
TOTAL CONTACT HOURS			47	06	11

DISCUSSION

- Case studies of development communication experiments in India.
- Application of theories of development in for rural/urban development.
- Strategic communications for social change and development.
- Impact of development support communication and participatory communication, etc.

KEY READINGS

- Everett, Roger. (2003). Diffusion of Innovations, Free Press
- Gupta, VS. (2004). Communication for Development and Civil Society, Concept
- Manyozo, Linje. (2012). Media, Communication and Development: Three Approaches. London: Sage
- Paravala V & Malik K V. (2007). Other Voices, The Struggle for Community Radio in India, Sage India
- Prasad, Kiran. (2009). Information and Communication Technology: Reinvesting Theory and Action (2 Volumes). New Delhi: BRPC
- Pieterse, Jan Nederveen. (2001). Development Theory: Deconstruction/Reconstruction, Vistaar.
- PW Preston. (1997). Development Theory, Blackwell
- RK Ravindran. (2000). Media in Development Arena, Indian Publishers Distributors
- Srinivas Melkore & Steeves (2001). Communication for Development in the Third World, Sage
- VS Gupta. (2000). Communication and Development-The Challenges of the Twenty-First century, Concept Publishing
- White, S.A. (1994). Participatory Communication: Working for Change and Development, Sage

E-RESOURCES:

- Approaches to Development Communication
http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/pdf/approaches_to_development_communication.pdf
- People's Archive of Rural India <https://ruralindiaonline.org>
- Unicef: Communication for Health: <https://www.health-e.org.za/health-journalism/>

ELECTIVE COURSE

PRINT MEDIA

Semester: I/ Elective Course
10101: REPORTING AND EDITING
Total Credit: 4

OBJECTIVES

This course is designed to:

- Introduce the basics of writing, reporting and editing in print media
- Hone the journalistic and research skills through practical works.
- Acquaint students with advanced journalism and media practices.

LEARNING OUTCOMES

After completion of this course students should be able to:

- Write report simple and specialized news stories.
- Edit professional news stories for different types of media.
- Describe the working structure of print media organizations.

COURSE CONTENTS

UNITS	TOPIC	CONTENTS	L	T	P
1	News Gathering Process	<ul style="list-style-type: none"> • Basics of Reporting • Reporting Techniques • Sources of news • Hard & Soft News 	5	2	4
2	News and Features	<ul style="list-style-type: none"> • News format Vs Features format • Lead writing, types of lead • Editorial, Feature, Column, Middle • Interviews, Reviews & Special Articles • Letters to the Editor 	7	4	8
3	Editing	<ul style="list-style-type: none"> • Meaning, purposes • Tools and techniques • Style sheet and house style • Copy tasting, proof reading • Headline, types of headline writing 	8	6	4
4	Specialized Reporting	<ul style="list-style-type: none"> • Political • Court and crime • Travel, tourism & culture • Science & technology • Environmental • Investigative • Business • Sports, etc. 	8	6	8
5	Practical Aspects: Reporting & Editing	<ul style="list-style-type: none"> • Filing news report • Press conference, briefings, press handouts • Reporting for Newspapers & Magazines • Reporting for Online Media 	7	4	12

		<ul style="list-style-type: none"> • Write Articles, features, editorials, interviews, columns • Edit News Stories • Publication in Media 			
TOTAL CONTACT HOURS			35	11	18

DISCUSSIONS

- Importance of specialization in news reporting.
- Use of technology in news gathering process.
- Editorial policy, ethics and challenges of new reporting and editing.

KEY READINGS

- Burns, B. Jennifer. (2007). Career Opportunities in Journalism. New York: Ferguson
- Climenhaga, J. David. (2009). Newspaper Basics for Students Journalists. Alberta: David J. C
- Harris, Geoffrey & Spark, David (2010). Practical Newspaper Reporting. London: Sage
- Hennessy, Brendan. (2006). Writing Feature Articles (4th Ed). Burlington: Focal Press
- Hicks, Wynford, *et.al.* (2007). Writing for journalist (2nd Ed). London: Routledge
- Hough, G.A. (2004). News Writing. New Delhi: Kanishka Publishers
- Pape, Susan & Featherstone, Sue. (2005). Newspaper Journalism – A Practical Introduction. London: Sage
- Quinn, Stephen & Lamble, Stephen. (2008). Online Newsgathering – Research and Reporting for Journalism. Amsterdam: Focal Press
- Rich, Carole. (2010). Writing and Reporting – A Coaching Method (6th Ed). Boston: Wadsworth
- Rickestson, Matthew. (2004). Writing Feature Stories – How to Research and Write Newspapers and Magazine Articles. Australia: Allen & Unwin
- Sumner, E. David & Miller, G. Holly. (2013). Feature & Magazine Writing- Action, Angle and Anecdotes (3rd Ed). Oxford: Wiley-Blackwell.

E-RESOURCES

- Centre for Investigative Journalism in India: <http://cij.co.in/index.php>
- Daily Writing Tips: <http://www.dailywritingtips.com/the-art-of-writing-news/>
- How to write news story: <http://www.mediacollege.com/journalism/news/write-stories.html>
- Press Information Bureau: <http://pib.nic.in/newsite/mainpage.aspx>
- Press Trust of India: <http://www.ptinews.com/home.aspx>
- Reuters: http://handbook.reuters.com/?title=Reporting_and_Writing_Basics
- Reporting and Writing Basics: The Hoot: <http://www.thehoot.org>
- Reuters Institute for Study of Journalism: <http://reutersinstitute.politics.ox.ac.uk/>
- United News of India: <http://www.uniindia.com/>
- Writing Centre: <https://writingcenter.gwu.edu/>

Semester: II/ Elective Course
20102: LAYOUT AND GRAPHICS DESIGN
Total Credit: 4

COURSE OBJECTIVES

This course is designed to:

- Introduce students to graphic designing and layout
- Use of digital technology and software used in graphic designing
- Importance of graphics in communication process

LEARNING OUTCOMES

After completion of this course students should be able to:

- Create an effective layout and designs for newspapers and magazines.
- Make use of skills and techniques of graphics designing.
- Use 2-Dimensional Design

COURSE CONTENTS

UNITS	TOPIC	CONTENTS	L	T	P
1	Introduction to Design & Graphic	<ul style="list-style-type: none"> • Understanding the language of type and typology • Interplay of text and images – books, newspapers, magazines, advertisements, etc. • Fonts & Type face • Classification of different types with their names and character, mode, weight, orientation, position & sizes. 	10		02
2	Graphic Communication Techniques	<ul style="list-style-type: none"> • Elements of Design- Line, Shape, Forms, Space, Colors • Unity, Harmony, Balance, Rhythm, Perspective, Emphasis, • Orientation, Radiation, Repetition and Proportion 	08	02	02
3	Layout and Design in Print Publications	<ul style="list-style-type: none"> • Layout for newspapers: Standard format, Columns – pica • Kinds of layouts- Modular, Horizontal, Vertical, Static, Dynamic, etc • Special features of front page, sports page and supplements. • Magazine layout: use of text, font, photos, graphic tools. • Use of industry accepted software for layout and design. 	12	02	10
4	Printing Technology	<ul style="list-style-type: none"> • Overview of printing history • Different types of printing & publishing technology 	10	02	04

		<ul style="list-style-type: none"> • Different kinds of papers • Printing color schemes and modes 			
5	Practical aspects of layout and design	<ul style="list-style-type: none"> • Newspaper & Magazine • Logo, Watermark, Poster • Brochure, book cover, CD Cover etc. 	06	02	10
TOTAL CONTACT HOURS			46	4	14

DISCUSSIONS

- Tools, techniques and principles of graphic designing.
- Use of software for graphic design.
- Use of printing & publishing technology used in contemporary media industry.

KEY READINGS

- Adobe Creative Team. (2012). Adobe Photoshop CS6 Classroom in a Book. California: Adobe Press
- Evans, Poppy, Sherin Aaris. (2013). The Graphic Design: Reference & Specification Book Sixth edition 1998. US: Rockport Publishers
- Ellen, Phillips & Jennifer, C. P. (2015). Graphic Design: The New Basics: 2nd Edition. UK: Princeton Architectural Press
- David, Dabner, Sanra, Stewart & Eric, Zempol. (2014). Graphic Design School. Thames & Hudson
- Sharma, M.C. (2009). Corel Draw Graphics Suite X4 :BPB

ELECTIVE COURSE
ELECTRONIC MEDIA

Semester –I/ Elective Course
10201: RADIO AND TELEVISION PRODUCTION
Total Credit: 4

OBJECTIVES

This course is designed to:

- Provide an overview of the evolution and principles of broadcasting.
- Acquaint students to video and audio production techniques.
- Develop and enhance writing skills for radio and television

LEARNING OUTCOMES

After completion of this course students should be able to:

- Analyze the history, origin and growth of electronic media.
- Identify the principles and practice of radio and television broadcasting.
- Write effectively for television and radio production and presentation.

COURSE CONTENTS

UNITS	TOPICS	CONTENTS	L	T	P
1	Introduction to Broadcasting	<ul style="list-style-type: none"> • History ,origin, evolution and growth of Radio/TV Broadcasting • Principles and practices of Broadcasting • Broadcasting as an Industry • Characteristics of Radio and TV Broadcasting • Broadcasting policies and regulatory authorities 	10	02	
2	Radio production & Broadcasting	<ul style="list-style-type: none"> • Organizational structure of radio station • Radio programme formats • Types of Radio Broadcasting: AM (Medium & short wave), FM • Internet radio broadcasting. • Community Radio • Podcast 	10	02	
3	Tools for Radio Production	<ul style="list-style-type: none"> • Microphones – Designs, Categories and Applications. • Speakers • Recorders • Cables and Connectors • Mixers and Consoles • Software 	10	02	08

4	Television production	<ul style="list-style-type: none"> • Organizational structure of a television station • Different formats of television programmes • Idea Development & Research for Production • Anchoring and Interview Techniques • Voice over/Bytes 	10	02	06
4	Practical Aspects of: Radio and TV Production	<ul style="list-style-type: none"> • Single Camera/ Multi-Camera • ENG/EFP/Outdoor Broadcast • News Production • Scripting for Radio & Television programmes 	08		10
TOTAL CONTACT HOURS			48	04	12

DISCUSSIONS

- Case studies of popular television programmes.
- Functioning and working knowledge of television and radio.
- Operation and developing programs for television and radio.
- Development of essential writing skill for different program formats in radio and television.

KEY READINGS

- Allen, Louise C. (2012). Radio and Television Continuity Writing. Literary Licensing, LLC
- Block, Mervin and Durso, Joe Jr. (1998). Writing News for TV and Radio. Age Publications Inc.
- Kaempfer, Rick and Swanson, John.(2004). The Radio Producer's Handbook. Allworth Press.
- Kern, Jonathan. (2008). Sound Reporting - The NPR Guide to Audio Journalism and Production. University of Chicago Press
- McLeish Robert and Link, Jeff. (2005). Radio Production. Fifth Edition. Focal Press.
- Owen, Jims and Millerson, Gerald. (2012). Television Production. Fifteenth Edition. Focal Press
- Sandler, Ellen. (2007). The TV Writer's Workbook: A Creative Approach To Television Scripts. Delta
- Zettl, Herbert. (2014). Television Production Handbook. Twelfth Edition. Cengage Learning.

E-RESOURCES

- Fundamentals of writing for radio:
http://www.zeepedia.com/read.php%3Ffundamentals_of_writing_news_for_radio_i_language_radio_news_reporting_and_production%26b%3D80%26c%3D28
- Writing Radio Scripts: <http://bsideradio.org/learn/writing-a-radio-script/>
- Radio Production: <http://download.nos.org/srsec335new/ch12.pdf>
- Television Programme Production: <http://download.nos.org/srsec335new/ch16.pdf>
- Television Production Roles and Responsibilities:
http://syn.org.au/sites/default/files/SYN%20Guide%20to%20TV%20Roles%20and%20Responsibilities_0.pdf
- Successful Television Writing: <http://www.ssnpstudents.com/wp/wp-content/uploads/2015/01/ketab.pdf>

Semester – II/ Elective Course
20202: CAMERA AND LIGHTING TECHNIQUES
Total Credit: 4

COURSE OBJECTIVES

This course is designed to:

- Introduce students to use of Photography in Electronic Media.
- Familiarize students to various video camera formats and movements.
- Understand new technologies in the field of Video Cameras.

LEARNING OUTCOMES

After completion of this course students should be able to:

- Handle DSLR for Video and various Video Cameras.
- Produce Videos of Professional Quality in various productions such as news, interview, ENG, EFP, Music Video & Short Films.
- Capture, Edit & Store Images.

COURSE CONTENTS

UNIT	TOPIC	CONTENT	L	T	P
1	Introducing Camera for Electronic Media	<ul style="list-style-type: none"> • Types of Video cameras-their various formats, • Principles of video recording & Cinematic Continuity • Camera Shots, Angles and Movements. • Use of Tripod, Trolley, Round trolley, Segway, Crane, Jimmy jib, Drone • Aspect Ratio 	15	02	12
2	Lights and Lighting Principles	<ul style="list-style-type: none"> • Understanding lights: Multi 10, Multi 20, Baby, Spot Light, HMI, Sun gun, Cool Lights. • Lighting Principles – 3 point lighting, Butterfly lighting, Rembrandt lighting etc. 	15	02	10
3	Storage	<ul style="list-style-type: none"> • Visual digitization, authoring, final output. • Types of various tapes, DVD, HDD, Memory Cards & Flash Cards. 	06	02	04
4	Practical Aspects	<ul style="list-style-type: none"> • Photography • Chroma • Lighting 	06		12
TOTAL CONTACT HOURS			42	03	19

DISCUSSION

- Effects of camera and lighting on narratives.
- Suitability of camera movements with different formats.
- Different microphones usually used by a camera person.

KEY READING

- Brown Blain. (2011). Cinematography: Theory and Practice: Image Making For Cinematographers and Directors. UK: Focal Press
- Brown Blain. (2012). Motion Picture and Video Lighting. UK: Focal Press
- Corbett Ian. (2014). Mic it: Microphones, Microphone Techniques, and Their Impact on the Final Mix. UK: Focal Press
- Langford Michael, Fox Anna and Sawdon Smith Richard. (2010). Langford's Basic Photography -The Guide for Serious Photographers (9th Ed). UK: Focal Press
- Mascelli, V. Joseph. (1998). The Five C's of Cinematography: Motion Picture Filming Techniques (6th Ed). US: Silman-James Press
- Stump, David. (2014). Digital Cinematography: Fundamentals, Tools, Techniques, and Workflows. UK. Focal Press

E-RESOURCES

- American Society of Cinematographers: <http://www.theasc.com>
- The British Society of Cinematographer: <https://bscine.com/>
- Cinematography Database: <http://www.cinematographydb.com>
- College Films and Media Studies: <http://www.collegefilmandmediastudies.com>
- Videomaker: <http://www.videomaker.com>

ELECTIVE PAPER
NEW MEDIA

Semester –I/ Elective Course
10301: INTRODUCTION NEW MEDIA
Total Credit: 4

COURSE OBJECTIVES

This course is designed to:

- Introduce the students to the global dimensions of new media.
- Introduce technological innovations and new media journalism.
- Provide a global perspective on the role of new media.

LEARNING OUTCOMES

After completion of this course students should be able to:

- Explain the basic concepts and theory in new (digital) media.
- Explain how digital media technologies – current and future – may affect society politically, culturally and economically.
- Write stories for new media platforms.

COURSE CONTENTS

UNITS	TOPIC	CONTENTS	L	T	P
1	Concepts of New Media	<ul style="list-style-type: none"> • New media industry • Ungoverned Space • Networked Society and culture of connectivity • Embodied and Affective Media • Digital activism 	11	02	
2	Aspects of New Media	<ul style="list-style-type: none"> • Text, Images, Multimedia elements • Interactivity, SEOs, • Open source culture and software • Open Source License (Creative Commons) • Freedom of expression • Privacy and security 	13	02	
3	Convergence and Journalism	<ul style="list-style-type: none"> • Integrated newsroom and changing paradigms • Social media and publishing • Blogosphere 	10		
4	Digital tools	<ul style="list-style-type: none"> • Web content management • Crowd sourcing, • Use of Mobile Apps • Hashtags • Instant messaging 	12	04	14
5	Practical Aspects	<ul style="list-style-type: none"> • Mobile Journalism (MoJo) • Livestreaming • Podcasting/Vodcasting • Blogs/E-publication 	02		14
TOTAL CONTACT HOURS			48	04	12

DISCUSSIONS

- Impact of emerging media in contemporary societies
- Social media as an influential tool in social political and economical context
- Benefits of learning various web tools for future career prospects

KEY READINGS

- Brigs, A (2008). Social history of the Media: From Gutenberg to Internet, Third Edition (3rd Edition). Polity Press
- Castells, Manuel (2012). Networks of Outrage and Hope: Social Movements in the Internet Age,. Polity Press
- Cortada, James W (2013). The Digital Flood: The Diffusion of Information Technology Across the U.S., Europe and Asia, Oxford University Press
- Heinrich, Ansgard (2011). Network Journalism: Journalistic Practice in Interactive Sphere. Routledge
- Hassan, Robert and Thomas, Julian (2006). The New Media Theory Reader. Open University Press.
- Huckerby, Martin (2005). The Net for Journalists. UNESCO and Thomson Foundation
- Kovarik, B. (2011). Revolutions in Communication: Media History from Gutenberg to the Digital Age. The Continuum International Publishing Group
- Lelia, Green. (2010). The Internet: An Introduction to New Media. BERG
- Lievrouw, A. Leah and Livingstone, Sonia. (2006). Handbook of New Media. Sage Publication.
- Naughton, John. (2001). A Brief History of the Future: The Origins of the Internet. Phoenix
- Naughton, John (2001). A Brief History of the Future: The Origins of the Internet. Phoenix

ARTICLES

- Media Theory” (Mark Hansen, p. 297-306), The Marvelous Clouds: Toward a Philosophy of Elemental Media (John Durham Peters, Chapter 1, p. 13-52), and “Imagining the New Media Encounter” (Alan Liu, online, p. 1-14)
- Reinventing Invention: New Tendencies in Capitalist Commodification (Nigel Thrift, p. 29-55) and The Power at the End of the Economy (Brian Massumi, p. 19-56)
- The Culture of Connectivity (José van Dijck, p. 3-43, Regenstein full text online), Habitual New Media, Introduction (Wendy Chun, p. 9-51), and “Gender and Race Online” (Lisa Nakamura, p. 81-93)
- The Meaning of the Digital Humanities” (Alan Liu, PMLA, p. 409-23)

E-RESOURCES

- Journalism in the Age of Social Media:
<https://reutersinstitute.politics.ox.ac.uk/sites/default/files/Journalism%20in%20the%20Age%20of%20Social%20Media.pdf>
- Mobile Journalism Techniques (MoJo):
https://www.youtube.com/watch?time_continue=3&v=fEeqHQ_xLN8
- New Media Toolkit: <http://newmediatoolkit.org/>
- New Media and Digital Culture: <http://www.newmediastudies.nl/>
- Talk on technological disruption and New online journalism:
<https://www.youtube.com/watch?v=z79MoWZOFfw>
- New Media and Society (Journal): <http://nms.sagepub.com/>
- What is New Media: <http://www.newmedia.org/what-is-new-media.html>

Semester – II/ Elective Course
20302: WRITING FOR NEW MEDIA

COURSE OBJECTIVES

This course is designed to:

- Introduce the historical context, current trends and future trends of new communication methods
- Discuss various techniques and challenges that a new media writer experience.
- Become a critical consumer of information, proficient writers and more analytical thinkers

LEARNING OUTCOMES

After completion of this course students should be able to:

- Differentiate between writing for the web and print media
- Learn to explore how writing styles, content strategies and search engine optimization can engage online readers
- Make use of new media tools for effective story telling.

COURSE CONTENTS

UNITS	TOPIC	CONTENTS	L	T	P
1	New Media Writing	<ul style="list-style-type: none">• Concepts• Strategies (Cinematic writing)• Linear Writing Vs Interactive Writing• Understanding Digital Audience	10	04	
2	Practical – I	<ul style="list-style-type: none">• Theme based blogs• Content creation and SEO	02		18
3	Practical – II	<ul style="list-style-type: none">• Writing and editing for e-publication	02		18
4	Practical – III	<ul style="list-style-type: none">• Instructional design and technical writings	02		16
5	Practical – IV	<ul style="list-style-type: none">• Maintaining professional social media profile/page	02		14
6	Practical – V	<ul style="list-style-type: none">• Content Curation	05		12
		TOTAL CONTACT HOURS	23	02	39

Note:

Method of Evaluation:

1. 40% - internal Assessment.
2. 30% - Group Production will be evaluated by one internal and one external examiner.
3. 30% - Viva.

DISCUSSION

- Understanding digital landscape: Social Software, The Public and Communities.
- Techniques of writing for different audience and different genres which are available in new media?
- Strategies for better search optimization of WebPages?
- Use digital toolbox: Blogger, Wordpress, webhosting, Technorati, Live Streaming?

KEY READINGS

- Bonime, Andrew. (1997). Writing for New Media: The Essential Guide to Writing for Interactive Media, CD-ROMs, and the Web. London: Wiley
- Caroll, Brian. (2010). Writing for Digital Media (1st Ed). New York: Routledge
- Dewdney, A. & ride, P. (2006). The New Media Handbook (1st Ed). New York: Routledge
- Dijk, V. Jan (2006). The Network Society. California: Sage
- Fenton, N. (2010). New Media, Old News: Journalism and Democracy in the Digital Age. London: Sage
- Hilliard, L. Robert. (2015). Writing for Television, Radio, and New Media (11th Ed). Cengage Learning
- Kung, L. Picard, R. & Towse, R. (2008). The Internet and Mass Media. London: Sage
- Nayar, P. (2010). An Introduction to New Media and Cyber Cultures. UK: Wiley Balckwell
- Wysocki, Anne. (2004). Writing New Media: Theory and Applications for Expanding the Teaching of Composition. Utah State University Press

E-RESOURCES:

- Internet Society: <http://www.internetsociety.org/>
- Digital Writing: <http://digitalwriting101.net/content/what-is-new-media-writing/>
- Writing Commons: <http://writingcommons.org/index.php/open-text/new-media>
- Writing New Media: <https://knightcenter.utexas.edu/blog/00-9249-how-write-digital-media-techniques-web-writing>
- Secrets of Content Writing: <https://www.quicksprout.com/the-advanced-guide-to-content-marketing-chapter-5/>

ELECTIVE COURSE
PUBLIC AFFAIRS,
CORPORATE COMMUNICATION
&
ADVERTISING

Semester: I/Elective Course

10401: PUBLIC AFFAIRS

Total Credit: 4

COURSE OBJECTIVES:

This course is designed to:

- Create an understanding of different approaches to the policy process, and provide tools for dissecting and understanding policy issues at the local, state, national and international levels, involving organizations in the private, nonprofit and public sectors.
- Study the role and function of public relations and the process practitioners use to communicate with an organization's strategic audiences.
- Understand crisis communication and its relationship to corporate reputation management.

LEARNING OUTCOMES

After completion of this course students should be able to:

- Develop strategic public affairs policies by analyzing the history and current trends of the profession.
- Create and conduct ethically sound and socially responsible public relations strategies and campaigns.
- Make use of PR strategies for crisis communication.

COURSE CONTENTS

UNITS	TOPIC	CONTENTS	L	T	P
1	Concepts of Public Affairs	<ul style="list-style-type: none">• Meaning, growth and role• Public Relations, Press Agency, Publicity, Propaganda, Advertising etc.• Personality, product, event, crisis/disaster	07	04	08
2	Approaches to Public Affairs	<ul style="list-style-type: none">• Theoretical:- Grunig's Model of Symmetrical PR,- Organizational Theories, Conflict Theory- Structural-Functional Theory- SWOT/Role of Research in Public Affair Programme	10		
		<ul style="list-style-type: none">• Tools:- Interpersonal- Mass media- News release- Lobbying, etc.	06		04
		<ul style="list-style-type: none">• Interdisciplinary- PR & its relationship with Advertising communication- Public Relations Vs Marketing			
3	Types of Publics	<ul style="list-style-type: none">• Definition of public.• Types: Internal & External	03		
		<ul style="list-style-type: none">• Corporate PR- organization and function	12		04

4	PR in Different Sectors	<ul style="list-style-type: none"> • Government PR- organization and function • PR consultancy • Planning PR programme and evaluating feedback • Media Relations • Role and scope of a PR Personnel 			
5	Practical Aspects of PA Campaign	<ul style="list-style-type: none"> • Designing strategic Public Affairs Policies • Defining Components of Public Relations Plans and Rules for Writing • PR campaign planning 	05	04	18
TOTAL CONTACT HOURS			43	04	17

DISCUSSIONS:

- Application of theories to analyze and modify communication with the stakeholders of an organization.
- Significance of effective public affairs in brand promotion and reputation management.
- Case studies of winning and failed public affairs policies, campaigns and programmes.

KEY READINGS:

- Bernays, L. Edward. (2011). Crystallizing Public Opinion. Reprint Edition. IG Publications
- Baines, Paul, Egan, John & Jefkins, Frank.(2003) Public Relations: Contemporary Issues and Techniques. A Butterworth-Heinemann Title
- Bivins. (2013). Public Relations Writing: The Essentials of Style and Format. Eight edition. McGraw Hill Higher Education
- Foster, John. (2012). Writing Skills for Public Relations: Style and Technique for Mainstream and Social Media (PR In Practice). Fifth Edition. Kogan Page
- Gregory, Anne.(2012). Planning and Managing Public Relations Campaigns. Kogan Page India Private Limited
- Oliver, S. (2004). Handbook of corporate communication and public relations: pure and applied. UK: Routledge
- Torossian, Ronn. (2011). For Immediate Release: Shape Minds, Build Brands, and Deliver Results with Game-Changing Public Relations. Ben Bella Books
- Wilcox, Dennis L. Ault, Phillip H. Agee, Warren K. Cameron, Glen T. (2000). Essentials of Public Relations. Pearson.

E-RESOURCES:

- Concept of Public Relations:
http://catalogue.pearsoned.ca/assets/hip/us/hip_us_pearsonhighered/samplechapter/0205170005.pdf
- Guide to working in public affairs: <http://www.publicaffairsnetworking.com/guide-to-working-in-public-affairs.php>
- History and evolution of PR: http://www.sagepub.com/sites/default/files/upm-binaries/41963_9781412921152.pdf
- Public Relation a management function
<http://www.praccreditation.org/resources/documents/APRSG-PR-Mgmt-Function.pdf>

Semester-II/ Elective Course
20402: CORPORATE COMMUNICATION MANAGEMENT
Total Credit: 4

COURSE OBJECTIVES

This course is design to:

- Provide an in-depth understanding on the practices of corporate communications.
- Focus on the roles and responsibilities of the corporate communication function with all of a company’s stakeholders
- Impart training on how to plan and design effective corporate communications.

LEARNING OUTCOMES

After completion of this course students should be able to:

- Discuss how companies manage, maintain and enhance their reputation through ethical Corporate Communication practices and Corporate Social Responsibility
- Identify and analyze the importance of communication functions including: media, community, employee, government, customer and investor relations.
- Determine the most strategic communication vehicle(s) in achieving corporate objectives.

COURSE CONTENTS

UNITS	TOPIC	CONTENTS	L	T	P
1	Fundamentals of Corporate Communication	<ul style="list-style-type: none"> • Concept and history • Principles • Characteristics • Types 	04		
2	Components	<ul style="list-style-type: none"> • Management communication • Organizational communication • Marketing communication • Internal and External Communication • Media Relations 	12	04	
3	Functions	<ul style="list-style-type: none"> • Corporate identity and brand building • Corporate functions and corporate tools • Corporate culture • Corporate Governance • Corporate social responsibility 	14		
4	Issues and Challenges	<ul style="list-style-type: none"> • Corporate Communication strategies in the context of Globalization • Challenges • Review of major Case Studies 	13	04	
5	Practical Aspects	<ul style="list-style-type: none"> • In-House Journals • Newsletter, etc. 	04	02	24
TOTAL CONTACT HOURS			47	05	12

DISCUSSIONS

- Case study of practices of corporate communication in government, private and non-governmental organizations.
- Importance of corporate communication corporate governance.
- Compare and contrast the benefits and challenges inherent in using any media as a corporate communication vehicle.

KEY READINGS

- Argenti, A. Paul. (2006) Corporate Communication. McGraw-Hill Higher Education
- Jethwaney, J. (2010) Corporate Communications: Corporate Communication: Principles & Practices. Oxford University Press, India
- Lewis, L. K. (2011). Organizational Change: Creating Change through Strategic Communication. Malden, MA: Wiley-Blackwell.
- Van Riel, Cees B.M. (2007) Essentials of Corporate Communication: Implementing Practices for Effective Reputation Management. Routledge

E-RESOURCES

- Corporate Communication Strategy: <http://www.prconversations.com/wp-content/uploads/2007/08/b-steyn-bled-2002-paper.pdf>
- Corporate Brand: <http://home.bi.no/fgl96053/bronnchap5.pdf>
- Corporate communication: <http://www.slideshare.net/vinayaka57/corporate-communications-14585921>

SKILL BASED ELECTIVE

SEMESTER	CODES	COURSE	CREDITS
I	10501 <i>Or</i> 10502	Language for Media <i>Or</i> Basics of Computer	2
II		Creative Writing	2

Semester – I/Skill Based Elective
10501: LANGUAGE FOR MEDIA
Total Credits: 2

COURSE OBJECTIVES

The course is designed to:

- Introduce students to the art and craft of professional writing.
- Improve students' written, spoken and aural language skills.
- Communicate effectively in writing to a variety of audiences and for a variety of purposes.

LEARNING OUTCOMES

After completion of this course students should be able to:

- Write correctly using proper grammar, vocabulary, syntax, spellings and punctuation.
- List salient features of Writing for Print Media, Electronic Media and Ad Copies with emphasis on their styles.
- Differentiate between writing for print media and writing for the ear.

COURSE CONTENTS

UNITS	TOPIC	CONTENTS	L	T	P
1	Essentials of Good Writing	<ul style="list-style-type: none"> • Is writing an art or a craft? • Kinds of writing: Writing to Inform, Writing to Describe, Writing to Persuade • ABCD of Media Writing: Accuracy, Brevity: Clarity: Discernment • Writing Simply • An overview of Listening, Speaking, Reading for Writing 	01		04
2	Vocabulary	<ul style="list-style-type: none"> • Active and passive vocabulary, • Short & plain words, • Use of appropriate words/terms • Ways of expanding one's active vocabulary, • Levels of vocabulary usage: formal & informal, spoken & written. 	01		02
3	Spelling and Sentence	<ul style="list-style-type: none"> • Common errors, UK and US spellings • Definition, Subject & Predicate, • Functions of words used in a sentence, • Verb in sentence • Unity, Lucidity • Connectors, • Sentences: Active & Passive, Simple, Complex, Compound. • Statements (Positive/Negative), • Imperative, Interrogative, Exclamatory. 	01		02

4	Paragraph & Punctuation	<ul style="list-style-type: none"> Organizing & developing a paragraph, Topic sentence, Argument- Counter argument, Explanation & illustration, Reiteration, Variation of length, Unity. Purpose, Focus, Various devices - Deviation, Topicalisation Comma, Semicolon, Colon, Full stop, Question mark, Exclamation mark, Hyphen & Dash, Brackets Parenthesis, Capitals, Apostrophe, Quotation marks, Ellipsis. 	01		04
5	Critical Reading, Spoken language, Listening Skills & Translation	<ul style="list-style-type: none"> Kinds of reading : Skim, Scan, Intensive, Extensive, and Reading for referencing) Analyzing the choice of vocabulary, Sentence & Paragraph structure, Stylistic features; Pronunciation, intonation, inflection, stress Listening to various programmes and presentation Basics of translation 	01		04
6	Practical Aspects: Writing Style & Types	<ul style="list-style-type: none"> Essay/Feature, Business Letter or email/ Press Release Editorial comment/Analytical writing/Interpretative writing Letters-to-the-editor Translation from Assamese to English or Hindi to English. Advertisement (to understand difference) 	01		10
TOTAL CONTACT HOURS			06		26

DISCUSSIONS

- Usage of grammar, choice of vocabulary and punctuations in sentence formation.
- Understanding how to write paragraphs and passages
- Analyzing and learning different styles of writing
- Understanding the fundamentals of translation studies

KEY READINGS

- Wood, F.T. (2014).A Remedial English Grammar for Foreign Students. Trinity Press
- Balasubramanian, T.(1981).A Textbook of English Phonetics for Indian Students. Macmillan Press.
- Lewis, Norman.(2011).Word Power Made Easy. Goyal
- Wren, Martin.(2016).High School English Grammar and Composition. S. Chand and company.

E-RESOURCES

- Learning English and grammar <http://www.english-online.org.uk/>
- Learning non verbal English <https://www.britishcouncil.in/english/learn-online>
- A website on improving English by oneself <http://www.english-daily.com/>

Semester: I/Skill Based Elective
20502: BASICS OF COMPUTER

COURSE OBJECTIVE

- Provide an overview of functional use of basic computer applications, including MS Office, Internet and Social Media.

LEARNING OUTCOMES

After completion of this course students should be able to:

- Make professional use of different computer applications.

COURSE CONTENTS

UNITS	TOPIC	CONTENTS	L	T	P
1	Introduction to Computer Application	<ul style="list-style-type: none"> • Definition, Generations and basic components of Computer • Concept of software and hardware • Input/output devices, • Memory and other peripherals Concept of data and information • Functions and features of Operating System 	02		02
2	Office Automation Tools	<ul style="list-style-type: none"> • MS-Word Processing • MS-Excel Interface, Tools and Menus • MS-PowerPoint 	02	02	10
3	Internet	<ul style="list-style-type: none"> • Evolution of Internet • Internet Protocols (FTP, HTTP, TCP/IP) • Computer Networks: LAN, WAN • Social Network Sites, Portals, Search Engines, • Online Data and Download 	02		02
4	Electronic Communication	<ul style="list-style-type: none"> • Working with E-mail, Video Conference, Lives Streaming, Internet Telephony, Chatting, Blogs, Usenet. • Document handling • Online Storage • Cyber Security 	02	06	10
5	Practical	<ul style="list-style-type: none"> • Familiarisation with online media • Websites, Newsfeeds, Social Media, Apps, Blogs, Emails, • Video Conferencing 	02	02	16
TOTAL CONTACT HOURS			07	05	20

KEY READINGS

- Dolores, J. Wells. (). Computer Concepts BASICS. Course Technology Ptr

- Group, Isrd. (2011). Internet Technology and Web Design. McGraw Hill Education
- Sinha, P.K. (2004). Computer Fundamentals. BPB Publications
- Miller, Michael. (2013). Computer Basics Absolute Beginner's Guide, Windows. Pearson Education

Semester – II/Skill Based Elective
20501: CREATIVE WRITING

COURSE OBJECTIVES

The course is designed to:

- Introduce creative writing process and techniques
- Familiarize the students with different kinds of writing
- Understand different genres of writing

LEARNING OUTCOMES

After completion of this course students should be able to:

- Make use of techniques for creative writings.
- Effectively communicate creative idea in writing forms.
- Engage with different audiences through different writing styles

COURSE CONTENTS

UNITS	TOPIC	CONTENTS	L	T	P
1	Basics of writing	<ul style="list-style-type: none">• Basics of writing• Types of writing• Principles of writing• Elements of Writing: Form, Content• Audience, Style & Structure	03		06
2	Creative Writing	<ul style="list-style-type: none">• Meaning of creative writing• Creative process and abilities for writing• Challenges in Creative Writing	03		06
3	Process of Writing	<ul style="list-style-type: none">• Sketching the plot, characterization, conflict, climax, resolution• Action Description• Point of View• Dialogue• Setting atmosphere			06
4	Practical Aspects	<ul style="list-style-type: none">• Journalistic writings• Reviews: Book, Film and Gadget• Content Writing,• Blogging	05	04	20
TOTAL CONTACT HOURS			11	02	19

DISCUSSIONS

- Creativity and its importance in writing
- Approaches of creative writing

KEY READINGS

- Earnshaw, Steven. (2007). The Handbook of Creative Writing. Edinburgh University Press.

- Geraghty, Margret. (2006). The Five Minute Writer. Oxford: How to Books
- Harper, Graeme. (2010). On Creative Writing. Bristol: Multilingual Matters
- LaRocque, Paula. (2003). The Book on Writing: The Ultimate Guide to Writing Well. Marion Street Press Inc.
- Morley.(2012).The Cambridge Companion to Creative Writing South Asian Edition.Cambridge University Press
- O'Brien, Terry. (2011). Modern Writing Skills.Rupa
- Ramet, Adele. (2007). Creative Writing – How to unlock your imagination, develop your writing skills – get published (7th Ed). Oxford: How to Books

E-RESOURCES

- Writers Treasure: <http://www.writerstreasure.com/creative-writing-101/>
- What is Creative Writing: <http://study.com/academy/lesson/what-is-creative-writing-definition-types-examples.html>
- Daily Writing Tips: <http://www.dailywritingtips.com/creative-writing-101/>
- Creative Writers Now: <http://www.creative-writing-now.com/>

USEFUL LINKS TO MEDIA BODIES

Indian

National Film Development Corporation (NFDC): <http://www.nfdcindia.com/>
Film and Television Institute of India (FTII): <http://www.ftiindia.com/>
Central Board of Film Certification: <http://cbfcindia.gov.in/>
Film Division of India (FDI): <http://filmsdivision.org/>
Children's Film Society (CFSI): <http://cfsindia.org/>
Directorate of Film Festivals: <http://dff.nic.in/>
Press Information Bureau: <http://pib.nic.in/newsite/mainpage.aspx>
Press Council of India: <http://presscouncil.nic.in/>
All-India Newspaper Editors' Conference (AINEC)
Editors' Guild of India: <https://editorsguildofindia.org/in-the-media/>
Registrar of Newspaper for India (RNI): <http://rni.nic.in/>
Indian Languages Newspapers Association (ILNA)
Indian Newspaper Society (INS)
Press Institute of India: <http://www.pressinstitute.in/>

International Journalists Union:

Society of professional journalists: <https://www.spj.org/>
International Federation of Journalists: <http://www.ifj.org/>
International Association of Journalists: <http://www.journalist-association.eu/>
International Consortium of Investigative Journalists: <https://www.icij.org/>
Committee to protect Journalists: <https://www.cpj.org/>
International Association of Independent Journalists: <http://www.iaij.org/>
Association of European Journalists: <http://www.aej.org/>
International Association of Press Clubs: <http://pressclubs.org/>
International Association of Literary Journalism Studies: <http://ialjs.org/>
International Women's Media Foundation: <https://www.iwmf.org/>
World Federation of Science Journalists: <http://www.wfsj.org/about/>
European Federation of Journalists: <http://europeanjournalists.org/>

Indian Journalists Association

India Journalists Union: <http://indianjournalistsunion.org/>
Journalists Union of Assam:
Delhi Union of Journalists:
National Union of Journalists
All Assam Newspaper Employees Federation
National Union of Journalists: <http://www.nujindia.com/>
Journalists Association of India: <http://www.jaoi.org/>
India Federation of Working Journalists: <http://ifwj.in/>
All India Freelance Journalists Association: <http://www.journalistsindia.com/>
Journalists Federation of India: <http://www.jfoi.org/>
Newspaper Association of India: <http://naiindia.com/member.html>
All India Newspaper Employee Federation: <http://ainef.blogspot.in/>

Media Research Bodies

Audit Bureau of Circulation: <http://www.auditbureau.org/>

TAM Media Research: <http://www.tamindia.com/>

Indian Readership Survey:

Press Institute of India: <http://www.pressinstitute.in/>

CMS India: <http://www.cmsindia.org/>

Broadcast Audience Research Council) India: <http://www.barcindia.co.in/index.aspx>

Important Media Agencies:

Press Trust of India (PTI): <http://www.ptinews.com/>

United News of India (UNI): <http://www.uniindia.com/>

Associated Press (AP): <http://www.ap.org/>

Reuters: <http://in.reuters.com/>

Agence France Presse (AFP): <https://www.afp.com/en>

Community Radio Management Information System: <http://www.cronlineindia.net/defaultEng.asp?>

World Association of Community Radio Broadcasters: <http://www.amarc.org/>

National Federation of Community Broadcasters: <http://nfcfb.org/>

Community Radio Facilitation Centre, India: <http://crfc.in/>

Open Democracy: <https://www.opendemocracy.net/about>

Democracy Now: <http://www.democracynow.org/>

The Hoot – Watching Media in the Subcontinent: <http://www.thehoot.org/>

Public Relations Bodies

Public Relations Society of India: <http://www.prsi.co.in/>

PR Society Kolkata Chapter: <http://prsikolkata.org/>

Public Relations Consultants Association of India: <http://prcai.org/>

Public Relations Society of America (PRSA): <http://www.prsa.org/>