



Course Structure & Syllabus for MA in Mass Communication

*School of Liberal Studies
Pandit Deendayal Energy University*

PROGRAM OVERVIEW

The two-year-long Master of Arts (M.A.) programme in Mass Communication is a comprehensive course that covers all the facets of the Media and Entertainment (M&E) industry. A learner opting for the programme has an eclectic mixture of: (i) Multimedia Journalism, (ii) Electronic Media Production and Film Studies, (iii) Public Relations and Corporate Communication, (iv) Media Business, (V) Communication for Social and Behavioural Change, and (vi) Visual Design and Animation. The programme offers a mix of both theoretical frameworks and industry practices. The fundamental intent of the state-of-the-art programme is to train enthusiastic media learners keeping in mind the contemporary demands of the M&E Industry.

The media department is equipped with a modern media lab with the latest gadgets that comprehensively cover videography, editing, sound recording and photography. The media lab also has six editing machines and a Chroma screen, which makes it one of the best media labs in the country. The teaching pattern followed for this programme effectively includes classroom lectures, practical workshops, guest lectures by industry experts, industry visits, internships, project works and research works. In the final semester, the media learners are required to submit two dissertations. The overall performances of the media learners are evaluated based on class activities, assignments, semester examinations, projects and dissertations.

COURSE OUTLINE

Sr. No.	Papers	Code	Core/ Elective	Semester	Credits
SEMESTER – I CORE PAPERS					
1.	Theories of Media and Communication	21MMC11	Core	I	4
2.	Development Communication	21MMC12	Core	I	4
3.	Public Relations and Corporate Communication	21MMC13	Core	I	4
4.	Introduction to Print Media	21MMC14	Core	I	4
5.	Advertising and Branding	21MMC15	Core	I	4
SEMESTER – II CORE PAPERS					
6.	Introduction to Media and Entertainment Business	21MMC21	Core	II	4
7.	Communication Research	21MMC22	Core	II	4
8.	International Communication	21MMC23	Core	II	4
9.	Introduction to Electronic Media	21MMC24	Core	II	4
10.	Digital Media Application	21MMC25	Core	II	4
SEMESTER – III CORE PAPERS					
11.	Media Laws and Ethics	21MMC31	Core	III	4

12.	Consumer Behaviour and Audience Study	21MMC32	Core	III	4
13.	Journalism Across Media	21MMC33	Core	III	4
14.	Advanced Public Relations and Event Management	21MMC34	Core	III	4
15.	Advanced Audio-Visual Production	21MMC35	Core	III	4
SEMESTER – IV CORE PAPERS					
16.	Business Communication and Professional Etiquette	21MMC41	Core	III	4
17.	Reputation Management and CSR	21MMC42	Core	III	4
18.	Media Management	21MMC43	Core	III	4
19.	Film Appreciation	21MMC44	Core	III	4
20.	Project	21MMC45	Core	III	4
SEMESTER – IV RESEARCH DISSERTATION					
56.	M.A. Dissertation – I	20MMC91		III	5
57.	M.A. Dissertation – II	20MMC92		IV	5

- **Dissertation = Total 10 Credits**

NOTE: The M.A. programme consists of 90 credits. Each of the 20 papers in all the four semesters carries four credits with the total being 80 credits. In the Third and Fourth Semesters, two dissertations having five credits each amount to 10 credits. The dissertation in the Fourth Semester is defended before the constituted board. The dissertations are to be submitted in partial fulfilment of the Master's Degree requirement.

**SCHOOL OF LIBERAL STUDIES: M.A. Mass Communication
Programme Outcomes**

PO 1	Domain Knowledge	Demonstrate critical thinking and analysis of major concepts, empirical findings, historical trends, and literature in the field of Mass Communication.
PO 2	Problem Analysis	Ability to use enquiry and critical thinking in their scientific approaches to problem analysis.
PO 3	Design/ Development of solutions	Apply research methodologies, data analysis and interpretations to address real-life issues and reduce research gaps.
PO 4	Conduct Investigations of Complex Problems	Develop competence for working in a collaborative manner and address problems with valid and scientific solutions.
PO 5	Modern Tool Usage	Practice and use of modern tools and equipment to produce media artifacts.
PO 6	The Citizen and the Society	Understand the value of empirical evidence and act ethically in their role and responsibility as members of society.
PO 7	Environment and Sustainability	Acquire practical skills to apply them in individual, interpersonal, group and societal context.
PO 8	Ethics	Follow the ethical and professional guidelines governing the use of mass media in the community.
PO 9	Individual and Teamwork	Ability to communicate and collaborate with diverse teams effectively and respectfully.
PO 10	Communication	Acquire effective and empathetic communication skills to engage in discussions with peers and clients in academic and clinical contexts.
PO 11	Project Management and Finance	Ability to use project management and financial skills in the implementation of empirical research and practical projects.
PO 12	Life-long Learning	Ability and motivation to indulge in life-long learning in academic and professional fields, and implement the learning on a societal level.

21MMC11					Theories of Media and Communication (Core Paper)					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
4	0	0	4	4	25	50	25	--	--	100

COURSE OBJECTIVES

- To understand the basic concepts of communication and its types.
- To be familiar with various models of communication and their relevance.
- To apply the concept of media theory with real time experience of media consumption.
- To understand the pioneering role of communication in the development of societies.

UNIT 1: Basic Concepts of Communication 12 Hrs.

Types of Communication; Functions of Mass Communication; Barriers, Intertextuality.

UNIT 2: Models and Theories of Communication 24 Hrs.

Various models and theories of communication.

UNIT 3: Media Theory 12 Hrs.

Paradigm Shifts in Mass Communication Theories

UNIT 4: Folk Media and International Communication Theory 12 Hrs.

Folk Media and Electronic Media; International Communication Theories: World Systems, Dependency and Structural Media Monopoly – Cross Media Ownership.

Max. 60 Hrs.

COURSE OUTCOMES

On completion of the course, student will be able to

- CO1 – Identify the difference between various types of communication.
 CO2 – Remember the theories of communication.
 CO3 - Restate the concepts of communication models with real life situation.
 CO4 – Analyse the psychological impact of media theory among people.
 CO5 – Evaluate the impact of issues of media monopoly.
 CO6 - Create research proposals in the field of communication and allied areas.

TEXT/REFERENCE BOOKS

1. Mass Communication in India – By Keval J. Kumar, 1994
2. Mass Communication Theory: Foundations, Ferment and Future – By Stanley J. Baran and Dennis K. Devis, 2015.
3. Introduction to Communication Studies – By John Fiske, 2010.
4. Mcquail's Mass Communication Theory – By Denis Mcquail, 2010.

END SEMESTER EXAMINATION QUESTION PAPER PATTERN

Max. Marks: 100

Exam Duration: 3 Hrs

Part A/Question: 4 Questions of 10 marks each with choice

40 Marks

Part B/Question: 4 Questions of 15 marks each with choice

60 Marks

21MMC12					Development Communication (Core Paper)					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
4	0	0	4	4	25	50	25	--	--	100

COURSE OBJECTIVES:

- To make learners familiar with the process of development.
- To make learners understand the concept and practice of development communication
- To help learners appreciate the role of national and international development agencies.
- To train learners in planning relevant development communication initiatives.

UNIT 1: Development Communication: Concept and Models **20 hours**

Meaning and Concept of Development - Process of Development: Approaches to Development - Development Communication Process; Social Mobilization - Participatory Message Development - Role.

UNIT 2: Problems and Issues in Development **15 hours**

Globalization; Development dichotomies - Public broadcasting - MacBride Commission,

UNIT 3: Communication for Behavioural and Social Change (CBSC) **15 hours**

CBSC, Diffusion of Innovation - Social Marketing, Alternative Media - Community Media.

UNIT 4: Development Agencies **10 hours**

Development Communication and NGOs - Governmental and Inter-Governmental Agencies.

Max. 60 hours

Learning Outcomes:

By the end of the course, students will be able to:

CO1: Explain approaches to development studies and process.

CO2: Critique the past and contemporary development initiatives.

CO3: Appreciate the concept of communication for development.

CO4: Offer a solution using technological tools that aid development communication process.

CO5: Plan a development communication initiative for an issue of concern.

CO6: Critique the role of NGOs, public broadcasters and development agencies.

TEXT/REFERENCE BOOKS

- Communication for Development: By Srinivas Raj Melkote and H. Leslie Steeves, 2015.
- Development Communication: Theory and Practice – By Uma Narula, 2007.

END SEMESTER EXAMINATION QUESTION PAPER PATTERN

Max. Marks: 100

Exam Duration: 3 Hrs

Part A/Question: Questions on concepts and theoretical issues

70 Marks

Part B/Question: Case analysis

30 Marks

21MMC13					Public Relations and Corporate Communication (Core Paper)					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
4	0	0	4	4	25	50	25	--	--	100

COURSE OBJECTIVES

- To impart the basic concept of Public Relations.
- To understand the functioning of an PR agency.
- To develop a basic understanding of Public Relations research.
- To develop understanding on Corporate Communication and it's functions.

UNIT 1: Introduction to Public Relations**14 Hrs.**

PR as a Communication Function; PR as a Management Function - PR Counselling - PR Agencies.

UNIT 2: PR Campaign and Communication**14 Hrs.**

Stages of Public Relations - PR Tools - Internal and External Public - PR in various sectors.

UNIT 3: Research in Public Relations and Brand Communication**14 Hrs.**

RACE Model - SWOT and PEST Analyses; Definition of Branding, Brand Identity, Brand Positioning.

UNIT 4: Corporate Communication**18 Hrs.**

Concepts, Roles and Importance of Publics for a Corporate Organization - Corporate Identity.

Max. 60 Hrs.**COURSE OUTCOMES**

On completion of the course, student will be able to

CO1: The learner can identify the basic functions of advertising.

CO2: The learner can analyze the models of advertising with real-time scenario.

CO3: The learner can evaluate the emerging growth of advertising industry.

CO4: The learner can define the basic concepts of Public Relations.

CO5: The learner can do an assessment on various types of PR campaigns.

CO6: The learner develop plans on corporate communication strategies.

TEXT/REFERENCE BOOKS

1. Effective Public Relations and Media Strategy – By C.V.N. Reddi, 2013.
2. Public Relations: Principles and Practices – Iqbal Sachdeva.
3. Advertising Management – By Jaishri Jethwaney, Shruti Jain, 2012.
4. Corporate Communication: Principles and Practice – By Jaishri Jethwaney, 2018.

END SEMESTER EXAMINATION QUESTION PAPER PATTERN**Max. Marks: 100****Exam Duration: 3 Hrs**

Part A/Question: 4 Questions of 10 marks each with choice

40 Marks

Part B/Question: 4 Questions of 15 marks each with choice

60 Marks

21MMC14					Introduction to Print Media (Core Paper)					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
3	0	2	4	5	25	50	25	--	--	100

COURSE OBJECTIVES

- To give students exposure to the history of print media and journalism.
- To equip students with skills to understand what is news and gather it.
- To equip students to turn in basic news copies.
- To equip students with basic editing skills.

UNIT 1: Evolution of Print Medium**10 Hrs.**

Invention of the Printing Press. Evolution of Journalism Organizational structure of a newspaper.

UNIT 2: Newspapers and Indian Freedom Movement**20 Hrs.**

Indian Language Press Role of the Press in Freedom Movement and independent India

UNIT 3: Basics of Journalism**05 Hrs.**

What is Journalism? Journalistic Freedom; Economic, Political and Legal – View from India and the World. Roles and Responsibilities of a Journalist. Functions of Journalism in a Democracy; Introduction to Digital Journalism.

UNIT 4: Editing and Reporting**50 Hrs.**

What is News? Attitude and Skills of an Editor. Writing Headlines; Introduction to Editing Software; Traits of a Reporter; Sources of News; Introduction to the Various Types of Intros; Interviewing – Types, Purposes and Relevance, Formats of Writing an Interview – Reporting for Digital Media.

Max. 60 hours (including practical)**COURSE OUTCOMES**

On completion of the course, student will be able to

CO1: Explain the purpose of journalism.

CO2: Explain what is news, news value, and other concepts of print media journalism.

CO3: Link the history of print media with the future of journalism.

CO4: Produce news pieces for print media.

CO5: Edit news pieces for print media.

CO6: Analyse ethical issues involved in reporting news.

TEXT/REFERENCE BOOKS

1. Print Media and Journalism – By Alley Webster, 2016.
2. Handbook of Print Journalism – By Priscilla Paul, 2014.
3. Print Journalism: A Critical Introduction – By Richard Keeble, 2005.

END SEMESTER EXAMINATION QUESTION PAPER PATTERN**Max. Marks: 100****Exam Duration: 3 Hrs**

Part A/Question: 4 Questions of 10 marks each with choice

40 Marks

Part B/Question: 4 Questions of 15 marks each with choice

60 Marks

21MMC15					Advertising and Branding (Core Paper)					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
4	0	0	4	4	25	50	25	--	--	100

COURSE OBJECTIVES

- To impart the basic concept of advertising and its types.
- To understand the functioning of an advertising agency.
- To train learners in the process of brand planning.
- To give learners exposure to the concept of brand building through e-commerce.

UNIT 1: Introduction to Advertising**20 Hrs.**

Types of Advertising - Advertising in Marketing Mix and Positioning –Ad Agencies.
 Departments of an Agency - Marketing and Advertising Objectives - Advertising Copy

UNIT 2: Brands in the Marketplace**20 Hrs.**

Challenges to brands; Brand proliferation; Consumer revolt; Management failures. Integrating advertising and promotion; Role of retailers: power of multiples.

UNIT 3: Branding in Service Business**18 Hrs.**

Problem in the branding of services; Branding in B-to-B markets; FMCG branding; Luxury branding; Marketing & branding of rural and regional products; Building a brand on the web.

UNIT 5 Research Brand Communication**12 Hrs.**

RACE Model - SWOT and PEST Analyses; Definition of Branding, Brand Identity, Brand Positioning.

Max. 60 Hrs.**COURSE OUTCOMES**

On completion of the course, student will be able to

CO1: The learner can identify the basic functions of advertising.

CO2: The learner can analyze the models of advertising with real-time scenario.

CO3: The learner can evaluate the emerging growth of advertising industry.

CO4: Take up brand planning projects.

CO5: Carry out branding on e-commerce platforms.

CO6: Evaluate branding exercises of different organisations.

TEXT/REFERENCE BOOKS

5. Advertising Management – By JaishriJethwaney, Shruti Jain, 2012.
6. Ogilvy on Advertising – By David Ogilvy, 1985.
7. Advertising & IMC: Principles & Practice – By Moriarty, 2016.
8. Branding: A Practical Guide to Planning your Strategy – By Geoffrey Randall
9. Brand Building Advertising: Case Book – By MG Parameswaran and Kinjal Med.

END SEMESTER EXAMINATION QUESTION PAPER PATTERN**Max. Marks: 100****Exam Duration: 3 Hrs**

Part A/Question: 4 Questions of 10 marks each with choice

40 Marks

Part B/Question: 4 Questions of 15 marks each with choice

60 Marks

21MMC21					Introduction to Media and Entertainment Business (Core Paper)					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
4	0	0	4	4	25	50	25	--	--	100

COURSE OBJECTIVES

- To help learners understand the media and entertainment business.
- To train learners in launching media and entertainment ventures.
- To produce learners who understand M&E business and its impact on the society.
- To help learners use the theories of M&E business for the benefit of an organization to newer heights.

UNIT 1: Overview of M&E Organisations**15 Hrs.**

Why Media and Entertainment Matter in Indian Polity and Economy. Ownership Patterns. Processes and Prospects of Starting M&E Ventures. Pricing for M&E Products.

UNIT 2: Various Departments and Apex Bodies**10 Hrs.**

Advertising and Marketing Departments; Apex M&E Bodies; Legal and Financial Aspects.

UNIT 3: Operations**15 Hrs.**

Production Schedule and Process – Evaluation, Budget Control, Costing, Tax, and Building and Sustaining Business and Audience. Brand Promotion (Space, Time and Circulation) –Promotion.

UNIT 4: Sectoral Overview**20 Hrs.**

FDI in M&E; The Business of TV; OTT; Film; Radio; Social Media; OOH, Animation

Max. 60 Hrs.**COURSE OUTCOMES**

On completion of the course, student will be able to

CO1: Understand the media and entertainment business.

CO2: Launch media and entertainment ventures.

CO3: Explain the unique nature of M&E business and its impact on society.

CO4: Plan strategies to take organizations to newer heights.

CO5: Conduct informed research studies on M&E business.

CO6: Use market survey techniques to ascertain trends and make projections.

TEXT/REFERENCE BOOKS

4. The Indian Media Business – By Vanita Kohli-Khandekar, 2017.
5. Media Management: A Casebook Approach – By C. Ann Hollifield, Jan LeBlanc Wicks, George Sylvie and Wilson Lowrey, 2015.
6. Social Media Management – By Amy Van Looy, 2016.
7. Entertainment Industry Economics: By Harold L. Vogel, 2010

END SEMESTER EXAMINATION QUESTION PAPER PATTERN**Max. Marks: 100****Exam Duration: 3 Hrs**

Part A/Question: Conceptual and theoretical issues

70 Marks

Part B/Question: Case analysis

30 Marks

21MMC22					Communication Research (Core Paper)					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
4	0	0	4	4	25	50	25	--	--	100

COURSE OBJECTIVES

- To produce learners who understand communication research.
- To produce learners who are able to apply quantitative research methods.
- To produce learners who are able to apply qualitative research methods.
- To produce learners who would be able to take up career in communication research.

UNIT 1: What is Research?**08 Hrs.**

Mass Media Research –Research process; Strengths and Limitations of Quantitative Methods.

UNIT 2: Quantitative Methods**10 Hrs.**

Research Design Exploratory, Descriptive, Explanatory and Applied Research Designs.

UNIT 3: Data Presentation and Analysis**27 Hrs.**

Measures of Central Tendency; Standard Deviation. Hypothesis Testing; Analysis of Variance (ANOVA) – t-test – f-test – Two-Way ANOVA. Basics of SPSS.

UNIT 4: Qualitative Methods**15 Hrs.**

Qualitative research process; Basic designs; From data to theory: Coding, Analyzing, Theory making; Different types of analysis; Triangulation; Using Computer in qualitative analysis.

Max. 60 Hrs.**COURSE OUTCOMES**

On completion of the course, student will be able to

CO1: Explain the process of research in media and communication

CO2: Appreciate the difference between different approaches to research.

CO3: Design a research study relevant to their area of interest in media and communication.

CO4: Demonstrate use of statistical tests in research.

CO5: Express familiarity with statistical tools like SPSS, Excel, etc

CO6: Write a research report/dissertation.

TEXT/REFERENCE BOOKS

8. Research Methodology by CR Kothari, 2010
9. Research Methodology: A Step by Step Guide by Ranjit Kumar, 2011
10. An Introduction of Qualitative Research by Uwe Flick, 2009
11. Basic Media Research by Arthur Asha Berger, 2012

END SEMESTER EXAMINATION QUESTION PAPER PATTERN**Max. Marks: 100****Exam Duration: 3 Hrs**

Part A/Question: Conceptual and theoretical issues

80 Marks

Part B/Question: Use of basic statistics (Open book)

20 Marks

21MMC23					International Communication (Core Paper)					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
4	0	0	4	4	25	50	25	--	--	100

COURSE OBJECTIVES

- To develop understanding on the basic concepts of International Communication.
- To impart knowledge on the functioning of global news flow.
- To develop the knowledge on international news flow.
- To get an understanding on the impact of international media across the globe.

UNIT 1: Fundamentals of International Communication **14 Hrs.**

Dimensions of International Communication (IC) – Critical Issues of IC - Communication as a Human Right.

UNIT 2: International News Flow **14 Hrs.**

Global News Agencies – ICT - Impact of New Technologies on Flow of International News.

UNIT 3: International Information Flow and Media System **14 Hrs.**

NWICO- NIEO – MacBride Commission; NANAP; Cultural Imperialism

UNIT 5: Global Issues in International Communication **18 Hrs.**

Globalization and Mass Media – Impact of Globalization on Mass Media – Violence Against Media Professionals – International Media and Issues of National Security.

Max. 60 Hrs.**COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1 – The learner can define the basic function of International Communication.
 CO2 – The learner can do an assessment on the western news flow.
 CO3 – The learner can conduct projects on the role of UN in International Communication.
 CO4 – The learner can analyze the role of information flow in media system.
 CO5 – The learner can criticize the role of prompted cultural imperialism through media.
 CO6 – The learner can construct ideas for real-time analysis on International Communication.

TEXT/REFERENCE BOOKS

1. International Communication: A Reader – By Daya Kishan Thussu, 2009.
2. Communication between Cultures – By Edwin McDaniel, et al, 2012.
3. Many Voices, One World: Towards a New, More Just, and More Efficient World Information and Communication Order – By the MacBride Commission, 2003.
4. Global Activism, Global Media – By Wilma de Jong and Martin Shaw, 2005.

END SEMESTER EXAMINATION QUESTION PAPER PATTERN**Max. Marks: 100****Exam Duration: 3 Hrs**

Part A/Question: 4 Questions of 10 marks each with choice 40 Marks
 Part B/Question: 4 Questions of 15 marks each with choice 60 Marks

21MMC24					Introduction to Electronic Media (Core Paper)					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
0	4	0	0	4	25	50	25	--	--	100

COURSE OBJECTIVES

- To enable students understand the concepts of Electronic journalism system
- To apprise students the history and growth E Media in India, also to make them aware of impact of TV and radio in society.
- To make the students recognize the technicalities and working culture of the e media
- To become well aware of the visual design and elements

Unit 1: Evolution and growth

11 Hrs.

Evolution Electronic Media: Radio, Television and Internet; Techniques of Audio-Visual Communication: Thinking Audio And Visuals; Grammar Of Sound

Unit 2: Technology and skills

22 Hrs.

Technology and skills for linear and non-linear systems of audio-visual communication;

Unit 3 : News Bulletin Management

11 Hrs.

Reporting and Writing for Radio; TV; Websites; Writing For Fiction/Non-Fiction.

Unit 4 : Introduction to design and its elements

31 Hrs

Principals and Elements of Design, Colour theory, Colour Wheel, Design Software.

Max.75 Hrs.

COURSE OUTCOMES

On completion of the course, student will be able to

CO1: Describe the evolution, principles and techniques of the electronic media

CO2: Understand basics of visual communication, sound construction and picture formation.

CO3: Articulate the finer aspects of reporting for radio, TV and internet;

CO4: Deduce the impact of new technology on media language, news, features and interviews

CO5 - Develop a news report and a special program (non-fiction).

CO6 - Justify the technology and skills required in audio-visual communication.

TEXT/REFERENCE BOOKS

1. The ABC of News Anchoring By Richa Jain Kalra
2. The Broadcast Journalism Handbook: A Television News Survival Guide
By Robert Thompson, Cindy Malone
3. Media presentation of Visual Arts and artists; University of Luton press Palmer,
Frederic
4. Visual Elements of Arts and Design (1989) Longman Porter

End Semester Examination Paper Pattern 100 Marks

Part-A 4 questions 10 marks each with choice 40 Marks

Part-B 4 questions 15 marks each with choice 60 Marks

21MMC25					Digital Media Application (Core Paper) -Core					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
4	0	0	0	4	25	50	25	--	--	100

COURSE OBJECTIVES

- To enable students understand the concepts of Electronic journalism system
- To apprise students the history and growth E Media in India, also to make them aware of impact of TV and radio in society.
- To make the students recognize the technicalities and working culture of the e media
- To become well aware of the visual design and elements

Unit 1: Introduction to Digital Media

12 Hrs.

Characteristics of Digital Media, Principles of Digital Media, App Interface, Analogue Vs

Digital Technology, Digitization of Media- Media Convergence

Unit 2: New Media Literacy

12 Hrs.

Digital identity; Digital activism, Fake news

Unit 3 : Understanding New Media Technologies & Applications

24 Hrs.

Web site creation, Blogging; Social Networking Sites; Trolls, Memes, Folksonomy, SEO,

Digital Marketing; Instant Messaging, Digital Marketing

Unit 4 : Web Journalism

12 Hrs

Overview of Web Journalism, News as Conversation; Participative Newsroom

Max. 60 Hrs.

COURSE OUTCOMES

COURSE OUTCOMES

On completion of the course, student will be able to

CO1: Define and recognize new media and related concepts e.g. creative commons

CO2: Explain the aspects of web journalism, new media technologies and their applications.

CO3: Practice writing for social media and chat apps.

CO4: Illustrate digital technology, media convergence, e- marketing.

CO5: Create their own websites.

CO6: Evaluate the trends in web journalism, emerging derivative art forms and the Copyrights.

TEXT/REFERENCE BOOKS

1. Briggs Mark., Journalism 2.0: How to Survive and Thrive
2. Wardrip Noah - Fruin& Montfort Nick. The New Media Reader
3. Dewdney Andrew & Ride Peter. The New Media Handbook

End Semester Examination Paper Pattern 100 Marks

Part-A /4 questions 10 marks each with choice 40 Marks

Part-B /4 questions 15 marks each with choice 60 Marks

21MMC31					Media Laws and Ethics (Core Paper)					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
4	0	0	4	4	25	50	25	--	--	100

COURSE OBJECTIVES

- To understand the fundamentals of Indian Constitution and Rights.
- To know the significance of Freedom of Expression.
- To understand various media specific provisions.
- To be familiar with the various ethical norms of media.

20 Hrs.**UNIT 1: Introduction to Indian Constitution**

Constitution of India - Fundamental Rights - Freedom of Speech and Expression and their Limits - The Legislature, The Executive, The Judiciary: separation of Powers.

UNIT 2: Freedom of Expression

Media Freedom - Media Economics and Freedom; Laws of defamation; Contempt of court; Sedition.

10 Hrs.**UNIT 3: Media Specific Provisions**

Various media specific Acts, WTO Agreement and Intellectual Property Right.

15 Hrs.**UNIT 4: Media Ethics**

Media's Ethical Problems. Ethics in journalism, Advertising, and Public Relations

15 Hrs.**Max. 60 Hrs.****COURSE OUTCOMES**

On completion of the course, student will be able to

CO1 – Remember the foundation of the Constitution of India.

CO2 – Understand the power and function of the the Indian Government.

CO3 – Apply the concepts of various defences available to the media professionals.

CO4 – Classify different media specific provisions as per specific conditions.

CO5 – Judge the ethical norms of media.

CO6 – Construct ideas on laws specific to different conditions relevant to media.

TEXT/REFERENCE BOOKS

12. Constitution of India – By V.N. Shukla, 2017.

13. Media Law and Ethics – By M Neelamalar, 2009.

END SEMESTER EXAMINATION QUESTION PAPER PATTERN**Max. Marks: 100****Exam Duration: 3 Hrs**

Part A/Question: 4 Questions of 10 marks each with choice

40 Marks

Part B/Question: 4 Questions of 15 marks each with choice

60 Marks

21MMC32					Consumer Behaviour and Audience Studies (Core Paper)					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
3	0	2	4	4	25	50	25	--	--	100

COURSE OBJECTIVES

- To impart the basic concepts of consumer behaviour and marketing mix.
- To understand the basic concepts of market segmentation of consumers.
- To develop understanding on the positioning of the consumer.
- To apply techniques for targeting markets based on consumer's profile.

UNIT 1: Fundamentals of Consumer Behaviour**24 Hrs.**

Concept of Consumer Behaviour – Segmentation - Bases for Segmentation – Personality Traits – Psychographic Values – Media-Based Segmentation; Targeting and Positioning – Marketing Mix.

UNIT 2: Consumer Positioning and Targeting**12 Hrs.**

Targeting and Positioning the Consumers – Behavioural Targeting. Case Study.

UNIT 3: Consumer's Perception**12 Hrs.**

Consumer's Perception – Elements of Perception - Consumer Learning - Classical Condition in Behavioural Learning - Consumer's Attitude Formation - The Tri-Component of Attitude Model.

UNIT 4: Consumer Research**12 Hrs.**

Consumer Research Process – Importance of Studying Media Audience - TRP – RAM.

Max. 60 Hrs.**COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1 – Identify the basic concepts of consumer behaviour.
 CO2 – Understand the bases for segmenting a market.
 CO3 – Produce ideas on positioning and repositioning consumers.
 CO4 – Analyze consumer's perception for a product or services.
 CO5 – Conduct case study analysis on consumer behaviour.
 CO6 – Formulate research hypothesis on consumer buying habits

TEXT/REFERENCE BOOKS

14. Consumer Behaviour – By Leon G. Schiffman, et al, 2015.
15. Consumer Behavior: Concepts and Applications – By David L. Loudon, 1993.
16. Media Audience Research: A Guide for Professionals – By Graham Mytton, 2015.
17. Audience Research Methodologies: Between Innovation and Consolidation – By Geoffroy Patriarche, Helena Bilandzic, Jacob Linaa Jensen and Jelena Jurišić, 2015.
18. Research in Consumer Behavior – By Russell W. Belk, 2010.

END SEMESTER EXAMINATION QUESTION PAPER PATTERN**Max. Marks: 100****Exam Duration: 3 Hrs**

Part A/Question: 4 Questions of 10 marks each with choice

40 Marks

Part B/Question: 4 Questions of 15 marks each with choice

60 Marks

21MMC33					Journalism across Media					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
2	2	0	4	4	25	50	25	--	--	100

COURSE OBJECTIVES

To produce learners who can become professional journalists through advanced training in

- Various types of Reporting and Feature writing;
- Print media editing and pre-production
- Cyber and Mobile journalism
- Data journalism and fact checking

UNIT 1: Advanced Reporting**15 Hrs.**

Different Types of Reporting: Business, Sports, Investigative, Legal, Development, Health, Special Needs, Energy, Science & Technology, etc, for various media.

UNIT 2: Feature Writing and Editing**20 Hrs.**

Varieties of Features: Lifestyle, Seasonal and Festival, Travel, Tourism and Adventure; Planning and editing magazine; Newspaper and Magazine design skills, Graphics.

UNIT 3: Cyber and Mobile Journalism**15 Hrs.**

Internet Tools; Reporting, Writing and Editing for websites; Shooting with a handset, Capturing sound, Editing and Publishing.

UNIT 4: In the Field**40 Hrs.**

Data Journalism; Fact Check with Online Sources; Use of RTI in Reporting – Tracking Fake News.

Max. 60 hours (including practical)**COURSE OUTCOMES**

On completion of the course, student will be able to

CO1: Explain what is news, especially in the digital context

CO2: Turn in different types of news reports and soft stories.

CO3: Analyse different approaches to newspaper, magazine and cyber journalism.

CO4: Apply digital fact-check skills.

CO5: Design newspaper and magazine pages.

CO6: Report and publish stories on the go on digital platforms.

TEXT/REFERENCE BOOKS

19. News Reporting and Editing – By K.M. Shrivastava, 2015.

20. Feature Writing – By N. MeraRaghavendra Rao, 2012.

21. The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age – By Paul Bradshaw, 2017.

22. Broadcast Journalism and Digital Media– By KeshavSathaye, 2011.

23. Smartphone Video Storytelling – By Robb Montgomery, 2018.

END SEMESTER EXAMINATION QUESTION PAPER PATTERN**Max. Marks: 100****Exam Duration: 3 Hrs**

Part A/Question: Conceptual and theoretical issues

40 Marks

Part B/Question: Practice-oriented questions

60 Marks

21MMC34					Advanced Public Relations and Event Management (Elective Paper)					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
4	0	0	4	4	25	50	25	--	--	100

COURSE OBJECTIVES

- To impart the basic understanding of PR process and practices.
- To understand the process of launching communication campaign.
- To impart knowledge on various types of events.
- To develop understanding on events and experiential industry.

UNIT 1: PR Process and Practices**14 Hrs.**

Scan the Environment – Develop a Communication Plan – Implementation of Communication Plan – Evaluation of Impact

UNIT 2: PR Applications**14 Hrs.**

Corporate Image – Corporate Identity Management – PR and Crisis Management – Corporate Advertising – House Journal – Integrated Marketing Communication.

UNIT 3: Introduction to Events and Experiential Marketing**14 Hrs.**

Defining Events and Experiential Marketing – Their Role in the Life of Brands and Communities.

UNIT 4: Events and Planning**18 Hrs.**

Social Events, Corporate Events and Virtual or E-Events - B2B Events. Evolution of the Event and Experiential Industry from an Unorganized Sector - Current Key Roles and Emerging Prospects.

Max. 60 Hrs.**COURSE OUTCOMES**

On completion of the course, student will be able to

CO1 – Identify the roles and functions of various PR practices.

CO2 – Present the idea of launching an Integrated Marketing Communication plan.

CO3 – Prepare communication strategies with various stakeholders.

CO4 – Apply the ground rules of event management.

CO5 – Evaluate the event through post event analysis.

CO6 – Create event pitch proposals.

TEXT/REFERENCE BOOKS

24. Public Relations: Principles and Practice – Iqbal Sachdeva, 2009
25. Corporate Communication: Principles and Practice – By Jaishri Jethwaney, 2018.
26. Event Management – By Lynn Van Der Wagen, 2005.
27. Event Management and Marketing – By Sharma & Arora, 2018.

END SEMESTER EXAMINATION QUESTION PAPER PATTERN**Max. Marks: 100****Exam Duration: 3 Hrs**

Part A/Question: 4 Questions of 10 marks each with choice

40 Marks

Part B/Question: 4 Questions of 15 marks each with choice

60 Marks

21MMC35					Advanced Audio-Visual Production (Elective Paper)					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
1	0	6	4	4	25	50	25	--	--	100

COURSE OBJECTIVES

- Understand the concept of audio visual production for TV, Web and Film Medium
- Handle the camera and lighting for shooting.
- Make fiction/ non-fiction film and portfolio.

UNIT 1: Cinematography and Lighting**05 Hrs.**

Screen space, Continuity; Camera Movements, Different shots, Lighting for cinema.

UNIT 2: Direction**30 Hrs.**

Role of the Director, Crafting the Final Look, Directing Techniques; Blocking, Image Systems and Rehearsal Styles, Ethical and Legal Aspects of Filmmaking.

UNIT 3: Sound Production Acting, and Art Direction**40 Hrs.**

Sound, Acting, Compelling Performances, Set designing, Make Up.

UNIT 4: Editing (Post Production)**40 Hrs.**

Types of Editing; Using software, Editing for Fiction, Non- Fiction, Interviews, Shows.

Max. 60 Hrs. (including practical)**COURSE OUTCOMES**

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

CO1: Recall all the practical concepts of filmmaking and all the requirements for all its stages.CO2: Express the essentials in the filmmaking process (lighting, sound, make-up, editing etc.).CO3: Demonstrate the knowhow of filmmaking in every project they work upon.CO4: Analyse the ethical, legal aspects of filmmaking, preparation required for on-ground success.CO5: Combining all the filmmaking knowledge, produce films (fiction/non-fiction).CO6: Evaluate the problems and solutions in editing, director's techniques and vision.**TEXT/REFERENCE BOOKS**

28. Film Production Management: How to Budget... - By Bastian Cleve, 2017.
29. The Complete Film Production Handbook– By Eve Light Honthaner, 2010.
30. Independent Feature Film Production: By Gregory Goodell, 1998.
31. Film Production: Theory and Practice – By Stephen Hoover, 2014.
32. Producer to Producer: A Step-by-Step Guide– By Maureen A. Ryan, 2010.

END SEMESTER EXAMINATION QUESTION PAPER PATTERN**Max. Marks: 100****Exam Duration: 3 Hrs**

Part A/Question: 4 Questions of 10 marks each with choice

40 Marks

Part B/Question: 4 Questions of 15 marks each with choice

60 Marks

20MMC41					Business Communication and Professional Etiquette (Core Paper)					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
3	1	0	4	4	25	50	25	--	--	100

COURSE OBJECTIVES

- To impart skills for official written communication.
- To enhance skills on the tools associated with business communication.
- To know the techniques of building a professional profile.
- To understand the knowhow of professional etiquettes.

UNIT 1: Fundamentals of Written Communication **12 Hrs.**

Written Communication in the Process of Communication - Effective Listening and Speaking Skills.

UNIT 2: Office Communication **24 Hrs.**

Presentation Skills; Academic and Report Writing, Storytelling; MS Word, PowerPoint, Excel.

UNIT 3: Developing Professional Profile **12 Hrs.**

Resume Writing – Cover Letter Writing- Developing Profile on LinkedIn –Networking.

UNIT 4: Professional Etiquette **12 Hrs.**

General Knowledge and Current Affairs – Email, phone and Social Media Etiquette.

Max. 60 Hrs.

COURSE OUTCOMES

On completion of the course, student will be able to

CO1 – Remember the fundamentals of written communication.

CO2 – Understand the techniques of official writing.

CO3 – Apply technical skills for professional written communication.

CO4 – Analyze the parameters of developing a strong professional profile.

CO5 – The learner will be able to evaluate their own business etiquette skills.

CO6 – The learner will be able to create a perfect job application.

TEXT/REFERENCE BOOKS

33. Business Communication for Managers – By Payal Mehra, 2016.

34. Business Etiquette: A Guide for The Indian Professional – By Shital Kakkar Mehra, 2012.

35. Business Communication Essentials – By Courtland L. Bovee, 2010.

36. Business Communication Today – By L. Bovee Courtland, et al, 2017.

37. The 5 Essential People Skills: How to Assert Yourself, Listen to Others, and Resolve Conflicts – By Dale Carnegie, 2016.

END SEMESTER EXAMINATION QUESTION PAPER PATTERN

Max. Marks: 100

Exam Duration: 3 Hrs

Part A/Question: 4 Questions of 10 marks each with choice

40 Marks

Part B/Question: 4 Questions of 15 marks each with choice

60 Marks

21MMC42					Reputation Management and CSR (Elective Paper)					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
3	1	0	4	4	25	50	25	--	--	100

COURSE OBJECTIVES

- To develop knowledge on the basic understanding of Reputation Management.
- To identify the role of media in developing the reputation of an organization.
- To impart skill on managing the reputation of an organization.
- To formulate the ideas of Corporate Social Responsibility.

UNIT 1: Introduction to Reputation Management**14 Hrs.**

Meaning, Context and Importance; Landmark Cases, Building Corporate Image, Legal Aspects of CI.

UNIT 2: Media Relations and Employee Engagement**14 Hrs.**

Functions and role of Media Relations; a Corporate Spokesperson – Reputation management at Digital Age.

UNIT 3: Reputation Management through Social Media**14 Hrs.**

Using Facebook, LinkedIn, Instagram; Proactive Customer Care– Case Studies.

UNIT 4: Corporate Social Responsibility**18 Hrs.**

Theoretical Understanding of CSR – Global Practice of CSR – CSR and Companies Act – Corporate Philanthropy - Case Studies.

Max. 60 Hrs.**COURSE OUTCOMES**

On completion of the course, student will be able to

CO1 – Define the basic concepts of reputation management.CO2 – Understand the role of media in managing reputation.CO3 – Apply good media pitch.CO4 – Subdivide strategies for managing the reputation of a company.CO5 – Carry out projects on social media strategies in reputation management.

CO6 – Create action plans for Corporate Social Responsibility.

TEXT/REFERENCE BOOKS

1. Crisis, Issues and Reputation Management (PR In Practice) – By Andrew Griffin, 2014.
2. Online Reputation Management for Dummies – By Lori Randall Stradtman, 2013.
3. Reputation Management– By Sabrina Helm, et al, 2011.
4. Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause - Nancy Lee (Author), Philip Kotler (Author), 2005.

END SEMESTER EXAMINATION QUESTION PAPER PATTERN**Max. Marks: 100****Exam Duration: 3 Hrs**

Part A/Question: 4 Questions of 10 marks each with choice

40 Marks

Part B/Question: 4 Questions of 15 marks each with choice

60 Marks

21MMC43					Media Management (Elective Paper)					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
4	0	0	4	4	25	50	25	--	--	100

COURSE OBJECTIVES

- To produce learners who understand the general process of media management.
- To produce learners who understand the tools of media management.
- To train learners in the techniques of media management.
- To help students learn the process of social media management.

UNIT 1: Overview of Media Management**10 Hrs.**

General Functions; Study and Research. Significant Features of Media Management.

UNIT 2: Media Structure**10 Hrs.**

Structure of media organisations - Inter dependency of departments - Revenue patterns.

UNIT 3: Print, Electronic and New Media Management**30 Hrs.**

Newspaper Management and Magazine: Different Methods; Value of publications; Different Initiatives and Case Studies. Strategy for Competition; Recent Trends. Managing a Radio Station. Managing a Television Station. Social Media Management

UNIT 4: News Agency Management**10 Hrs.**

Major Indian and foreign News and Feature Agencies.

Max. 60 Hrs.**COURSE OUTCOMES**

On completion of the course, student will be able to

CO1: Explain the general process of media management.

CO2: Experiment with various tools of media management.

CO3: Analyse techniques of media management and implement them in real life scenario.

CO4: Identify opportunities for media entrepreneurship.

CO5: Apply the models of running newspapers and magazines to an entrepreneurial venture.

CO6: Manage their own and their organization's social media accounts.

TEXT/REFERENCE BOOKS

38. A Textbook of Media Management – By Mukul Sahay

39. Newspaper Marketing in India – By NVR Jyoti Kumar

40. A Textbook of Newspaper Management – By Anirudh Choudhury

END SEMESTER EXAMINATION QUESTION PAPER PATTERN**Max. Marks: 100****Exam Duration: 3 Hrs**

Part A/Question: Questions on theoretical issues

40 Marks

Part B/Question: Case analysis

60 Marks

21MMC44					Film Appreciation (Elective Paper)					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
4	0	0	4	4	25	50	25	--	--	100

COURSE OBJECTIVES

- To familiarize students with the skills related to critical film appreciation.
- To discuss cultural impact of different nation over film industries.
- To enable students to understand history and current scenario of various cinema industries.
- To familiarize students with film and audience psychology.

UNIT 1: Film Genres and History**12 Hrs.**

History and Language of Cinema, Cinema and Other Traditional Arts, Film Movements.

UNIT 2: Film Theories**15 Hrs.**

Auteur Theory, Italian Neo Realism, French New Wave, Gaze Theory, Feminist Film Theory, European/ American Film Theories, Editing Theory; Reading films.

UNIT 3: Indian Cinema and Directors**15 Hrs.**

Case Study of Indian Cinema – Directors and Classic Cinema, Regional Cinema. Discussion through Screening.

UNIT 4: International Cinema and Directors**18 Hrs.**

Cinema culture of various countries. Discussion through Screening.

Max. 60 Hrs.**COURSE OUTCOMES**

On completion of the course, student will be able to

CO1: Recall various traditional arts, film styles, movements, genres, types of documentaries etc.CO2: Describe history and language of cinema, case studies of eminent directors.CO3: Employ the knowledge gathered in reading films and in research work.CO4: Analyse psychology of films, perspective of audiences, stereotyping, genres.CO-5: Prepare film appreciation blogs/vlogs/programs/articles.CO-6: Evaluate the significance of studying films, their impact on society.**TEXT/REFERENCE BOOKS**

41. The Major Film Theories: An Introduction. By Andrew Dudley J, 2008.
42. Mother Maiden Mistress: Women in Hindi Cinema. By Bhawana, Somaaya, et al. 2012.
43. Cinema and Censorship: the Politics of Control in India. By Someswar Bhowmik. 2009.

END SEMESTER EXAMINATION QUESTION PAPER PATTERN**Max. Marks: 100****Exam Duration: 3 Hrs**

Part A/Question: 4 Questions of 10 marks each with choice

40 Marks

Part B/Question: 4 Questions of 15 marks each with choice

60 Marks

21MMC45					Project					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hrs/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
0	0	8	4	8	NA	NA	NA	75	25	100

COURSE OBJECTIVES

- To enable students to apply the concepts learned to create a product/programme/campaign aligned with their elective.

COURSE OUTCOMES

On completion of the course, student will be able to

CO1: Create a product/programme/campaign aligned with course work and their area of interest.

CO2: Demonstrate individual and collective team work

CO3: Present their work to the jury.

CO4: Explain their work

CO5: Defend their work

CO6: Compare their work with similar works done in the past and being done

TEXT/REFERENCE BOOKS

44. To be finalised by the students in consultation with the faculty concerned.

END SEMESTER EXAMINATION QUESTION PAPER PATTERN

Max. Marks: 100

Exam Duration: 3 Hrs

Part A/Question: Presentation of product/programme/campaign

75 Marks

Part B/Question: Defence before a jury

25 Marks