

University of Allahabad

Department of Journalism and Mass Communication



Programme Name:

M.A. (Mass Communication)

{With effect from the Academic Session: 2024-2025}

Prologue

About the Department:

The Journalism and Mass Communication course started in 1984 as part of the Department of Political Science. In 1985, the Department of Journalism and Mass Communication became independent and offered a two-year diploma program. From 1995 onward, a one-year diploma course was introduced. The Bachelor of Journalism and Mass Communication program was offered from 2001-2004. The MA (Mass Communication) program has been offered since 2007. The department has started a Ph.D. program from the session 2024-25.

About the Programme:

The M.A. Programme (Mass Communication) aims to provide students with a comprehensive understanding of media, journalism, and communication studies. The programme combines theoretical knowledge with practical exposure to develop industry-relevant skills and technical proficiency. It prepares students to effectively navigate the evolving media landscape and equips them for diverse career opportunities in news organizations, digital media platforms, public relations agencies, advertising firms, and academia.

Programme Outcomes (P.O.):

- PO 1.** Advanced knowledge about a specialized field of enquiry with a critical understanding of the emerging developments and issues relating to one or more fields of learning,
- PO 2.** Advanced cognitive and technical skills required for performing and accomplishing complex tasks related to the chosen fields of learning.
- PO 3.** Apply advanced knowledge relating to research methods to carry out research and investigations to formulate evidence-based solutions to complex and unpredictable problems.
- PO 4.** Communicate, in a well-structured manner, technical information and explanations, and the findings/results of the research studies undertaken in the chosen field of study,
- PO 5.** Make judgement across a range of functions requiring the exercise of full responsibility and accountability for personal and/or group actions to generate solutions to specific problems associated with the chosen fields/subfields of study, work, or professional practice.
- PO 6.** Practice constitutional, humanistic, ethical, and moral values in one's life, and practice these values in real-life situations
- PO 7.** Adapting to the future of work and responding to the demands of the fast pace of technological developments and innovations that drive the shift in employers' demands for skills, particularly with

respect to the transition towards more technology-assisted work involving the creation of new forms of work and rapidly changing work and production processes.

Program Specific Outcomes (PSOs)

PSO1: Students will understand and analyze the fundamental principles and emerging trends of the media industry.

PSO2: Students will apply skills to produce, capture, and publish content across convergent media platforms, including video, photography, and online writing.

PSO3: Students will integrate theoretical knowledge and practical skills to demonstrate a comprehensive understanding of communication and media practices.

PSO4: Students will evaluate, synthesize, and report information from diverse sources to ensure context, accuracy, and balance in media outputs.

PSO5: Students will be able to evaluate ethical issues in media practices and develop communication strategies that contribute to social awareness, inclusivity, and democratic values.



University of Allahabad

Department of Journalism and Mass Communication

Programme Name:
M.A. (Mass Communication)

Programme Summary

SEMESTER- I						
Course Code	Course Type	Course Title	Teaching Hours (Per week)			Credit
			L	T	P	
MAS501	Core	Principles and Theory of Mass Communication	4	1	-	05
MAS502	Core	Reporting and Editing for Print Media	4	1	-	05
MAS503	Elective	Film & Art Appreciation	4	1	-	05
MAS551		Photo Journalism	4	1	-	
MAS531	Practical	Basics of Computer	-	-	10	05
SEMESTER- II						
MAS504	Core	Scripting for Broadcast Media	4	1	-	05
MAS505	Core	Development Communication	4	1	-	05
MAS506	Elective	Advertising & Public Relations	4	1	-	05
MAS552		Media Management	4	1	-	
MAS532	Practical	Lab Journal & Magazine	-	-	10	05
SEMESTER- III						
MAS507	Core	Communication Skills	4	1	-	05
MAS508	Core	News and Current Affairs Production for Television and Radio	4	1	-	05
MAS509	Elective	Indian Constitution & Government and Press Law	4	1	-	05
MAS553		Media Ethics	4	1	-	
MAS533	Practical	Video Editing and Broadcast Programme Production	-	-	10	05
SEMESTER- IV						
MAS510	Core	Communication Research	4	1	-	05
MAS511	Elective	New Media	4	1	-	05
MAS554		Digital Marketing	4	1	-	
MAS534	Practical	Field Visits and Internship	-	5	-	05
MAS535	Practical	Final Projects	-	5	-	05
Total Credit						80

Abbreviations: L= Lecture; T= Tutorials; P= Practical

1. The internal assessment will consist of two Sessional/Assignment/Tests T-1 & T-2 (of which best one will be considered for evaluation) and the Mid-Term examination.
2. All papers will be of 5 credits each.
3. The M.A. (Mass Communication) programme will be of 80 credits.
4. The University guidelines for semester system (CoE/456/2016, Dated 23/08/2016) will be followed for evaluation and other purposes.





Semester-I

Course Title: Principles and Theory of Mass Communication			
Course Code	MAS501	Credits	05
Semester	I	Paper No.	01
Course Type	Core	L+T+P	4+1+0
Assessment and Evaluation	Total Marks: 100 40 Marks - Continuous Internal Assessment [Sessional/Assignment: 20 + Mid-Term: 20] 60 Marks - End Term Examination		
Course Objectives ❖ To describe students the foundations of communication. ❖ To develop among them broad understanding of the concepts and process of communication. ❖ To make the students understand various aspects of communication through theories and models.			
Course Outcomes After completion of the course the learners will be able to: ❖ To enhance the knowledge of students with regard to fundamentals of communication and its different forms. ❖ To know the elements of effective communication and barriers of communication. ❖ To illustrate the fundamentals of mass communication and its various forms. ❖ To describe the theories of communication that make the students understand about the role of communication in society and media.			

Mapping of Course outcomes:

Course Outcome	Program Learning Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1						1	2			
CO2			2					3				
CO3	2	1						2				
CO4					2		3	2		2	2	1

Course Contents

UNIT-I: Fundamentals of Communication

- Nature and process of human communication
- Communication: concept, meaning and element

- Forms of communication: Intra-personal, Inter-personal, Group and Mass Communication
- Function of communication
- Verbal and nonverbal communication
- Seven Cs of Communication

UNIT-II: Mass Communication

- Mass Communication: Meaning, definitions and characteristics
- Functions of Mass Communication
- Audience: types and nature
- New Media and Mass Communication

UNIT-III: Communication Models

- SMCR Model
- Shannon & Weaver Model
- Schramm's Model
- Osgood Model
- Laswell Model
- Dance's Helical Model
- New Comb's Model
- Gate Keeping Model

UNIT-IV: Communication Theories

- Four theories of the Press: Authoritarian theory, Libertarian theory, Social responsibility theory, Soviet media theory
- Sociological theories of mass communication: Cultivation Theory, Agenda Setting Theory, Uses & Gratification Theory
- Individual Difference Theory: Two-step, Multi-step flow of Communication

UNIT-V: Global Media Structure

- Media Monopoly
- Ownership patterns
- New World Information & Communication Order
- Media and Society

Suggested Readings:

1. Narula, M. (2004). *Mass Communication Theory and Practice*. Haranand Publication, New Delhi.
2. Srivastava, M. (2011). *Suchana Sanchar aur Samachar*. New Royal Book Company, Lucknow.
3. Mc Quail, D. (2001). *Mc Quail's Mass Communication Theory*. Sage Publications, New Delhi.
4. Kumar, K.J. (2020). *Mass Communication in India*, Jaico Publishing House.

5. Baran, S. J. and Devis, D. K. (2000). *Mass Communication Theory: Foundation, Ferment and Future*. Wadsworth Cengage Learning, London.
6. Andal, N. (1998). *Communication Theories and Models*. Himalaya Publishing House, Delhi.
7. Joshi, U. (2002). *Text Book of Mass Communication and Media*. Anmol Publications Pvt. Ltd., New Delhi.
8. Ravindaran, R.K. (2002). *Handbook of Mass Communication*. Anmol Publication, New Delhi.
9. Rayadu, C. S. (2014). *Communication*. Himalaya Publishing House, Mumbai.



Course Title: Reporting and Editing for Print Media			
Course Code	MAS502	Credits	05
Semester	I	Paper No.	02
Course Type	Core	L+T+P	4+1+0
Assessment and Evaluation	Total Marks: 100 40 Marks - Continuous Internal Assessment [Sessional/Assignment: 20 + Mid-Term: 20] 60 Marks - End Term Examination		
Course Objectives ❖ To make students understand the various aspects of reporting. ❖ To enable them assess the changing dynamics of news writing. ❖ To skilled students for editing and news planning for different beats.			
Course Outcomes: Student will be able: ❖ To understand the news and the basic principles of reporting. ❖ To analyze the roles and responsibilities of the reporting and editing teams. ❖ To write news reports and other pieces of writing for print media. ❖ To apply the basic skills of reporting and editing in print media platforms.			

Mapping of Course outcomes:

Course Outcomes	Program Learning Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	1	2		1	3	1	3	2	2	3		
CO2	1	3		2			3	2	3	2	1	1
CO3		2	2	3			1	1	3	3	2	
CO4	1	2	1	3			1	1	3	2	3	2

Course Contents

UNIT-I: Reporting

- News: definition, concepts, elements, values
- Sources of news
- Lead writing and its kinds
- Types of reporting: Objective, Interpretative and Investigative reporting
- Different types of writing: News, Article, Feature, Review and Editorial

UNIT-II: Editing

- Meaning & purposes of editing
- Editing rule and regulations
- Headline: kinds and styles
- Proof reading and its purpose
- Online editing
- Recent tools for editing

UNIT-III: Designing

- Elements and principles of design
- Page making: dummy and final page
- Layout and Graphics
- Newspaper design stylebook
- Need and principles of photo editing

UNIT-IV: Copywriting

- Chief of news bureau
- Qualities and responsibilities of good reporter
- Newsroom Structure
- Beat reporting
- Interviewing: kinds, purposes and techniques

UNIT-V: Editorial staff

- News desk
- Editorial department
- Role & responsibilities of editorial team
- News flow and copy management
- Stylebook in journalism
- Editorial policy

Suggested Readings:

1. Mencher, M (2011). *News Reporting and Writing*. New York, USA: Mac-Graw Hill,
2. Rich C (2012). *Writing and Reporting News: A Coaching Method*. Thomson Learning Inc.
3. Dahiya, S., & Sahu, S. (Eds.). (2021). *Beat Reporting and Editing: Journalism in the Digital Age*. SAGE Publications Pvt. Ltd;
4. Carroll, B. (2023). *Writing and editing for digital media*. Taylor & Francis.
5. Aggarwal V. B (2006). *Essentials of Practical Journalism*. Concept Publishing Company: Delhi.

Course Title: Film & Art Appreciation			
Course Code	MAS503	Credits	05
Semester	I	Paper No.	03 (E-1)
Course Type	Elective	L+T+P	4+1+0
Assessment and Evaluation	Total Marks: 100 40 Marks - Continuous Internal Assessment [Sessional/Assignment: 20 + Mid-Term: 20] 60 Marks - End Term Examination		
Course Objectives ❖ To introduce the basic concepts involved with film appreciation. ❖ To identify different kinds of video camera, camera shots, movements, mounts, angles and compositions along with basic operations and functions of a video camera. ❖ To describe techniques of lighting for video production. ❖ To understand the basic theories & movements in cinema.			
Course Outcomes After completion of the course the learners will be able to: ❖ To enhance understanding of cinema’s relationship to other arts. ❖ To understand the different types of video camera, its parts and functions. ❖ To work on different types of shots, camera angle and camera movement and composition. ❖ To apply the technique and use of lighting in video programmes. ❖ To understand various audio elements used in video broadcast.			

Mapping of Course outcomes:

Course Outcome	Program Learning Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	1	2	1	3	1	3	2	3	1	2
CO2	1	3	2	1		1	2	2		2		
CO3			2	2	1		2	2			1	
CO4	1	3	3	2	1	1	2		3	3	1	1
CO5	1				2	1	1	2	3	2	3	2

Course Contents

UNIT-I: Introduction of Cinema & Arts

- Theater, music, and painting appreciation
- Film as a medium of communication
- Indian and western aesthetics of cinema
- Structural analysis of narrative
- Principles of scripting: plot, character, story board, script breakdown

UNIT-II: Visualization and lighting

- Grammar of filmmaking: shot sizes, angle, movements, screen grammar
- Basic theories of composition
- Basic lighting techniques
- Different types of lights
- Artistic understanding of light

UNIT-III: Production

- The production personnel: role and responsibilities
- Camera: elements & functions
- Audio fundamentals
- Sound: diegetic and non-diegetic sound
- Microphones: operating principles and classification

UNIT-IV: Post Production

- Introduction to video editing
- Linear & Non-Linear editing
- Multi-camera editing
- Editing Principles: continuity of direction, space and time
- Functions of Editing: combine, condense, correct & build
- Basic transitions: cut, dissolve, fade, wipe, sequencing of shots
- Mechanics of editing

UNIT-V: Film Movements & Theory

- German Expressionism & French New Wave
- Italian Neorealism
- Film Noir
- Auteur Theory
- Feminist Film Theory

Suggested Readings:

1. Gross, L. S., & Ward, L. W. (1999). *Electronic Movie making*. Wadsworth Publishing.
2. Donald, R., & Spann, T. (2004). *Fundamentals of TV Production*. Surjeet Publications, New Delhi.
3. Burrows, T. D., & Lynne, S. (1998). *Video Production Publisher*. MC Graw Hill.
4. Zettl, H. (2014). *Handbook of Television Production*. Wadsworth Publishing.
5. Trewin, J. (2003). *Presenting on TV and Radio: An insider's guide*. Focal Press.
6. Mc Liesh, R. (2005). *Radio Production*. Focal Press.
7. Bazin, A. (2004). *What is Cinema? vol. I* (Vol. 20). Berkeley, CA: University of California Press.
8. Bolas, T. (2009). *Screen education: From film appreciation to media studies*. Intellect.
9. Klevan, A. (2019). *Film performance: from achievement to appreciation*. Columbia University Press.



Course Title: Photojournalism			
Course Code	MAS551	Credits	05
Semester	I	Paper No.	03 (E-2)
Course Type	Elective	L+T+P	4+1+0
Assessment and Evaluation	Total Marks: 100 40 Marks - Continuous Internal Assessment [Sessional/Assignment: 20 + Mid-Term: 20] 60 Marks - End Term Examination		
Course Objectives ❖ To make students acquainted with various aspects of photojournalism. ❖ To train students with existing various technologies, softwares and equipments widely in use in photo journalism. ❖ To enhance journalistic skills of students.			
Course Outcomes After completion of the course the learners will be able to have knowledge of: ❖ Development of journalistic photography skills. ❖ Understanding of journalistic ethics applied in photojournalism and about the special ethical issues that arise in photojournalism. ❖ To develop the discretion of students with reference to significance of visuals i.e. photographs in print media. ❖ To provide the technical knowledge aspects of photography and related areas in print media.			

Mapping of Course outcomes:

Course Outcome	Program Learning Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	1	3	2	2	2	2	2	3	2			
CO2	2	1		1	2	3			1	1		3
CO3	3	2		3	1	1		3	2	3	2	1
CO4	1	3	1	2			2	2	3	3	1	

Course Contents

UNIT-I: Introduction to Visual Communication

- Visual Communication: meaning, definition, importance, signs, referents

- Elements of visual communication
- Language of the visual
- The visual elements: space, line, form, shape, texture, light and colour, rhythm, movement, balance, harmony, variety and unity
- Organisation of visual elements

UNIT-II: Introduction to Photojournalism

- Photograph in historical perspective
- Photography for different media: newspaper, magazine, internet
- Branches of photojournalism: News, Feature, Action, Sports, Spot, Travel, Wildlife, Science, Medical, War, Portrait, Lifestyle
- Role and responsibilities of photojournalist
- Knowing the aesthetics of photography: Composition and angles
- Rules of Composition

UNIT-III: Still Camera

- Equipment used by photojournalists
- Types of Cameras: from pin-hole to the digital era
- Structure and functioning of camera
- Exposure triangle
- Lenses: types & uses

UNIT-IV: Techniques of Photojournalism

- Tripod and flash
- Understanding Lights
- Types of image formats: Raw, JPEG, TIFF etc.
- Mobile phone for photo journalism

UNIT-V: Photo feature and Editing

- Photo feature and essay
- Basics of photo editing: adjusting brightness, contrast, colour, resolution, crop
- Introduction to photo editing software
- Photo editing manipulating the images and applying effects
- Editing Software: Basics of Adobe Photoshop, online photo editing

Suggested References:

1. Drew, H. (2005). *The Fundamentals of Photography*. AVA Publishing, New York.
2. Hoy, F. P. (1993). *Photojournalism: The Visual Approach*. Prentice Hall Books, New York.
3. Chapnick, H.(1994). *Truth Needs No Ally: Inside Photojournalism*. UMP, New York.
4. Parrish, F. S., (2001). *Photojournalism: An Introduction*. Wadsworth Publishing, London.
5. Brill, B. (2001). *Photo Journalism: The Professionals' Approach*. Focal Press, New York.
6. McCartney, S. (2001). *Mastering the Basics of Photography*. Allworth Press, New York.



Course Title: Basics of Computer			
Course Code	MAS531	Credits	05
Semester	I	Paper No.	04
Course Type	Practical	L+T+P	0+0+10
Assessment and Evaluation	Total Marks: 100 40 Marks - Continuous Internal Assessment [Sessional/Assignment: 20 + Mid-Term: 20] 60 Marks - End Term Examination		
Course Objectives ❖ To introduce students to the basic hardware & software of computer. ❖ To expose them to various application software related to documentation, design and editing. ❖ To enable students to create documents and presentations, and edit photographs using relevant software programmes.			
Course Outcomes At the completion of the course, students should be able to: ❖ Explain the basic structure of computer. ❖ Distinguish between input and output and hardware and software and underline their usage/significance. ❖ Apply their understanding and skills to create documents, presentations and edit photographs etc.			

Mapping of Course outcomes:

Course Outcomes	Program Learning Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2		2		1	2	1		1		1
CO2	2	3		2	1		2	1		2		
CO3	2	3		3			3	1	3	2	1	

Course Contents

Stage-1

- Hardware: Central Processing Unit (CPU)
- Input & Output Devices: Monitor, Keyboard, Mouse, Printers, Scanner, Digital Camera and their practical use

Stage-2

- Software: OS & System Management

- Internet Browsers
- Communication Applications (text, audio, video etc.)

Stage-3

- MS Office: Word, PowerPoint, Excel, Picture Manager, Publisher etc.

Stage-4

- Digital and Still Photography
- Basics of DSLR Camera
- Photo editing: Adobe Photoshop and other relevant software

Stage-5

- Newspaper Page Designing: QuarkXPress/Adobe InDesign

Assignments:

- Clicking pictures using digital camera and discussing various aspects of the photography like lighting, composition, exposure etc.
- Creating documents & presentations using applications like MS Word, MS Excel, MS PowerPoint etc.
- Designing newspaper and magazine pages samples using relevant software
- Editing photographs with relevant software

Suggested readings:

1. Veerma, D. (2012). *Computer Basics and PC Software*. Gullybaba Publishing.
2. Khanna, R. (2008). *Basics of Computer Science*. New Age International Publishers, New Delhi.
3. Rao, S.S.S.P. (2014). *Basics of Computer Organization and Architecture: Problems and Solutions*. Alpha Science International Limited: Oxford.
4. Negrino, T. (2004). *Creating a Presentation in PowerPoint: Visual Quick Project Guide*. Peachpit Press.
5. Murray, K. (2003). *Faster Smarter Microsoft Office System*. Microsoft Press.
6. Brown, M. (2011). *Photo Editing Basics*. Media Publishing.

इलाहाबाद विश्वविद्यालय

Semester-II

QUOT RAMI TOT ARBORES

यावत्तः शाखास्तावन्तो वृक्षाः

Course Title: Scripting for Broadcast Media			
Course Code	MAS504	Credits	05
Semester	II	Paper No.	01
Course Type	Core	L+T+P	4+1+0
Assessment and Evaluation	Total Marks: 100 40 Marks - Continuous Internal Assessment [Sessional/Assignment: 20 + Mid-Term: 20] 60 Marks - End Term Examination		
Course Objectives ❖ To make students understand the fundamentals of television and radio journalism. ❖ To impart knowledge to the students regarding reporting and editing skills. ❖ To make students produce TV and radio News Packages. ❖ To identify different modes of broadcasting. ❖ To acquaint the students to know the processes of gathering news and report for Television.			
Course Outcomes Students would be able: ❖ To understand the nature and language of radio and TV formats and programmes. ❖ To understand the fundamentals of TV reporting, skills, ethics for TV reporting and can also be apply while reporting. ❖ To identify the right kind of music and sound effects for different formats of radio and TV programmes.			

Mapping of Course outcomes:

Course Outcome	Program Learning Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2		2		1		3	2	3	1	
CO2	2	3		3	2	3	1	2	3	3	2	3
CO3	2	3		2		1	2	2	3	2	3	1

Course Contents

UNIT-I: Introduction to Broadcast

- Types of video format: documentary, spot animation, educational programme
- Television News: meaning and concept

- Sources of TV news
- Types of stories

UNIT-II: Television News

- Research for news stories
- Difference between programme research and academic research
- Basic principles of news bulletin
- Structuring News Story: news gathering and writing, integrating bytes, visualization of news
- News Packaging
- Interview: types and art of conducting a good interview

UNIT-III: Scripting for TV

- Script organization: opening theme, development, closing,
- TV news script formats
- Target audience's consideration
- Script for general audience, science and development programmes
- Scripting for education television/video programmes

UNIT-IV: Radio News

- Radio News: basic features and characteristics
- Conversational writing style for radio
- Story treatment format: newflash, headline, copy story, voice- report, teasers/tasters, voice report from the scene, interview, news clip, package, mini wrap
- Writing for radio spots, features and commentaries
- Audio Production and Editing

UNIT-V: Scripting for Radio

- Radio news bulletins: elements and structure
- Compilation of bulletins: editing pool copies for bulletin, bunching, preparing headlines
- News anchoring: important guidelines
- Equipment for radio production: studio set up, transmission & related technical person, microphones
- Using sound bites, actualities and vox pop
- Effective use of sound, music, effects and actualities in radio scripts.

Suggested Readings:

1. Boyd, A., Stewart, P., Alexander, R. (2012). *Broadcast Journalism: Techniques of Radio and Television News*. Routledge.
2. Chapman, J., & Kinsey, M. (2008). *Broadcast Journalism: A Critical Introduction*. Routledge.
3. Stewart, P., & Alexander, R. (2016). *Broadcast Journalism: Techniques of Radio and Television News*. Routledge.
4. Hudson, G., & Rowlands, S. (2007). *The Broadcast Journalism Handbook*. Pearson Longman.
5. Thompson, R., & Malone, C. (2004). *The Broadcast Journalism Handbook: A Television News Survival Guide*. Rowman & Littlefield.
6. Shrivastava, K. M. (2005). *Broadcast Journalism in the 21st Century*. New Dawn Press.



Course Title: Development Communication			
Course Code	MAS505	Credits	05
Semester	II	Paper No.	02
Course Type	Core	L+T+P	4+1+0
Assessment and Evaluation	Total Marks: 100 40 Marks - Continuous Internal Assessment [Sessional/Assignment: 20 + Mid-Term: 20] 60 Marks - End Term Examination		
Course Objectives ❖ To enable students to understand the concept of development in the contemporary world. ❖ To make them understand the role of communication in the developmental processes. ❖ To introduce students to the theories and approaches of development communication. ❖ To facilitate among them meaningful discussions around various aspects of development communication from both global and local perspective.			
Course Outcomes By the end of the course, the students should be able to: ❖ Define the concept of development and the related discourses. ❖ Outline the role of communication and media in developmental processes. ❖ Explain the theories and approaches to development communication. ❖ Underline the role of developmental agencies and community media in facilitating developmental projects.			

Mapping of Course outcomes:

Course Outcomes	Program Learning Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2		2		3	3		3		3	2	
CO2	3				2	2		3		2	3	
CO3	3		2		2	2		3		1	2	1
CO4	2		1		2	2				2	2	1

Course Contents

UNIT-1: Introduction to Development

- Concept of Development
- Historical review of Third World Development/ Underdevelopment

- Colonization and its impact
- Emancipation of underdeveloped countries- De-colonization of Asia and after
- Development Communication: Definition and Concept

UNIT-2: Development & Communication

- The Politics of new nation
- Change in economic and social processes after independence with specific reference to India
- Tracing the role of communication and media: SITE & Kheda project

UNIT-3: Development Planning

- Development as related to Industrialization, Urbanization and Westernization
- The Concept of Welfare State; the five-year plans and their impact on development
- Agricultural Growth & Green Revolution in India
- The concept of centralized planning and its implication: NITI Aayog (and erstwhile Planning Commissions of India)

UNIT-4: Theories of Development Communication

- Dominant Paradigms: Theories of Modernization
- Approaches to communication in development: top-down & bottom-up approaches; diffusion of innovation
- Critical perspectives on Development Communication
- Government policies on radio and television for development
- Use of communication for development-opinion leadership, use of non-conventional communication for development

UNIT-5: Development Sectors, Agencies & Community Media

- Development Support communication: Health & family welfare, Education, Environment
- Problems and prospect of in India
- The role of International and National Development agencies: UNICEF, WHO, UNDP, UNESCO, World Bank
- Role of Community Media: Community Radio, Community Newspapers, Community TV, Participatory Media Production Platforms

Suggested Reading:

1. Sen, A. (2000). *Development as Freedom*. Alfred A. Knopf, New York.

2. Haan, P.D. (2020). *Whatever Happened to the Third World? A History of the Economics of Development*. Palgrave Macmillan.
3. Chandra, Rajesh. (1992). *Industrialisation and Development in the Third World*. Routledge.
4. Mefalopulos, P. (2008). *Development Communication Sourcebook: Broadening the Boundaries of Communication*. The World Bank: Washington DC.
5. McPhail, T.L. (2009). *Development Communication: Reframing the Role of Media*. McPhail, T.L. (Ed.). Wiley-Blackwell.



Course Title: Advertising & Public Relations			
Course Code	MAS506	Credits	05
Semester	II	Paper No.	03 (E-1)
Course Type	Elective	L+T+P	4+1+0
Assessment and Evaluation	Total Marks: 100 40 Marks - Continuous Internal Assessment [Sessional/Assignment: 20 + Mid-Term: 20] 60 Marks - End Term Examination		
Course Objectives ❖ To develop creative thinking and copywriting skills among students to produce compelling content for advertising and public relations campaigns. ❖ To enable them to understand the process of strategic planning, including setting objectives, identifying target audiences, and selecting appropriate channels for advertisement and public relations. ❖ To help them explore how advertising and public relations activities can be integrated with other marketing communication tools to create a unified brand image.			
Course Outcomes Students will be able to: ❖ Communicate ideas related to advertising and PR clearly and professionally, both in written and oral formats. ❖ Develop and implement effective communication strategies in advertising and public relations, including setting clear objectives and identifying target audiences. ❖ Recognize and analyze ethical considerations in advertising and public relations practices.			

Mapping of Course outcomes:

Course Outcomes	Program Learning Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2		3		1	2	2	1	3		
CO2	3	3		3	2	2	2	3		3	2	2
CO3	2	2		2	2	3	1	2		2		3

Course Contents

UNIT-I: Introduction to Advertising

- Meaning & definition of advertising
- Relevance of advertising in marketing mix
- Classification of advertising
- Objectives of advertising
- Career in advertising

UNIT-II: Fundamentals of Advertising

- Constituents of advertisement
- Brand and USP
- Copy and content of advertisement
- Layout, Design and colour theory
- Target market

UNIT-III: Advertising Agency and the Regulatory Bodies

- Types of advertising agency
- Structure of an ad agency: Client servicing, account planning, creative, Art & Graphics, Market Research, Media planning
- AAAI & ASCI
- Code of Conduct for advertisement
- Case studies from ASCI

UNIT-IV: Introduction to Public Relations

- Meaning and definition of public relations
- Difference between public relations, advertisement, publicity, propaganda and marketing
- Role of public relations in contemporary society
- Tools of public relations
- Emerging trends in public relations
- Ethics and professionalism in public relations

UNIT-V: PR Practices

- Writing press releases
- Role of house journal and annual report in public relations
- Online reputation management
- Integrating CSR into public relations campaigns
- Public relations program planning & execution
- Public relations agencies

Suggested Readings:

1. Pompper, D; Place, K.R. & Weaver, C.K. (2022). *The Routledge Companion to Public Relations*. Routledge.
2. Bivins, T. & Bivins, T. (2023). *Mixed Media: Moral Distinctions in Advertising*. Ruotledge.
3. Marsh, C. (2017). *Strategic Writing: Multimedia Writing for Public Relations, Advertising and More*. Routledge.
4. Aaker, D. A., & Myers, J. G. (1975). *Advertising Management*. Englewood Cliffs, New Jersey's: Prentice-Hall.
5. Jethwaney, J., & Jain, S. (2012). *Advertising Management*. New Delhi, New York: Oxford University Press.



Course Title: Media Management			
Course Code	MAS552	Credits	05
Semester	II	Paper No.	03 (E-2)
Course Type	Elective	L+T+P	4+1+0
Assessment and Evaluation	Total Marks: 100 40 Marks - Continuous Internal Assessment [Sessional/Assignment: 20 + Mid-Term: 20] 60 Marks - End Term Examination		
Course Objectives ❖ To make students understand the structure & functioning of various media organizations ❖ To apprise students with various media business models ❖ To enhance students' knowledge about media marketing strategies and campaign planning ❖ To develop leadership among the media students.			
Course Outcomes Student will be able: ❖ To apply various aspects of media management. ❖ To develop marketing and planning campaign. ❖ To inculcate leadership skill and apply it for their professional life.			

Mapping of Course outcomes:

Course Outcome	Program Learning Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	1					1		3		
CO2	2	3								2	3	
CO3						2	3	1	3			3

Course Contents

UNIT-I: Manage Media

- Media Management: principles, concepts and functions
- Planning: definition, process and relevance
- Leadership and motivation
- Ownership pattern of Regional Media

UNIT-II: Media Governance and Economics

- Organizational Structure of various media organization

- Functions of various departments
- Ownership pattern of media organizations
- Economic principles of media structure
- Media Regulatory Bodies

UNIT-III: Media Marketing

- Media marketing strategies and analysis
- Consumer behaviour & market research
- Marketing Mix
- Policy formulation: planning and control, problems, process and prospects of launching media ventures.

UNIT-IV: Media as a Business

- Print: production, marketing, distribution, revenue
- Television: broadcast business model, revenue, distribution
- Radio: radio business model, revenue
- Internet: internet business model
- Film: planning, production, distribution, marketing, revenue, retail

UNIT-V: Introduction to Leadership

- Leadership: Roles, functions and characteristics
- Evolution and growth of leadership
- Leadership traits and ethics: Attitude, Behaviour, Personality traits
- Leadership: Types and styles of leadership

Suggested Readings:

1. Ranganathan, M., & Rodrigues, U. M. (2010). *Indian media in a globalised world*. SAGE Publications India.
2. Kohli, V. (2006). *The Indian media business*. Sage.
3. Doyle, G. (2002). Media ownership: The economics and politics of convergence and concentration in the UK and European media. *Media Ownership*, 1-192.
4. Udupa, S. (2015). *News, Publics and Politics in Globalising India: Media, Publics, Politics*. Cambridge University Press.
5. Athique, A. (2012). *Indian media*. Polity Press.
6. Dahiya, S. (2022). *Indian Media Giants: Unveiling Business Dynamics of Print Legacies in India*. Oxford University Press.

Course Title: Lab Journal & Magazine			
Course Code	MAS532	Credits	05
Semester	II	Paper No.	04
Course Type	Practical	L+T+P	0+0+10
Assessment and Evaluation	Total Marks: 100 40 Marks - Continuous Internal Assessment [Sessional/Assignment: 20 + Mid-Term: 20] 60 Marks - End Term Examination		
Course Objectives: During the course, students will: ❖ Understand planning and ideation for news and other pieces of writing. ❖ Write news and features. ❖ Edit and proofread publication material. ❖ Design journal and magazine.			
Course Outcomes: Students will be able to: ❖ Understand the basics of ideation. ❖ Write news and other pieces of writing. ❖ Capture photographs for publication purposes. ❖ Create a layout for the journal or magazine.			

Mapping of Course outcomes:

Course Outcomes	Program Learning Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3			2	3	3	3	2	
CO2	1	3	3	3	1	2		2	2	3	2	2
CO3	2	3		3	1	2		3	3	2		
CO4	2	3				2	2	2	3	3	2	

Course Contents

Stage-1

- Planning for the publication
- Ideation: Discussion and finalization of the story idea

Stage-2

- News and other pieces of writing
- Photography for news and features

Stage-3

- Editing of news content

Stage-4

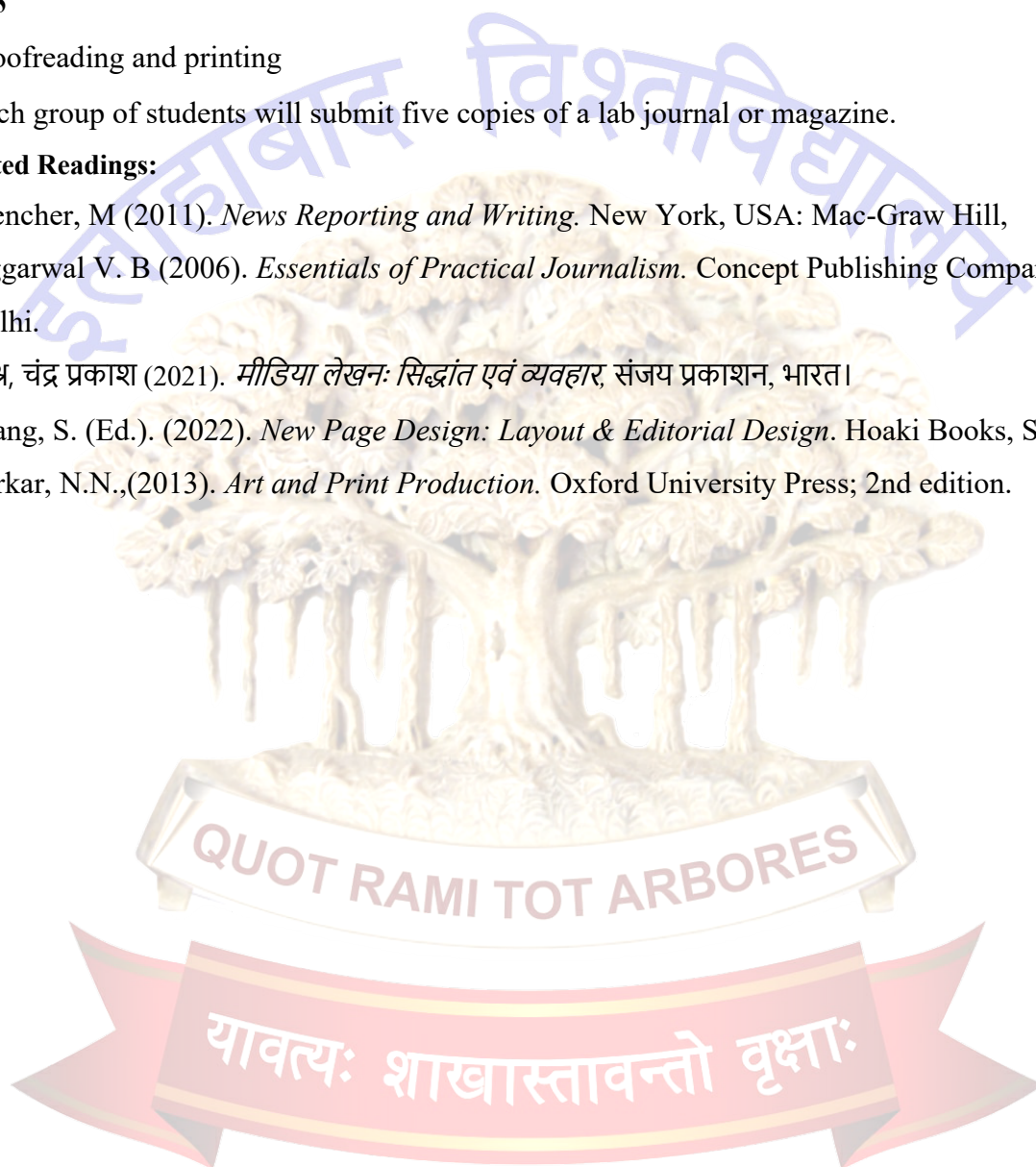
- Designing for publication

Stage-5

- Proofreading and printing
- Each group of students will submit five copies of a lab journal or magazine.

Suggested Readings:

1. Mencher, M (2011). *News Reporting and Writing*. New York, USA: Mac-Graw Hill,
2. Aggarwal V. B (2006). *Essentials of Practical Journalism*. Concept Publishing Company: Delhi.
3. मिश्र, चंद्र प्रकाश (2021). *मीडिया लेखन: सिद्धांत एवं व्यवहार*, संजय प्रकाशन, भारत।
4. Wang, S. (Ed.). (2022). *New Page Design: Layout & Editorial Design*. Hoaki Books, SL.
5. Sarkar, N.N.,(2013). *Art and Print Production*. Oxford University Press; 2nd edition.



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Semester-III



QUOT RAMI TOT ARBORES

यावत्तः शाखास्तावन्तो वृक्षाः

Course Title: Communication Skills			
Course Code	MAS507	Credits	05
Semester	III	Paper No.	01
Course Type	Core	L+T+P	4+1+0
Assessment and Evaluation	Total Marks: 100 40 Marks - Continuous Internal Assessment [Sessional/Assignment: 20 + Mid-Term: 20] 60 Marks - End Term Examination		
Course Objectives ❖ To orient students towards various aspects of communication skills ❖ To enable them to practice various communicative exercises related to reading, writing, listening and speaking ❖ To expose them to various methods, tools and techniques of effective communication			
Course Outcomes Students will be able to: ❖ Explain the processes of effective communication ❖ Reflect on the nuances of various communicative skills like reading, writing, listening and speaking ❖ Demonstrate their learning by applying their understanding of the above aspects of the effective communication			

Mapping of Course outcomes:

Course Outcomes	Program Learning Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2		3		1	2	3		3		1
CO2	2	3	1	3		2	2			3		
CO3	2	3		3	2	2	2		3	3	2	1

Course Contents

UNIT-I: Communication Skills & Practices

- Meaning and definition
- Types of communication skills
- Purpose and Scope

- Utility of communication skills in media

UNIT-II: Writing Skills & Practices

- News & Editorial Writing
- Essay/Article Writing
- Academic Writing
- Feature Writing
- Summary Writing

UNIT-III: Speaking Skills & Practices

- Preparing ideas and crafting the message
- Uses and importance of gestures in speaking
- Story telling
- Book Reading and Listening
- Extempore

UNIT-IV: Group Acquisition

- Group Discussion
- Debate
- Panels Discussion
- Peer Teaching
- Escape Room Activities

UNIT-V: Presentation Skills

- Oral Presentation
- PowerPoint Presentation
- PechaKucha Presentation (A 20 slide presentation, each lasting 20 second)
- SWOT Analysis

Suggested Readings:

1. Bob, C. (1999). *Fire Up Your Communication Skills*. Seattle Book Company.
2. Kehoe, D. (2011). *Effective Communication Skills: Course Guidebook*. The Great Courses.
3. Worth, R. (2004). *Communication Skills*. Career Skills Library.
4. McKenna, C. (1998). *Powerful Communication Skills: How to Communication with Confidence*. Career Press.
5. Sandy, C. & Kelly, C. (2008). *Active Skills for Communication: Student Text*. Heinle ELT.

Course Title: News and Current Affairs Production for Television & Radio			
Course Code	MAS508	Credits	05
Semester	III	Paper No.	02
Course Type	Core	L+T+P	4+1+0
Assessment and Evaluation	Total Marks: 100 40 Marks - Continuous Internal Assessment [Sessional/Assignment: 20 + Mid-Term: 20] 60 Marks - End Term Examination		
Course Objectives ❖ To understand the basic nuances of Radio & TV news programme. ❖ To orient students towards production of Radio & TV news programme. ❖ To equip them with skills and expertise of tracing and producing programmes on news and current affairs			
Course Outcomes Students will be able: ❖ To visualise any idea into news format. ❖ To work in newsroom setup. ❖ To produce news and current affairs programme for Radio & TV.			

Mapping of Course outcomes:

Course Outcome	Program Learning Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2		2			1	3	3	3	2	
CO2	2	3		2	2	1	2	2	3	3	2	1
CO3	2	3	2	3	2	1	2	3	3	3	3	2

Course Contents

UNIT-I: Construction of News

- News angle, Multi angle Stories
- Hard news formula, The Intro, Placing key words
- Feature openers, developing the stories
- Signposting, Last line, last words

UNIT-II: Radio & Television News

- Reporting: qualities of Radio &TV news reporter
- Process of news collection for Radio &TV
- Piece to camera
- Live reporting for Radio &TV

UNIT-III: Newsroom Setup

- Single Camera and Multi Camera Setup
- Interview Setup
- Structure & function of television news channel

UNIT-IV: Voice Training

- Effective use of voice
- Enunciation, flow, punctuation, and modulation
- Moderating skills for radio discussion
- Handling interactive live transmission

UNIT-V: Critical Issues in News Media

- Public Service Broadcasters: AIR and DD News
- News Services Division
- Changing Character of Television News: 24 Hours news format
- News Production cycle, etc.
- Ethics and values in Broadcast news reporting

Suggested Readings:

1. Clausen, L. (2003). *Global news production*. Copenhagen Business School Press DK.
2. Paterson, C., Paterson, C. A., & Domingo, D. (Eds.). (2008). *Making online news: The ethnography of new media production* (Vol. 49). Peter Lang.
3. Hanitzsch, T., & Hoxha, A. (2014). News Production: Theory and Conceptual Framework. *Generic and conflict influences on the news production process*. Online available: http://www.infocore.eu/wp-content/uploads/2014/12/Theoretical-Framing_WPI_News-Productions.pdf, accessed on, 2024.
4. Niblock, S., & Machin, D. (2014). *News production: Theory and practice*. Routledge.
5. Czarniawska-Joerges, B. (2011). *Cyberfactories: How news agencies produce news*. Edward Elgar Publishing.

Course Title: Indian Constitution & Government and Press Law			
Course Code	MAS509	Credits	05
Semester	III	Paper No.	03 (E-1)
Course Type	Elective	L+T+P	4+1+0
Assessment and Evaluation	Total Marks: 100 40 Marks - Continuous Internal Assessment [Sessional/Assignment: 20 + Mid-Term: 20] 60 Marks - End Term Examination		
Course Objectives ❖ To introduce students to the basic features of the Indian Constitution. ❖ To enable the students to build the linkages between the Constitution, democracy and the freedom of the press. ❖ To expose them to media laws and ethics significant to the profession of journalism. ❖ To familiarise them with the regulatory bodies of media and communication in India.			
Course Outcomes After the completion of the course, the students should be able to: ❖ Explain the basic features of the Indian Constitution. ❖ Underline the relationship between the Indian Constitution, democratic values and the freedom of press. ❖ Distinguish between the media laws and ethics and their application in the field of media.			

Mapping of Course outcomes:

Course Outcomes	Program Learning Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2				3		3	2	2		2
CO2	2	2				3		3	2	2		1
CO3	3	2			2	3	1	2			2	3

Course Contents

UNIT-1: Introduction to Indian Constitution

- Basic feature of Indian Constitution
- Fundamental Rights & Duties
- Directive Principles of State Policy

- Major Amendments of the Constitution

UNIT-2: Constitution & Democracy

- Elections in India: national, state & local bodies
- Federalism in India: legislative, administrative and executive powers between union and states
- Judiciary: Supreme Court, High Courts and other lower courts
- Freedom of Press
- Right to Information Act

UNIT-3: Media Law

- Law of Defamation: Libel & Slander
- Copyright Act
- Contempt of Courts Act
- The Press & Registration of Books Act
- Official Secrets Act

UNIT-4: Media Ethics

- Professional Ethics for Journalists
- Paid News Syndrome
- Media Trial
- Right to Privacy
- Sensationalism

UNIT-5: Regulatory Bodies

- Press Commissions
- Ministry of Information and Broadcasting
- Prasar Bharati
- Press Council of India
- Registrar of Newspapers for India
- News Broadcasting & Digital Standards Authority
- Central Board of Film Certification
- Advertising Standards Council of India

Suggested Reading:

1. Choudhry, S.; Khosla, M. & Mehta, P.B. (Eds.). (2016). The Oxford Handbook of the Indian Constitution. Oxford University Press.
2. Basu, D.D. (2018). Introduction to the Constitution of India. Lexis Nexis.

3. Ghosh, S.K. (2001). The Indian Constitution and Its Review. Research Unit for Political Economy.
4. Austin, G. (1999). The Indian Constitution: Cornerstone of a Nation. Clarendon Press: Oxford.
5. Rab, S. & Sprague, A. (2005). Media Ownership and Control: Law, Economics and Policy in an Indian and International Context. Hart Publishing.
6. Prasad, K. (2011). Media Law in India. Kluwer Law International.
7. Kundra, S. (2005). Media Laws and Indian Constitution. Anmol Publications.



Course Title: Media Ethics			
Course Code	MAS553	Credits	05
Semester	III	Paper No.	03 (E-2)
Course Type	Elective	L+T+P	4+1+0
Assessment and Evaluation	Total Marks: 100 40 Marks - Continuous Internal Assessment [Sessional/Assignment: 20 + Mid-Term: 20] 60 Marks - End Term Examination		
Course Objectives ❖ To enable students to appreciate values in India as enshrined in the Indian Constitution and other legislations. ❖ To make students understand legal framework for print, broadcast and cyber media, and analyse the issues of ethics and self-regulation			
Course Outcomes Students will be able: ❖ To grasp the nuances and the legal provisions laid down in the Constitution of India. ❖ To understand the contemporary media practices through contemporary debates. ❖ To evaluate ethical dilemmas and responsibilities in media practices, applying critical thinking to ensure responsible, fair, and socially conscious communication.			

Mapping of Course outcomes:

Course Outcomes	Program Learning Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2		1		3		3	2	2		2
CO2	3			3	2	3	2	3	2	2	2	3
CO3		3	2	3	2	3	2	1	2	3		

Course Contents

UNIT-I: Introduction to Ethics

- Ethics: meaning & definition
- Ethics vs. Morality
- Personal and group ethics
- Code of Ethics

UNIT-II: Global Media Ethics

- Role of conventions
- Global media ethics
- Google News Initiatives

UNIT-III: Ethical framework

- Freedom of expression (Article 19(1) (a) and Article 19(1)2)
- Issues of privacy and surveillance in society
- Protection of Women against Sexual Harassment Bill
- Sedition: incitement to violence, hate Speech

UNIT-IV: Ethics of/for reporting

- Live reporting and ethics
- Legality and Ethicality of Sting Operations
- Phone Tapping
- Media coverage of violence and related laws: inflammatory writing (IPC 353)
- Attack on civil liberties of individuals and social activists

UNIT-V: Representation and ethics

- Advertisement and Women
- Pornography related laws and case studies: Indecent representation of Women (Prohibition) Act, 1986 and rules 1987
- Media reportage of marginalized sections: children, dalits, tribals, Gender
- Media Content: debates on morality and accountability
- Relevant Case Studies

Suggested Readings:

1. Thakurta, P. G. (2008). *Media Ethics: Truth, Fairness, and Objectivity*. Oxford University Press India.
2. Sarat A. (2011). *Imagining Legality: Where Law Meets Popular Culture*. (1 ed.). Tuscaloosa: The University of Alabama Press.
3. Vikram Raghvan. (2007). *Communication Law in India*. Lexis Nexis Publication.
4. Iyer Vekat. (2000). *Mass Media Laws and Regulations in India*. Published by AMIC.

Course Title: Video Editing and Broadcast Programme Production			
Course Code	MAS533	Credits	05
Semester	III	Paper No.	04
Course Type	Practical	L+T+P	0+0+10
Assessment and Evaluation	Total Marks: 100 40 Marks - Continuous Internal Assessment [Sessional/Assignment: 20 + Mid-Term: 20] 60 Marks - End Term Examination		
Course Objectives ❖ To provide expertise in production of television news programmes ❖ To lay stress on pre-production, ideation, research, scriptwriting, production and post-production work-editing, voice over, music, vision mixing and packaging.			
Learning Outcomes Students will be able: ❖ To understand the research process that precedes the production of a television news programmes. ❖ To understand the different types of video camera, its parts and functions. ❖ To work on different types of shots, camera angle and camera movement and composition. ❖ To apply the technique and use of lighting.			

Mapping of Course outcomes:

Course Outcomes	Program Learning Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2		2		3	3		3		3	2	
CO2	3				2	2		3		2	3	
CO3	3		2		2	2		3		1	2	1
CO4	2		1		2	2				2	2	1

Course Contents

Stage-1

- Principles of Non-linear editing
- Equipment required for non-linear editing system
- Finding files, saving, copying and backup, logging and organizing of footage

- Media file management.

Stage-2

- Basic editing technology
- Trimming, graphic keying, motion effect
- Audio mixing
- Final output

Stage-3

- Camera exercises
- Single and multi-camera interview

Stage-4

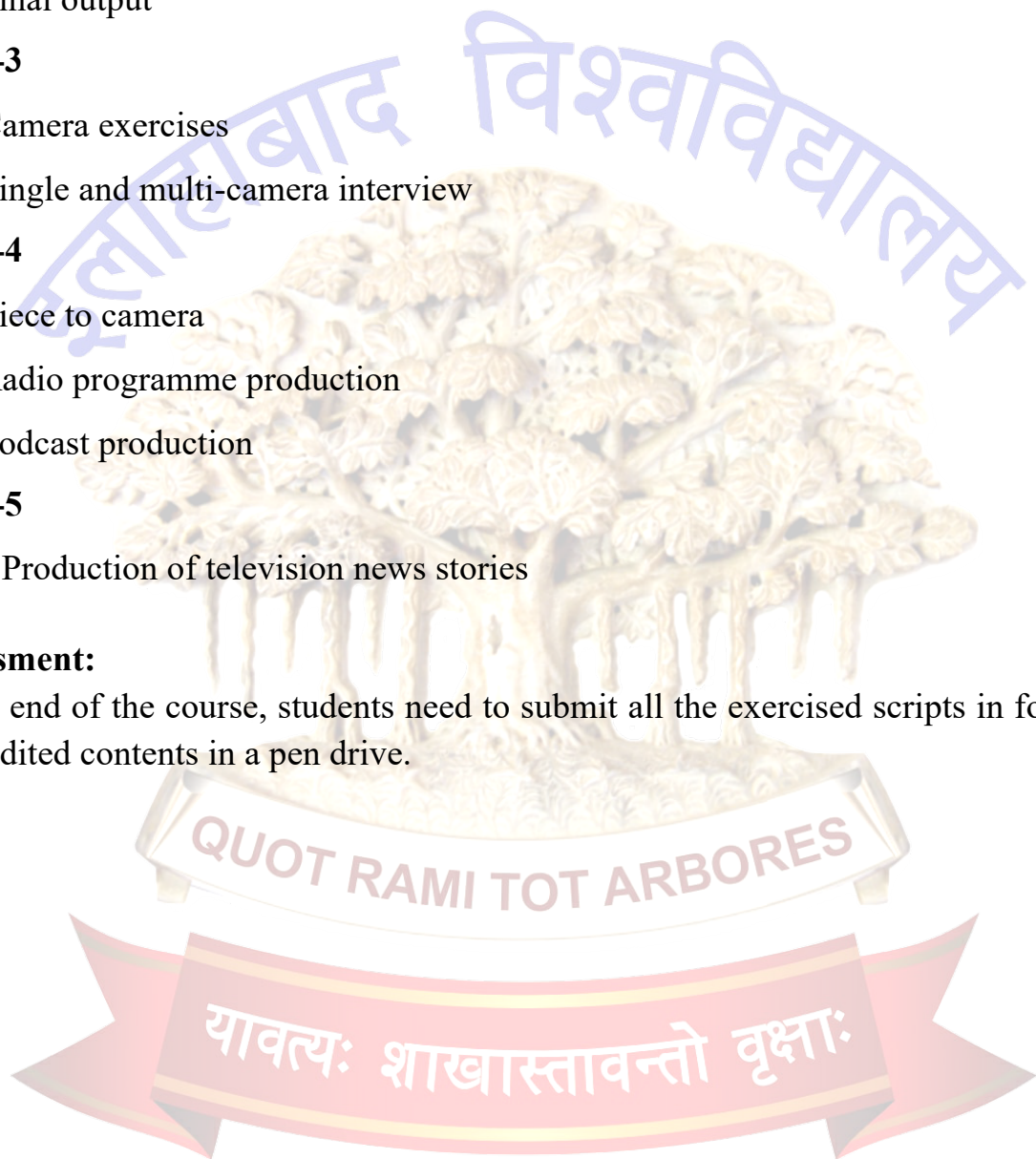
- Piece to camera
- Radio programme production
- Podcast production

Stage-5

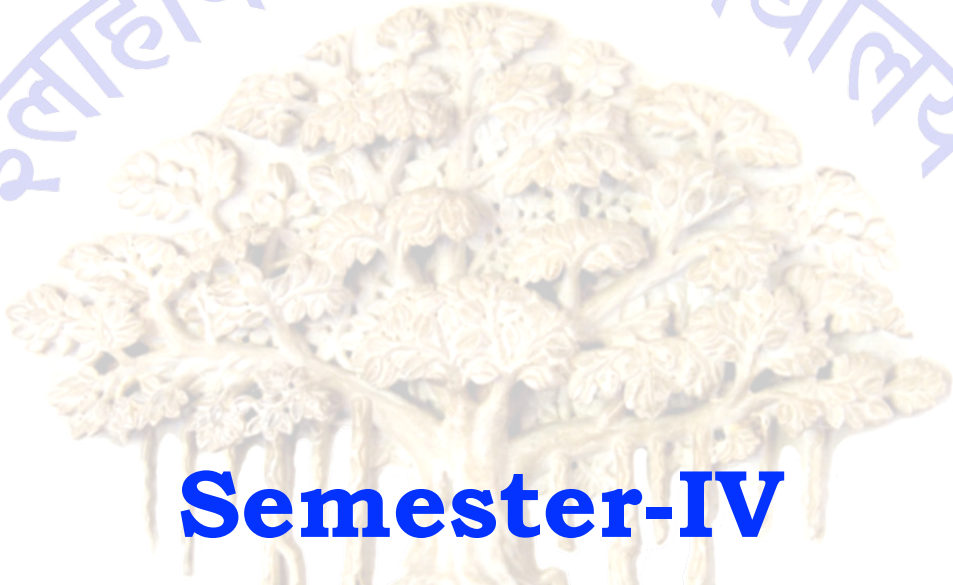
- Production of television news stories

Assessment:

At the end of the course, students need to submit all the exercised scripts in folder & final edited contents in a pen drive.



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Semester-IV

QUOT RAMI TOT ARBORES

यावत्यः शाखास्तावन्तो वृक्षाः

Course Title: Communication Research			
Course Code	MAS510	Credits	05
Semester	IV	Paper No.	01
Course Type	Core	L+T+P	4+1+0
Assessment and Evaluation	Total Marks: 100 40 Marks - Continuous Internal Assessment [Sessional/Assignment: 20 + Mid-Term: 20] 60 Marks - End Term Examination		
Course Objectives ❖ To introduce the students to research methodology in Communication. ❖ To make students familiar with new research methods in communication. ❖ To equip them to design their own research studies.			
Course Outcomes: Students will be able: ❖ to formulate any idea into research problem. ❖ to handle statistical tools in research. ❖ to design and conduct communication research projects independently.			

Mapping of Course outcomes:

Course Outcomes	Program Learning Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	3	3	3	2	1	2			3	3
CO2	3	3	3	3			2			2	3	
CO3	1	3	3	2			2	2	3		3	2

Course Contents

UNIT-I: Introduction to Research

- Meaning and Definition of Research
- Nature and Scope of Communication Research
- Types of Research
- Communication Research Priorities in India

UNIT-II: Reference Writing

- Meaning and Types of Referencing
- Style of Referencing

- Index Creation
- Usage of Software for Referencing
- Bibliography

UNIT-III: Research Process

- Elements of Research
- Concepts and Constructs: Literature Review
- Conceptualization and Theory Building; Hypothesis Formulation
- Types of Variables
- Nature of Measurement
- Levels of Measurement: scale, reliability, validity and precision

UNIT-IV: Research Methodology

- Research Methods and Techniques
- Choosing a Research Design
- Data Collection: Sample, Sampling
- Interpretation of Data
- Statistical Tools

UNIT-V: Research Proposal & Report Writing

- The content of a Research proposal
- Writing the Research Report
- Ethics & Plagiarism

Suggested Readings:

1. Amoakohene, M. I. (2004). Researching radio audiences in an emerging pluralistic media environment: A case for the focus group discussion (FGD) method. *Africa Media Review*, 12(2), 25-40.
2. Burnham, P., Gilland Lutz, K., Grant, W., & Layton-Henry, Z. (2008). *Research Methods in Politics*. (2 ed.) Houndmills Palgrave Macmillan.
3. Bryman, A. (1988). *Quantity and Quality in Social Research* (1st ed.). Routledge. <https://doi.org/10.4324/9780203410028>
4. Berger, A. A. (2018). *Media and communication research methods: An introduction to qualitative and quantitative approaches*. Sage Publications.
5. Puppis, M., & Van den Bulck, H. (2019). Introduction: Media policy and media policy research. *The Palgrave handbook of methods for media policy research*, 3-21.
6. Milosavljević, M., & Poler, M. (2019). Legal analysis in media policy research. *The Palgrave Handbook of Methods for Media Policy Research*, 519-539.

7. Kumar, R. (2011). *Research Methodology: A Step-by-Step Guide for Beginners*. 3rd Edition. Sage, New Delhi.

8. Kothari, C.R. (2019). *Research Methodology: Methods and Techniques*. 4th Edition, New Age International Publishers, New Delhi.



Course Title: New Media			
Course Code	MAS511	Credits	05
Semester	IV	Paper No.	02 (E-1)
Course Type	Elective	L+T+P	4+1+0
Assessment and Evaluation	Total Marks: 100 40 Marks - Continuous Internal Assessment [Sessional/Assignment: 20 + Mid-Term: 20] 60 Marks - End Term Examination		
Course Objectives: During the course, students will: ❖ Understand digital media and its key aspects. ❖ Create their personal and organizational website. ❖ Learn about digital journals and their new technology. ❖ Delve into digital media marketing.			
Course Outcomes Students will be able to: ❖ Analyze new media and its key terminology. ❖ Create and update website. ❖ Able to handle social media and digital media platform. ❖ Write for digital new media and social media platforms.			

Mapping of Course outcomes:

Course Outcome	Program Learning Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2							3	1			
CO2					3			3	1	2		
CO3			1	3				2		3		
CO4	1	2						2			2	

Course Contents

UNIT-I: Introduction to New Media

- New Media: key concepts, definition and terminology
- Information society and new media: Technological Determinism, Computer Mediated-Communication (CMC)

- Network Society
- Search Engine Optimization and Web Analytics

UNIT-II: Journalism in Digital Age

- Understanding Virtual Cultures and Digital Journalism: Internet and its beginnings
- Online Communication
- Alternative Journalism
- Mobile journalism: Technology, practice, and characteristics
- MoJo's impact on traditional journalism
- Authorship and its meaning in a Digital Age: Piracy, Copyright, Copy-left & Open Source, Digital archives

UNIT-III: Writing for Digital Media

- Platform-based new media writing: news websites and blogs, writing for social networking sites
- Creating and promoting the Blog
- SEO-based new media writing: searchable URL-based headlines, keywords and tags, concentration of keywords
- User generated content

UNIT-IV: Introduction to Digital Media Marketing

- Digital media marketing: Concept and importance
- Digital vs. traditional media marketing
- Digital media marketing channels
- Creative strategy planning for digital media
- Understanding social media platforms

UNIT-V: Website Management

- E-mail
- Web ownership and administration of internet
- Creating a website
- Website management
- Fact-checking: visuals fact check, fake news check

Suggested Readings:

1. Kosorin, D. (2016). *Introduction to programmatic advertising*. Lightning Source: India.
2. Zimmerman, J., & Ng, D. (2015). *Social media marketing all-in-one for dummies*. John Wiley & Sons.
3. Enge, E., Spencer, S., Stricchiola, J., & Fishkin, R. (2012). *The art of SEO*. " O'Reilly Media, Inc."

4. Flew, T. (2007). *New media: An introduction*. Victoria: Oxford University Press.
5. Feldman, T. (2003). *An introduction to digital media*. Routledge.
6. Griffey, J. (2019). *Introduction to Interactive Digital Media: Concept and Practice*. Routledge.
7. Lister, M., Dovey, J., Giddings, S., Grant, I., & Kelly, K. (2008). *New media: A critical introduction*. Routledge.
8. Thakur, M., & Sharma, A. (2021). *Fact Vs Fake*. Galgotia Publication Company.



Course Title: Digital Marketing			
Course Code	MAS554	Credits	05
Semester	IV	Paper No.	02 (E-2)
Course Type	Elective	L+T+P	4+1+0
Assessment and Evaluation	Total Marks: 100 40 Marks - Continuous Internal Assessment [Sessional/Assignment: 20 + Mid-Term: 20] 60 Marks - End Term Examination		
Course Objectives ❖ To teach the students fundamentals of digital marketing ❖ To provide understanding about the typologies and tools of web marketing ❖ To give insight into the use and functions of social media and mobile marketing			
Course Learning Outcomes: Student will be able: ❖ To analyze the fundamentals of digital marketing. ❖ To apply various typologies and tools in web marketing. ❖ To inculcate different functions of social media and mobile marketing.			

Mapping of Course outcomes:

Course Outcomes	Program Learning Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2			3		2	3	3
CO2	2	2	2	3			2	3				2
CO3	3	2				2	2	3	2	3		2

Course Contents

UNIT-I: Introduction to Digital Marketing

- Defining and understanding of digital marketing
- Evolutionary trends in digital marketing
- Need for and importance of digital marketing
- Mechanics of digital marketing in brand development

UNIT-II: Web Advertising and PR tools

- Types of online advertising tools of online PR
- SEO and SEM

- Website as a tool of marketing
- User generated content, bookmarking, RSS, blogging and live chat online monitoring of brands

UNIT-III: Digital Media Marketing

- Microblogging: advertisers and audiences
- Various forms of social media marketing
- Copywriting for social media
- Digital videos, long format ads and podcasts social media optimisation and metrics

UNIT-IV: Mobile Marketing

- Overview of the B2B and B2C mobile marketing.
- Relevance of mobile sites, Apps (Applications) and widgets in marketing communication
- Opportunities and pitfalls of mobile marketing
- Mobile marketing in integrated brand promotion case studies

UNIT-V: Social Media and Marketing

- E-mail marketing
- Positioning regulations and codes of practice in digital marketing
- Creative strategy planning for digital media
- Understanding social media platforms for marketing.

Suggested Readings:

1. Barker, M., Barker, D. I., Bormann, N. F., & Neher, K. E. (2012). *Social media marketing: A strategic approach*. CENGAGE learning.
2. Kosorin, D. (2016). *Introduction to programmatic advertising*. Lightning Source: India.
3. Zimmerman, J., & Ng, D. (2015). *Social media marketing all-in-one for dummies*. John Wiley & Sons.
4. Enge, E., Spencer, S., Stricchiola, J., & Fishkin, R. (2012). *The art of SEO*. " O'Reilly Media, Inc."
5. Feldman, T. (2003). *An introduction to digital media*. Routledge.
6. Griffey, J. (2019). *Introduction to Interactive Digital Media: Concept and Practice*. Routledge.
7. Thakur, M., & Sharma, A. (2021). *Fact Vs Fake*. Galgotia Publication Company.
8. Tong, J. (2022). *Journalism in the Data Age*. Sage Publication.

Course Title: Field Visits and Internship			
Course Code	MAS534	Credits	05
Semester	IV	Paper No.	03
Course Type	Practical	L+T+P	0+5+0
Assessment and Evaluation	Total Marks: 100 20 marks - Internship Report 20 marks - Presentation 60 marks - Project Report (Not less than 10 pages)		
Course Objectives: During the course, students will: ❖ To provide students the opportunities to work in the industry. ❖ To understand the internal structure, functions and operations of the media organisations/Film Festivals/Media Events. ❖ To prepare themselves for the job opportunities based on their interests, skills and aspirations. ❖ To guide them to document and their engagements and experiences during their internships.			
Course Outcomes By the end of this course, the students should be able to: ❖ Document their learnings, experiences and key take-aways from their internships. ❖ Prepare a standard report of their internship as per the laid down guidelines by the department. ❖ Present their report for the final assessment.			

Mapping of Course outcomes:

Course Outcomes	Program Learning Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	2	3	1		1	1	3	2	3	
CO2	2	3		3			2	3	3	2	2	1
CO3	2	3		2		1	2	2	3	2	2	

Course Contents

Stage-1

- Preparing a tentative list of organisations, film festivals, seminars, media events to be visited

- Finalising them in consultation with the department internal faculty mentor
- Establishing communication with the chosen media organisations for visits

Stage-2

- Visiting the media organisations/events and documenting their experiences
- Choosing a potential media organisation for internship
- Getting the formalities completed from the department

Stage-3

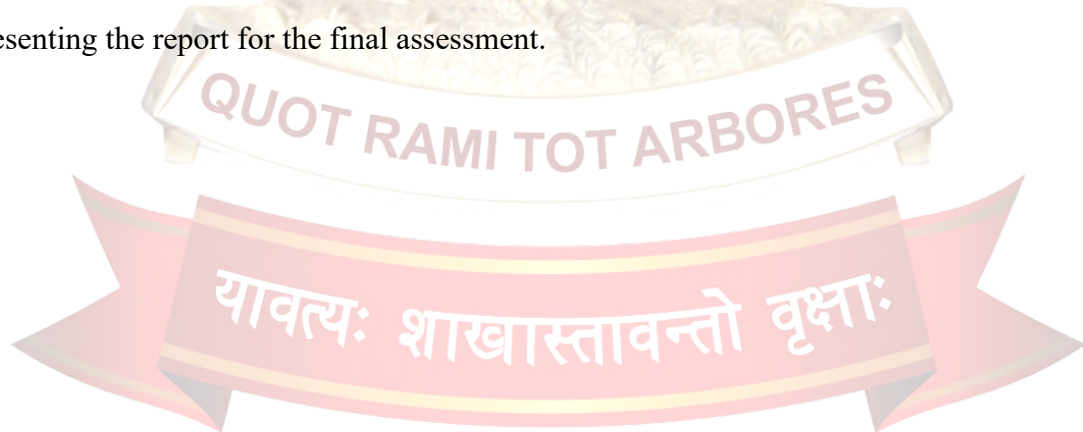
- Establishing contacts and seeking appointments with concerned authorities in the chosen media house
- Securing the internship
- Submitting weekly report to the assigned faculty mentor

Stage-4

- Completion of the internship and submission of internship completion report
- Preparing a draft internship report and getting reviewed by the faculty mentor
- Working on the feedbacks/inputs received and finalising the report

Stage-5

- Finalising the report and getting it signed by the departmental faculty mentor
- Presenting the report for the final assessment.



Course Title: Final Projects			
Course Code	MAS535	Credits	05
Semester	IV	Paper No.	04
Course Type	Practical	L+T+P	0+5+0
Assessment and Evaluation	Total Marks: 100 40 marks - Presentation before submission 60 marks - External Assessment & Viva-Voce		
Course Objectives: ❖ To enable students to apply their learning, understanding and skills. ❖ To guide them to envision and plan a project to be taken up as a part of this course. ❖ To help them complete their project in the chosen format. ❖ To support them specialise in their chosen field of media based on their skills, interests and aspirations.			
Course Outcomes By the end of this course, the students will be able to: ❖ Apply advance knowledge of related fields, ❖ Complete their chosen project, and present and submit it for the for the final assessment. ❖ Translate all learnings into action in the form of Thesis/Documentary/Short Film Production/New Media/Photojournalism.			

Documentary/Short Film Production/Thesis on Media/ New Media/Photojournalism

Mapping of Course outcomes:

Course Outcome	Program Learning Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2		3					1	3	2	2	
CO2		2	1	3	2	1	1	1	3	3	2	
CO3							3		3	2	3	2

Course Contents

Stage-1

- Idea/Proposal presentation & discussion
- Outlining the method of completing the proposed project
- Presentation of the timeline

Stage-2

- Preliminaries for the project
- Working on script/casting/VO Script/research/Recce (for Documentary/Film Production)
- Literature Review (for thesis)

Stage-3

- Carrying out the production-related work (for Documentary/Film Production)
- Collection & Analysis of Data (for thesis)

Stage-4

- Editing of the project (for Documentary/Film Production)
- Chapterisation and organisation of the thesis

Stage-5

- Presentation of the draft work to the internal faculty mentor/s
- Revising the work as per the feedback received
- Getting the final copy of the work approved by the internal faculty mentor/s

QUOT RAMI TOT ARBORES

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