

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

Master of Arts in Journalism & Mass Communication (M.A. JMC)

Learning Outcomes-based Curriculum Framework (LOCF)



विद्याधनं सर्व धनं प्रधानम्

M.A. JMC (Two-Year) Distance Education Programme

Syllabus (2024 Onwards)

(As per National Education Policy 2020)

Centre for Distance and Online Education

**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES,
CENTRAL UNIVERSITY OF HARYANA, MAHENDERGARH (123031)**

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1. Introduction to Journalism and Mass Communication

Journalism and mass communication as an interdisciplinary subject touch almost all the branches of studies of human interest. Different departments of studies contribute equally to the development of humans and their world. Every branch shares a story with a large number of people and comes under journalism and mass communication.

The discipline of Journalism and mass communication teaches us to create, manage and monitor the content that goes out to the masses. Mass Communication and Journalism are the two sides of the same coin yet different. If the content is news, that mass communication function is called journalism. Other hand, there are many various forms of mass communication- Public Relations and marketing communication, Filmmaking, Photography, Radio and Television, Content Writing, Copywriting, digital media, information society and many more. From Information to entertainment, there are various platforms to practice Journalism and mass communication. It also accommodates new forms and technology to grow to all extents. Print to Digitization of mass media can be a great example. By practising this discipline, one can fulfil their passion for living things and contribute to humanity. As an academic discipline, it trains the fundamental practices and ethics of the domain.

In-depth research of different areas of journalism and mass communication is another facet of the discipline. It leads to contributing to the discipline itself and growing according to time and needs. There are ample opportunities to pursue independent research in the field of journalism and mass communication. At the same time, the discipline journalism and mass communication provides academic research at its full focus and strength and develops new academia in journalism and mass communication. From the year 2024 through the Director of Distance education our department is going to offer MAJMC through Distance Mode.

2. Programme Outcomes

On completing M. A. Programme, the students shall be able to realise the following programme outcome:

- PO-1: Demonstrate holistic understanding of life in varied manifestations.
- PO-2: Discuss and apply various social, political and literary trends in real-life situations.
- PO-3: Understand and discuss contemporary socio-political, cultural and literary context through a multidisciplinary approach.
- PO-4: Develop competency in handling advertising and PR campaigns.
- PO-5: Ability to integrate the traditional knowledge with the latest advances in social sciences and humanities.
- PO-6: Formulate valid propositions on the basis of multidisciplinary and cross-disciplinary understanding of disciplines.
- PO-7: Appreciate and analyse regional, national and international scenarios.
- PO-8: Demonstrate the ability to interpret and analyze the realities of life from a social perspective.
- PO-9: Develop understanding of the news room work culture
- PO-10: Propose solutions to the existing human problems as a well-informed and competent individual.

Master of Journalism and Mass Communication: 98 Credits					
Course/Sem	Sem-1 (Credits)	Sem-2 (Credits)	Sem-3 (Credits)	Sem-4 (Credits)	Total
Discipline Specific Courses Core (including practical training/dissertation)	24	25	24	25	98

3. Programme Specific Outcomes

On completing M. A. in Journalism & Mass Communication, the students shall be able to realize the following outcomes:

- PSO-1: Develop a critical understanding of communication and its varied forms.
- PSO-2: Compare the trends in media produced in different contexts.
- PSO-3: Exhibit Technical skill and competency for researching mass communication.
- PSO 4: Enhancement of soft skills and personality development
- PSO 5: Enhance the ability to use language proficiently and correctly, both in speech and writing.
- PSO 6: Develop understanding and competency on digital media
- PSO 7: Command over various media Tools and techniques
- PSO 8: Identify and apply an appropriate theoretical framework for media text.
- PSO 9: Develop theoretical and practical capability on media Research
- PSO 10: Develop understanding of the work culture in the newsroom.

Semester wise structure

The programme consists of four semesters and required to achieve 98 credits are to be achieved through the various core, departmental electives, school-level electives and open generic courses, demonstrated below:

4. Postgraduate Attributes

- Disciplinary Knowledge
- Creative and Critical Thinking
- Reflective Thinking
- Problem Solving
- Analytical Reasoning
- Communication Skills
- Research Skills
- Life Skills
- Multicultural Competence
- Moral and Ethical Values
- Life-long Learning
- Global Competency

Course Structure of Master of Journalism and Mass Communication (MAJMC) under Choice Based Credit System for the year 2024-26 and beyond

Total No. of Credits in Four Semesters = 24+25+24+25 = 98

Semester-I Total Credits: 24

The first semester shall consist of 24 credits with 4 core courses and one GEC course. M.A. JMC students will choose GEC offered by other Departments or MOOC courses. The department will be offering Media and Society as a GEC course.

S. No.	Course Code	Course Title	Type	Total Credit	Class Hours per Sem.	Theory (Mark)	Internal Mark	Total Mark
1	DDE JMC 010101 C 05	Introduction to Communication-I	C	5	12	70	30	100
2	DDE JMC 010102 C 05	Introduction to Media	C	5	12	70	30	100
3	DDE JMC 010103 C 05	Writing Skills	C	5	12	70	30	100
4	DDE JMC 010104 C 05	Media and Society	GEC	4	12	70	30	100
5	DDE JMC 010105 C 05	Media Literacy	C	5	12	70	30	100
	Total			24	60	350	150	500

Semester-II Total Credits: 25

The Second semester shall consist of 25 credits with 5 core courses.

S. No.	Course Code	Course Title	Type	Total Credit	Class Hours per Sem.	Theory (Mark)	Internal Mark	Total Mark
1	DDE JMC 010106 C 05	Communication for Development	C	5	12	70	30	100
2	DDE JMC 010107 C 05	Cross-Cultural Communication	C	5	12	70	30	100
3	DDE JMC 010108 C 05	Gender and Media Sensitivity	C	5	12	70	30	100
4	DDE JMC 010109 C 05	Reporting and Editing	C	5	12	70	30	100
5	DDE JMC 010110 C 05	Media Laws and Ethics	C	5	12	70	30	100
	Total			25	60	350	150	500

Semester-III Total Credits: 24								
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The third semester shall consist of 24 credits with 4 core courses and one GEC course. M.A. JMC students will choose GEC offered by other Departments or MOOC courses. The department will be offering Cinema Studies as a GEC course.

S. No.	Course Code	Course Title	Type	Total Credit	Class Hours per Sem.	Theory (Mark)	Internal Mark	Total Mark
1	DDE JMC 010111 C 05	Advertising	C	5	12	70	30	100
2	DDE JMC 010112 C 05	Digital Media	C	5	12	70	30	100
3	DDE JMC 010113 C 05	Cinema Studies	GEC	4	12	70	30	100
4	DDE JMC 010114 C 05	Public Relations	C	5	12	70	30	100
5	DDE JMC 010115 C 05	Audio Visual Production	C	5	12	70	30	100
	Total			24	60	350	150	500

Semester-IV Total Credits: 25								
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The fourth semester shall consist of 25 credits with 5 core courses.

S. No.	Course Code	Course Title	Type	Total Credit	Class Hours per Sem.	Theory (Mark)	Internal Mark	Total Mark
1	DDE JMC 010116 C 05	Communication Research	C	5	12	70	30	100
2	DDE JMC 010117 C 05	Graphic Design	C	5	12	70	30	100
3	DDE JMC 010118 C 05	Social Media Marketing	C	5	12	70	30	100
4	DDE JMC 010119 C 05	Photojournalism	C	5	12	70	30	100
5	DDE JMC 010120 C 05	Media Management	C	5	12	70	30	100
	Total			25	60	350	150	500

Semester I

Semester-I Total Credits: 25								
The first semester shall consist of 24 credits with 4 core courses and one GEC course. M.A. JMC students will choose GEC offered by other Departments or MOOC courses. The department will be offering Media and Society as a GEC course.								
S. No.	Course Code	Course Title	Type	Total Credit	Class Hours per Sem.	Theory (Mark)	Internal Mark	Total Mark
1	DDE JMC 010101 C 05	Introduction to Communication-I	C	5	12	70	30	100
2	DDE JMC 010102 C 05	Introduction to Media	C	5	12	70	30	100
3	DDE JMC 010103 C 05	Writing Skills	C	5	12	70	30	100
4	DDE JMC 010104 C 05	Media and Society	GEC	4	12	70	30	100
5	DDE JMC 010105 C 05	Media Literacy	C	5	12	70	30	100
	Total			25	60	350	150	500

S. No.	Course Title	Type	Total Credit	Class Hours per Sem.	Theory (Mark)	Internal Mark	Total Mark
1	Introduction to Communication-I	C	5	12	70	30	100

Learning Outcomes

The learning outcomes of this paper are:

- The students will learn about different facets of communication.
- They will learn about the designing part of communication.
- They will also learn about communication techniques.
- The students will learn about the functioning of mass communication.

UNIT I Basics of Communication

- Communication: Definition and Concept, Evolution of Human Communication
- Process, Characteristics, and Functions of Communication
- Forms of Communication - verbal, non-verbal, paralanguage, semiotic etc.
- Types of Communication - intrapersonal, interpersonal, group, public, mass communication
- Barriers of Communication

UNIT II Basics of Mass Communication and Models

- Mass Communication: Meaning and Definition
- Process, Characteristics, and Functions of Mass Communication
- Role of Mass Communication in Society
- Medium of Mass Communication
- Communication Models: an introduction
- Various Model of Communication and Mass Communication: Aristotle's Model, SMCR Model, Shannon & Weaver Model, Wilbur Schramm Model, Lasswell Model, Gatekeeping Model, Gerbner's Model, Osgood and Schramm's Circular Model etc.

UNIT III Mass Communication Theories

- Communication Theory: An Introduction
- Bullet Theory
- Agenda Setting Theory
- Normative Theories of the Press
- Indian Communication Theories: Concept & Process (Sahridaya and Sadharanikaran)
- Two step, Multistep Theory
- Uses & Gratification Theory, Cultivation Theory
- Selective Exposure, Selective Perception, Selective Retention, Selectivity Theories
- Cognitive Dissonance

UNIT IV Communication Situations and Concepts

- Communicative Action: Habermas
- Catharsis and Narcosis

- Group Dynamics
- Concept and Characteristics of Broadcasting and Narrowcasting
- Global Village and Retribalization
- Manufacturing Consent: Propaganda and Hegemony

Suggested Readings

- Baran, S. J., & Davis, D. K. (2011). *Mass Communication Theory: Foundations, Ferment, and Future*. Cengage Learning.
- Berlo, D. K. (1960). *The Process of Communication: An Introduction to Theory and Practice*. New York : Holt, Rinehart and Winston.
- DeVito, J. A. (2013). *Interpersonal Communication Book*.
- Kumar, K. J. (2000). *Mass Communication in India (4th Edition)*.
- McLuhan, M. (1994). *Understanding Media: The Extensions of Man*. MIT Press.
- McQuail, D. (2010). *McQuail's Mass Communication Theory*. SAGE.
- Narula, U. (2006). *Handbook of Communication Models, Perspectives, Strategies*. Atlantic Publishers & Dist.
- Narula, U. (2006a). *Communication Models*. Atlantic Publishers & Dist.
- Rogers, E. M. (1997). *History Of Communication Study*. Free Press.
- Vivian, J. (2013). *The Media of Mass Communication*.
- Williams, R. (2016). *Communications*. Random House.

Course Title	Type	Total Credit	Hours (Per Semester)	Theory	Internal	Total Mark
Introduction to Media	C	5	12	70	30	100

Learning Outcomes

- The students will learn about the overall understanding of the emergence of print media.
- They will learn about the different facets of Radio.
- They will also learn about the evolution of Television as a medium of mass communication.
- The students will learn about the emergence of Cinema, the Internet and digital convergence.

UNIT I

- **Introduction to Media Studies**
 - Defining media and its role in society
 - Historical development of media
 - Media convergence and digital media
- Theoretical Frameworks
 - Media effects theories (e.g., hypodermic needle model, cultivation theory)
 - Media and cultural studies (e.g., cultural imperialism, cultural texts)
 - Media ecology and technological determinism

UNIT II

- **Media Industries**
 - Print media (newspapers, magazines, books)
 - Broadcasting (radio, television)
 - Film industry and cinema studies
 - Advertising and public relations
 - Media Ownership and Regulation
 - Concentration of media ownership
 - Media conglomerates and their impact
 - Government regulations and media policies

UNIT III

- **Media and Society**
 - Media and identity (race, gender, class)
 - Media representation and stereotypes
 - Media literacy and critical thinking
- Media and Popular Culture
 - Celebrity culture and fan communities
 - Reality television and participatory culture
 - Social media and self-presentation

UNIT IV

- **Media and Politics**
 - News media and journalism
 - Political advertising and propaganda

- Media's role in shaping public opinion
- Global Media and Communication
 - Media globalization and cultural imperialism
 - Transnational media flows
 - Digital divide and media accessibility
- Media Ethics and Responsibility
 - Privacy and surveillance
 - Fake news and misinformation
 - Media's role in democracy and social change
- Future Trends in Media
 - Emerging technologies (e.g., virtual reality, artificial intelligence)
 - Media consumption habits and trends
 - Media activism and citizen journalism

Suggested Readings

- McDougall, J. (2012). *Media Studies: The Basics*. Routledge.
- Golding, P., & Murdock, G. (2008). *Media & Communication: A Critical Introduction*. Taylor & Francis.
- McDonald, P., & Tobin, P. (2013). *Introduction to Media Studies*. Bloomsbury Publishing.
- O'Shaughnessy, M., & Stadler, J. (2002). *Media and Society: An Introduction*. Oxford University Press.
- McLuhan, M. (1964). *Understanding Media: The Extensions of Man*. McGraw-Hill.
- Campbell, R., Martin, C. R., & Fabos, B. (2010). *Media Essentials: A Brief Introduction*. Boston, Bedford/St. Martin's.
- Perse, E. M., & Lambe, J. (2017). *Media Effects and Society*. New York. Routledge.
- Baran, S. J., & Davis, S. R. (2014). *Introduction to Mass Communication: Media Literacy and Culture*. McGraw-Hill Education, McGraw-Hill Inc.
- Campbell, R., Martin, C. R., & Fabos, B. (2013). *Media and Culture: Mass Communication in a Digital Age*. Bedford/St. Martin's.
- Branston, G., & Stafford, R. (1999). *The Media Student's Book*. Routledge.
- Hesmondhalgh, D., & Toynbee, J. (2008). *Media & Society: Production, Content and Participation*. Routledge.
- Hodkinson, P. (2011). *Media, Culture, and Society: An Introduction*. London. Sage.
- Biagi, S. (1992). *Media Impact: An Introduction to Mass Media*. Wadsworth.
- Berger, A. A. (2018). *Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches*. SAGE Publications.
- Goodboy, A., & Shultz, K. (2012). *Introduction to Communication Studies: Translating Scholarship into Meaningful Practice*. Cengage Learning.

Course Title	Type	Total Credit	Hours (Per Semester)	Theory	Internal	Total Mark
Writing Skills	C	5	12	70	30	100

Learning Outcomes

- The learning outcomes of this paper are:
- The students will learn about the historical importance of writing.
- They will learn about the various kinds of writing.
- They will also learn about bilingual writing skills.
- The students will learn about the writing for media

UNIT I Basics of Writing

- Evolution of writing
- Importance of Writing
- Essentials of Good writing
- Language Skills and Media

UNIT II Writing for Communication

- Importance of writing for communication process
- Writing for Self
- Writing for an individual and short group
- Writing for mass
- Traditional writing and modern writing

UNIT III Writing and Media

- Writing features, Types of features, Need and Importance.
- Writing articles, Letters, Middle, Columns, Blogs, Social Media Posts.
- Writing editorials, Book Review, Film Review
- Writing for Social Media.
- Writing for Magazines

UNIT IV Translation in Writing

- Translation- Definition, significance and types
- Characteristics of Good Translation
- Process of Translation
- Modern concepts of translation in media
- Importance of translation in print, television, radio & internet medium

Suggested Readings

- Usha Raman (2009). Writing for the Media, Oxford University Press
- Bruce Bartlet, Et. AL (2013). Writing for Visual Media, Focal Press
- Melvin Mencher (1999) Basic Media Writing, Boston : McGraw-Hill College
- James Glen Stovall (2004) Writing for the Mass Media (8th Edition) Pearson Publisher
- Nortran, William Van (2000). Media Writer's Guide Focal Press

- M. V. Kamath (2018) Professional Journalism, Vikas Publication
- George H Hugh (1980). Houghton Mifflin,News Writing,

Course Title	Type	Total Credit	Hours (Per Semester)	Theory	Internal	Total Mark
Media and Society	GEC	4	12	70	30	100

Learning Outcomes

The expected learning outcomes of this paper are as follows:

- To make students aware of contemporary media development and challenges in India.
- To help students develop the capability to assess, criticize and appreciate the role of media in fulfilling the aspirations of people.

UNIT I

- Mass media and society: Importance of media, critical analysis of the role of media, media impact on society, social responsibility of media.
- Perspectives on Media and Society: Merton (Function- Dysfunctions); Gramsci (Hegemony); Adorno (Culture Industry); Baudrillard (Hyperreality); Fiske (Understanding popular culture); Dube (Cultural Development)

UNIT II

- Media and democracy: public sphere, Freedom of speech and expression
- Right to information, Right to privacy
- Media as a watchdog.

UNIT III

- Mass media and public interest: A critical study of media, Analysis of media contents, its role in serving public; marginalized groups.
- Role of media in social movements: political – cultural movements, national integration, communal harmony.

UNIT IV

- Ownership of media, content – control, Internal and external threats, pressures on media – media regulations, issues of social class, poverty, development and public health.
- Media credibility: factors affecting media credibility, contemporary issues, media performance and its role, critical analysis of media credibility: Paid news

Suggested Readings

- Adorno, T. W. (2020). *The Culture Industry: Selected Essays on Mass Culture*. Routledge.
- Baudrillard, J. (1983). *Simulations*. MIT Press.
- Dube, S. C. (1990). *Indian Society*.
- Fiske, J. (2010). *Television Culture*. Routledge.
- Merskin, D. L. (2019). *The SAGE International Encyclopedia of Mass Media and Society*. SAGE Publications.
- Barrat, D. (2008). *Media Sociology*. Routledge.
- Campbell, R., Martin, C. R., & Fabos, B. (2011). *Media and Culture: An Introduction to Mass Communication*. Macmillan.

- Berger, A. A. (2012). *Media and Society: A Critical Perspective*. Rowman & Littlefield.
- Media and Society: challenges and opportunities
- Campbell, R., Martin, C. R., & Fabos, B. (2015). *Media & Culture: Mass Communication in a Digital Age*. Macmillan Higher Education.

Course Title	Type	Total Credit	Hours (Per Semester)	Theory	Internal	Total Mark
Media Literacy	C	5	12	70	30	100

Learning Outcomes

- Students would be familiar with every facet of media literacy.
- Students would be trained in reading the media messages.
- Students will learn to create the message. Understand the media messages and their creators, and recognise bias, spin, misinformation, false information.
- Know the various kinds of literacies relevant in the present age and the need for information and media literacy in particular.
- To know various channels of information and media and know various types of information sources and evaluate information and media sources.

UNIT I Introduction to Media Literacy

- Definition of Media Literacy
- Media Literacy: Nature, Scope and Importance
- Definition of key concepts (media, information, technology literacy, digital literacy and media information literacy)
- Meaning and development of traditional and new media, types and characteristics of tradition and new media, Fusion between traditional and new media

UNIT II Media Messages & Critical thinking

- Skills in Media Literacy, Interpreting media messages: Semiotics, Ideology
- Media as Text, Commercial messages
- Basic principles such as freedom of expression and information; reflections on learning, metacognition;
- Critical thinking pluralism of ideas/respect of others' opinions, tolerance, respect of authorship, social responsibility, Wise use of information

UNIT III Media Messages Reception & Sources of information

- Process of Message Generation and Communication
- Media Vehicles for messages and their types, Media stereotypes
- Nature of media messages; Media Exposure and Filters
- Sources of information; mass media, libraries, archives, internet, etc.
- Select appropriate sources; evaluating sources; sharing and publishing avenues

UNIT IV Media Ecosystem in Globalization and Legal, Ethical, and Societal Issues

- Media Ecosystem, Media Empires and Ownership patterns;
- Media markets, Propaganda and Hegemony
- Copyright, plagiarism, computer addiction and cyberbullying
- Misinformation, types of misinformation, challenges of threat of fake news, Debunking fake news, information overload, an obsession with information, media and social issues

Readings:

- Dill, K. (2009). *How Fantasy Becomes Reality: Seeing Through Media Influence*, 1st ed. OUP.
- Hodkinson, P. (2010). *Media, Culture and Society: An Introduction*. Sage.
- John.V. (2012). *The Media of Mass Communication*. PHI.
- Mackey, M. (2004). *Literacies Across Media: Playing the Text*. Taylor and Francis.
- Pike, D.M. (2013). *Media Literacy: Seeking Honesty, Independence, and Productivity in Today's Mass Messages*. IDEA.
- Potter, W.J. (2004). *Theory of Media Literacy: A cognitive approach*. Sage.

Semester II

Semester-II Total Credits: 25								
The first semester shall consist of 25 credits with 5 core courses.								
S. No.	Course Code	Course Title	Type	Total Credit	Class Hours per Sem.	Theory (Mark)	Internal Mark	Total Mark
1	DDE JMC 010106 C 05	Communication for Development	C	5	12	70	30	100
2	DDE JMC 010107 C 05	Cross-Cultural Communication	C	5	12	70	30	100
3	DDE JMC 010108 C 05	Gender and Media Sensitivity	C	5	12	70	30	100
4	DDE JMC 010109 C 05	Reporting and Editing	C	5	12	70	30	100
5	DDE JMC 010110 C 05	Media Laws and Ethics	C	5	12	70	30	100
	Total			25	60	350	150	500

S. No.	Course Title	Type	Total Credit	Class Hours per Sem.	Theory (Mark)	Internal Mark	Total Mark
1	Communication for Development	C	5	12	70	30	100

Learning Outcomes

- Upgrade human resources with specialized knowledge and skills on communication for social change.
- Expand the knowledge base of theories around development, and its interrelation to
- Culture, behavior change, social transformation and; human rights principles.
- Understand the newer approaches to C4D concepts, methods and techniques.
- Impart skills on carrying out research, design, development, implementation, monitoring & evaluation of C4D interventions
- facilitate on the field exposure to techniques of designing and developing effective C4D strategies, interventions for social transformation.

Unit I Development and Development Communication :

- Definition, Dimensions and indicators of Development;
- India's Development Scenario; Under development Syndrome, Development Communication: Definition, Features and Theoretical Perspective – Modernization
- Approaches to Development Communication, Idea of Happiness
- Cleanliness and Development, Skill education and Development

Unit II Modes and Strategy of Development Communication :

- Development Communication as Social Action for Directed Change;
- Modes of DC – Diffusion of Innovation, Advocacy and National campaigns, Social Marketing; Specific Varieties – Health Communication, Educational Communication for lifelong learning, Development Support Communication (UNDP);
- Extension Services in India, Social Marketing, Empathy

Unit III Mass Media and Development :

- Mass Media and Development Communication; Media and Nation Building;
- Communicative Action (Habermas); Participatory democracy through Community Radio and Leadership communication role;
- RTI provisions in India; Minimal effect hypothesis, Development journalism, Development and Change, Development Reporting, Media Advocacy

Unit IV ICT and Social Media for Development :

- Digital divide, Access and use of ICT in India;
- Network Society and Expansion of Contacts;
- Social Media and Self Development;
- E-governance; Globalization of Culture.

Reading list:

- Kapoor, I. (2008). *The Postcolonial Politics of Development*. London and New York: Routledge.
- Melkote, S. R., & Steeves, H. L. (2001). *Communication for Development in the Third World: Theory and Practice for Empowerment*. London: Sage.

- Mody, B. (2003). *International and Development Communication: A 21st Century Perspective*. Thousand Oaks, CA: Sage Publications.
- Roy, S. (2005). *Globalization, ICT and Developing Nations: Challenges in the Information Age*, New Delhi: Sage.
- Manyozo, L. (2012). *Media, Communication and Development: Three Approaches*. Londn: Sage.

Course Title	Type	Total Credit	Hours (Per Semester)	Theory	Internal	Total Mark
Cross Cultural Communication	C	5	12	70	30	100

Learning Outcomes :

- Differentiate nuances of communication practices in different cultural contexts to recognize differences between different styles of communication across cultures.
- Analyze the challenges and opportunities of cross-cultural communication to make decisions informed by cultural cues.
- Apply theories of differences in communication styles across cultures to case studies of cross-cultural communication experiences.
- Reflect critically on individual communication strengths and growth areas to set professional goals for working in international, intercultural settings.

Unit-I

Introduction to Cross-Cultural Communication

- Definition and importance of cross-cultural communication
- Cultural dimensions and their impact on communication
- Challenges and benefits of intercultural interactions
- Understanding cultural identity and its role in communication
- Stereotypes, prejudices, and bias in intercultural communication
- Perception and attribution across cultures
- Verbal Communication across Cultures
- Language barriers and translation challenges

UNIT II

Nonverbal Communication across Cultures

- Importance of nonverbal cues in intercultural communication
- Differences in body language, gestures, and facial expressions
- Proxemics and personal space norms in different cultures
- Communication styles and norms in different cultures
- High-power distance vs. low-power distance cultures
- Individualistic vs. collectivist communication patterns

UNIT III

Intercultural Communication Competence

- Developing cultural sensitivity and empathy
- Building rapport and establishing trust across cultures
- Overcoming intercultural communication barriers
- Intercultural Conflict Management
- Understanding cultural differences in conflict styles
- Strategies for resolving conflicts in intercultural contexts
- Mediation and negotiation in cross-cultural settings
- Cross-cultural communication challenges in multicultural workplaces

- Intercultural Communication in Media and Technology
- Global media and cultural imperialism
- Intercultural communication in the digital age
- Social media and cross-cultural interactions

UNIT IV

Ethics and Intercultural Communication

- Ethical considerations in cross-cultural communication
- Cultural relativism vs. universal ethical principles
- Addressing cultural biases and promoting inclusivity
- Cross-Cultural Communication and Global Citizenship
- Intercultural communication in a globalized world
- Promoting cultural understanding and intercultural competence
- Cross-cultural communication and social change
- Applying cross-cultural communication strategies in various contexts

Suggested Readings

- Meyer, E. (2014). *The Culture Map: Breaking Through the Invisible Boundaries of Global Business*. Public Affairs.
- Samovar, L. A., Porter, R. E., & McDaniel, E. R. (2014). *Intercultural Communication: A Reader*. Wadsworth Publishing Co Inc.
- Gudykunst, W. B. (1991). *Bridging Differences: Effective Intergroup Communication*. SAGE Publishing.
- Hofstede, G., & Minkov, M. (2010). *Cultures and Organizations: Software of the Mind*. McGraw-Hill Education.
- Toomey, S. T. (2018). *Communicating Across Cultures*. Routledge.
- Hall, E. T. (1973). *The Silent Language*. Anchor.
- Elmer, D. (2002). *Cross-Cultural Connections: Stepping Out and Fitting In Around the World*. US Inter-Varsity Press.
- Thomas, D. C., & Inkson, K. C. (2017). *Cultural Intelligence: Surviving and Thriving in the Global Village*. Berrett-Koehler Publishers.
- Lewis, R. D. (2018). *When Cultures Collide: Leading Across Cultures*. Nicholas Brealey.
- Storti, C. (2021). *The Art of Crossing Cultures*. Nicholas Brealey.
- Hall, E. T. (1977). *Beyond Culture*. Anchor Books.
- Hall, E. T. (1984). *The Dance of Life: The Other Dimension of Time*. Anchor.
- Hofstede, G. (2012). *Culture's Consequences: Comparing Values, Behaviors, Institutions, and Organizations Across Nations*. GRIN Verlag.

Course Title	Type	Total Credit	Hours (Per Semester)	Theory	Internal	Total Mark
Gender and Media Sensitivity	C	5	12	70	30	100

Learning Outcomes:

- To acquaint students with the basics of Women's rights.
- To train the students for covering women-related issues in the media.
- To learn different aspects of reporting for women empowerment.
- To inculcate the skills required for Women in Journalism.
- To familiarize with famous personalities and reporting in the field.

Unit 1

- Gender concept in India
- Gender debates in India (Case studies)
- Status of Women in India & Role of Media
- Urban and Rural attitudes towards women
- Projection of women's image by the media
- Women Rights
- Gender issues in Media
- Prominent women journalists in the contemporary times
- Challenges and opportunities before women journalists in media

Unit 2

- Gender and Media Sensitivity
- Theoretical perspectives on Women studies
- Classical and Marxist theory
- Conceptual Frameworks in Gender Studies- Feminism and Indianism frame of gender

Unit 3

- Role of Media in Women development & welfare.
- Women professionals in Media
- Women & Media: Opportunities & Challenges
- National Commission for Women-structure, role, Important Women organizations
- Associations related to women journalist in media

Unit 4

- Media & Gender consciousness, Gender Sensitization.
- Media projection on Domestic Violence & Sexual Harassment – with reference of shop operas

- Image of Women in Advertisements, cinema and tv
- Issues and conflict concerns to India women and the responsibilities of media
- Anti-women narrative by opinion groups and media in the modern era

Suggested Reading

- Carter, C., Steiner, L., & Allan, S. (2019). *Journalism, gender and power*. Routledge.
- De Bruin, M., & Ross, K. (Eds.). (2004). *Gender and newsroom cultures: Identities at work*. Hampton Press (NJ).
- Segal, M. T., & Demos, V. (Eds.). (2018). *Gender and the Media: Women's Places*. Emerald Group Publishing.
- O'Brien, A. (2019). *Women, Inequality and Media Work*. Routledge.
- Andrews, M., & McNamara, S. (Eds.). (2014). *Women and the Media: Feminism and Femininity in Britain, 1900 to the Present*. Routledge.
- Manoranjan, M. (2004). *Class, Caste, Gender*. Sage, New Delhi.
- Irawati, K. (1961). *Hindu Society: An Interpretation*. Poona : Deccan College.
- Ahuja, R. (2012). *Indian Social System*. **LoveBooks**.

Course Title	Type	Total Credit	Hours (Per Semester)	Theory	Internal	Total Mark
Reporting and Editing	C	5	12	70	30	100

Learning Outcomes:

- Students would understand the significance of reporting.
- Students will be able to inculcate the news values and basics of news writing.
- Students would know the different styles of reporting for different mass media.
- Students will have an understanding of different types of reporting and reporting beats.
- Students would be familiarized with the basics of reporting, editing and recent trends in the field.

Unit - I

- News: Concept and definition, News values, sources of news, Verification validation source attribution the structure of news report
- Importance of Research References Reporting: Concept, methods and techniques of news gathering, recent trends in reporting
- Types of Reporting: Political, Economic, Crime, Science, Legislature, Court, Weather Disaster, Travelogue, Conference, Environmental, Health, Developing follow-up, News Agency Reporting

Unit – II

- Newsgathering process and flow
- Reporting staff and their personalities and responsibilities; Reporters, Correspondents, Stringers, Freelancers, Citizen Journalists
- Elements of Journalism: Truth, Objectivity, Fairness, Balance, Neutrality, Objective, Interpretive, Investigative.
- Reporting Beats, Scoops, Ground Reporting, Web Reporting

Unit – III

- Reporting and Editing for Radio
- Structuring Radio Copy, Editing Agency Copy, and Illustrating copy with sound effects.
- Interview techniques and skills for Radio
- Field reporting, reporting specialized areas, investigative reporting, voice dispatches, and writing headlines.

Unit – IV

- Reporting and Editing for Television
- Reporting and editing a news package and news bulletin
- Interview techniques and skills for television
- Dos and Don'ts of Television reporting
- Writing for Broadcast News

Practical

- Collect news and write news for Print, Television, Radio, and Digital Media.
- Prepare a News Bulletin for Radio
- Prepare a news bulletin for Television
- Prepare 10 news reports of different beats.
- Record and Edit Interviews for Radio and Television.

Suggested Readings

- Rangaswami, P. (1997). *Journalism in India*. Sterling Publishers Pvt. Ltd.
- Sharma, J. K. (2003). *Print Media and Electronic Media*. Authors Press.
- Maeseneer, P. D. (1989). *Here is the News: A Radio News Manual*. UNESCO Asian Books.
- Harrower, T. (2005). *The Newspaper Designer's Handbook*. McGraw-Hill.
- Strentz, H. (1992). *News Reporters and News Sources* Prentice Hall of India.
- Trikha, N. K. (2015). *Reporting*. Makhanlal Chaturvedi Rashtriya Patrkarita Avam Sanchar Vishwavidyalaya.
- Kumar, A. (2018). *News writing and reporting*. ,Shivalik Prakashan New Delhi.
- Dahiya, S. (2022). *Beat Reporting*, Sage Publication.
- Bill, K. (2014). *The elements of Journalism*. Three Rivers Press.
- Teresa, K. (2019). *Television News*. Routledge Publication.
- Sarkar, N.N. (2013). *Art and Production*. Oxford Publication.
- Sissons, H. (2006). *Practical Journalism: How to write news*. Sage Publication.

Course Title	Type	Total Credit	Hours (Per Semester)	Theory	Internal	Total Mark
Media Laws and Ethics	C	5	12	70	30	100

Learning Outcomes

- The students will learn about the history of media laws.
- They will learn about the different media laws.
- They will also learn about the different rules for safeguarding journalists.
- The students will learn about journalistic ethics.

Unit I

- History of Media Regulations in India; Need for media regulation; Press and Registration of Books Act; Press Council Act, 1978; Copyright Act-1957; Obscenity law; media regulators: IBF, NBA, Indian Penal Code.

Unit II

- Indian Cinematograph Act, 1952; Cable Television Regulation Act; 1995 Drugs and Magical Remedies (Objectionable Advertising) Act, 1954, Parliamentary regulation, Prasar Bharati Act.

Unit III

- Right to Freedom of Speech and Expression, Article 19(a); Official Secrets Act, 1923; RTI Act, 2006; Defamation law; The Contempt of Court Act (as amended); Intellectual Property Rights; Privacy laws; The Information Technology Act, 2000 (as amended)

Unit IV

- Press Council of India's norms of Journalistic Conduct; NBA's Code of Ethics and Broadcasting Standards; Difference between Ethical vs legal; Press and accountability in Democracy; Ethical issues in Journalism, Regulation of social media

Suggested Readings

- C.S. Rayudu & S.B. Nageswar Rao (2013). Mass Media Laws and Regulations (Himalaya Publishing House,
- DD Basu. Law of the Press, (Prentice Hall, New Delhi, 2006) Rao, M. C. The Press, National Book Trust (1974)
- Menon, P. K. Journalistic Ethics (Pointer Publishers, Jaipur, 2005) Thakurta, P.G. Media Ethics (Oxford University Press, 2009)

SEMESTER III

Semester-III Total Credits: 25								
The first semester shall consist of 25 credits with 5 core courses.								
S. No.	Course Code	Course Title	Type	Total Credit	Class Hours per Sem.	Theory (Mark)	Internal Mark	Total Mark
1	DDE JMC 010111 C 05	Advertising	C	5	12	70	30	100
2	DDE JMC 010112 C 05	Digital Media	C	5	12	70	30	100
3	DDE JMC 010113 C 05	Cinema Studies	GEC	5	12	70	30	100
4	DDE JMC 010114 C 05	Public Relations	C	5	12	70	30	100
5	DDE JMC 010115 C 05	Audio Visual Production	C	5	12	70	30	100
	Total			25	60	350	150	500

Course Title	Type	Total Credit	Hours (Per Semester)	Theory	Internal	Total Mark
Advertising	C	5	12	70	30	100

Learning Outcomes:

1. Students would understand the meaning and significance of advertising.
2. Students would be familiarized with the structure and recent trends in the advertising industry.
3. Students would be able to identify, analyze, and understand the advertising environment.
4. Students would inculcate the creative process of preparing advertising messages for various mass media.
5. Students would be familiarized with identifying, understanding, and applying for integrated brand promotion.

Unit – I

- Advertising: Concept, Meaning and Definition, Features and functions
- Types of Advertising
- Growth of Advertising- World and India
- Advertising models: AIDA, DAGMAR

Unit – II

- Principles and Appeals in Advertising
- Components of Advertisement- Ad copy, Slogans, Body, Logo, Layout and Illustrations
- Planning and Designing advertisement for different media
- Marketing Mix, Advertising Campaigns, Consumer Segmentation, Target Audiences
- Leaflets, Brochures, Pamphlets, Coffee Table Book

Unit – III

- Advertising Agency: Meaning, Structure, and functions
- Advertising Budget- Planning and Coordinating
- Media Planning- Choosing appropriate media for advertising
- Advertising as a Branding strategy
- Growth and recent trends in the advertising sector

Unit – IV

- Advertising Regulatory Mechanism
- Code and Ethics of Advertising
- Advertising regulatory bodies: ASA, ASCI
- Research and Advertising
- Major Laws related to Advertising

Suggested Readings

- Tellis, G. J. (2006). *Effective Advertising*. New Delhi, Response books.
- Blythe, J. (2000). *Marketing Communications*. New York; PHI.
- Kotler, P., & Armstrong, G. (2004). *Principles of Marketing*. New Delhi, Pearson

Education.

- Fowles, J. (1996). *Advertising and popular culture*. Sage Publications.
- Cross, M. (2001). *Advertising and Culture*. Prentice Hall..
- Chunawalla, S. A., & Sethia, K. C. (2022). *Foundations of Advertising Theory and Practice*. Delhi Himalaya Publishing House.
- Batra, R. (2000). *Advertising Management (Fifth Edition)*. Prentice Hall of India.

Course Title	Type	Total Credit	Hours (Per Semester)	Theory	Internal	Total Mark
Digital Media	C	5	12	70	30	100

Learning Outcome:

- demonstrate substantial in-depth knowledge about the meaning of digital media, information technologies and their uses in contemporary mediated societies and cultures.
- Be aware of the current research in the area of digital media, culture and society.
- Adopt an independent and critical approach to information and research in the field of digital media and society.
- Demonstrate the writing skills required in the field of digital communication.
- Gain employment opportunities in the field of digital media and communication landscape.

Unit I Digital Media

- Digital Media: Definitions and Concept;
- Characteristics of Digital media
- History and growth of digital media, Old Media V/S New Media
- Popular digital media platform in India.
- Skills required for digital journalism

Unit II New Media Technologies

- Internet and knowledge society
- Technological determinism;
- New Media Economy; Hyper-textuality;
- Digital Divide, Pros and Cons
- Convergence advantages and disadvantages
- New trends in Media technologies
- Digital Media Marketing Tools and Techniques

Unit III New Media and Digital Newsroom

- Structure and setup of digital Newsroom
- Duties and responsibilities of digital Journalists
- New Trends in Digital Journalism
- Understanding the user and UGC
- Writing an audience profile
- Writing for the Web, Principles of Digital Media Writing, Writing Digital Stories, Working with Images, Working with Video, Podcasting, Social Media and building online communities

Unit IV Ethical Issues and Digital Media

- New Media Literacy, Social Networking Sites & platforms, Netizens and Cyborgs,
- Internet addiction, Virtual World vs the Real-world
- Ethics and good practices
- Law and Regulation related to Digital Journalism
- Narrowcasting and Broadcasting Ethics of Digital-journalism,

- Cybercrime and society
- Misinformation/Disinformation, Types and Tools of Debunking
- Mobile Journalism Its advantages and disadvantages

Practical

- Write content for different social media platforms
- Blogs, Web page, Digital poster
- Manage social media profiles (like Facebook, LinkedIn)
- Microblogging

Reading list:

- Hill, S., & Lashmer, P. (2018). *Online Journalism: The essential guide*, London: Sage Publication.
- Tutan, T. L., Solmon, M. (2022). *Social Media Marketing*, Sage Publication.
- Blatt, R. S., & Yadav, A. (2022). *Media Literacy: Keys to Interpreting Media Message*. Kanishka Publication.
- Martin, L., Dovey, J., & Giddings, S. (2008). *New Media: A Critical Introduction*. Routledge.
- Walker, R. J. (2008). *Blogging*. Cambridge, UK: Polity P.
- David, B., & Kennedy, B. (2007). *The CyberCultures Reader*. New York: Routledge.

Course Title	Type	Total Credit	Hours (Per Semester)	Theory	Internal	Total Mark
Cinema Studies	GEC	4	12	70	30	100

Learning Outcomes:

- Students would be familiar with the glorious journey of cinema.
- Students would be trained in motion picture productions.
- Students will learn to operate production equipment and software for editing.
- Students would inculcate the skills required for the Cinema industry.
- Students would be aware of producing motion pictures for different formats and media.

Unit – I

- Introduction to Indian Motion Picture Industry
- Research in motion picture production
- History of Cinema, Screen Grammar
- Film Theory
- The golden period of Cinema
- Regional Cinema vs. Bollywood
- FTII, Cinema as Industry

Unit – II

- The Art of Storytelling
- Motion picture: Production and Management
- Motion Picture Censor Certification, Distribution and Exhibition
- Production of Short Film: Writing, Shooting, Editing and directing narrative
- Single screen vs. multiplex cinema
- Liberalisation and Cinema

Unit – III

- Dynamics of picture and sound
- Types of sound in film production
- Creative, technical, and business aspects of motion picture production
- Current status, challenges and opportunities in the entertainment industry, OTT platforms

Unit – IV

- Basics of Composition of static shots
- Basics of Composition of moving shots
- Recording and editing shots and soundtracks for moving picture
- Film as an Art: Perspective and Descriptive theories
- Films and Culture, Films and Society, Film and the observer

Suggested Readings

- Barnouw, E., & Krishnaswamy, S. (1986). *Indian Films*. New Delhi, Oxford.
- Rajadhyaksha, A., & Willemen, P. (Eds.). (2014). *Encyclopedia of Indian cinema*. Routledge.
- Saran, R. (2014). *History of Indian cinema*. Diamond Pocket Books Pvt Ltd.

- Ray, S. (2017). *Deep Focus: Reflection On Indian Cinema*. HarperCollins.
- Chaki, S. (2015). *A Journey Through 100 Years of Indian Cinema: A Quizbook on Indian Cinema*.

Course Title	Type	Total Credit	Hours (Per Semester)	Theory	Internal	Total Mark
Public Relations	C	5	12	70	30	100

Learning Outcomes:

- Students would understand the basics of Public Relations.
- Students would know about publicity, propaganda, advertising, Digital PR, Corporate communications etc.
- Students will learn different tools and methods of Public Relations.
- Students will inculcate the writing skills for PR writing.
- Students would be familiarized with the laws and ethics of Public Relations.

Unit – I PR Basics

- Public Relations- Concepts and Definitions; Role and function of PR; Public Relations Process; Internal vs. external publics; Tools of PR; Ethics of PR; Code of ethics by professional bodies
- Stakeholders PR: Media Relations, Internal Communications, Corporate Community Involvement,
- Strategic PR: Corporate Communication, Corporate Identity, Public Affairs and Issues Management, CSR, Crisis Communication,
- PR and allied fields; Lobbying, Publicity, propaganda and advertising; Difference and Similarities between PR and Marketing; Difference and Similarities between Corporate Communication and PR
- PR Agency and Structure
- JM Grunig's Model of Symmetrical PR, Asymmetrical PR

Unit – II PR Tools & techniques

- Print Media; Audio Visual media; Alternate media and traditional media; New media and social media
- Online Tools: Blogger relations, social media releases (SMRs), video news release (VNR), keywords and SEO, social marketing, thought leadership, participation, lifestreams, brand aggregation, conversational marketing, social media trackers and aggregators, virality, cost of ignoring, leaderboards, managing negative comments (crises trendcast, proactive and reactive approaches), community managers and customer service; Platforms (blogs, video social networks, micromedia, really simple syndication (RSS), wikis, podcasts, mashups, content aggregation services)

Unit – III Writing for PR

- Fundamentals of Writing; Writing for PR; Functions of PR writing; 7 C's of Writing
- Different writing styles in PR; Writing for different media; Writing for different publics; Writing for different PR tools
- Creative Thinking; Big Idea, In-box and Out-of-the-box thinking; Creative process: Orborn's 7 stages, Stein's 3 stages, Green's five-I model
- Crisis communication and writing for crisis management

Unit – IV

- Fundamentals of Writing; Writing for PR; Functions of PR writing; 7 C's of Writing
- Different writing styles in PR; Writing for different media; Writing for different publics; Writing for different PR tools
- Creative Thinking; Big Idea, In-box and Out-of-the-box thinking; Creative process: Orborn's 7 stages, Stein's 3 stages, Green's five-I model
- Crisis communication and writing for crisis management

Suggested Readings

- Theaker, A. (2020). *The Public Relations Handbook*. Routledge.
- Kaul, J. M. (1976). *Public Relations in India*.
- Baskin, O. W., Aronoff, C. E., & Lattimore, D. (2002). *Public Relations: The Profession and the Practice*. WCB/McGraw-Hill.
- Jethwaney, J., & Jain, S. (2006). *Advertising Management*. Oxford University Press, USA.
- Mencher, M. (1999). *Basic Media Writing*. McGraw-Hill Humanities, Social Sciences & World Languages.
- Stovall. (2007). *Writing for the Mass Media*. Pearson Education India.
- Carroll, B. (2017). *Writing and Editing for Digital Media*. Taylor & Francis.
- Grunig, J. E., & Hunt, T. (1984). *Managing Public Relations*. Wadsworth Publishing Company.
- Jethwaney, J., & Sarkar, N. N. (2012). *Public Relations Management*.
- Crable, R. E., & Vibbert, S. L. (1986). *Public Relations as Communication Management*.
- Crespi, I. (2013). *The Public Opinion Process: How the People Speak*. Routledge.
- Green, A. (2009). *Creativity in Public Relations*. Kogan Page Limited.
- Gregory, A. (2010). *Planning and Managing Public Relations Campaigns: A Strategic Approach*. Kogan Page Publishers.
- Phillips, D., & Young, P. (2009). *Online Public Relations: A Practical Guide to Developing an Online Strategy in the World of Social Media*. Kogan Page Publishers.
- Tench, R., & Yeomans, L. (2009). *Exploring Public Relations*. Pearson Education.
- Heath, R. L. (2013). *Encyclopedia of Public Relations*. SAGE Publications.

Course Title	Type	Total Credit	Hours (Per Semester)	Theory	Internal	Total Mark
Audio Visual Production	C	5	12	70	30	100

Learning Outcomes

1. Students would understand the basics of electronic media productions.
2. Students would be trained for audio-visual productions.
3. Students will learn different audio-video production equipment and software for editing.
4. Students would inculcate the skills required for AV (Audio-visual productions) industry.
5. Students would be familiarized with audio-visual productions for different formats and media.

Unit – I

- TV studio and production: structure and working
- Video Camera: Parts, working, features and effects: optical zoom, digital zoom, focal length, focus, depth of field, aperture, neutral density filter, shutter speed, white balance, image distortion, shooting frame rate, aspect ratio.
- Advanced video cameras
- Basics of audio: properties of sound, types of program sounds, the concept of sound, functions of sound, types of microphones
- Terms used in the audio recording: Fade-in, Fade-out, fade under, sweetening, phase cancellation; Audio Faders and Mixers, Audio Formats
- Editing: Introduction, Elements: Motivation, Information, Composition, Sound, Camera angle, Continuity; Transitions: Cut, Dissolve, Fade, Wipe, Editing Modes, Linear Editing, Non-Linear Editing.

Unit – II

- Role and responsibilities of personnel for video production
- Role and responsibilities of personnel for News
- Production process: Pre-Production, Production, and Post-Production

Unit – III

- Various genres of TV programmes, TV news copy
- Audio-visual documentary: Scripting, Elements of a documentary, writing a documentary proposal
- Scripting Fiction: Basic Concept, Developing plot, character development and dialogue.
- Lighting and Audio-Video Productions: Properties of Light- intensity, colour, quality, dispersion, direction factors that influence light, lighting surface, lighting objects, lighting different situations, lighting ratio

Unit – IV

- Production for Print, Advertising, and Digital Media

- Producing advertisements, Photo production and editing for print, Digital Media Production
- Do's and Don'ts of Audio-video production
- Basics of audio-video production for the web especially social media

Suggested Readings

- Zettl, H. (2003). *Television Production Handbook*. Wadsworth.
- Underwood, R. (2007). *Shooting TV News: Views from Behind the Lens*,, Focal Press, Oxford.
- Button, B. (2002).*Nonlinear Editing: Storytelling, Aesthetics and Craft*. CMP Books.
- Browne, S. E. (2002). Video Editing. Amsterdam: Focal Press.
- Seabright, E. B., & Hagen, J. V. (2007). *The Economic Regulation of Broadcasting Markets: Evolving Technology and Challenges for Policy*. Cambridge.
- Wadia, A. (2007). *Broadcast Management in India: Major Guidelines and Policy Frameworks*. New Delhi, Kanishka Publishers.
- Menon, M. (2007). *Indian Television and Video Programmes: Trends and Policies*. Kanishka Publishers, New Delhi.
- Luthra, H. R. *Indian Broadcasting, Publications Division*. New Delhi.
- Leish, R. M. *Radio Production*. Focal Press.
- Alburger, J. R. *The Art of Voice Acting*. Focal Press.

Semester IV

Semester-IV Total Credits: 25								
The first semester shall consist of 25 credits with 5 core courses.								
S. No.	Course Code	Course Title	Type	Total Credit	Class Hours per Sem.	Theory (Mark)	Internal Mark	Total Mark
1	DDE JMC 010116 C 05	Communication Research	C	5	12	70	30	100
2	DDE JMC 010117 C 05	Graphic Design	C	5	12	70	30	100
3	DDE JMC 010118 C 05	Social Media Marketing	C	5	12	70	30	100
4	DDE JMC 010119 C 05	Photo Journalism	C	5	12	70	30	100
5	DDE JMC 010120 C 05	Media Management	C	5	12	70	30	100
	Total			25	60	350	150	500

Course Code	Course Title	Type	Total Credit	Hours (Per Semester)	Theory	Internal	Total Mark
DDE JMC 010116 C 05	Communication Research	C	5	12	70	30	100

Learning Outcomes

- Enhance your understanding and appreciation of the study of communication and how knowledge is derived in the Communication discipline as a whole,
- Increase your knowledge of the principles, objectives, and limitations of different approaches to research and scholarship,
- Translate your research methods knowledge and skills into varying practical career fields.

Unit I

- Communication Research; Perspective, Meaning, types, Scope
- Social Research and Communication Research;
- Functional, Positivist, and Interpretive perspectives;
- Deductive and Inductive approaches; Theory and Method.

Unit II

- Research Design and Methodological approaches:
- Research Design; Meaning and types – Experimental, Descriptive and Exploratory;
- Quantitative and Qualitative Research and others, Mixed Method approach;
- Variables and Hypothesis – Types and Role of Communication Research.

Unit III

- Population & Universe; Sample: Sampling types and Methods;
- Data collection tools – Observation, Interview, Schedule and Questionnaires, Focus Group; Presentation of data;
- Averages, Dispersion, Correlation and Association of attributes with exercises;
- Case study and Content Analysis; Test of Hypothesis;
- Validity and Reliability.

Unit IV

- Specified Methods for Communication Research:
- Semiology and Linguistics,
- Ethnography,
- Deconstruction, Discourse analysis,
- Textual and Intertextual reading.

Reading list:

- Reinard, J. (2001). *Introduction to Communication Research*. McGraw Hill.
- Sarantakos, S. (1988). *Social Research*. Palgrave.
- Rose, G. (2007). *Visual Methodologies*. New Delhi, Sage Publications.
- Young, P. V. (1984). *Scientific Social Surveys and Research*, Prentice Hall of India Pvt. Ltd.
- Kothari, C. R. (1985). *Research Methodology, Methods and Techniques*. Calcutta, Wiley Eastern Ltd.
- Anders, H. (1988). *Mass Communication Research Methods*. London, Mc Millan.

- Watt, J. H. (1995). *Research Methods for Communication Science*. Sydney, Alliyn & Bacon.
- Churton, M. (2000). *Theory and Method*. Hampshire, Mc Millan.

Course Title	Type	Total Credit	Hours (Per Semester)	Theory	Internal	Total Mark
Graphic Design	C	5	12	70	30	100

Learning Outcomes

The learning outcomes of this paper are:

- Understand the literature of graphics and design.
- Learn about designing nuances
- Develop skills to design graphics for media platforms.

Unit I:

- Overview of Graphic Design: Definition, scope, and its significance in modern media.
- Responsibilities, ethics, and the impact of design on society.
- Core Design Principles: Balance, alignment, contrast, repetition, hierarchy, and flow.
- Design Elements: Line, shape, colour, texture, space, and form.
- Typography in Design: Role in readability, mood, and brand identity, History of Typography.
- Anatomy of Type: Understanding typefaces, fonts, and styles.

Unit II:

- Basics of Color Theory: Color wheel, colour harmony, and the psychology of colour.
- Colour in Design: Choosing palettes, colour trends, and cultural significance.
- Composition Techniques: Grid systems, the rule of thirds, the golden ratio.
- Newspaper designing, design approach, Newspaper format, Layout design, design element, Page makeup.

Unit III:

- Basics of Branding: Definition and importance.
- Developing Brand Identity: sign, Symbol, trademark, Logos, color schemes, Brand name, and brand guidelines.
- Advertising design: advertising communication, design approach, Visualisation, design execution.

Unit IV:

- Poster design, Streant of poster medium, leaflets, brochure, letterhead, business card, envelopes, promotional literature, booklets, calendar, diaries, Book design, outdoor design
- Design Ethics: Social responsibility, inclusivity, and sustainability.
- Intellectual Property: Copyrights, trademarks, and fair use in design.
- Future Outlook: Augmented reality, virtual reality, AI in design.
- Sustainable Design: Eco-friendly practices and materials.

Suggested Readings

- Art and print Production, N.N. Sarker Oxford Publication, New Delhi.
- Graphic Design Theory: Readings from the Field" edited by Helen Armstrong.
- Meggs' History of Graphic Design" by Philip B. Meggs and Alston W. Purvis.
- Thinking with Type" by Ellen Lupton.

- "The Elements of Graphic Design" by Alex W. White.
- Access to academic journals and online resources for contemporary design discussions and critiques.

Course Title	Type	Total Credit	Hours (Per Semester)	Theory	Internal	Total Mark
Social Media Marketing	C	5	12	70	30	100

Learning Outcomes

The learning outcomes of this paper are:

- The students will learn about Social media marketing.
- They will learn about the techniques of Social media marketing.
- They will also learn about the scope of Social media marketing in different areas.
- They would also learn to develop social media marketing campaigns and programs.

UNIT 1:

- Concept of Digital Marketing
- Applications of Digital Marketing
- Expanding Role of the Web in Marketing
- Participation as an Additional 'P' of Marketing
- Traditional Media vs. Social Media
- Careers in Social Media
- Applications of Social Media in Marketing
- Concept and Characteristics of Social Communities
- Characteristics of Social Networking Sites
- Customer Engagement in Social Media Marketing

UNIT 2:

- Concept and Zones of Social Publishing
- Publishing Content on Social Media
- Developing and Organizing Content for Social Media
- Social Publishing Strategies: SEO and SMO in Social Media
- Social Entertainment Zones
- Social Games, Music, TV, and Celebrities in Social Media Marketing
- Zones and Benefits of Social Commerce
- Strategies for Social Commerce

UNIT 3:

- Role of Social Media in Consumer Research
- Social Media Listening and Monitoring
- Sentiment and Content Analysis in Social Media
- Content Marketing in Social Media
- Influencer Marketing
- Blog Marketing
- Microblogging
- Mobile Marketing
- Affiliate Marketing
- Ethical Aspects of Social Media Marketing

UNIT 4:

- Real-world Case Studies of Successful Social Media Marketing Campaigns
- Practical Applications of Social Media Marketing Strategies
- Emerging Trends and Innovations in Social Media Marketing

Reading list:

- Hill, S., & Lashmer, P. (2018). *Online Journalism: The essential guide*, London: Sage Publication.
- Tutan, T. L., Solmon, M. (2022). *Social Media Marketing*, Sage Publication.
- Blatt, R. S., & Yadav, A. (2022). *Media Literacy: Keys to Interpreting Media Message*. Kanishka Publication.
- Martin, L., Dovey, J., & Giddings, S. (2008). *New Media: A Critical Introduction*. Routledge.
- Walker, R. J. (2008). *Blogging*. Cambridge, UK: Polity P.
- David, B., & Kennedy, B. (2007). *The CyberCultures Reader*. New York: Routledge.

4	Photo Journalism	C	5	12	70	30	0	10
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Learning Outcomes

The learning outcomes of this paper are:

- Understanding critically the basic concepts of photography and photojournalism
- Mapping historical significance and future of photojournalism
- Analysing major issues in the field of photojournalism
- Getting insights about impact of latest technology on photojournalism

UNIT I:

- Elements of Visual News Storytelling
- History of Photojournalism
- Organization of a Newspaper
- Structure of a Newsroom
- Role of Photojournalists in a Newsroom
- Communication within the Newsroom

UNIT II:

- Understanding Different Types of News Stories
- Coordination Among Photojournalists and Editorial Team
- Opportunities for Young Photojournalists
- Principles and Ethics of Photojournalism
- Media Laws and Intellectual Property Rights
- Emergence and Growth of Photography

UNIT III:

- Functions and Types of Cameras
- Apertures, Shutter Speeds, Focus, and Focal Lengths
- Introduction to Different Types of Lenses
- Lighting and Composition Techniques
- Need for Editing and Different Approaches
- Identifying and Correcting Mistakes in Photographs

UNIT IV:

- Advantages and Pitfalls of Crowd Sourcing
- Caption Writing and Digital Archiving
- Introduction to Photo-editing Software and Printing Requirements
- Spot News, General News, and Street Photography
- Documentary Photography and Specializations
- Photography for Specialized Publications
- Theme Selection and Project Execution
- Compilation of Photographs and Captions

Suggested Readings:

1. Kobre Kenneth, The Professionals' Approach, sixth edition, Focal Press
2. Eisman, Dugan, and Grey, Read World Digital Photography, Pearson/Prentice Hall
3. Fred Parrish, Photojournalism: An Introduction, Wadsworth Thomson
4. Fred Ritchin ,Bending the frame
5. John Berger, Ways of Seeing
6. Cutts, Martin. The plain English Guide - How to write Clearly & Communicate Better.Oxford University Press.
7. Lewis James. The Active Reporter.Vikas Publication
8. Warren Carl. Modern News Reporting.Harper and Row.
9. Mudgal, Rahul. Emerging Trends in Journalism.Sarup and Sons.
10. T.J.S. George: Editing – A Handbook for Journalists.
11. VirBala Aggarwal and V.S.Gupta, 2002 (second reprint), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi

Course Title	Type	Total Credit	Hours (Per Semester)	Theory	Internal	Total Mark
Media Management	C	5	12	70	30	100

Learning Outcomes:

- Students would understand the basics of Media management.
- Students would know different marketing aspects and models of marketing management.
- Students would learn crisis management and conflict management in Marketing Management.
- Students would inculcate the skills required for Management and Marketing field.
- Students would be familiarized with Media organizations, ownership patterns, structures and working.

Unit – I Basics of Management and Media Management

- Management: Definition, Concept, Function, Principles, and Scope
- Media Management: Concept, Features, Need, and Scope
- Media Ownership: Operations and Structure of news media companies
- Legal concerns related to media business
- New trends in Media Business and Ownership

Unit – II Basics of Marketing and Media Marketing

- Definition, Concept, features, functions, and scope of Marketing
- Media Marketing: Concept, Features, Need, and Scope
- Media and Marketing; Role of media in marketing
- Digital media marketing
- Media scheduling and budgeting; Selling and buying space and time on media
- Instruments of Media marketing measurement- TRP and audience profiles, TAM, RAM, ABC, IRS, Circulation audits, Customer surveys etc.
- Media Agency; Advertising and PR Agencies

Unit – III Media Industry and current trends

- Overview of Media Industry in India
- Media Ownership patterns in India- individual, joint, public, and private limited companies, group, trust, vertical-ownership, cross-media ownership, media conglomerates etc.
- New Media and Media operations
- Staff selection and recruitment in media organization
- Role of Managers in Media
- Media Research and Feedback
- Social Media measurement tools: Retweets, Social media metrics

Unit – IV Media & marketing

- Media products and Media markets

- Media tools for marketing
- Web media for marketing
- Latest trends in marketing; employing new media platforms

Suggested Readings

- Koontz, H., O'Donnell, C., & Weihrich, H. (1982). *Essentials of Management*. McGraw-Hill Companies.
- S, P. R. & K. (2013). *Principles and Practice of Management*. S. Chand Publishing.
- Kotler, P., & Armstrong, G. M. (2010). *Principles of Marketing*. Pearson Education India.
- Ramaswamy, V. S., & Namakumari, S. (2002). *Marketing Management (3 Edition) : Planning, Implementation And Control*.
- Rucker, F. W. (1974). *NEWSPAPER ORGANIZATION AND MANAGEMENT; BY FRANK W. RUCKER AND HERBERT LEE WILLIAMS*.
- Hollifield, C. A., Wicks, J. L., Sylvie, G., & Lowrey, W. (2015). *Media Management: A Casebook Approach*. Routledge.
- Andrijasevic, R., Gregg, M., Steinberg, M., & Chen, J. Y. (2021). *Media and Management*. U of Minnesota Press.
- Albaran, A. B., Chan-Olmsted, S. M., & Wirth, M. O. (2006). *Handbook of Media Management and Economics*. Psychology Press.
- Küng, L. (2016). *Strategic Management in the Media: Theory to Practice*. SAGE.