

Gujarat University



**Master of Mass Communication and
Journalism (MMCJ)**

**Department of Communication and
Journalism, Gujarat University**

PG SEMESTER SYLLABUS

Syllabus Booklet

June 2021

The Department

The Department of Communication and Journalism was established in 1987-88. The Department played a vital role in providing media professionals and communication experts to various fields. In the academic year 2010-11, the Department of Communication and Journalism offered a two-year integrated post-graduation level programme, Master of Mass Communication & Journalism. (Master Degree Course)

The Importance of the Course (MMCJ programme)

In the current times when information is easily accessible on fingertips, it has become crucial to ensure that authentic, credible and accurate information is communicated to the masses by the media. Dissemination of credible and authentic information relies on equally dedicated and ethical media professionals. Therefore, with the rapid growth of Mass media in the country, education and training in the media field has assumed a greater significance.

With a vision of addressing the need of education and training in the field of mass media, Department of Communication and Journalism, Gujarat University offers a masters course in Mass Communication and Journalism. With an aim to minimize the gap between education and occupation, Masters in Mass Communication and Journalism (MMCJ) course provides skill based education and training to the students to carve out the potential of a media professional in them.

The Master of Mass Communication & Journalism programme aims at developing

- Socially committed and professionally skillful media professionals.
- Media professionals trained by professionals from the industry.

The department has media competent infrastructure & facilities that include Studio, Seminar Hall, Projector Room, Computer lab and an Amphitheatre and equipments like Movie Cameras, Digital Camera, Voice Recorder, Television, DVD player, computer etc. are also available for Audio-Visual training. The department has its own library with a large collection of relevant books on media studies and subscriptions of different newspapers, magazines, journals for easy access of student.

The department regularly invites active eminent media professionals as visiting faculty to serve more practical teaching of media education to the students. Students are also sent to media institutions for training and to get exposure to the ground level reality. With educational visits at Vidhan Sabha, All India Radio Station, Doordarshan the students get the chance to understand functionality of Government media houses.

Adopting a mix of theoretical and practical teaching approaches through lectures, discussions, assignments, case studies, demonstrations, practical work, film viewing, etc, the department bridges the gap between education and employment potential .

As one of the leading media education institutes of Gujarat, the department conducts seminars and workshops of field experts on Documentary Film production, magazine production as a part of its curriculum. Students undergo a mandatory internship in Print or electronic media based on their career ambitions. The students' projects are also appreciated by sending their work to different regional and national level competitions.

Thus, the course of Masters in Mass Communication and Journalism is designed to promote an accurate understanding and training in the media field. Covering a wide range of subjects, such as concept and history of the media, reporting, feature-writing and editing, translation, photography, television-radio production, documentary making, exposure of alternative media, public relations and advertising the course provides a 360-degree exposure of media to the students. Because of such integrated approach the employment ratio of the department's students.

Eligibility:

- A Graduate or Post-Graduate of any faculty can apply for admission. There will be a written test. According to the performance in the written test student will be entitled for the admission.
- Duration of the course: Two Academic Years
- Tuition Fees: As par Gujarat university rules.
- Payment Seats: Rs.18000/- per year for payment seats. (Other fees as per Gujarat University rules)
- Medium of Instruction: Gujarati, English
- Medium of Examination: First Semester Gujarati, English, Second/Third/Fourth Semester Only English.

Necessary Instructions:

- Students who have passed their degree examination from Gujarat University will have to produce Transfer Certificate from the last college they attended. Those coming from other University shall have to produce provisional Eligibility at the time of admission followed by the Migration Certificate. Registration formality is compulsory for all students of this course before deadline.
- The attested copy of statements of marks should be attached along with application form for admission.
- Students seeking admission on the basis of Reservation should produce a latest caste certificate Issued by the Government.

- Students selected for admission will be required to fulfil all formalities and report in time on or before the dates notified by the Head of the Department.
- To appear at the final examination, the student must keep minimum attendance separately for each term as required by the relevant rules of Gujarat University. It is compulsory to get practical training and submit assignments in time.
- We are not going to give any extension for the date of assignment submission and dissertation submission.
- This course has been designed with field level study and internship; therefore, students will be required to travel and visit places according to allotted assignments.
- During internship field study and travelling, department will not be responsible for any safety and security issues. Student must bear all expenses for assignment and study related filed work.

Note: - In all semesters practical assignments will be suggested by Department head as per the requirement and available amenities at department level. Department will inform practical assignment details in the beginning of the semester. Media industry is the rapidly changing industry so that for media education we suppose to propose new practical training packages to students as per the requirements.

Department of Communication and Journalism

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Scheme of the Syllabus
Course of structure
Master of Mass Communication and Journalism (MMCJ)

Department of Communication and Journalism, Gujarat University

Sr. No.	Sem.	Course Paper No.	Course Name (Subject)	Total Hours per Week			Credits
				Lectures	Seminar/ Workshops/ Assignments etc.	Core/ Practical	
First Semester (First Year)							
1.	1	MMCJ 401	General Studies	3	2	Core	4
2.		MMCJ 402	Introduction to Communication and Media	3	2	Core	4
3.		MMCJ 403	Development of Media and Communication Industry	3	2	Core	4
4.		MMCJ 404PR	Print Production and Field Visit (Newspaper and Magazine)	1	6	Practical	4
5.		MMCJ 405PR	Media Writing (Blog/Website / Newsletter)	1	6	Practical	4
6.		MMCJ 406PR	Creative Communication 1. Photography Workshop 2. Poster Making Workshop 3. Exhibition Workshop	1	6	Practical	4
			Total	12	24	-----	24
Second Semester							
7.	2	MMCJ 407	Digital Communication	3	2	Core	4
8.		MMCJ 408	Media Law and Ethics	3	2	Core	4
9.		MMCJ 409	Radio Journalism and TV Journalism with Production	3	2	Core	4
10.		MMCJ 410PR	Radio and Television Workshop with Production	1	6	Practical	4

11.		MMCJ 411PR	Digital Learning through SWAYAM course	1	6	Practical	4
12.		MMCJ 412PR	Alternative Media 1. Puppet workshop 2. Bhavai Workshop 3. Theatre Workshop	1	6	Practical	4
			Total	12	24	-----	24

Third Semester (Second Year)

Sr. No.	Sem.	Course Paper No.	Course Name (Subject)	Total Hours per Week			Credits
				Lectures	Seminar/ Workshops/ Assignments etc.	Core/ Practical	
1.	3	MMCJ 501	Communication for Development	3	2	Core	4
2.		MMCJ 502	Media Research	3	2	Core	4
3.		MMCJ 503	Study on the Greats	3	2	Core	4
4.		MMCJ 504PR	(Elective 1) EA Entertainment-I (Elective 2) EB Reporting and Editing-I (Elective 3) EC PR and Advertisement-I	1	6	Practical	4
5.		MMCJ 505PR	Documentary Film Making and Development Project Report	1	6	Practical	4
6.		MMCJ 506PR	Dissertation / Media and Communication Study	1	6	Practical	4
			Total	12	24	-----	24

Fourth Semester

7.	4	MMCJ 507	SDG Goals & Media Studies	3	2	Theory	4
8.		MMCJ 508	Media Planning & Management	3	2	Theory	4
9.		MMCJ 509	ICT for Media Professionals	1	6	Practical	4

10.	MMCJ 510PR	(Elective 1)EA Entertainment-II (Elective 2) EB Advance Journalism-II (Elective 3) EC PR and Advertisement-II (5 Case studies on any chosen elective)	1	6	Practical	4
11.	MMCJ 511PR	(PR) Media Research Project (MRP) -1 (Internship- Practical as per Specialization) (Level 1)	1	6	Practical	4
12.	MMCJ 512PR	(PR) Media Research Project (MRP)-2 (Practical as per Specialization) (Level 2)	1	6	Practical	4
		Total	10	28	-----	24

FIRST SEMESTER

(Course 1 to 6)

MCJ 401 General Studies

MCJ 402 Introductions to Communication and Media

MCJ 403 Developments of Media and Communication Industry

MCJ 404PR Print Production and Field Visit (Newspaper and Magazine) (Practical)

MCJ 405PR Media Writing (Blog/Website/Newsletter) (Practical)

MCJ 406PR Creative Communication (Photography Workshop, Poster Making Workshop, Exhibition Workshop) (Practical)

SECOND SEMESTER

(Course 1 to 6)

MCJ 407 Digital Communication

MCJ 408 Media Laws and Ethics

MCJ 409 Radio Journalism and TV Journalism with Production

MCJ 410PR Radio and Television Workshop with Production (Practical)

MCJ 411PR Digital Learning through Swayam Course (Practical)

MCJ 412PR Alternative Media (Puppet Workshop, Bhavai Workshop, Theater Workshop) (Practical)

THIRD SEMESTER

(Course 1 to 6)

MMCJ 501 Communications for Development

MMCJ 502 Media Research

MMCJ 503 EA Specialization in Entertainment-I OR

EB Specialization in Reporting and Editing-I OR

EC Specialization in PR and Advertisement-I

MMCJ 504PR Documentary Film Making and Development Project Report (Practical)

MMCJ 505PR Study on the Greats (Practical)

MMCJ 506PR Dissertation / Media and Communication Study (Practical)

FOURTH SEMESTER

(Course 1 to 6)

MMCJ 507 SDG Goals & Media Studies

MMCJ 508 Media Planning & Management

MMCJ 509 EA Specialization in Entertainment-II OR

EB Specialization in Advance Journalism-II OR

EC Specialization in PR and Advertisement-III

MMCJ 510 PR ICT for Media Professionals (Practical)

MMCJ 511PR Media Research Project Internship (MRP)-1 (Level 1)- (Practical as per Specialization)

MMCJ 512PR Media Research Project - Project Submission - (MRP)-2 (Level 2)- (Practical as per Specialization)

- All Courses are compulsory. Each course for Four credits. Total Credits 24.
- Five units in each paper. Teaching hours 10 (ten) per unit (interactive teaching hours + Practical Teaching hours) is 90 percent.
- Our Alumina students are actively working in almost every leading media house as well as at high positions in government as well as in the private sector. Therefore, it can be evidently stated that a student completing the holistic media course of MMCJ is open for a wide range of job opportunities in the media world.

Scheme of the Syllabus

Course of structure

Master of Mass Communication and Journalism

FIRST SEMESTER

Sr. No.	Course No.	Types	Name of the Paper	Total hours		Credits
				Teaching	Other	
1.	MMCJ 401	Core	General Studies	3	2	4
2.	MMCJ 402	Core	Introduction to Communication and Media	3	2	4
3.	MMCJ 403	Core	Development of Media and Communication Industry	3	2	4
4.	MMCJ 404PR	Practical	Print Production and Field Visit (Newspaper and Magazine)	1	6	4
5.	MMCJ 405PR	Practical	Media Writing (Blog/Website / Newsletter)	1	6	4
6.	MMCJ 406PR	Practical	Creative Communication I. Photography Workshop II. Poster Making Workshop III. Exhibition Workshop.	1	6	4
	Total	-----		12	24	24

Four (4) credits for each course Total credit 4 X 6 = 24 Credits

- MMCJ 404PR for practical work Production of Newspapers and Magazines + Practical Training Report. As a Part of Practical Work, students have to produce two newspapers, two magazines and a practical training report +field visit report.
- MMCJ 405PR In this paper, the students will have to take up any one writing medium from the Blog/ Website or Newsletter and maintain it for a certain period of 15 days to one month with an experience report out of it and produce it at the time of assessment as a practical exam.
- MMCJ 406PR During this paper, the students will have to participate and perform during the workshop for all three workshops till the time of assessment for the same.

Note: - In all semesters practical assignments will be suggested by the Department head as per the requirement and available amenities at department level. Department will inform practical assignment details at the beginning of the semester. Media industry is a rapidly changing industry, therefore, for media education we propose new practical training packages to students as per the requirements.

FIRST SEMESTER

MMCJ 401) General Studies

OBJECTIVES:

- To acquaint students with the concept of Indian Constitution and Indian Parliamentary system with proceeding.
- To enable the students with Indian Culture and Economy with the exposure of World Economy.
- To acquaint students with National and International Current Affairs.

UNIT ONE: INDIAN CONSTITUTION: BASIC CHARACTERISTICS

- 1.1 Objective and ideals of Indian constitution, parliamentary system.
- 1.2 Fundamental rights and directive principles of state.
- 1.3 Federal and unitary nature, center-state relationship, civil services.
- 1.4 Election, emergency powers, amendments to constitution.

UNIT TWO: POLITICAL SYSTEM AND PARLIAMENTARY PROCEEDING

- 2.1 Introduction to various political systems in the world.
- 2.2 Parliamentary and legislative procedure in India.
- 2.3 Role of parliament members and Indian bureaucratic system.
- 2.4 Indian judicial system and various democratic institutions in the Indian constitution.

UNIT THREE: UNIT THREE: INDIAN CULTURE AND SOCIETY

- 3.1 Basic elements of Indian culture.
- 3.2 Society and religion in India.
- 3.3 Dynamics of society and various social systems.
- 3.4 Various social issues and problems in India & Gujarat.

UNIT FOUR: INTRODUCTION TO WORLD AND INDIAN ECONOMY

- 4.1 Nature of the Indian economy.
- 4.2 Essential economic terms and various economic issues in India.
- 4.3 Issues and problems of Indian agro-economy.
- 4.4 Economical profile of India & economic policy of India.

UNIT FIVE: CURRENT AFFAIRS

- 5.1 Current national and international events
- 5.2 Indian foreign policy
- 5.3 United nations and SAARC
- 5.4 Introduction to international politics.

REFERENCES:

1. Class, Caste, Gender – by Manoranjan Mohanty, (Sage Publication)
2. Social Problems in India – by Ram Ahuja
3. Social Inequality in India (2nd ed.) KL Sharma
4. Central Problems of Economics (The): Economics Redefined/Amitava Mukherjee
5. Indian Economy: Vision Reality, Challenges- Uma Narula
6. The Political Economy of the State in India - Ashutoshkumar
7. A cognitive Psychology of Mass Communication, Routledge
8. Leading Issues in Indian Economy, Ed. Manoranjan Sharma
9. Administrative System in India: Vedic Age to 1947, 1998, pp.250 – U. B. Singh (APH Publishing Corporation)
10. The Challenges of Governance in India Democracy, 2008, pp. 195 – G. R. Reddy (APH Publishing Corporation)
11. India after Gandhi-HB by Ramchandra Guha (Pan Macmillan)

FIRST SEMESTER

MMCJ 402) Introduction to Communication and Media

OBJECTIVES:

- To acquaint students with the concept and process of communication and to enable them to appreciate the potential and limitations of various communication process.
- To acquaint students with various types of media.

UNIT ONE: NATURE AND CHARACTERISTICS OF COMMUNICATION

- 1.1 Definition of communication, nature, scope and process.
- 1.2 Human needs of communication & functions of communication.
- 1.3 Types of communication – intrapersonal, interpersonal, group and mass communication.
- 1.4 Process of mass communication. Concept of 'Mass'. Concept of target audience, Types of audience.

UNIT TWO: PROCESS OF COMMUNICATION

- 2.1 Elements in the process of communication.
- 2.2 Communication flows: step -one, step -two, multi – steps.
- 2.3 Barriers in communication.
- 2.4 Verbal and non-verbal communication. Feedback and communication.

UNIT THREE: COMMUNICATION MODELS & Theories

- 3.1 Introduction to Models of communication. Linear, Interactional, and Transactional models of Communication, Lass well and Osgood and Schramm models of Communication
- 3.2 Applications of Communication Models in present media case studies
- 3.3 Introduction to Communication Theories: Consistency theory, bullet theory, Individual differences theory
- 3.4 Normative & Psychological theories of media

UNIT FOUR: PSYCHOLOGICAL ASPECTS OF COMMUNICATION

- 4.1 Media Psychology and Psychological Perspective of Communication.
- 4.2 Media Psychology and Strategies of Psychological Perspective.
- 4.3 Discussion of Case Studies. Persuasion Studies, Children and Television etc. Usage of Psychological Aspects in Media related Research
- 4.4 Social Psychology. Various issues and problems in India & Gujarat.

UNIT FIVE: AUDIENCE ANALYSIS

- 5.1 Objectives, Types, Importance and Significance of Audience Analysis, Factors affecting Audience Analysis
- 5.2 Categories of Audiences and Different of Audience Analysis, Three-Levels of Audience Analysis
- 5.3 Identifying Primary and Secondary Audiences, Analysing your Audiences, Audience Adaptation
- 5.4 Various Approaches to Audience Analysis, Direct Observation, Inference, Data Sampling, Basic Questionnaire, Likert-type Testing

REFERENCES:

1. Mass communication Theory- McQuail, Dennis (4th edition, sage.2000).
2. Essentials of mass communication- Berger, Asa Arthur (Sage 2000)
3. Introduction to Mass Communication – by Emery E. Ault P.H., Agree W.K. (Dodd, Mead and Co., Inc. New York)
4. Mass Communication in India – Keval J. Kumar (Jaico publishing co. 2003)

5. Mass Media and National Development – by Wilber Schramm (University of Illinois Press, Urbana)
6. International Encyclopedia of communication (Vol 1-4) Oxford
7. Human Communication Principles and contexts – by Tubbs/Moss (ninth edition)
8. Norms of Journalistic Conduct- edition 2005(Press Council of India)
9. Human Communication-Pearson J.C. Nelson P.E., S & Harter -2001- Tata McGraw Hill
10. Audience Analysis. Thousand Oaks,- McQuail, Dennis (1997), Sage Publications

FIRST SEMESTER

MMCJ 403) Development of Media and Communication Industry

OBJECTIVES:

- To educate students about the role of newspapers in the Indian freedom struggle.
- To acquaint students with historical growth, development and trends of different media.
- This course aims to provide knowledge about Government and Non-government Organizations in various media industries.

UNIT ONE: CHARACTERISTIC OF PRE-INDEPENDENCE PRESS

- 1.1 Origins of Newspapers in India: Bengal Gadget, Mumbai Samachar.
- 1.2 Role of the language press in the freedom movement.
- 1.3 Gandhian journalism: Gandhi as a journalist & Gandhi as a communicator.
- 1.4 Important Newspapers, eminent journalists during the freedom movement in India.

UNIT TWO: CHARACTERISTICS OF POST INDEPENDENCE INDIAN PRESS

- 2.1 Press after Independence: growth and development.
- 2.2 Origin of Indian newspaper agencies and their role.
- 2.3 Indian journalism during the emergency.
- 2.4 Features of highly circulated newspapers in English and Indian languages.

UNIT THREE: DEVELOPMENT OF RADIO, TELEVISION AND FILM INDUSTRY IN INDIA

- 3.1 Brief history of Radio and Television in India & Current scenario.
- 3.2 Journey of World Cinema, Indian Cinema and Regional Cinema
- 3.3 Various Film Theories
- 3.4 Famous Film Directors and their Filmmaking styles.

UNIT FOUR: DEVELOPMENT OF NEW AGE MEDIA

- 4.1 Defining Social Relations & understanding of New Media. Globalization & New media as a tool for Social Change
- 4.2 Understanding Social Media, Social Information Processing, Social Web
- 4.3 Sociology of Internet, Online Communities and Web applications, User-generated Content & Role of Web 2.0.
- 4.4 Focus on Blogs, Microblogs & Wiki. Comparison of Microblogging services, Open Microblogging.

UNIT FIVE: DEVELOPMENT OF ADVERTISING AND PUBLIC RELATIONS

- 5.1 Brief history of World Advertising and Advertising Jargons
- 5.2 Indian Advertising, ASCI, Current scenario in Advertising field
- 5.3 Brief history of Public Relations
- 5.4 Indian PR Organizations and Current trends in PR.

REFERENCES:

1. Mass communication Theory- McQuail, Dennis (4th edition, sage.2000).
2. Essentials of mass communication- Berger, Asa Arthur (Sage 2000)

3. Introduction to Mass Communication – by Emery E. Ault P.H., Agree W.K. (Dodd, Mead and Co., Inc. New York)
4. Mass Communication in India – Keval J. Kumar (Jaico publishing co. 2003)
5. Mass Media and National Development – by Wilber Schramm (University of Illinois Press, Urbana)
6. International Encyclopedia of communication (Vol 1-4) Oxford
7. Human Communication Principles and contexts – by Tubbs/Moss (ninth edition)
8. Norms of Journalistic Conduct- edition 2005(Press Council of India)
9. Indian Media Business- Vanita Kohli Khandekar- Sage India

FIRST SEMESTER

MMCJ 404) Print Production and Field Visit (Newspaper and Magazine)

OBJECTIVES:

- To prepare students for the media skill for newspaper production.
- To impart the practical training to the student.

- 4.1 Individual production of one newspaper. (Minimum of tabloid size)
- 4.2 Individual production of a magazine.
- 4.3 Practical training report (with media industry) oral / written.
- 4.4 General field visit report five places and Interview skills.

(Submission of two journalistic, in-depth, written interviews of any two eminent personalities)

Note: MMCJ 404PR for practical work Production of Newspapers and Magazines + Practical Training Report. As a Part of Practical Work, students have to produce two newspapers, two magazines and a practical training report +field visit report.

FIRST SEMESTER

MMCJ 405) Media Writing (Blog/Website / Newsletter)

OBJECTIVES:

- To make students understand basic Gujarati-English grammar and sentence structure so that they can translate text from English to Gujarati and the other way round in correct and effective manner.
- To make students learn the proper language of proper expression for effective communication.

Note: MMCJ 405PR In this paper, the students will have to take up anyone writing medium from the Blog/ Website or Newsletter and maintain it for certain period of 15 days to one month with an experience report out of it and produce it at the time of assessment as a practical exam.

FIRST SEMESTER

MMCJ 406) Creative Communication

OBJECTIVES

- Apart from mainstream media life, newspaper and radio students should get the exposure of alternative media like poster making, slogan making, photography etc.
- Alternative media like poster making, slogan making, photography etc.
- Give skill-based orientation of traditional media in India.

- Give knowledge on photography and photojournalism.

I. Photography Workshop

- 1.1 History of photography and photojournalism
- 1.2 Definition, nature, scope and functions of photojournalism- qualification and responsibilities of photojournalists, news photographers and news value, types and sources. Selections, criteria for news photographs – channels of news pictures – viz., wire, satellite, agency, storage, picture library, freelancer, photo editing, caption writing, photo- presentation.
- 1.3 Legal and ethical aspects of photography – professional organizations – camera- Components and types of camera, types of lens, types of films, types of filters- Importance of light and equipment – camera accessories- picture appreciation.
- 1.4 Digital camera – digital technology and its future- new media technology and Photography, mobile phone, and photography.

II. Poster Making Workshop

- 2.1 Poster as a medium of communication. Poster making for various purposes like Commercial purpose, educational purpose etc Size, lay-out and
- 2.2 productions of poster making and use of new technology for poster Production.
- 2.3 Study of popular and effective posters prepared by communication experts with Innovations in poster making and wallpapers, hoardings as a medium of communication, hoardings at various public places.
- 2.4 Wall painting as a medium of communication (including slogans on the walls, sticker and Photographs) on the wall.

III. Exhibition Workshop

- 3.1 Exhibition and types of exhibitions. Concept and theme of exhibition. Exhibition and public education. Exhibition for commercial purpose.
- 3.2 Display of exhibitions at different places like historical places, museums etc.
- 3.3 Study of effective and creative exhibitions prepared by government, advt. agencies or any other agencies.
- 3.4 Communication for event management.

Note: MMCJ 406PR During this paper, the students will have to participate and perform during the workshop for all three workshops till the time of assessment for the same.

SECOND SEMESTER

MMCJ 407 Media Law and Ethics

MMCJ 408 Digital Communication

MMCJ 409 Radio Journalism and TV Journalism with Production

MMCJ 410PR Radio and Television Workshop with Production

MMCJ 411PR Digital Learning through SWAYAM course

MMCJ 412PR Alternative Media

- I. Puppet workshop
- II. Bhavai Workshop
- III. Theatre Workshop

SECOND SEMESTER

Sr. No.	Course No.	Types	Name of the Paper	Total hours		Credits
				Teaching	Other	
1.	MMCJ 407	Core	Media Law and Ethics	3	2	4
2.	MMCJ 408	Core	Digital Communication	3	2	4
3.	MMCJ 409	Core	Radio Journalism and TV Journalism with Production	3	2	4
4.	MMCJ 410PR	Practical	Radio and Television Workshop with Production	1	6	4
5.	MMCJ 411PR	Practical	Digital Learning through SWAYAM course	1	6	4
6.	MMCJ 412PR	Practical	Alternative Media I. Puppet workshop II. Bhavai Workshop III. Theatre Workshop	1	6	4
	Total	-----		12	24	24

SECOND SEMESTER

MMCJ 407 Media Law and Ethics

OBJECTIVES:

- To enable students to develop a conceptual understanding about Media laws, their roles and workings in the Indian context
- To enable students to distinguish between media codes, conduct, self-regulation, and professional ethics
- To prepare students for lawful and ethical media practice along with an understanding of social responsibility of journalistic practice.
- To provide students with an overview of recent changes and future challenges in media regulation.

UNIT ONE: LAW, STATE & MEDIA

- 1.1 Constitutional basis for freedom of the press (Article 19(1)(a) and Article 19(1)(2) Legal rights and social responsibilities of journalists, Working Journalists Act, Parliamentary Privileges and Contempt of Court
- 1.2 Official Secrets Act and Sedition laws, Freedom of expression and defamation; Libel and Slander, Media coverage of violence; inflammatory writing; incitement to violence; hate speech and sedition
- 1.3 Right to Privacy in Media Law; Article 21; surveillance issues, Intellectual Property Rights (IPR). Indian Copyright Act (1957)
- 1.4 Indecent representation of Women (Prohibition) Act, 1986 and rules 1987, Section 293 of IPC - publication or transmission of porn, Right to Information (RTI)

UNIT TWO: REGULATORY BODIES & REGULATIONS IN INDIAN MASS MEDIA

- 2.1 Self-Regulation, Press Council of India, Central Board of Film Certification, Prasar Bharti
- 2.2. Cable TV Network (Regulation) Act, Broadcast bill and NBA guidelines
- 2.3 News Broadcasting Standards Authority, Apex bodies in Advertising (AAAI & ASCI)
- 2.4 Advertising Code, Apex bodies in PR (PRSI & PSPF)

UNIT THREE: PROFESSIONAL ETHICS

- 3.1 Journalistic impartiality, fairness, balance, truthfulness and accuracy, Public Interest and media accountability, Taste and decency in reporting
- 3.2 Media transparency; facts and opinion, Issues of news manipulation and editorial slant/editorialization
- 3.3. Ethical live reporting, Ethics of reportage of victims of gender violence and abuse, Ethical and legal issues in sting operations, wire-tapping and leaks, Ethics of undercover journalism, Ethics of entertainment media; depiction of violence and sex; product placements
- 3.4 Stereotypes in advertising, Ethical issues in social media (Sec 66 A of IT Act and verdict of the supreme court)

UNIT IV: LAWS RELATED WITH AUDIO-VISUAL COMMUNICATION AND FILM CENSORSHIP

- 4.1 Cinematography Act, 1952, The IT Act, 2000, Amendment of IT Act, 2008
- 4.2 Film censorship and Censor board and Various Broadcasting Certification
- 4.3 Department of Electronics and Information Technology; Cyber Regulations, Appellate Tribunal, Telecom Regulatory Authority of India (TRAI) and other institutions
- 4.4 Issues and Problems related Digital piracy, Regulation, OTT self-regulations

UNIT V ETHICAL DEBATES AND CASE STUDIES IN MASS COMMUNICATION

- 5.1 The morality and social responsibility debate on media content, Obscenity and violence in media content, Sensationalism in news; yellow journalism, Cultural sensitivities, and social taboos.
- 5.2 Commercial pressures on media reportage and news bias, Political and legal pressures on media freedom, Paid news
- 5.3 News media reportage on disadvantaged and marginalized social groups, Representation of women and children, Media attack on civil liberties of individuals and social activists.
- 5.4 News propaganda & advocacy, Fake news and 'post-truth', Online hate speech and relevant case studies.

REFERENCES:

1. Thakurta, Paranjyog Guha, Media Ethics, Oxford University Press, 2009
2. Barrie McDonald and Michel Petheran, Media Ethics, Mansell, 1998
3. Development of Media and Media Law – Mittika Singal Bhushan, Aadi Publications, 2014
4. Media Law and Ethics – M. Neelamalar, Prentice Hall India Learning Private Limited, 2009
5. Press Laws and Ethics of Journalism - P.K. Ravindranath, Authors Press, 2004
6. Journalism Ethics: Arguments and cases for the twenty-first century - Roger Patching and Martin Hirst, Routledge, 2013
7. Journalism Ethics and Regulation (Longman Practical Journalism) - Chris Frost, Third Edition, Longman, 2011
8. Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press, 2011
9. Vikram Raghavan, Communication Law in India, Lexis Nexis Publication, 2007
10. Iyer Venkat, Mass Media Laws and Regulations in India-Published by AMIC, 2000
11. William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity
12. Raminder Kaur, William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction.

SECOND SEMESTER

MMCJ 408 Digital Communication

OBJECTIVES:

- The objective of the course is to acquaint students with Digital Technologies. Here the students will learn about the Multi-media, Cyber Communication, Telecommunication.
- To learn and understand about Satellite Communication and Information Technology.
- To learn and understand the basic principles of Telecommunication switching, traffic and networks, GSM and CDMA system, mobile management, voice signal processing and coding in GSM AND CDMA system.

UNIT ONE: MULTI-MEDIA AND CYBER COMMUNICATION

- 1.1 Definition and elements of multimedia: Multimedia in mass communication.
- 1.2 Use of multimedia gadgets like scanners, digital cameras etc.
- 1.3 Laws and ethics of cyber communication.
- 1.4 Web as a medium of communication for different media. Blog journalism.

UNIT TWO: SATELLITE COMMUNICATIONS AND TELECOMMUNICATIONS

- 2.1 Development of Digital Technology & Historical overview
- 2.2 Study of various digital networks & their operational system
- 2.3 Media conversion techniques for various purposes.
- 2.4 Digital media economy

UNIT THREE: MOBILE COMMUNICATION

- 3.1 Introduction to Telecommunications and Mobile Technology.
- 3.2 Use of Smartphone in Social & Behavioural communication
- 3.3 Participatory communication through mobile: Selected case studies
- 3.4 Use of Mobile technology during disaster management

UNIT FOUR: USE OF IT FOR INFORMATION MANAGEMENT IN VIRTUAL COMMUNICATION

- 4.1 Introduction to Information Technology for Information and Data Management.
- 4.2 Evolution and Importance of Communication technologies for Virtual Age
- 4.3 Introduction to Virtual Communication and Virtual teams, Influence, Power and Questioning Strategies in Virtual Collaboration
- 4.4 Speaking and Presenting in Virtual Context

UNIT FIVE: VIRTUAL COMMUNITIES ON VARIOUS SOCIAL NETWORKS

- 5.1 Social Networks and Social Networking Services. Geosocial Networking & Universe Understanding of Social Network Services.
- 5.2 Virtual Communities on Various Social Media Platforms, Facebook, Skype, Twitter, LinkedIn and other social networks.
- 5.3 Privacy concerns on social networks & its uses in Crime Investigation. Cyberstalking, Social Media and issues of Death-Suicide. Cyber Bullying and related laws.
- 5.4 Social Bookmarking and Social Media Marketing & related issues. Social Media Marketing, Tagging and SEO, Social Media Analytics.

REFERENCES:

1. Understanding News Media- Arul Aram and Nirmaldasan (Vijay Nickol, Chennai 2006)
2. Using Information Technology: A Practical Introduction to computer and Communication – Hutchison, Sawyer (Tata McGraw-Hill 1999)
3. Understanding News Media- Arul Aram and Nirmaldasan (Vijay Nickol, Chennai 2006)
4. Net, Media and the Mass Communication– Jagdish Chakravarthy (Authorspress 2004)
5. Mass Media and Information Revolution – Gopal Bhargava (Isha Books Delhi)
6. J. E. Flood, “Telecommunications Switching, Traffic and Networks”, Pearson Education

7. Krzysztof Wesolowski, "Mobile Communication System", Wiley Students Edition
8. Mobile Satellite Communication; Principles and Trends- Manu Richaria (Addison Wesley Pub Co. 2001)
9. Theodore S Rappaport, "Wireless Communication Principles and Principles
10. New Media Techniques and Trends – Ashwin Razdan (Vitasta Publishing Pvt. Ltd.)
11. Social media and Networking- Concepts, Trends and Dimensions- Prashant K. Mathur, Kanishka Publishers, New Delhi

SECOND SEMESTER

MMCJ 409 Radio Journalism and TV Journalism with Production

OBJECTIVES:

- To learn the basic skill for radio production and to study the practical issues of radio programme production.
- To equip students with basic understanding of the field of television production.
- To introduce students to the fundamentals of radio technology as well as television technology.

UNIT ONE: RADIO BROADCAST FORMATS

- 1.1 Radio as a verbal medium: strength and weakness; radio and public service Broadcasting.
- 1.2 Composition of programmes; news, music, and spoken words. Radio magazine, Interview, Talk Show, News & Discussion, Feature, Documentary, Radio Drama, Radio News, News Capsule, live Transmission
- 1.3 Radio for social change and development. Alternative radios: community radio, participatory radio. Public Service Advertisements, Jingles
- 1.4 Radio broadcasting as entertainment, FM radio and commercial radio, web radio.

UNIT TWO: RADIO PRODUCTION TECHNIQUES

- 2.1 Working of a Studio and Control Room; Studio: Types and functions, Scriptwriting; Script reading,
- 2.2 Equipments, Microphones, Acoustics, Input and output chain; Studio console: recording and mixing, Silence and Sink sound
- 2.3 Personnel in Production process – Role and Responsibilities
- 2.4 Presentation on Radio, Role of RJ in entertainment programme, qualities and requirements in RJ in Entertainment Programme for Radio.

UNIT THREE: STAGES OF RADIO PRODUCTION

- 3.1 Programme planning; roles of listener's responses in programme planning; audience research and feedback in programme planning; fixed- point-chart schedule of programme and its importance. Pre-Production – (Idea, research, Radio script)
- 3.2 Production–Creative use of Sound & Recording
- 3.3 Use of archived sounds, (execution, requisite, challenges)
- 3.4 Editing; Creative use of Sound Editing

UNIT FOUR: BASICS OF TV PRODUCTION

- 4.1 What is Pre-production, production, post-production
- 4.2 Different types of cameras; Broadcast control; Audio and video switchers
- 4.3 Video transmission and production servers, Sound Effects and Visual Effects, Aspect Ratio and Subtitling
- 4.4 Documentary, News and other Production formats. Important persons in News Industry, News Presenters, News Anchors, News Editors and other important Roles and Responsibilities of TV Team.

UNIT FIVE: UNDERSTANDING LIGHTS, SHADOWS, VIDEO EDITING IN TV PRODUCTION

- 5.1 Natural light and Artificial Light, The Nature of Light- Direct Light, Soft light, Hard light, Directional Light, Brightness, Contrast, Mid tones,
- 5.2 Three Point Lighting, Technique and Metering for Light, Highlights, Shadow and Silhouettes, Filters
- 5.3 Lighting equipment (Soft boxes, umbrellas, fresnels, Skimmers, reflectors etc.)
- 5.4 Video Editing - Linear and Non-Linear, Multi-Viewers and Display, Editing Softwares: InShots, LightWorks, AudioMix, PicsArt, FirstCutPro, Audition, Adobe Premiere Pro and Final Production.

REFERENCES:

1. Aspinall, R. (1971) Radio Production, Paris: UNESCO.
2. Flemming, C. (2002) The Radio Handbook, London: Routledge.
3. Keith, M. (1990) Radio Production, Art & Science, London: Focal Press.
4. McLeish, R. (1988) Techniques of Radio Production, London: Focal Press.
5. Nisbett, A. (1994) Using Microphones, London: Focal Press.
6. Reese, D.E. & Gross, L.S. (1977) television Production Work, London: Focal Press
7. Robert B Musburger and Gorham Kindem, Introduction to Media Production, (Elsevier: Focal Press Focal Press)
8. Herbert Zwettl, Television Production Handbook, (Delhi: Akash Press, 2007)
9. Writing for Television, Radio, and new media, Robert L. Hillard, Wadsworth Cengage Learning, 2011
10. Speaking in subtitles, Tessa Dwyer, Edinburgh University Press
11. Broadcast News: Writing, Reporting and Producing, Ted White and Frank Bernas, Focal Press, 2017

SECOND SEMESTER

MMCJ 410 Radio and Television Workshop with Production

OBJECTIVES:

- To learn the basic skill for Radio and Television production and to study the practical issues of radio programme production.
- To equip students with basic understanding of the field of Radio and Television production.
- To introduce students to the fundamentals of Radio as well as Television technology.

- 4.1 20 minutes entertainment programme production for radio.
- 4.2 20 minutes radio news programme production.
- 4.3 15 minutes news production programme for television production.
- 4.4 20 minutes television interview of any eminent personality and 15 minutes radio interview of any eminent personality.

Note: For this practical work student should hire the video camera from the market. The department can not provide video camera and sound recorder for this practical paper student must bear all expenditure.

SECOND SEMESTER

MMCJ 411PR Digital Learning through SWAYAM course

OBJECTIVES:

- The objective of the course is to acquaint students with new and current media courses from Swayam Platform through CEC-UGC.
- It will be more focused based through Online learning with Digital Learning through Swayam Course. it would be a self-study course suggested by the faculties to impart the information at National-International level.

SECOND SEMESTER

MMCJ 412 Alternative Media

OBJECTIVES:

- To develop communication skill for various media like, Puppet and Bhavai.
- To have exposure with the expressive media like Theatre.

I Puppetry Workshop

- 1.1 Puppetry is a medium for Development Communication. Role of puppet shows for public awareness.
- 1.2 Inception of Puppetry and various types of Puppetry in India.
- 1.3 Different types of puppets with its popularity and performances.
- 1.4 Understanding of Puppet making process.

II. Bhavai Workshop

- 2.1 Origin and meaning of the concept of 'folk media' characteristics of folk media relevance of folk media in modern society.
- 2.2 Bhavai as a medium of communication. Concept, performance and research on this folk art.
- 2.3 History and present scenario of Bhavai in Gujarat.
- 2.4 Role of government agencies like song and drama division, information and publicity department.

III Theater Workshop

- 3.1 The beginning of Theater, various types of Theatres, History of Greek, Roman and Ancient Indian Theatres.
- 3.2 Performing Arts Concepts and practice, Theatre: Characteristics of Performing Arts
- 3.3 Elements of Theatre, Sets, Lights, Costumes, Properties, Make up,
- 3.4 Actors Body: Preparation, Actor's Voice, Speech and Diction, Music, Acting Workshop, Presentation of Prose Speech and Poetry and Final Performance

THIRD SEMESTER

(Course 1 to 6)

MMCJ 501 Communication for Development

MMCJ 502 Media Research

MMCJ 503 EA Specialization in Media and Entertainment-I OR

EB Specialization in Advance Journalism-I OR

EC Specialization in PR and Advertisement-I

MMCJ 504PR Documentary Film Making and Development Project Report (Practical)

MMCJ 505PR Study on the Greats (Practical)

MMCJ 506PR Dissertation / Media and Communication Study (Practical)

THIRD SEMESTER

Sr. No.	Course No.	Types	Name of the Paper	Total hours		Credits
				Teaching	Other	
1.	MMCJ 501	Core	Communication for Development	3	2	4
2.	MMCJ 502	Core	Media Research	3	2	4
3.	MMCJ 503	Core	(Elective 1) EA Media and Entertainment- I (Elective 2) EB Reporting and Editing - I (Elective 3) EC PR and Advertisement- I	3	2	4
4.	MMCJ 504PR	Practical	Documentary Film Making and Development Project Report	1	6	4
5.	MMCJ 505PR	Practical	Study on the Greats	1	6	4
6.	MMCJ 506PR	Practical	Dissertation / Media and Communication Study	1	6	4
	Total	-----	-----	12	24	24

THIRD SEMESTER

MMCJ 501: COMMUNICATION FOR DEVELOPMENT

OBJECTIVES:

- To make students aware and sensitive about basic development issues such as poverty and employment disparity etc.
- To help students understand the different concepts of development and development communication.
- To prepare students to critically evaluate development approaches and programmes in the context of economic and development theories.
- This will give them ideas about using the media for development communication.

UNIT ONE: CONCEPT OF DEVELOPMENT

- 1.1 Definition and concept of development and indicators of development.
- 1.2 Development and social change. Concept of human development. Economic growth theories. Developing countries and their economic issues.
- 1.3 Approaches to development. Theories and models of development.
- 1.4 Dominant paradigms of development, Evolutionary model, psychological variable model, economic growth models. Mass media in modernization.

UNIT TWO: DEVELOPMENT COMMUNICATION

- 2.1 Defining Development Communication
- 2.2 Development communication policies and practices in India.
- 2.3 Indian media and development communication. Development support communication
- 2.4 Role of folk media and ICT in development

UNIT THREE: ALTERNATIVE THEORIES OF COMMUNICATION FOR DEVELOPMENT

- 3.1 Development of what and for whom? Strategies for participatory communication
- 3.2 Ethical perspectives need for alternative communication. Alternative paradigm and participatory communication models.
- 3.3 Traditional media and development – support communication
- 3.4 Integrated development, religious, gender and environment biases in the discourse of dominant paradigms.

UNIT FOUR: IT AND DEVELOPMENT COMMUNICATION

- 4.1 Information and communication technology in development. Research in development communication
- 4.2 Application of information technology for grass root level development.
- 4.3 Empowering citizens to access information and knowledge.
- 4.4 Role of information management in development.

UNIT FIVE: CASE STUDIES

- 5.1 Gandhian model of development and Gandhian model of communication.
- 5.2 Indian experience in communication development.
- 5.3 Concept and role of NGOs in development study of prominent NGOs. Experiments and development role of radio.
- 5.4 Personalities in the field of communication such as Dr. Vikram Sarabhai, Nora Quebral, Rogers, Wilbur Schramm.

REFERENCES:

1. Development Communication: Theory and Practice – Uma Narula
2. Communication for Development in the Third world (sage publication New Delhi)
3. Everybody loves a good drought by P. Sainath (Penguin book)
4. Designing message for development communication by Bella Mody (Sage publication)
5. Communication and development by S. R. Mehta (Rawat Publication 1992)
6. Development journalism what next – DVR Murthy (Kanishka publishers, Distributors New Delhi)
7. India's communication revolution – Arvind Singhal, Everett M. Rogers (Sage publication)
8. Communication technology and human development – Avik Ghosh (Sage publication)

THIRD SEMESTER

MMCJ 502: MEDIA RESEARCH

OBJECTIVES:

- To introduce some basic concepts in research and explain their association with development of scientific methods.
- To introduce various approaches, elements, and data analysis methods used in media research
- To help students prepare research design for various media topics and prepare a dissertation.

UNIT ONE: SCIENCE AND RESEARCH METHOD

- 1.1 Concept research, nature of scientific inquiry.
- 1.2 Philosophy of research and concept of media research.
- 1.3 Historical development of research methodology.
- 1.4 Basic of media research and concept of media research

UNIT TWO: ELEMENTS OF RESEARCH

- 2.1 Variables and constants, hypothesis, Questionnaire
- 2.2 Main issues of research- audience, content and effect
- 2.3 The qualitative and the quantitative method
- 2.4 Concept and constructs, measurements and scales, theories and facts.

UNIT THREE: APPROACHES TO RESEARCH COMMUNICATION

- 3.1 Reductionist and holistic.
- 3.2 Qualitative and quantitative.
- 3.3 Analytical and descriptive.
- 3.4 Fundamental and applied and One time longitudinal.

UNIT FOUR: THE RESEARCH PROCESS

- 4.1 Concept of research design. Types of research design – exploratory, experimental, explanatory etc. Stages of research (i) Aims and objectives (ii) Approaches to research (iii) Methods of data collection (iv) Analysis to conclusions.
- 4.2 Sampling: Basic concept, Representativeness, Probability and non-probability sample-concepts, Types of probability and samples, Practical guide for sampling
- 4.3 Data collection methods: Quantitative surveys, Focus group discussion, personal interviews, field observations, case study.
- 4.4 Content analysis concept. Uses and qualitative content analysis

UNIT FIVE: INTRODUCTION TO STATISTICAL AND COMPUTER APPLICATIONS

- 5.1 Important statistics in media research, Descriptive statistics.
- 5.2 Statistical tools and techniques.
- 5.3 Level of measurement and test of significance.
- 5.4 Role of computer in media research, Application of computer in media research (practical in computer lab)

REFERENCES:

1. Mass communication research methods – Ander Hansen, Simon Cottle, Ralph Negrine & Chris Newbold (McMillan press)
2. Researching audience – Kim Schroder, Kirsten Drotner, Stephen Kline, Catherine Murray (Oxford university press)
3. Social research methods-W. Lawrence Neuman(Allyn & Bacon a persan education company)
4. Writing research reports- Goran Runeson & Martin Skitmore(Anmol publication Pvt. ltd)
5. Writing your thesis – Paul Oliver (vistaar publication, New Delhi)
6. Quantitative research methods for communication – Jason S. Wrench, Candice Thomas-Maddox, Virginia peck Richmond, James C. McCroskey(Oxford university press)

7. Mass media research – Roger D. Wimmer, Joseph R. Dominick (Thomson Asia Pvt. Ltd.)

THIRD SEMESTER

MMCJ 503: (Elective 1) EA MEDIA AND ENTERTAINMENT- I

OBJECTIVES:

- Understanding the M&E industry ecosystem.
- Understanding of various functions of M&E business verticals.
- To get an overview of the M&E industry stands today.
- Understanding the challenges and opportunity and future of M&E industry.

UNIT ONE: INTRODUCTION TO MEDIA AND ENTERTAINMENT ECOSYSTEM

- 1.1 History of the M&E sector in India. Understanding the global and Indian M&E sector
- 1.2 Revenue streams for the sector, Understanding media process
- 1.3 Understanding of Print media with M&E Ecosystem, Radio Industry in present context
- 1.4 Understanding of Television era with the context of content and technology, Changing face of Cinema, Bollywood and Regional Cinema

UNIT TWO: INTRODUCTION TO ALLIED M&E ECOSYSTEM AND EMERGING PLATFORMS

- 2.1 Introduction to OTT, Understand the concept of OOH, Introduction to Events, sports Exposure to Gaming and Innovations
- 2.2 Understanding the Current platforms, Technological innovations in the sector, Understanding the Indian consumers, Emerging Platforms in Indian Context
- 2.3 Challenges for the media sector, Opportunities for the media ecosystem
- 2.4 Emerging and future trends of media ecosystem in India, Important Key trends in the sector

UNIT THREE: MEDIA ECONOMICS AND IN-DEPTH UNDERSTANDING OF THE ECOSYSTEM

- 3.1 Diversification of Indian media business, Content syndication for better profits and reach
- 3.2 Understanding types of media (paid and owned), Impact of the media ecosystem on Indian economy
- 3.3 Global perspective of Indian media, Changing ecosystem with the new age media
- 3.4 Role of regional players in the media ecosystem, Pandemic sand the ecosystem

UNIT FOUR: UNDERSTANDING MEDIA ADVERTISEMENT AND REGULATIONS

- 4.1 Understanding the Indian Ad market, Journey form print to digital
- 4.2 Future of the ad ecosystem in India
- 4.3 Understanding Media and Brand Management
- 4.4. Understand the regulations

UNIT FOUR: DATA PRIVACY AND BILLION SCREEN OF OPPORTUNITIES

- 5.1 Meaning of Data Privacy and Explanation of Various Terminologies for e.g. Why Data the new oil?
- 5.2 Decoding the New Tariff order, Understanding the power of Indian media
- 5.3 Post pandemic era for the ecosystem
- 5.4 Recent Cast studies related media industry, Bridging the Digital divide

REFERENCES:

1. FICCI EY report 2019, 2020 & 2021
2. Mass Communication in India by Keval Kumar, Jaico publication, 5th edition (2021)

3. Indian OTT Platforms Report 2020, MICA
4. <https://e4mevents.com/pitch-madison-advertising-report-2021/public/PMAR-Report-2021.pdf>
5. Anand, Bharat. 2-16. "A Strategist's Guide to Digital Change: The Content Trap." Gurgaon: Penguin Random House India Pvt. Ltd.
6. Kohli-Khandekar, Vanita. 2010. "The Indian Media Business." 2nd ed. Delhi: SAGE Publications India Pvt. Ltd.
7. BCG CII Report 2019: One Consumer, Many Interactions, Indian Media House of the Future
8. Narayanan, Sunetra Sen., Narayanan, Shalini. "Indian Connected: Mapping the Impact of New Media."

THIRD SEMESTER

MMCJ 503: (Elective 2) EB Reporting and Editing-I

OBJECTIVES:

- To understand the Role of being a print journalist – a non-writer who meets the informational and aesthetic needs of news audiences
- To help students understand news values and the way that professionals critically evaluate information
- To learn conventions and develop habits that will help students excel at interpretative and investigative journalism
- To develop an understanding of the legal and ethical roles of journalists, their evolution and relationship within a socially responsible profession.

UNIT 1: CONTEMPORARY JOURNALISM NEWS VALUES AND NEWSGATHERING TECHNIQUES

- 1.1 Structure of a newspaper, magazine, or news website, Understanding news and news values
- 1.2 Information subsidies and working with public relations professionals, Specialization and understanding beats
- 1.3 Developing a journalist's toolbox, Parsimony and avoiding clichés, News gathering techniques
- 1.4 Developing reporting skills and Researching stories and Building databases of ideas and information

UNIT 2: IDEATION AND DEVELOPING STORIES INTO PRINTABLE STORIES

- 2.1 How to get story ideas, Story mapping, pitching stories and working with editors, Triangulating and cross-checking information
- 2.2 Writing news reports within basic news structures, Structuring stories logically and conventionally
- 2.3 Styles of intros and copyediting and revising stories
- 2.4 Evaluating and reworking news from wire services and other media for print

UNIT 3: SPECIALIZED AREAS

- 3.1 Sidebars, profiles, updates, follow-ups, team reporting, investigative reporting
- 3.2 Human interest pieces, features, narrative non-fiction, interpretive reporting
- 3.3 Column writing, opinion pieces, editorials, advertorials
- 3.4 Writing for beats: Sports, business, politics, crime, fashion, food, technology, arts and entertainment, cinema

UNIT FOUR: TRADITIONAL REPORTING METHODS VERSUS ADVANCED REPORTING METHODS

- 4.1 Going behind the story; alternative angles and beats, Sources of stories, Listening and Note-Taking Skills; Structure of a News Report; Importance of Interviews; Techniques of Conducting Interviews.

- 4.2 Importance of Research for Reporters; Press Officers; PR Companies, News Agencies and Experts; Follow-Ups Stories in Journalism
- 4.3 Maintaining Focus; Rewriting; Writing Tools; Concise Reports; Narrative and Dramatic Report, Expert Sources/Working with Whistle-blowers, Fact-checking resources/tools for journalists, Data-driven reporting tools
- 4.4 Reporting Beats- Sports beat, Crime Reporting, Foreign affairs, Political Reporting & Election Coverage, Business Journalism

UNIT FIVE: ADVANCED REPORTING PRACTICES

- 5.1 Issue led journalism/campaigns and its importance, Covering product launches and other business events
- 5.2 Investigative reporting and Use of social media in/ for journalism, Covering different sectors of the economy and financial markets
- 5.3 Reporting based on archives and historical documents
- 5.4 Reporting on rural issues, development and agriculture Sensitive reporting: Natural Disasters and Communal Riots

REFERENCES:

1. Modern Newspaper Reporting by F W Hodgson.
2. Copy Editing 3rd Edition by Butcher J (Cambridge University Press, 1992)
3. Editing for Print by Geoffrey Rogers (MacDonald Book 1993)
4. Art and Production by N.N. Sarkar
5. Writing Feature Articles by Brendan Hennessy (Focal Press)
6. Headlines Writing by Sunil Saxena (Sage)
7. Newspaper Journalism: A Practical Introduction by S Pape and S Featherstone. (Sage)
8. Inside Reporting - A practical Guide to the craft of Journalism, Third Edition, Tim Harrower, 3rd Edition, McGraw Hill

THIRD SEMESTER

MMCJ 503: (Elective 3) EC PR and Advertisement-I

OBJECTIVES:

- To make the students aware of the marketing and brand communications industry.
- To provide them with the tools (Advertising and PR) to effectively contribute in the message creation process in an agency.
- To develop skills useful in the MarCom industry.

UNIT ONE: PUBLIC RELATIONS

- 1.1 Introduction to Public Relations, Apex bodies in PR- IPRA code - PRSI, PSPF and their codes.
- 1.2 Growth and development of PR, Role and Functions of PR Principles, Tools of Public relations: PR Campaign-planning, execution & evaluation, Ethical issues in PR
- 1.3 Managing promotions and functions CSR Organization of Public relations: In house department vs consultancy.
- 1.4 Research for PR, PR in Government and Private Sector organization.

UNIT TWO: INTRODUCTION TO ADVERTISING

- 2.1 Importance and Functions - Advertising as a tool of communication.
- 2.2 Role of Advertising in Marketing mix
- 2.3 PR Advertising Theories and Models-AIDA model, DAGMAR Model, Maslow's Hierarchy Model, Types of advertising and New trends
- 2.4 Ethical & Regulatory Aspects of Advertising-Apex Bodies in Advertising-AAAI, ASCI and their codes.

UNIT THREE: ADVERTISING & IMC

- 3.1 Objectives of Advertising, Segmentation, Positioning and Targeting
- 3.2 Writing a creative brief
- 3.3 Agency -Structure, and Functions
- 3.4 Advertising Planning

UNIT FOUR: Advertisement & PR practitioner tools

- 4.1 Pitch decks and tools, Media outreach and monitoring tools
- 4.2 Social media and content management tools
- 4.3 Storyboarding & copy testing tools
- 4.4 Activation & on-ground tools

UNIT FIVE: CORPORATE COMMUNICATION

- 5.1 Organisation for communication management
- 5.2 Methods of corporate communication
- 5.3 Internal and external organisational communication, Business to business communication
- 5.4 Customer communication and crisis communication, Connecting socially with audiences.

REFERENCES:

1. Public Relations Management by Ajit Pathak
2. Public Relations: Principles and Practice, Philip J. Kitchen
3. Public Relations in the Digital Era, M.K. Shrivastava
4. Mass Communication in India by Keval Kumar, Jaico publication, 5th edition (2021)
5. Advertising & IMC: Principles & Practice by Moriarty, Pearson publication
6. Corporate Communication through Social Media: Strategies for Managing Reputation by Asha Kaul and Vidhi Chaudhry
7. Business Communication by Kaul and Asha
8. Effective Business Communication by Kaul A.

THIRD SEMESTER

MMCJ 504: (PR) Documentary Film Making and Development Project Report

OBJECTIVES:

- To develop skill for documentary production.
 - Study and field research of projects implemented by NGOs or GO's (Identify the various aspects of that developmental project and write a detailed report.
 - Study and field research of projects implemented by NGOs or GO's (Identify the various aspects of that developmental project with oral presentation of the report.
- 4.1 Research for documentary topics on any developmental issue/oral presentation on the same.
 - 4.2 Participation in documentary production in group.
 - 4.3 Study and field research of a project implemented by NGOs or Go's. (Identify the various aspects of that developmental project and write a detailed report.
 - 4.4 Study and field research of a project implemented by NGOs or Go's (Identify the various aspects of that developmental project and oral presentation of the report.

THIRD SEMESTER

MMCJ 505: (PR) Study on Greats

OBJECTIVES:

- To help the student understand significance and importance of the great achievers, social contributors, best writers, committed journalists and innovative scientist, artists.
- This is a unique paper for the future media professional. Through this paper we would like to make them more studious and sensible journalists.

NOTE: Here we are not mentioning the name of the books and the eminent personalities because every year we would like to introduce new books and different personalities for study. With the suggestions of media professionals and academicians we will introduce new names. We are continuing with the same format.

THIRD SEMESTER

MMCJ 506: (PR) Dissertation / Media and Communication Study

OBJECTIVES:

- Every student will have to prepare a dissertation in any area of mass communication detailed in the curriculum under the guidance of regular/guest faculty.
- The objective of the dissertation is to enable a student to have an in-depth knowledge of the subject of his/her choice.
- It should be research –based effort and should endeavour to create new knowledge in any area of mass communication.

NOTE: Before the beginning of the fourth semester’s exam a student must submit his/her synopsis to the department. Students have to submit the final dissertation within one month (30 days) of the final exam (third semester). If the dissertation is not submitted during the time limit, the department will not consider this research work for the third semester.

FOURTH SEMESTER

(Course 1 to 6)

MMCJ 507 SDG Goals & Media Studies

MMCJ 508 Media Planning & Management

MMCJ 509PR ICT for Media Professionals (Practical)

MMCJ 510PR EA Entertainment-II OR

EB Advance Journalism-II OR

EC PR and Advertisement-II

MMCJ 511PR Media Research Project Internship (MRP)-1 (Level 1) - (Practical as per Specialization)

MMCJ 512PR Media Research Project - Project Submission - (MRP)-2 (Level 2) - (Practical as per Specialization)

FOURTH SEMESTER

Sr. No.	Course No.	Types	Name of the Paper	Total hours		Credits
				Teaching	Other	
1.	MMCJ 507	Core	SDG Goals & Media Studies	3	2	4
2.	MMCJ 508	Core	Media Planning &	3	2	4

			Management			
3.	MMCJ 509	Practical	ICT for Media Professionals (Practical)	1	6	4
4.	MMCJ 510	Practical	EA Entertainment-II OR EB Advance Journalism-II OR EC PR and Advertisement-II	1	6	4
5.	MMCJ 511PR	Practical	Media Research Project Internship (MRP)-1 (Level 1)- (Practical as per Specialization)	1	6	4
6.	MMCJ 512PR	Practical	Media Research Project - Project Submission - (MRP)-2 (Level 2)- (Practical as per Specialization)	1	6	4
	Total	-----	-----	10	28	24

FOURTH SEMESTER

MMCJ 507: SDG Goals & Media Studies

OBJECTIVES:

- To prepare future media professionals who are sensitized towards SDG goals, global warming and sustainable development.
- To orient future media professionals in use of media towards SDG goals
- To provide the knowledge, skills, attitudes, and values necessary to address sustainable development challenges.

UNIT I: ORIGIN, DEVELOPMENT AND IDEA OF THE SDGS

- 1.1 History and origins of the Sustainable Development Goals
- 1.2 SDGs- aims, methodology and perspectives
- 1.3 SDGs- relation to the Millennium Development Goals
- 1.4 Implementation through Global Partnerships

UNIT II: SDGS AND SOCIETY

- 2.1 Ensuring resilience and primary needs in society-In-depth discussion and analysis of goals related to poverty, hunger, health & well-being and education
- 2.2 Strengthening Institutions for Sustainability-In-depth discussion and analysis of goals related to gender equality, affordable and clean energy, sustainable cities & communities, and peace, justice & strong institutions
- 2.3 In-depth discussion and analysis of goals related to work & economic growth, industry, innovation & infrastructure, inequalities, responsible production & consumption, clean water, climate, life below water and life on land.

UNIT III: SDGS – ENVIRONMENTAL COMMUNICATION

- 3.1 Source of Reporting for Environmental Communication
- 3.2 Use of various social media platform for environment awareness
- 3.3 Communication campaigns for environmental communication on issues like organic farming, renewable energy resources, building energy efficiency projects (BEEP) and more

3.4 Communication for Social and Behavioral Change and Environmental issues

UNIT IV: MEDIA'S ROLE TO PROMOTE SDG GOALS

- 4.1 Role of media in global warming
- 4.2 Communication strategy for global warming & Climate change
- 4.3 Exploring green peace and media action
- 4.4 Role of media in creating awareness on issues like coastal, forest, agriculture and more.

UNIT V: ROLE OF MEDIA TO PROMOTE SUSTAINABLE PRACTICES

- 5.1 Case studies of latest research in environmental communication to promote SDG
- 5.2 Case Studies of Grassroot level practices
- 5.3 Case Studies of Global level research on SDG
- 5.4 Case Study on Poverty and media
- 5.5 Case study on Right to Livelihood and Environmental issues

Note: Students will submit an assignment on one issue concerning SDG with respect to the surroundings they are living and will base their assignment on the topics taught in the above units.

REFERENCES:

1. <https://en.unesco.org/themes/education/sdgs/material>
2. <https://www.edx.org/course/the-un-sustainable-development-goals-an-interdisci>
3. https://us.sagepub.com/sites/default/files/upm-assets/90201_book_item_90201.pdf

FOURTH SEMESTER

MMCJ 508: Media Planning and Management

OBJECTIVES:

- To study the basic principle of management in media
- To study the ownership pattern of media industry
- To study the economy and marketing of media

UNIT ONE: PRINCIPLES OF MANAGEMENT

- 1.1 Functions of management, Planning – its importance and coordinating
- 1.2 Organizational behaviour, Structure, system, strategies
- 1.3 Inter –personal relations, Human resource development, Motivation incentives /rewards and punishment
- 1.4 management tools: for planning, budgeting and scheduling

UNIT TWO: MANAGEMENT OF MEDIA ORGANIZATION, MARKETING AND SALES PROMOTION

- 2.1 Principles of media management and role of the manager. Creativity and management of creativity.
- 2.2 Characteristics of different media in India and management skill. Policy formulation, planning and problems of media management. Ownership pattern of mass media in India.
- 2.3 Marketing Mix, 5 P's of marketing. Market positioning & campaign planning Consumer behaviour, Strategies & tools of sales promotion.
- 2.4 Marketing as an exchange process, mass marketing. Media as a marketing agent, marketing research.

UNIT THREE: INTRODUCTION TO MEDIA PLANNING

- 3.1 Understanding Media Planning. need, Advantages and Disadvantage of Media Planning
- 3.2 Media Planning Terminologies, CTR, TRP, WOM
- 3.3 Introduction to Media Monitoring Agencies, Decoding New consumer classification system

3.4 Introduction of BARC, COMSCORE, MRUC and Important Media terminology.

UNIT FOUR: FINANCIAL ASPECTS OF MEDIA MANAGEMENT

- 4.1 Budgeting and finance, capital costs, production, costs, commercial policy.
- 4.2 Newspaper as a business – cost of running the organization. Budgeting-problems of small newspapers-marketing of space/news.
- 4.3 Television and globalization- global market for television – its consequences.
- 4.4 Political economy of media- how television channels are marketed.

UNIT FIVE: CHALLENGE AND GROWTH

- 5.1 Challenges of Media Management.
- 5.2 Traits of outstanding Media Management.
- 5.3 Growth of entertainment industry, infotainment.
- 5.4 Case study of any one media organization.

REFERENCES:

1. Newspaper Marketing in India-Dr. NVR Jyoti Kumar (Anmol Publication Pvt Ltd.)
2. The Mass Marketing of Politics- Neman, Bruce I (Sage Publication, California, 1999)
3. Marketing Management – Philip Kotler (Prentice Hall, 2003)
4. Understanding Media Economics-Appling Economics New and Tradition Media- C. R. Colin Hoskins (Sage 2003)
5. Indian Media Business –Vanita Kohli (Response Books, Sage publication, New Delhi)
6. Making Sense of media – George Rodman(Pearson Education)
7. Media Management in India –(Ed.) P. K. Biswas Roy
8. Marketing : A Complete Guide – McDonald (Palgrave Macmillan)

FOURTH SEMESTER

MMCJ 509: (PR) ICT for Media Professionals

OBJECTIVES:

- To meet the increasing demand of the industry with globally competitive industry, this would help the students to meet the timely needs of media.
- To give a critical overview of the Information and Communication and Technology (ICT) to the students that can help them to foresee the pros and cons of technology.
- Developing skills amongst the students to address the needs of the digital society.
- Creating awareness on social, ethical and legal uses of ICT.

UNIT ONE: Usage of various Digital Communication platforms to create a content for media in the context of legal and ethical guidelines.

UNIT TWO: Case studies related with Digital Platforms for Media Industry

UNIT THREE: Latest trends and applications to create the media content for media industry.

UNIT FOUR: Software training and application on the subjects chosen by the students.

UNIT FIVE: Project Submission on chosen topics.

FOURTH SEMESTER

(Note: This is an Assignment based Three project submission on different topics and areas related with at the end of the semester)

MMCJ 510: (Elective 1) EA Entertainment-II

OBJECTIVES:

- To develop the In-depth understanding of the Media and Entertainment ecosystem as well as Media Industry
- To develop the Understanding of various M&E verticals with key business functions and economy of M&E industry verticals
- To make the students Understanding the challenges of the ecosystem.

UNIT ONE: CASE SUMMARIES AND PRESENTATION.

- 1.1 The students will be assigned three case studies. Students will prepare an overview of each case and discuss various aspects of the analysis.

UNIT TWO: QUIZZES

- 2.1 Three unannounced quizzes covering current scenario and class readings.

UNIT THREE: ENTERTAINMENT EVENT CAMPAIGN ANALYSIS

- 3.1 Students will pick a case, suggestively focusing on a campaign or other visible event that a real live organization has undertaken.

UNIT FOUR: GROUP PROJECT/ PRESENTATION AND CAMPAIGN PLAN-1

- 4.1 Students will contribute to the strategic planning and development of the communication campaign on behalf of a client as per current scenario.
- 4.2 Students will site the case studies in order to support their recommended strategy.

UNIT FIVE: GROUP PROJECT/ PRESENTATION AND CAMPAIGN PLAN-2

This UNIT is divided in two parts:

- 5.1 Developing strategic communication or Campaign plan on behalf of the client.
- 5.2 Research other case studies to support the team's strategy and to sell his/her plan to the client.
- 5.3 Groups will apply insights garnered through analysis.

FOURTH SEMESTER

MMCJ 510: (Elective 2) Advanced Journalism-II

OBJECTIVES:

- To make the students learn Specialization in current times.
- Students can select the area of Journalism as per their choices looking at the current trends of Journalism Industry. (Advance Level)

UNIT ONE: CASE SUMMARIES AND PRESENTATION.

- 1.1 The students will be assigned three case studies from Print or Broadcast Media Industry or related with Journalism field. Students will prepare an overview of each case and discuss various aspects of the analysis.

UNIT TWO: QUIZZES

- 2.1 Three unannounced quizzes covering current scenario and class readings.

UNIT THREE: PRINT OR BROADCAST MEDIA EVENT CAMPAIGN ANALYSIS

- 3.1 Students will pick a case, suggestively focusing on a campaign or other visible event or activity that a real live organization has undertaken.

UNIT FOUR: GROUP PROJECT/ PRESENTATION AND CAMPAIGN OR STRATEGY PLAN-1

- 4.1 Students will contribute to the strategic planning and development of the communication campaign on behalf of a client as per current scenario from Print or Media Industry or related with Journalism field.
- 4.2 Students will site the case studies in order to support their recommended strategy.

UNIT FIVE: GROUP PROJECT/ PRESENTATION AND CAMPAIGN OR STRATEGY PLAN- 2

This UNIT is divided in two parts:

- 5.1 Developing strategic communication or Campaign plan on behalf of the client.
- 5.2 Research other case studies to support the team's strategy and to sell their plan to the client.
- 5.3 Groups or an Individual will apply insights garnered through analysis.

FOURTH SEMESTER

MMCJ 510: (Elective 3) EC PR and Advertisement-II

OBJECTIVES:

- To demonstrate the ability to think critically by evaluation of public relation and advertising case studies.
- To develop a budget and timeline for a campaign.
- To determine and demonstrate an appropriate research strategy for a campaign by outlining the strategy.
- To write concise critiques of public relations and advertising cases.

UNIT ONE: CASE SUMMARIES AND PRESENTATION

- 1.1 The students will be assigned three case studies. Students will prepare an overview of each case and discuss various aspects of the analysis.

UNIT TWO: QUIZZES

- 2.1 Four unannounced quizzes covering current events and class readings

UNIT THREE: CRISIS COMMUNICATION AND MANAGEMENT/ CAMPAIGN ANALYSIS

- 3.1 Students will pick a case, suggestively focusing on a campaign crisis or other visible event that a real live organization has undertaken.

UNIT FOUR: GROUP PROJECT/ PRESENTATION AND PUBLIC RELATION PLAN-1

- 4.1 Students will contribute to the strategic planning and development of the communication campaign on behalf of a client.
- 4.2 Students will site the case studies in order to support their recommended strategy.

UNIT FIVE: GROUP PROJECT/ PRESENTATION AND PUBLIC RELATION PLAN-2

This UNIT is divided in two parts:

- 5.1 Developing strategic communication on behalf of the client.
- 5.2 Research other case studies to support the team's strategy and to sell your plan to the client.
- 5.3 Groups will apply insights garnered through analysis.

FOURTH SEMESTER

MMCJ 511: (PR) Media Research Project -Internship with Media Organisation as per specialization (MRP)-1

OBJECTIVES:

- Student should do independent work on any current or media related topic and do their project-assignment submission on the basis of their Internship with related Media organisation.
- Student will also prepare for oral independent project presentation and Report submission as per the requirement. (Practical as per Specialization) (Level 1)

FOURTH SEMESTER

MMCJ 512: (PR) Media Research Project (MRP)-2

OBJECTIVES:

- Student should do independent work on any current or media related topic.
- Prepare the student for oral independent project presentation.

(Practical as per Specialization) (Level 2)
