MASS COMMUNICATION

PG - Syllabus

Paper Code	Name of the Paper	Credits	Marks
SEMESTER I			
MAS-PG-C101	Introduction to Communication	4	100
MAS-PG-C102	Theoretical Perspectives on	4	100
MAS-PG-C103	Writing for Media (T & P)	4	100
MAS-PG-C104	Print Journalism (T & P)	4	100
MAS-PG-C105	Communication for Development	4	100
SEMESTER II			
MAS-PG-O201	Media Management (Open)	4	100
MAS-PG-C202	Media Laws and Ethics	4	100
MAS-PG-C203	Convergent Journalism (T & P)	4	100
MAS-PG-C204	Radio Production (T & P)	4	100
MAS-PG-C205	Advertising (T & P)	4	100
SEMESTER III			
MAS-PG-C301	Public Relation and Corporate Communication (T & P)	4	100
MAS-PG-C302	Media and Communication Research	4	100
MAS-PG-C303	Television Production (T & P)	4	100
MAS-PG-O304	Communication and Culture (Open)	4	100
MAS-PG-C305	Rural Communication (T & P)	4	100
SEMESTER IV			
MAS-PG-C401	New Media	4	100
MAS-PG-C402	Alternative Media/Political	4	100
MAS-PG-C403	Film Studies	4	100
MAS-PG-C404	International Communication	4	100
MAS-PG-D405	Dissertation	4	100

MAS-PG-C-101: INTRODUCTION TO COMMUNICATION

Credit: 4

Contact Hours: 60 Objective:

The paper seeks to provide an overview of the field of communication as it is understood from both academic and professional point of view. It tries to introduce the dynamics of mediated sphere, and how communication, as an organised activity, became a tool for reaching out to the mass both in India and abroad in conjunction with the growth of industrial society.

Unit I: Introduction to Communication

1.1. Elements, Process, Forms and Functions
1.2. Hermeneutics
1.3. Barriers, Johari Window, Sapir-Whorf Hypothesis
1.4. Redundancy, Entropy
1.5. Channel, Medium, Code

Unit II: Mass Communication

2.1. Mass in Mass Communication, Mediation and Re-mediation,
2.2. Media and Society, Emancipation and Domination Theories
2.3. Media audience, Functionalism, Aberrant Decoding, Audience Segmentation
2.4. New Technologies and New Media
2.5. Information Anarchy

Unit III: Models

3.1. Gerbner's Model
3.2. Helical Model
3.3. Jacobson's Model
3.4. Discourse Model
3.5. HUB Model

Unit IV: Mass Media in India

4.1. Print media- Pre and Post-Independence
4.2. Evolution of Radio
4.3. Evolution of Television in India
4.4. Media and Nationalism
4.5. Globalisation and Mass Media in India

Recommended Reading:

5.1. Baran, Stanley J. (2014) Introduction to Mass Communication: Media Literacy and Culture, New Delhi: McGraw-Hill Education
5.2. Baran, Stanley J. and Davis, Denis K. (2015) Mass Communication Theory, New Delhi: Cengage Learning

5.3.	Emery E. et al. (1994). Introduction to Mass Communication, New York: Harper Collins College

5.4.	Hartley, P. (1997) Group Communication, London: Routledge

5.5.	Hartley, P. (1999) Interpersonal Communication: London: Routledge

5.6.	Kamath, M.V. (2009)The Journalist's Handbook, New Delhi: Vikas Publishing House

5.7.	Krishnamurthy, Nadig, (1966) Indian Journalism Indian Journalism, Prasaranga, Mysore University, Mysore

5.8.	Kumar, Keval J. (2000) Mass Communication in India. New Delhi: Jaico

5.9.	McQuail, Denis, (2006) Mass Communication (Four volume set), New Delhi: Sage

5.10.	Pavlik, John, (2011) Converging Media: A New Introduction to Mass Communication, New York: Oxford

MAS-PG-C-102: THEORETICAL PERSPECTIVES ON COMMUNICATION

Credit: 4
Contact Hours: 60 Objective:

The course attempts to construct mass communication as an object of intellectual concern and enquiry. It seeks to offer a selected survey of critical humanistic and social scientific theories on human communication. The course is designed to provide students with basic theoretical and conceptual aspects that are necessary to understand mass media's relation to individual, society, economy and culture. An attempt will be made to place these discussions in the Indian context.

Unit I: Effect Theories

10.1. Magic Bullet
10.2. Limited Effects Theory
10.3. Cognitive Dissonance
10.4. Agenda Setting
10.5. Knowledge-Gap Hypothesis

Unit II: Audience Theories

2.1   Uses and Gratification, Social Learning
2.2   Dependency, Cultivation, Narcotisation
2.3   Social Learning
2.4   Play and Entertainment Theory
2.5   McLuhanism, Pleasure of Viewing

Unit III: Recent Advances

3.1   Media Literacy Movements (Two models)
3.2   Centripetal and Centrifugal Theory
3.3   Ideology, Mythification
3.4 Semiotics, Codes (Analog, Digital, Arbitrary, Aesthetics), Encoding, Decoding, Sign, Symbols
3.5   Information and Network Society

Unit IV: Philosophical Orientations
4.1   Philosophy and Communication
4.2   Communication and Religious Perspectives
4.3   Western and Eastern Concepts of communication
4.4   Epistemology, Axiology, Ontology
4.5 Media Aesthetics

Recommended Reading:

1. Baran, Stanley J. & Davis, Dennis K. (2006) Mass Communication Theory: Foundations, Ferment, and Future, US: Thomson Wadsworth
2. Cobley, Paul, (1996) The Communication Theory Reader, London: Routledge
3. DeFleur, Melvin L. & Ball-Rokeach, Sandra J. (1982) Theories of Mass Communication. New York: Longman
4. Fiske, J. (1997) Introduction to Mass Communication, New York: Routledge
5. McLuhan, M. (1980) Understanding Media. London: Mentor
6. Melkote, Srinivas R. and Rao, Sandhya (Eds.) (2001) Critical Issues in Communication- Looking Inward for Answer, New Delhi: Sage Publications
7. Mosco, V. (1996) The Political Economy of Communication: Rethinking and Renewal. London: Sage
8. Philipsen, Gerry & Albrecht, Terrance L. (1997) Developing Communication Theories. New York: Suny Press
9. Scannel, P. (2007) Media and Communication. New Delhi: Sage
10. Severin, Werner Joseph & Tankard, James W. (1997) Communication Theories: Origins, Methods, and Uses in the Mass Media. London: Longman

MAS-PG-C-103 (T): WRITING FOR MEDIA

Credit: 4
Contact Hours: 75 (45+30)

Objective:

Over the years, writing for media has become a remarkably different activity compared to what was earlier known as creative writing. The paper attempts to arm the students with the technique of writing *Journalese* applicable in different formats of Mass Communication.

Unit I: Writing for Print Media
1.1 Basic Principles of Good Writing
1.2 Writing for Newspapers, News-lead
1.3 Writing Features, Types, Techniques
1.4 Opinion writing-Editorial, reviews, articles, column writing
1.5 Magazine Writing

Unit II: Writing for Audio -Video

2.1 Elements of spoken word; Conceptual process; Production Techniques for Radio; Principles of Script Writing; Types of Scripts; Script Formats;
2.2 Radio News, Features, documentaries, news magazine, special audience programme, radio interview
2.3 Elements of spoken word; Conceptual process; Production Techniques for TV; Principles of Script Writing; Types of Scripts; Script Formats; Creativity in Scripting and Editing for TV
2.4 Television news, Features, documentaries, News magazine, TV Interview script
2.5 Film scripts, formats

Unit III: Writing for Internet

3.1 General principles and demands of writing for the web; writing style, structure and technique
3.2 Content Writing
3.3 Technical Writing
3.4 Writing for News Portals
3.5 Non-News Websites

MAS-PG-C-103 (T): WRITING FOR MEDIA

Unit IV: Practical – 25 marks

Individual Assignments for External Evaluation, on any two of the following

4.1 On a selected topic, research and write a feature article of around 600 words. On the same topic, write an editorial piece
4.2 One News Script each for T.V. and Radio
4.3 Plan a website for an organisation, including the site map and content for the home page.

Recommended Reading:

3.1.   Edgar. G. Willis and D'Arienzo (1992) Camille, Writing Scripts for Television, Radio, and Film. New York: Harcourt
3.2.   Gunning, R. (1962) New Guide to More Effective Writing in Business and Industry. Boston: Industrial Education Institute
3.3.   Hohenberg, J. (1978) The Professional Journalist: A Guide to the Practice and Principles of the News Media, New York: Holt, Rinehart, Winston
3.4.   Kamath, M. V. (2009) Professional Journalism. New Delhi: Vikash
3.5.   MacDougal, Curtis D & Reid, Robert D. (1978) Interpretative Reporting. UK: Macmillan
3.6.   Mani, Annakavoor Doraiswany and Wolseley Roland Edgar (Eds.,) (1964). Journalism in Modern India. New Delhi: Asia Publishing House
3.7.   Mencher, M. (1992) Basic Media Writing, New York: William C Brown Publisher
3.8.   Raman, U. (2015) Writing for the Media, New Delhi: Oxford University Press
9.   Ward, M. (2002) Journalism Online. London: Focal Press
10. Wavell, S. (1969) The Art of Radio. Srilanka: Sri Lanka Broadcasting Corporation

MAS-PG-C-104 (T): PRINT JOURNALISM

Credit: 4
Contact Hours: 75 (45+30)

Objective:

The paper is a foundation for students in journalism and focuses on both theory and practice of the print media. Emphasising on reporting and editing, the course relies heavily on practical and hands-on-training. As a part of the course, the students will produce lab journal at regular intervals.

Unit I: News Determinants and Procedures

1.1 Concept of News, Types of News,
1.2 News Values, Ethicality
1.3 Concept of Reporting, Types of Reporting
1.4 Qualities of a Reporter, Sub-Editor
1.5 Sources of news, cultivation of sources

Unit II: Reporting Practice and News Organisation

2.1 News Production Hierarchy
2.2 Reporter in Action, Skills and Techniques for different Beats
2.3 Specialised Reporting, Beat News
2.4 Political, Court
2.5 Sports Reporting, Business Reporting

Unit III: Editing Techniques

3.1   Editing, Symbols, Style Sheets
3.2 Writing Headlines, Types of Headlines
3.3 Page layout-Modular, Horizontal, Vertical
3.4   Photo placements, Photo-caption, Use of Art Work, Breaking the Layout, Agency Copy Editing
3.5 Page Design-Innovations in the Edit Page

MAS-PG-C-104 (P): PRINT MEDIA JOURNALISM

Unit IV: Production of Lab Journal

The students will have to bring out preferably 2 Broadsheets in a Semester (Financed by the University)

Recommended Reading:

1. Branston, G. and Stafford, R. (1997) The Media Student's Handbook. London: Routledge.
2. E.C. Thomas, (1998) Economic and Business Journalism. New Delhi: Sterling Publishers
3. Fedler F, et.al., Reporting for the Media, London: Oxford University Press. (2005).
4. Hough, G.A. (1988) News Writing, New Delhi: Kanishka Publications
5. Kamath, M.V. (1995) The Journalists Handbook. New Delhi: Vikas Publishing House
6. Meikbe, G. (1994) Interpreting News. New York: Palgrave Macmillan
7. NDTV Style Book, New Delhi
8. Parthsarathi, R. (2009) Here is the News: Reporting for Media, New Delhi: Sterling Publishers
9. Srivastava, K.M. (1995) News Reporting and Editing. New Delhi: Sterling Publishers
10. Strentz, H. (1992) News Reporters and News Sources. New Delhi: Prentice Hall of India

MAS-PG-C- 105: COMMUNICATION FOR DEVELOPMENT

Credit: 4
Contact Hours: 60 Objective:

It has been a well-accepted understanding that proper implementation of any developmental programme is largely dependent on the effectiveness of an appropriate communication strategy. The paper sheds light on different communication strategies adopted so far worldwide, and the theoretical and ideological factors responsible for the application of such strategies as an indispensable component in different developmental programmes.

Unit I: Concepts and Debates on Development

1.1 Communication as a Development Component, Concepts, Indicators
1.2 Models of Development, Lerner's, Roger's
1.3 Development Dichotomies and Bipolar Theories, Developing Societies
1.4 State as an Actor, Market as a Determinant, Civil Society
1.5 Role of Civil Society

Unit III: Development Discourse and Critical Issues

2.1 Development Support Communication (DSC)
2.2 Strategies in Development Communication, Social Marketing, Health and Pro-Social Innovation
2.3 Indian Experiment-Kheda and SITE
2.4 ICT for Development
2.5 The Failures

Unit III: Development Discourse and Critical Issues

3.1 Diffusion of Innovations Research
3.2 Liberation Theology and Conscientization, Community Mobilization
3.3 Critique of the Dominant Paradigm, Centre Periphery Debate, Empowerment Paradigm
3.4 Continuity Variant, Religious, Gender and Environmental Biases, Radical Variant,
3.5 Corporatization of Development, Social Development and Human Rights

Unit IV: Alternative Perspectives of Development

4.1 Participation as an Approach, Participatory Action Research (PAR)-Message, Global vs Local
4.2 Instrumental, Institutional, Participatory, and Strategic Intervention
4.3 Role of Folk Media in Development
4.4 Development Scenario in the Northeast, Indigenous Approaches

4.5 Towards a New Paradigm

Recommended Reading:

5.1.   Dua M. R. et.al, (1994) Media & Development, New Delhi: Har Anand Publications

5.2.   Lerner, D. (1958) Passing of the Traditional Society, London: Macmillan

5.3.   Mefalopulos, P. (2008) Development Communication Sourcebook: Broadening the boundaries of communication. New York: World Bank Publication

5.4.   Melkote, Srinivas R. & Steeves, H. Leslie, (2015) Communication for Development: Theory and Practice for Empowerment and Social Justice, New Delhi: Sage

5.5.   Mody, B. (Ed.,) (2003) International and Development Communication: A 21st – Century Perspective. New Delhi: Sage

5.6.   Nair, S & S. White (Eds.,) (1993) Perspectives on Development Communication, New Delhi: Sage

5.7.   Narula, Uma (2002) Development Communication, New Delhi: Har Anand Publications.

5.8.   Prasad, K. (2011) Communication for Development: Reinventing Theory and Action, New Delhi: B R Publishing

5.9.   Rogers, E. M. & A Singhal (2001) India's Communication Revolution: From Bullock Carts to Cyber Marts. New Delhi: Sage

5.10.   Servaes, J. (2008) Communication for Development and Social Change, New Delhi: Sage

FIELD TRIP / INDUSTRIAL VISIT

The students are required to participate in a national service work for a duration of 30 days during winter vacation in between their first and second semester. The students will be accompanied by the faculty / staff members of the department.

MAS–PG–O–201: MEDIA MANAGEMENT (Open Paper)

Credit: 4
Contact Hours: 60 Objective:

Mass communication is essentially an organized business activity which operates in conformity with the rules of the market. The students are to be trained to understand the complex variables responsible for reaping profit by selling an intellectual product. This is an open paper and designed with a view to provide a glimpse of media house operation and media economics to the students from other allied subjects such as Management and Commerce.

Unit I: Concept of Management

1.1 Media as an Industry and Profession, Concept of Management.
1.2 Theories and Principles of Management,
1.3 Management Functions, Levels of Management.
1.4 Media Economics, Budgeting, Break-Even Analysis,
1.5 Media Market – Market Structure, Types of Market Structure,

Unit II: Ownership of Media and Business Models

2.1 Ownership patterns, Recent Trends,
2.2 Indian Media Market, Problems and Prospects
2.3 Organizational structure of a newspaper-various departments, role and functions of each department
2.4 Marketing in Newspaper Production, Price war, Total Newspaper
2.5 News Agency-Organizational Structure, role

Unit III: Media Organization and Audience

3.1 Electronic Media Organization, Different Departments, Their Functions
3.2 Different Types of Programmes, Programming strategy,
3.3 Influence of Advertising and Marketing on Programme Production,
3.4 Importance of Audience, Audience Measuring Techniques,
3.5 Media Industry- Present status, Problems & Prospects.

Unit IV: Media and Globalization

4.1 Concept of Globalization and its Impact on Indian Media,
4.2 Foreign Direct Investment
4.3 Global Media Giants
4.4 Media Pluralism, Uniform Voice
4.5 Mergers and Acquisition

Recommended Reading:

1. Albarran, Alan B. (2007) Management of Electronic Media, New York: Thomson Wadsworth
2. Choudhury, Biplab L. (2008) Media Organization Management, Kolkata: Unique Books International,
3. Doyle, Gillian, (2002) Media Ownership: The Economics & politics of Convergence & Concentration in the UK and European Media, New Delhi: Sage
4. Herman, Edward S and Robert W. McChesney, (1998) The Global Media: The new missionaries of Corporate Capitalism, New Delhi: Madhyam Books
5. Herrick, Dennis H., (2012). Media Management in the age of Giants: Business Dynamics of Journalism, Mexico: University of Mexico Press
6. Kohli, V. (2013) The Indian Media Business, New Delhi: Sage
7. Kothari, G. (1995) Media Management in India, New Delhi: Rawat Publication
8. Rantanen, T. (2005) The Media and Globalization New Delhi: Sage
9. Suresh, K. (2002) Media Management: Emerging Trends, ICFAI University Press
10. Thomas, Amos O., (2006) "Transnational Media and Contoured Markets: Redefining Asian Television and Advertising", New Delhi: Sage

MAS PG-C-202: MEDIA LAWS AND ETHICS

Credit: 4
Contact Hours: 60 Objective:

The basic objective of this course is to give an overview of the press and media laws in India as well as the Constitution of the country. It also aims to provide the students with a critical dimension of ethical issues related to mass media in India.

Unit I: Constitutional Scope of Freedom

1.1   Fundamental Rights, Duties of Citizens.
1.2   Freedom of Expression: Overview of the Constitution of India,
1.3 Freedom of the Press- Substance of Article 19, Interpretation of Article 19 and Reasonable Restrictions.
1.4 Limits of Transparency: Privileges of the legislature - Article 105 and Article 19 (A); Judiciary and contempt of Court
1.5   Information and the bureaucracy: Official Secrets Act; Lokpal; RTI

Unit II: Jurisprudence and Media

2.1   Boundaries of Freedom of Expression: Media Content- Morality, Public Interest, Women & Minorities; Advertisement, Indecent Representation of Women (Prohibition) Act
2.2 Defending Individual Rights: Trial by Media, Defamation- IPC Article 499-500, Libel, Slander, Provisions for Defences; Interpreting Right to Privacy
2.3 Protecting the State: Colonial Legacies; Restrictions through IPC and CrPC; Censorship and Proscription
2.4 Accumulation of Interests: Anti-Trust ideas; Consumer Protection and Consumer Courts; Liability and Foreign Media
2.5   Working Journalist Act, 1955, Wage boards

Unit III: Media Laws in India

3.1   Registration of Books and Newspaper Act, 1867; Copyright Act, 1957.
3.2   Prasar Bharti Act.
3.3   Cyber Laws in India.
3.4 Institutional agencies**:** RNI and its Duties, Broadcast regulations and I&B Ministry, Press Commissions and their recommendations, Press Council of India- formation, composition, role, power, guidelines; Censor board, Censorship Act and Procedures.
3.5   Cable T.V. Network Regulations Act.

Unit IV: Media Ethics

4.1 Ethics: what and why of ethics; Truth, Fairness and Objectivity, Case Studies in Indian context; Tangible Property- Knowledge and Copyright; Ownership and Usage Right, Fair Use and Piracy

4.2 Basics of Media Ethics: Press Council Code of Ethics, PCI Guidelines on Privacy and Public Interest; Advertising Standards Council of India Guidelines; News Broadcasters' Association Code

4.3 Ideas of Commons: Ethical Issues of Copyright and the Idea of Commons/ Creative Commons

4.4 Ethics in Sting journalism; Media Trial; Internet- Plagiarism, obscenity and indecency; Issues in Governance- Self-Regulation and Ombudsman;

   4.5 Media and Pressure Groups, Social audit, Debate about Ombudsman.

Recommended Reading:

1. Basu, D.D. (1996) Laws of the Press, New Delhi: Prentice Hall
2. Basu, D.D. (2004) Introduction to the Constitution of India, Prentice-Hall of India
3. Bhatiya, S. (2000) Freedom of the Press: Political, Legal Aspects of Press Legislation in India. Economic and political Weekly. Vol.35, No.8 & 9, 19-26th Feb, p. 667 -675.
4. Fackler, M. et. al., (1995) Media Ethics- Cases and Moral Reasoning, New York: Longman Frankena, William K. (2002), Ethics, New Delhi: Prentice Hall
5. Kasyap, S. (2010) Indian Constitution: Conflicts and Controvercies, New Delhi: Vitasta Publishing
   6. Lillie, W. (2003) Introduction to Ethics, New Delhi: Allied Publishers
7. Prabhakar, M. et. al., (1999) A Compendium of Codes of Conduct for Media Professional, University Book House
   8. Singh, P.P. et. al., (1998) Media, Ethics and Laws, New Delhi: Anmol
9. Thakurta, P. Guha, (2009) Media Ethics-Truth, Fairness and Objectivity. New Delhi: Oxford University Press
   10. Umrigar, K. D. (1970) Laws of the Press in India, New Delhi: Law Book

MAS-PG-C-203 (T): CONVERGENT JOURNALISM

Credit: 4
Contact Hours: 75 (45+30)

Objective:

The aim of this paper is to orient the students with the idea and terminologies associated with the evolving concept of the culture of convergence in Journalism and Mass Communication. With a blend of both theoretical and practical aspects, the paper aspires to train the students to become successful in the emerging field of Multimedia Journalism.

Unit I: Perspectives on Convergence

1.1 Convergence-Concept and Definition, Convergence Culture-Time Space Convergence, The Need for Convergence, Blurring Boundaries between News and Entertainment
1.2 Media Convergence-Technology, Ownership, and Content; Perspectives on Media Convergence, Convergence Continuum Model, Internet as the Space of Convergence-Its Evolution
1.3 Convergence in Journalism- Writing across Different Platforms, Networked Journalism
1.4 Characteristics of Convergent Journalism-Interactivity, Choice with Respect to Content and its Source, Inter-textuality, Non-linearity, Multi-Mediability, Cross Media Content Sharing
1.5 Professional Convergence-Polyvalence in Journalistic Profession-Functional Polyvalence-Thematic Polyvalence-Polyvalence of Media

Unit II: Journalism Basics

2.1 Qualities of a Good Journalist, Objectivity in Journalism, Ethical Journalism, Journalism and Social responsibility
2.2 Writing, Reporting, and Interviewing Skills, Concept of News and News Writing Guidelines, News Values in the Age of Convergence
2.3 News Writing Structure-Inverted Pyramid and Narrative Structure, Three Act Structure, The Changing paradigms in Journalism
2.4 Characteristics of print, broadcast and convergent Journalism, differences between the three
2.5 Citizen Journalism, Concept, its Practices, changed concept of Gate keeping

Unit III: Practicing Journalism in the Age of Convergence

3.1 Writing for the Web-Story Idea, Dealing with the Sources, Verifying the Sources, Documenting the Event using Accessible Multimedia Technologies
3.2 Writing-News, Features, Opinion Pieces, Blogs, Writing Guidelines
3.3 Video for the Web, Podcasting, Web Content Management
3.4 Converged News Room Practices, Gate Keeping, Role of the Editor, Changing role of Journalist

3.5 Understanding the Audience in the Convergent Medium, Importance of Audience Feedback, Audience as Prosumers

MAS-PG-C-404 (P): CONVERGENT JOURNALISM

Unit IV: Practical

Students are required to design a News Website/Personal Blogs.

Recommended Reading:

1. Bull, A. (2015). Multimedia Journalism: A Practical Guide. London: Routledge
2. Felder, L. (2011). Writing for the Web: Creating Compelling Web Content using words, Pictures and Sound. New Delhi: Pearson Education India
3. Filak, Vincent F. (2014). Convergent Journalism: An introduction: Writing and Producing Across Media. London: CRC Press
4. Heinrich, A. (2014). Network Journalism: Journalism Practice in Interactive Spheres. London: Routledge
5. Jenkins, H. (2006). Convergence Culture: Where Old and New Media Collide. New York: New York University Press
6. Kolodzy, J. (2012). Practicing Convergence Journalism: An Introduction to Cross Media Story Telling. New Delhi: Routledge
7. Lugmayr, A., et.al. (2016). Media Convergence handbook, Vol.1. Journalism, Broadcasting and Social Media Aspects of Convergence. Berlin: Springer
8. Quinn, S. (2005) Convergent Journalism: The Fundamentals of Multimedia Reporting. London: Peter Lang
9. Siapera, E. & Veglis, A. (2012). The Handbook of Global Online Journalism. Oxford: Willey-Blackwell
10. Wilkinson, Jeffrey S., et.al., (2012). Principles of Convergent Journalism. London: OUP

<div align="center">**MAS–C–PG–204 (T): RADIO PRODUCTION**</div>

Credit: 4
Contact Hours: 75(45+30)

Objective:

The paper introduces the medium of radio to the students and its basic working principles. It treats the medium across different settings like All India Radio, FM Broadcasting, Community Broadcasting and Educational Broadcasting. Emphasising on both theory and practical aspects of radio production, students will be trained in producing various types of radio programmes.

Unit I: Evolution of Radio

10.1 Development of Radio as a Mass Medium in India. Ham Radio, Pre – Post Independence
10.2 Radio Today-Control Mechanism - AIR, PRASAR BHARTI
10.3 Days of Private FM Channels, Broadcasting and Narrowcasting
10.4 Community Radio, Campus Radio, Web Radio
10.5 Debates around Autonomy of Electronic Media

Unit II: Mystery of Sound

2.1 Technical and Operating Principles
2.2 Principles of Sound – Frequency, Low/Mid/High Amplitudes, Wave Length, Pitch, Spectrum, Infrasonic, Ultrasonic, Acoustics, Reverberation, Echo
2.3 Microphones – Positioning, Fish Pole, Floor Stand, Tables and Hidden Mikes, Camera Mikes, Wireless Mikes
2.4 Line Mikes, Shotgun, Recording Techniques
2.5 Studio Acoustic, Sound Level Controls – Manual, Automatic, Digital Recording, Digital Filters, Multi-Track Production Techniques

Unit III: Radio Programme Formats

3.1 Production basics-Acoustics, Perspective, Sound Effects, Distort and Filter, Artificial Echo, Silence, Music and human Voice
3.2 Radio documentary, Feature, Phone-in programme, PSAs
3.3 Commercial Broadcasting – Music Promo, Sparkles, Teaser, Radio Jockeying, Radio Streaming, Announcer, Compere, Narration and Voiceover
3.4 News Writing, Compilation of News,
3.5 Audience Understanding, Fixed Point Charts, Audience Research

<div align="center">**MAS–C–PG–204 (P): RADIO PRODUCTION**</div>

UNIT IV: Practical – Any Two

4.1 Individual PSA of 30 Seconds
4.2 Documentary / Feature (Group Production) of 10 – 15 Minutes

4.3 Production of 15 minute Radio News/Programme on Current Affairs
4.4 Radio Jingle

Recommended Reading:

4.1.   Kaempfer, R. and John S. (2004) The Radio Producer's Handbook. New York, Allworth Press
4.2.   Keith, M.C.M. (2007) The Radio Station: Broadcast, Satellite and Internet, Burlington: Focal Press
    4.3.   McLeish, R, Radio Production. Burlington, Focal Press. (2005)
4.4.   Priestman, C. (2002) Web Radio: Radio Production for Internet Streaming, Burlington: Focal Press
4.5.   Reese, D.E. Lynnes S. Gross and Brian Gross (2005) Radio Production Work text: Studio and Equipment, Burlington: Focal Press
4.6.   Sauls. S.J. and Craig A. Stark (2013) Audio Production Work Text Concepts, Techniques and Equipments. Burlington: Focal Press
4.7.   Stephenson, A. R., David E Reese and Mary E. Beadle (2004) Broadcast Announcing Work text: Performing for Radio, Television, and Cable, Burlington: Focal Press
4.8.   Truesdell, C. (2007) Mastering Digital Audio Production: The Professional Music Workflow with Mac OS X. Canada: Wiley Publishing Inc
4.9.   Whitakaer, J.C. (2003) Master Handbook of Audio Production: A Guide to Standards, Equipments and System Design. New Delhi: Mc Graw Hill Professional
4.10.   Woodhall, W. (2010) Audio Production and Postproduction. London: Jones and Bartlett Publishers

MAS–PG–C–205 (T): ADVERTISING

Credit: 4
Contact Hours: 75 (45+30)

Objective:

This course offers a rigorous and exhaustive introduction to advertising as a communication tool for business, non-profits, government and political organizations. It is designed to build critical thinking and channelize skills toward possible careers in the industry. For the academically inclined, it offers an interesting entry point into communication and cultural studies.

Unit I: Understanding Advertising

1.1 Ad as a Mediated Communication, marketing mix, Ad's relationship with elements in marketing mix, social and economic role of advertising, PR ad advertising, propaganda and advertising, Integrated Marketing Communication
1.2 Advertising Agency: functions, structure, formats; the creative process; Special service groups
1.3 Classification of Ads, media types, brand and brand equity, market segmentation.
1.4 Ad communication process: Communication response hierarchy-traditional and alternate models; Maslow's hierarchy of needs theory, Consumers Involvement-FCB model, KIM- Lord model
1.5 Branding and Communication, Brand Equity

Unit II: Ad Planning and Creative Process

2.1 Setting objectives: Sales versus communication oriented objectives, DAGMAR.
2.2 Planning a Campaign – Fundamentals, Ad strategy, Big Idea-creative techniques to generate big idea; Preparing Strategy Statement & Creative Brief, Creative execution elements: Message appeals, message formats, message tone, message structure, Production and design decisions
2.3 Creative execution in print media: Elements of print advertising, Headlines-functions & types, Caption/sub-heads, tagline/slogan, Body copy, various copywriting approaches, visuals, types of visuals, design elements, Layout design principles
2.4 Creative execution in broadcast media: popular structure of radio commercials, making TV commercials-the process, case studies
2.5 Segmentation – Segmentation Methods – Psychographic, Demographic, Geographic, Cultural, Market Tiers, SEC, User Segmentation in Specific Categories – Cell-Phone Hardware, Chris Rose – Three Worlds

Unit III: Media Planning and Ad Research

3.1 Media Planning: The concept and scope of Media Planning; Media planning and media buying, Preparing a media plan; Cost consideration – CPT/CPM calculation;

  3.2   Advertising Research: Concept, rationale, advantages and disadvantages;

3.3 Types of advertising research; Techniques of copy testing—Projective techniques, and its various types; Ranking techniques and its various types; Attitude techniques and its various types, Laboratory techniques and its various types.

3.4 Evaluative Advertising Research –Recognition Techniques, Recall techniques, Post- inquiry techniques, Post-test –sale techniques and their various types.

3.5 Audiences – Internal and External, Interactivity, Crowd-Sourcing and Co-creation, Shoppers, Consumers, Customers, Advocates and Prosumers, Shareholders, Employees, State, Media, Community

MAS–PG–C–205 (P): ADVERTISING

Unit IV: Project

       Students will have to produce an Advertisement or combination of Advertisements (across different media platforms) as per the instructions of the course Instructor. Such production/s will constitute materials for external evaluation and students will have to appear for viva.

Recommended Reading:

      5.1.   Abraham, M. and A. (2011) Taylor, 'Brand Housing: Best Practice for Brand

      5.2.   Architecture'. Admap, February (2011)

5.3.   Barthes, R. (1972) 'What is myth, today?' In Mythologies. New York: Hill and Wang

5.4.   Batra, Rajeev, John G. Myers & David A. Aaker (2000). Advertising Management, New Delhi: Prentice Hall

5.5.   Holt, D. (2003) 'How to Build an Iconic Brand'. Market Leader, Summer, P-35- 42

      5.6.   Jefkins, F. (1994) Advertising, Macmillan India Limited.

      5.7.   Ogilvy, David, (1985) Ogilvy on Advertising. New York: Vintage

5.8.   Ries, A. and J. T. (1993). Positioning: The Battle for Your Mind. New York: Warner

      5.9.   Russel, J. Thomas, (2004) Advertising Procedure, New Delhi: Prentice Hall

5.10.   Williams, A. et. al. (2013) 'Big Data: P&G says thank you to moms'. Admap, September 2013 Marketplace. New York: Ad Week.

Periodicals/Subscriptions

Campaign India
AdWeek WARC
Agencyfaqs.com

MAS-PG-C-301 (T): PUBLIC RELATION AND CORPORATE COMMUNICATION

Credit: 4
Contact Hours: 75 (45+30)

Objective:

The objective of this course is to offer a wide and thorough introduction to public relations and corporate communications for students who are interested to pursue a career in the industry. Drawing upon the legacy of PR as much as the expansion and reinvention of its toolkit in the digital age, it demonstrates the role of the corporate brand as a brand house as well as an employer and member of the community. It shows the necessary synergies of Corporate Communications with marketing and HR and explores the changing role of PR as a tool through case studies in India and from across the world.

Unit I: PR and Audiences

1.1   Concept of PR: Internal and External publics, PR tools, PR and Publicity, PR and other management disciplines, changing trend of PR
1.1   Media relations: Concept of Earned Media; Proactive and Reactive Media Relations
1.2   PR department: Organizational structure, its functions
1.3   PR agencies: Structure and functions, client servicing
1.4   IMC: Concept, marketing mix, role of PR in IMC

Unit II: Public Relations in practice

2.1 PR Campaign: Concept, Process and Methods of campaign, Benefits
2.2 Event management: Concept & Classification of events, Size and Types, Target Audience, Budgeting,
2.3 Event Marketing: Event Marketing and Promotion, Use of Media, SWOT Analysis.
2.4 PR Writing: Writing press release, techniques, online press release
2.5 Crisis management: symmetrical and asymmetrical models, case studies

UNIT III: Corporate Communications
3.1 Corporate Communication: Concept, elements, trinity of corporate communication, PR vis-a- vis Corporate Communication
3.2 Corporate identity: Concept and goals, elements and articulation of corporate identity,
3.3 Reputation management: Image building and reputation management, employer branding, online reputation management
3.4 Stakeholder relationships: employee relations, community relations, consumer relations, investor/donor relations
3.5 CSR: CSR and concept of good governance by corporate bodies, Regulatory Bodies in India, CSR Case Study in India

MAS-PG-C-301 (P): PUBLIC RELATION AND CORPORATE COMMUNICATION

Unit IV: Project

A detailed project of an organization's public relations activities is to be prepared by the students. The organization could be a non-profit or a business organisation in the public or private sector. The project can be on any of the aspects from the following:

1. Developing a detailed PR strategy for an organization
2. Developing a PR campaign for an organization
3. Studying the CSR activities of organizations
4. Preparing a promotional video for an organization
5. Studying corporate image of organizations

Recommended Reading:

1. Barry, A. (2005) PR Power: Inside Secrets from the World of Spin. London: Virgin Books.
2. Bhimani, R. (1995) Corporate Peacock: New Plumes of Public Relations. New Delhi: Rupa
3. Campbell, A., (2013) 'Unsexy Social: How Social Media is Adding Value to Regulated Industries in Unexpected Ways'. Sapient Nitro Whitepaper
4. Christensen, L, et. al., (2008) Corporate Communications: Convention, Complexity and Critique. London: Sage
5. Cutlip, S. M. and A. H. Center, (1971) Effective Public Relations. New York: Prentice Hall
6. Kitchen, P. J. and D. Moss, (1995) 'Marketing and Public Relations: An Exploratory Study'. Amsterdam: ESOMAR whitepaper
   7. Kotler, P. (2000) Marketing Management. Upper Saddle River, NJ: Prentice Hall
8. McKee, K B et. al., (2005) Applied Public Relations: Cases in Stakeholder Management. New York: Routledge

Periodicals and websites

Campaign India WARC
Agencyfaqs.com
Websites of all organizations mentioned in the case studies Corporate
films and TVCs
Annual Reports

MAS-PG-C-302: MEDIA AND COMMUNICATION RESEARCH

Credit: 4
Contact Hours: 60 Objective:

The course is designed to train the students in the evolving field of media and communication research. It aims to develop a thorough understanding of media research by orienting the students with both quantitative and qualitative research techniques. The course outline also explores the probable dimensions of research in the field of journalism and mass communication.

Unit I: Introducing Media Research

1.1 Meaning and Concept, Methods of Acquiring Knowledge
1.2 Inductive, Deductive, Empiricism, Qualitative Research, Quantitative Research
1.3 Elements of Research-Concepts, Constructs, Assumptions
1.4 Types of Research-Basic, Applied, Descriptive, Analytical, Case-Study, Historical
1.5 Ethical Dimensions

Unit II: Research Design and Approaches

2.1 Research Design-Types and Needs-Structure-Component
2.2 Experimental and Classic Research Design, Solomon Four Group, Post-Test Only Control Group
2.3 Quasi Experimental Design-One Shot Case Study-Longitudinal Research-Panel-Trend Study
2.4 Audience Ethnography-Talk-Text-Action, Participant Observation, Focus Group
2.5 Survey Research, Questionnaire Construction

Unit III: Reception Research

3.1 discourse Studies
3.2 Critical Discourse Analysis
3.3 Viewing and Interpreting Image, Advertising, Message, Content Analysis
3.4 Methodological Pluralism, Triangulation
3.5 Internet Research-Reliability of Data, Processing Internet Data

Unit IV: Data Processing and Application

4.1 Coding and Tabulation, Analysis and Interpretation, Levels of Measurement
4.2 Hypothesis Testing, Frequency Distribution, Standard Deviation, Normal Curve
4.3 Quantitative Data Analysis-Univariate-Bivariate
4.4 What to Research, How to Research
4.5 Writing a Research Proposal

Recommended Reading:

1. Berger, A (2000) Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches, London: Sage.
2. Brooker, W and D. Jermyn. (eds.) (2003) The Audience Studies Reader, London and New York: Routledge
3. Bryman, A. (1994) Analyzing Qualitative Data, London and New York: Routledge.
4. Creswell, J. (2009) Research Design: Qualitative, Quantitative, and Mixed Methods Approaches, California: Sage.
5. David Nachmias and Chava Nachmias, (1999) Research Methods in Social Sciences. St. Martin Press: New York.
6. Hanson, J., & Maxcy, D. J., (Eds.), (1999) Sources: Notable selections in mass media, 2nd edition. Guilford, CT: McGraw-Hill/Dushkin
7. Jensen Klaus B and Jankowski, N., (1991) A Handbook of Qualitative Methodologies for Mass Communication Research, London and New York: Routledge.
8. Machin, D., (2002) Ethnographic research for media studies, London: Arnold.
9. Marie M. Davies and Nick Mosdel, (2006) Practical Research Methods for Media and Cultural Studies. Edinburgh: Edinburgh University Press
10. Roger D. Wimmer and Joseph R. Dominick, (2011) Mass Media Research: An Introduction. Boston: Wadsworth

MAS-PG-C-303 (T): TELEVISION & VIDEO PRODUCTION

Credit: 4
Contact Hours: 75 (45+30)

Objective:

The course will introduce the students to basic theoretical concepts and operational ideas about TV and video production. With both theoretical and practical orientations, the course aims to train the students in the emerging field of television and video production.

Unit I: Basic Concepts TV Production

1.1 Television as Visual Medium, Visual Language, Visual Grammar-Rules of Composition and Framing

1.2 Shots and Classification of Shots, Important Terminologies-ENG, EFP, MCR, PCR, Input Desk, Out Desk

1.3 The Process of Television Production-Preproduction, Production, and Postproduction-Activities.

1.4 TV Production Personnels and their Responsibilities

1.5 Television Genre-News, Documentary, Soap, and TV Reality Shows, PSM

Unit II Camera, Light & Sound

2.1 Camera Structure and Functions, Camera Accessories, Evolution of Camera and Videography-Celluloid Camera, Betacam, Digital Camera

2.2 Lens-Types and Functions, Aperture-Aperture Settings, Sensor, ISO Settings, Shutter Speed, Single Camera Production, Multi Camera Production, Camera Planning and Techniques

2.3 Importance of Light in Video Production, Sources of Light, Different Types of Lights, Basic Lighting Techniques-Indoor-Outdoor

2.4 Concept and Definition of Sound, Importance of Sound in TV Production, Sources of Sound, Types of Sound, Sound Effects

2.5 Science of Sound, Sound Recording Devices, Sound Mixing

Unit III Script and Editing

3.1 Understanding Script-Script for News, Documentary & PSMs, Process of Script Writing-Ideation-Research-Brainstorming-Drafting News & Documentary Scripts

3.2 Concept of News-Different Formats, TV Anchoring

3.3 Documentary Film-Styles & Modes, Voiceover Narration, Treatment

3.4 Concept of Montage-Different Montage Techniques

3.5 Logging, Rough Cut, Final Cut, Audio Video Mixing

MAS-PG-C-303 (P): TELEVISION & VIDEO PRODUCTION

UNIT IV: Practical

Students are required to conduct research, write script and produce full-length documentary and TV news reports. This may be evaluated by an external examiner in consultation with the course instructor.

Recommended Reading:

1   Belavadi, V. (2013). Video Production. India: Oxford
2   Burrows, T., et.al. (2000). Video Production: Disciplines and Techniques. US: Holcomb Hathaway
3   Compesi, R. and Gomez, J. (2015). Introduction to Video Production: Studio, Field and Beyond. New York: Routledge
4   Johnson, K. and Radosh, J. (2016). Shoot Edit Share: Video Production for Mass Media, Marketing, Advertising, and Public Relation. London: Focal Press
5   Kellison, C. (2009). Producing for TV and New Media. London: Focal Press
6   Kenworthy, C. (2006). Digital Video Production Cook Book. US: O'Reilly
7   Millersen, G. & Owens, J. (2009). Television Production. London: Focal Press
8   Musberger, Robert B. and Ogden, Michael R. (2014). Single Camera Video Production. London: Focal Press
9   Owens, J. (2017). Video Production Handbook. London: Focal Press 10

Zettl, H (2012). Handbook of Television Production. UK: Wadsworth

MAS-P-O-304: COMMUNICATION AND CULTURE (Open Paper)

Credit: 4
Contact Hours: 60 Objective:

The paper offers an overview of the cultural complexity of mediated society. While culture happens to be an integral part of any society, the course content essentially reflects on the ability of media to pervade and influence the cultural practices of every society.

Unit I: Culture, Communication & Media

1.1 Intercultural Communication- Perception, Meaning, Relevance and Contexts
1.2 Macro Cultures and Micro Cultures, Elements of Cultural System
1.3 Media and Culture, Media and Value System
1.4 Media as Social Institution
1.5 Hofstede's Cultural Dimensions

Unit II: Societal Issues

2.1 Society- Types, Meaning, Perceptions, Patterns, Stereotyping
2.2 Media Manufacturing of Culture, Pluralism, Multiculturalism and Counter Culture
2.3 Cultural Hybrids-High and Low Contexts, Ideology, Hegemony, Identity, Subjectivity
2.4 Cultural Capital, Elitism, Resistance
2.5 Edward Said's Orientalism

Unit III: Mediated Culture and Criticism

3.1 Frankfurt School, BCCS, Chicago School, Toronto School
3.2 Modernity, Structuralism, Post-Structuralism, Post-Modernity
3.3 Psychoanlysis-Freud, Jung, Lacan, Impact on Text
3.4 Feminism, Under-Representation, Gendered Representation, Visual Pleasure
3.5 Mass Culture and Popular Culture

Unit IV: Culture and Late Modernity

4.1 Post-Industrial Society
4.2 Homogenization, Flattening of the World, Dissolution of Space, Compression of Time
4.3 Network Culture-Homophily, Assorted Principles, Flow of Capital, Deterritorialization
4.4 Net as a Cultural Platform
4.5 Social Network and Global Norms

Recommended Reading:

1. Campbell, Richard, Martin, Christopher R, and Fabos Bettina (2011). Media and Culture: An Introduction. London: Bedford

2. Carey, James, W. (2008). Communication as Culture. London: Routledge

3. Dube, S. C, (1990). Tradition and Development. New Delhi: Vikas

4. Gurevitch, Michael, and Curran, J. (2005). Mass Media and Society, London: Bloomsbury

5. Hartely, J. (2011). Communication, Cultural and Media Studies. London: Routledge.

6. Kraidy, M. M. (2005). Hybridity or the cultural logic of globalization. Philadelphia: Temple University Press

7. Mathews, G. (2000). Global Culture/Individual Identity: Searching for Home in the Cultural Supermarket. New York: Routledge

8. Nisbett, R. (2003). The Geography of Thought: How Asians and Westerners Think Differently…and Why. New York: Free Press

9. Shaules, J., (2007). Deep Culture: The Hidden Challenges of Global Living. Toronto: Multilingual Matters

10. Terhi, R. (2005). The Media and Globalisation. London: Sage

Credit: 4
Contact Hours: 75 (45+30)

Objective:

Communicating development using mass media in the rural settings has always been a challenge for the media specialists and development professionals of modern India. With such a view in mind the paper on rural communication aims to train the students as successful communicators in rural settings.

Unit I Rural Communication and Participation

1.1 Community and Rurality-Concept and Definition, Rural Development, Role of Communication in Rural Development
1.2 Communication Structure in Rural Settings-Folk and Conventional Media, Radio in Rural Communication, Intercommunity Communication, Intracommunity Communication
1.3 Media and Communication Habits among Rural Communities, Media Penetration and Changing Ruaralities
1.4 Rural Communication Channels- Village Meetings, Village Market, Community Clubs, Religious Gatherings
1.5 Role of Communication Channels in Local Participation and Governance

Unit II Evaluating & Documenting Development in Rural Settings

2.1 Media and Communication Awareness among the Rural Masses-RTI and Communication, Documenting and Analysing the Communication and Development Agenda-Cases from India.
2.2 Assessing the Urban Rural Divide, Communication Divide-Disparity in terms of Knowledge and Infrastructure, Health Communication, Natural Disaster Communication, Agricultural Communication, Educational Communication.
2.3 Communication Research in Rural Context- Ethnographic Research-PAR-Survey—EAR- FGD
2.4 Communication and Extension Activities in Rural Settings, ICT and Rural Governance, ICT and Public Access Movement
2.5 Documentation of Existing Communication Practices in Rural Context, Rural Development Scenario in North-East

Unit III Channelizing Development in Rural Context

3.1 Contextualising Paulo Freire in the Process of Rural Development and Rural Communication

3.2 Context Specific Communication-Respect for Local Culture, Tradition, Language and Folk Art Forms

3.3 Utilising Intracommunity Communication Channels, Exploring Community Media for Participatory Communication

3.4 Disseminating Community Specific Communication, Disbursing Local Knowledge, Mobilising participatory Action and Rural Development

3.5 Monitoring and Evaluation

MAS-PG-C-305 (P): RURAL COMMUNICATION

Unit IV Practical

4.1　　Mapping communication Problems in rural areas.

4.2 Designing communication strategy for a rural context.

4.3　　Designing communication models based on the existing communication channels in rural settings.

4.4 Report writing on the communication practices in rural settings.

Recommended Readings:

1. Acunzo, M. (2014). Communication for Rural Development: Sourcebook. Rome: FAO
2. Berrigan, F. J. (1979). Community Communications: The Role of Community Media in Development. Paris: UNESCO
3. Castello, R. D. (2006). Framework on Effective Rural Communication for Development. Rome: FAO
4. Dagron, Alfonso G. & Thomas Tufte (Ed)., (2006) Communication for Social Change Anthology: Historical and Contemporary Readings. New Jersy, US: CFSC
5. Freire, P. (1970). Pedagogy of the Oppressed. New York: Continnum
6. Leeuwis, C, & Ban, A W van den (2004). Communication for Rural Innovation: Rethinking Agricultural Extension. London: Willey-Blackwell
7. Manyozo, L. (2011). People's Radio: communicating change across Africa. Southbound Penang. Malaysia: Penany
8. Patin, Dhanraj A. (2010). Communication for Rural Development in India: From green Revolution to "E" Revolution. New Delhi; Serials Publisher
9. Santucci, F. M. (2005). Strategic Communication for Rural Development. Washington DC: World Bank.
10. World Bank Report (2005). Information and Communication Technologies for Rural Development: Issues and Options. Washington DC: World Bank

INTERNSHIP

The students will have to undergo an internship programme after the completion of 3rd Semester. The students have to seek prior approval of the Department for the selection of the organization providing Internship facilities. The students will have to adhere to the internship norms of the University. The Internship programme will be financed by the University as per the existing rules.

MAS-PG-C-401: NEW MEDIA

Credit: 4
Contact Hours: 60 Objective:

The objective of the course is to give the students an idea about the role of new media in society. It will orient the students towards various theoretical perspectives of new media and its relationship with other categorical elements connected with individual identity, collective identity, nationalism and De-Territorialisation. The course also focuses on providing a critical overview of new media and its relationship with the rapidly changing contours of journalism, culture, and politics of the world.

Unit I: Introduction to New Media

1.1 Meaning and Concept

1.2 New media Technology

1.3 New Media Features

1.4 Information and Communication Technology (ICT)

1.5 New Media and Communication Process

Unit II: New Media Theory

2.1 Theory of Information Society

2.2 New Media and Representation

2.3 New Media and Identity

2.4 New Media Literacy

2.5 New Media and Political Economy

Unit III: New media and society

3.1 Social Construction of Technology

3.2 New Media and Politics

3.3 New Media and Nationalism

3.4 New Media and Public Sphere

3.5 New Media and Social Resistance

Unit IV: New Media and Social Movements

4.1 Post-Humanism, Post Feminism

4.2 Ethics, Tactical Media, Ubiquity of Code, Ethical Hacking

4.3 New Media Culture, Multiplicity, Split, Postmodern Identities

4.4 Digital Universe and Digital Divide

4.5 IPR, Copyrights law, Tele-democracy, Cyber Crime, Slacking

Recommended Reading:

5.1.   Aitchison, J. (2003). New Media Language. London: Routledge

5.2.   Andrew Dewdney and Peter Ride, The New Media Hand Book. Routledge: London.

5.3.   Christian Fuchs and Marisol Sandoval (Eds.,) (2006). Critique, Social Media and the Information Society. London: Routledge

5.4.   Dovey, J. (2009). New Media: A Critical Introduction. London: Routledge

5.5.   Glen Creeber and Royston Martin (Eds.,) (2009). Digital Cultures: Understanding New Media. UK: Open University Press

5.6.   Hansen, Mark B. N. (2004. New Philosophy for New Media, Massachusetts: MIT Press.

5.7.   Harries, Dan (Ed.,) (2002). The New Media Book. UK: Palgrave MacMillan

5.8.   Lievrouw, Leah A. & Livingstone, S. (2006). Handbook of New Media. London: Sage

5.9.   Martin Lister, Jon D., Seth Giddings, Iain Grant, Kieran K. (2009).   New Media: A Critical Introduction. London: Routledge

5.10.   Papachirisi, Z. (Ed.,) (2011). A Networked Self: Identity, Community and Culture in social Networking Sites. London: Routledge

MAS-PG-C-402 (T): ALTERNATIVE MEDIA

Credit: 4
Contact hours: 75 (45+30)

Objective:

The objective of the course is to develop a strong sense of understanding about the concept of alternative media. The course structure reflects upon the possibilities offered by alternative media in resisting the dominant discourses of the mainstream media, which has often been colonial in nature. The course will prepare the students to work as grassroots activists by decentralizing media and taking it to the poor and marginalised. It also aims to bring a positive change in the media discourse leading to a change in the social discourse through intervention, participation, and inclusion.

Unit I: Introduction to Alternative Media
1.1 Concept and Definition
1.2 Radical media vs. Community Media
1.3 Theory of Radical Media
1.4 Alternative Media Models
1.5 Alternative Media as Fields of Production

Unit II: Alternative Media Production
2.1 Alternative Media Structure
2.2 Content Diversity
2.3 Participation
2.4 Decentralization
2.6 Democratisation

Unit III: Alternative Media and Social Movement
3.1 Decolonization and Alternative Space, Knowledge Structure
3.2 Voices from the margin, Community Knowledge
3.3 Mobilizing Protests, Advocacy Journalism
3.4 Alternative media and Public Sphere, Post-Colonial Narrative
3.5 Alternative Media and Civil Society

MAS-PG-C-402 (P): ALTERNATIVE MEDIA

Unit IV: Practical
School children and other community members to be trained as media producers

Recommended Reading:

5.1.   Atton, C. (2004). An Alternative Internet: Radical Media, Politics, and Creativity. Edinburgh: Edinburgh University Press

5.2.   Atton, C., (2006). Alternative Media. London: Sage

5.3.   Atton, C., and Jon H. (2008). Alternative Journalism. London: Sage

5.4.   Cottle, S., (2011). Media and the Arab Uprisings of 2011: research notes. Journalism: Theory, Practice and Criticism 12(5): 647-659.

5.5.   Downing, J. (2001). Radical Media: Rebellious Communication and Social Movements. London: Sage

5.6.   Downing, John (Ed.,) (2011). Encyclopaedia of Social Movement Media. Los Angeles: Sage

5.7.   Forde, S. (2011). Challenging the News: The Journalism of Alternative and Community Media. Basingstoke: Palgrave Macmillan

5.8.   Harcup, T., (2013). Alternative Journalism, Alternative Voices. London: Routledge

5.9.   Lievrouw, L., (2011). Alternative and Activist New Media. UK: Cambridge University Press

5.10.   Rodriguez, C., (2001). Fissures in the Mediascape: An International study of Citizens' Media. New York: Hampton Press

MAS-PG-C-402: POLITICAL COMMUNICATION

Credit: 4
Contact hours: 60

Objective: The course intends to expose the students with the theoretical foundations of political communication. By orienting the students with the existing relationship between media and politics in a rapidly changing media environment of the world, the course aims to develop a critical understanding about the role of communication in politics.

Unit I: Communication and Politics

1.1 Politics and Communication: Theoretical Approaches
1.2 Mediatization, Political Socialization, Political Participation,
1.3 Political Processes, Persuasion and Public Policy
1.4 Channels of Political Communication
1.5 Framing, Priming, Opinion Polls, Election Coverage, Political Advocacy

Unit II: Media in Public Sphere

2.1 Media and the Public Sphere: The idea of Public Sphere and role of media, Reconfiguration of Public sphere- case study from India
2.2 Pluralism and Multiculturalism: Identity and Representation; Pluralist media content; Diversity of Media Ownership
2.3 Democratising Media and Politics: New media platforms and emerging trends; Case studies from India and other countries
2.4 Comparative Media Systems,
2.5 Media and Foreign Policy

Unit III: Ideology, Power and Media Markets

3.1 Characterising Ideology: Consensus as ideology; From consensus to manufacturing consent; Ideology & hegemony
3.2 Media Power: Media's potential for identity formation and political mobilization- Case studies
3.3 State and Information: Information as Service, and as Public Good; Propaganda & Publicity
3.4 Media, Ideology, Market: Ideology of Free Markets; Special characteristics of media product-Autonomy of media markets;
3.5 Media Oligopoly

Unit IV: International Relations and Politics

4.1 Ideology and Globalization,
4.2 Ideological Promotion and Conflict
4.3 International Relations and Propaganda

4.5 International Communication and International Politics: Contemporary Issues
4.5 Public Diplomacy: Different Tracks

Recommended Reading:

5.1.   Baker, E. 2004. Media, Markets and Democracy. New York: Cambridge University Press

5.2.   Chomsky, N. (1989) 'Democracy and the Media', in Necessary Illusion: Thought Control in Democratic Societies. South End Press

5.3.   Curan, J (ed). (2010) Media and Society. London: Bloomsbury

5.4.   Entman, Robert M. (eds). 2001. Mediated Politics: Communication in the Future of Democracy. New York: Cambridge University Press

5.5.   Gunther, R and Mughan, A. (1994) (eds): Democracy and the Media: A Comparative perspective. New York: Cambridge University Press

5.6.   Habermas, J. (2006) 'The Public Sphere: An Encyclopaedia Article' in Media and Cultural

5.7.   Studies- Key Works by Meenakshi Gigi, et.al. (Eds). Oxford: Blackwell Publishing

5.8.   Herman, Edward and Chomsky, N. (1998) Manufacturing Consent: The Political Economy of the Mass Media. New York: Pantheon Books

5.9.   Keane, J. 1991. Media and Democracy. Oxford: Willey Blackwell

5.10.   Ninan, S. 2007. Headline from the Heartland- Reinventing the Hindi Public Sphere. Sage: New Delhi

MAS-PG-C-403: FILM STUDIES

Credit: 4
Contact Hours: 60 Objective:

Film making is considered as one of the latest improvisations in the field of Mass Communication. Essentially an intertextual form of communication, it has been able to provide scholars of mass communication a platform in the last hundred odd years to get involved in theoretical arguments. The paper deals with understanding of how the subject has evolved as a theoretical construct over the years.

Unit I: Film: A Historical Perspective

1.1 History of World Cinema, History of Indian Cinema
1.2 Film as a Medium of Communication
1.3 Film Schools, Russian Formalism, Realism, Italian Neo Realism, German Expressionism, French New Wave, Indian New Wave, Indian Neo Realism
1.4 Silent Era, Talkies, Parallel Cinema
1.5 Alternative Cinema, Subaltern Cinema

Unit II Film Narratology
2.1 Narrative-Concept and Definition, Film as a Narrative Art
2.2 Narrative Fiction/Nonfiction, Narrative Structure, Narrative Elements
2.3 Plot-Subplot-Deviant Plot Structuret-3 Act Structure
2.4 Linear & Non-Linear Narrative
2.5 Structural Analysis of Narrative

Unit III Film Semiotics
   3.1   Semiotics and the Philosophy of Language, Semiotics of Narrative-Signs-Symbols- Connotation-Denotation
3.2 Advent of Structuralism, Post-Structuralism as the Critique of Sign
3.4 Cinematic Codes and Sub Codes
3.5 Cinema as Text, Textual System, Textual Analysis

Unit IV Film Genre, Theory & Analysis
4.1 Film Genre, Genre Analysis, Genre Types-Romance, Horror, Film Noir, Social Melodrama, Comedy, Fiction, Documentary,
   4.3   Realist Film Theory, Auteurist Film Theory, Feminist Film Criticism, Psychoanalytic Film Theory,
   4.4   From Realism to Intertextuality, The Contradictory Text, Intertextuality and Transtextuality in Cinema
4.4 Representation in Cinema-Issues of Race, Class, Caste and Gender
4.5 Screening and Film Review

<u>Recommended Reading:</u>

1. Bordwell, D. Staiger, J. & Thompson, K. (1960). Classical Hollywood Cinema, Film Style and Mode of Production. London: Routledge
2. Bordwell, D. (2003). Narration in Fiction Film. London: Routledge
3. Eisenstein, S. (1977). Film Form. New York: A Harvest
4. Eisenstein, S. (1957). Film Sense. New York: Meridian Books
5. Hill, John and Gibson, Pamela C., (2000). Film Studies. New York: Oxford University Press
6. Hood, John W. (2000) The Essential Mystery- The Major Film Makers of Indian Art Cinema, London: Orient Longman
7. Monaco, J. (1981) How to Read a Film, New York: Oxford University Press
8. Ray, Satyajit, (2001) Our Films Their Films. London: Orient Black Swan
9. Roberts, Graham & Wallis, H. (2001). Introducing Film, London: Bloomsbury
10. Smith, Geoffrey Nowell (Ed.) (1997). The Oxford History of World Cinema, New York: Oxford University Press

MAS-PG-C-404: INTERNATIONAL COMMUNICATION

Credit: 4
Contact Hours: 60 Objective:

The debate around an unbalanced flow of communication from West to East, or the Developed North to impoverished South has been one of the most important debates in the field of Media Studies. The paper has been designed to provide the students an understanding of the core issues and how the debate is shaping up in an era of borderless global communication.

Unit I: Historical Context and Early Issues

1.1 Evolution of International Communication – Telegraph, Radio, News Agencies
1.2 Information flow and Inequity
1.3 Centre to periphery – Resistance
1.4 International Relations – Interdependence, Realist, Critical Social Theory
1.5 Demand for the free flow of Information, Role of UNESCO, Mac Bride Commission, Imbalance, NWICO

Unit II: Theorizing the Problem

2.1 Modernization Theory, Dependency Theory, Structural Imperialism, Hegemony
2.2 Criticism – Public Sphere, Cultural Dimension of Lopsided Information Traffic
2.3 Information Society – Borderless Communication
2.4 Cultural Homogenization
2.5 Convergence, Global Traffic in Media content

Unit III: Satellite Umbrella

3.1 Privatizing/ Space, Spectrum
3.2 Global News and Information Networks.
3.3 Global News Agenda, Globalization of Western Culture, Neo-imperialism
3.4 Issues of Cultural diversity, Sovereignty, Security, Neo-imperialism.
3.5 Search for Niche Audience – Regionalization and Localization of Media market/content

Unit IV: Counter Narrative

4.1 Internet as a Political Tool, Local Discontent - Global Participation
4.2 Rise of global Civil Society, Cosmopolitan Democracy
4.3 Television Content Counter-Flow – Periphery to Centre, Cosmocracy
4.4 Global Communication at the Cross-road, Digital Divide, Challenges of Nation-State
4.5 Glocal Texts as Counter text to Great Narrative

Recommended Reading:

5.1.   Bagdikian, Ben H., (2014). The New Media Monopoly. New York: Beacon Press.

5.2.   Chomsky, Noam, (2011). Media Control: The Spectacular Achievements of Propaganda. New York: Seven Stories

5.3.   Herman, E., and Mc Chesney, R. (1997). Global Media: The New Missionaries of Global Capitalism, New York: Continnum

5.4.   MacBride, S. (1980). Many Voices One World, Paris: UNESCO

5.5.   Mody, Bella (Ed), (2003).   International and Development Communication: A 21st century Perspective. London: Sage.

5.6.   Mohammadi, Ali, (1997). International Communication & Globalization. London: Sage

5.7.   Samovar, L.A and Porter, R.E, (2000). Inter-cultural Communication- A Reader. New York: Wadsworth

5.8.   Seator, Jean, (1998). Politica and the Media. London: Blackwell

5.9.   Thussu, D. Kissan (Ed), (2009). International Communication: A Reader. London: Routledge

5.10.   Thussu, D. Kissan, (2006). International Communication: Continuity and Change. London: Bloomsbury

MAS-PG-C-405: DISSERTATION

Full Marks-100 Credit:
4

Individual students will have to complete a dissertation on any of the subjects in the areas of Communication, Media, and Journalism. Students have to submit the dissertation as per the deadline set by the department. The students are required to choose the topic of their dissertation in consultation with their dissertation guide as allocated by the department. The choice of the students with respect to their dissertation topic has to be given in writing to the department. The Department will allocate guides to the students in a formal meeting of the faculty members. The dissertation paper will be marked jointly by the internal faculty and the external examiner. The average of marks given by internal faculty members shall be counted out of 50% and the external examiner shall mark out of the remaining 50 %.