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Norms and Structure
for Master of Arts in Journalism and Mass Communication/ MA(JMC)

Programme Information

Duration: Two years (Full-time)

Minimum credits: 100

Total seats: 30 (25 subsidized + 05 non-subsidized)

Supernumerary seats: As per Himachal Pradesh University norms.

Reservation: As per Himachal Pradesh University norms. The reserved seats shall be worked out on the basis of the existing 120-point roster.

Fee structure:

- Subsidized seats: Fees and charges as per Himachal Pradesh University Rules
- Non-subsidized seats: Rs.20000 per semester along with other charges/fees of the University

Eligibility Criteria

Age Limit: As per Himachal Pradesh University norms.

Educational Qualifications: Graduation (or equivalent) degree in any discipline from a recognized University established by law with at least 50% marks (45% marks) in case of SC/ST candidates).

Admission: The admission shall strictly be on the basis of merit achieved in the entrance process. The entrance process will be of 100 marks and will be held in two stages: Stage 1 – Written Test (80 marks); and Stage 2 – Personal Interview (20 marks). The marks of both the written test and personal interview will be added for the final merit. A maximum of three-times the candidates in each category will be invited for the personal interview stage. A minimum of 35 percent (aggregate of Stage 1 and Stage 2) in the entrance process are required to qualify for admission.

Degree requirements:

- i. To be eligible for the award of the degree of MA(JMC) a candidate must secure a minimum of **100 credits, subject to the following minimum conditions:**
 - a) Core Courses: 14 courses (or 80 credits), including 10 Discipline Specific Core (or 60 credits) and four Skill Enhancement Core Courses (or 20 credits). In addition to this one non-CGPA Ability Enhancement Course is mandatory.
 - b) Discipline Specific Elective Courses: Three courses (or 12 credits)
 - c) Generic Elective Courses: Two courses (or 08 credits) from other disciplines
- ii. In each individual course, a candidate must secure a minimum of 40% marks each in internal assessment, practical exam, and semester-end theory exam to pass a course and earn credits in that course.
- iii. Attendance: 75% of total lectures delivered in all courses/papers, including Cleanliness Drive and Mentorship programme.

Internal Assessment (IA): Internal Assessment shall be based on the performance in the class (CCA) along with attendance. CCA shall be based on one or some of the following: class tests, quiz, assignments, classroom participation, seminars, presentations, discussions, group exercises, etc. The marks for attendance shall be awarded to regular students as follows:

Classroom Attendance Incentive: Those having greater than 75% attendance (25% will be added to percent attendance of students representing the University in co-curricular activities) will be awarded IA marks as follows: $\geq 75\%$ but $< 80\%$ – 1 mark; $\geq 80\%$ but $< 85\%$ – 2 marks; $\geq 85\%$ but $< 90\%$ – 3 marks; $\geq 90\%$ but $< 95\%$ – 4 marks; and $\geq 95\%$ – 5 marks.

**Details of Written Test for Admission
to Master of Arts in Journalism and Mass Communication**

The written test will be of 90 minutes. There will be no negative marking. The written test shall have two parts, A and B, as follows:

Part A – General Aptitude Test – 60 marks

Part B – Subjective-type Test– 20 marks

Part A

General Aptitude Test (60 Multiple Choice Questions of one mark each). All questions are compulsory.

Instructions:

1. Logical Ability – 10 marks
2. Current Affairs – 10 marks
3. General Knowledge – 10 marks
4. English Language Ability – 15 marks
 - One Comprehension para graph (to evaluate analytical ability and reasoning) – 5
 - Vocabulary – Synonyms (2); Antonyms (2)
 - Grammar – Sentence improvement (2); Word substitution (2); Spotting the errors (2)
5. Hindi Language Ability – 15
 - One Comprehension para graph (to evaluate analytical ability and reasoning) – 5
 - Vocabulary – Synonyms (2); Antonyms (2)
 - Grammar – Sentence improvement (2); Word substitution (2); Spotting the errors (2)

Part B

Subjective-type Test (Two long-answer questions of 10 marks each)

1. English paragraph – 10 marks
 - One paragraph in English in 200 words on one out of the two given current affairs topics. The candidate should strictly adhere to the word limit and write the paragraph in English only.
2. Hindi paragraph – 10 marks
 - One paragraph in Hindi in 200 words on one out of the two given current affairs topics. The candidate should strictly adhere to the word limit and write the paragraph in Hindi only.

List of Courses

Discipline Specific Core Courses

Course Code					Title of the course	Credits				Marks Distribution			
LE	SUB	YR	SE M	NO.		L	T	P	TO T	IA ~	PR	ESE	TO T
Semester – I													
M	JMC	22	1	01	Communication Theory	5	1	0	6	20	0	80	100
M	JMC	22	1	02	Modern Journalism	4	1	1	6	20	0	80	100
M	JMC	22	1	03	Social Media and Mobile Journalism	4	1	1	6	20	0	80	100
M	JMC	22	1	04	Convergence Media	4	1	1	6	20	0	80	100
Semester – II													
M	JMC	22	2	01	Advertising and Online Promotion	4	1	1	6	20	0	80	100
M	JMC	22	2	02	Broadcast Journalism and Production	4	1	1	6	20	0	80	100
Semester – III													
M	JMC	22	3	01	Communication Research	5	1	0	6	20	0	80	100
M	JMC	22	3	02	Public Relations and Public Opinion in Digital Age	4	1	1	6	20	0	80	100
Semester – IV													
M	JMC	22	4	01	Media Ethics, Laws and Development	5	1	0	6	20	0	80	100
M	JMC	22	4	02	Visual Communication and Design	4	1	1	6	20	0	80	100

Skill Enhancement Core Courses

Semester – I													
M	JMC	2 2	1	05	Value-added Communication Practice-1	0	0	4	4	20	80	0	100
Semester – II													
M	JMC	2 2	2	03	Value-added Communication Practice-2	0	0	6	6	20	80	0	100
Semester – III													
M	JMC	2 2	3	03	Value-added Communication Practice-3	0	0	6	6	20	80	0	100
Semester – IV													
M	JMC	2 2	4	03	Comprehensive Viva Voce	0	0	4	4	0	100	0	100

Ability Enhancement Core Course*

Semester-III													
M	JMC	2 2	3	04	Industry Internship*	0	0	4	4	20	80	0	100

Discipline Specific Elective Courses

Semester-I													
M	JMC	22	1	06	Community and Community Media	3	1	0	4	20	0	80	100
Semester – II													
M	JMC	22	2	04	Development Communication	3	1	0	4	20	0	80	100
Semester-III													
M	JMC	22	3	05	Media and Cultural Studies	3	1	0	4	20	0	80	100
Semester-IV													
M	JMC	22	4	04	Dissertation	0	1	3	4	20	80	0	100
M	JMC	22	4	05	Major Project	0	0	4	4	20	80	0	100

Generic Elective Courses[^]

Semester II													
M	JMC	22	2	05	Basics of Convergence Media	4	0	0	4	20	0	80	100
Semester IV													
M	JMC	22	4	06	Ethico-legal Issues in Media	4	0	0	4	20	0	80	100

[^]Generic Elective Courses listed here are inter-departmental and are available only for students of other disciplines. A maximum of 30 seats are available per course per semester on first-come-first-serve basis.

*Mandatory Non-CGPA Core Course.

List of abbreviations

ESE	End-semester Examination
IA	Internal Assessment
JMC	Journalism and Mass Communication
L	Lecture
LE	Level
M	Master of Arts
PR	Practical Exam
SEM	Semester
SUB	Subject
T	Tutorial
TOT	Total marks
YR	Year of introduction

MA(JMC) Programme Structure

Sem	Core Courses ^{&} (80 credits)		Non-credit Core Course	Elective Courses (20 credits)	
	Discipline Specific Core (60 credits)	Skill Enhancement Core (20 credits)	Ability Enhancement Core Course	Discipline Specific Elective [§] (12 credits)	Generic Elective (8 credits)*
I	Communication Theory (6)	Value-added Communication Practice-1 (4)		Community and Community Media (4)	
	Modern Journalism (6)				
	Social Media and Mobile Journalism (6)				
	Convergence Media (6)				
II	Advertising and Online Promotion (6)	Value-added Communication Practice-2 (6)		Development Communication (4)	Generic Elective -1 (4)
	Broadcast Journalism and Production (6)				
III	Communication Research (6)	Value-added Communication Practice-3 (6)	Industry Internship [@]	Media and Cultural Studies (4)	
	Public Relations and Public Opinion in Digital Age (6)				
IV	Media Ethics, Laws and Development (6)	Comprehensive Viva Voce (4)		Dissertation [#] (4) Or Major Project (4)	Generic Elective -2 (4)
	Visual Communication and Design (6)				

[&] All core courses are compulsory, including Discipline Specific and Skill Enhancement Core Courses.

[#] Only regular students (with the exception of foreign nationals) who have accumulated 54 credits with an aggregate of at least 60 percent marks in semesters I and II can opt for this course.

^{*} Each candidate has to earn eight credits from the basket of generic elective (GE) courses *offered by other Departments of the University*. Each GE course is of four credits.

[§] A student has to opt for at least three Discipline Specific Elective Courses throughout the duration of the degree programme, selecting a maximum of one course per semester.

[@] Industry Internship can be undertaken after 3rd semester end-semester examinations. This is a non-CGPA mandatory course. The credits for this course will not be added to the aggregate credits earned by a candidate for the degree programme.

Communication Theory

Course Code	MJMC22101								
Course Title	Communication Theory								
Course Credits	Lecture		Tutorial		Practice		Total		
	5		1		0		6		
Contact hours	75		15		0		90		
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks		
	Attendance	CCA							
	5		15		0		80		100
Course objective	This course aims to steer a student towards understanding the role and importance of communication in society. The course also builds a theoretical background for understanding how communication works. This course lays the theoretical base for applied communication courses.								
Pass marks	IA		Practical		ESE		Total		
	Max	Pass	Max	Pass	Max	Pass	Max	Pass	
	20	40%	00	00	80	40%	100	40%	

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have five sub-sections covering the five units of the syllabus. One out of two questions from each sub-section is to be answered (500 words) for 12 marks each.	5 x 12 = 60 marks
Total Marks (A+B)		80 marks

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	BASIC CONCEPTS Communication: Meaning, Forms, Functions; 'Mass' concept: Mass society, mass audience, mass communication and its process Media and society theory: the mass society, Marxism and political economy, functionalism (<i>including</i> power and inequality, social integration and identity, social change and development, space and time) Mass communication theory: Dominant vs. alternative paradigm for theory and research Normative Media Theories: Authoritarian theory, Libertarian theory, Social Responsibility theory, Soviet media theory, Development media theory and Democratic-participant media theory	15	3	0
II	DIRECT EFFECTS Lasswell's Propaganda, Walter Lippmann's Public Opinion, Herman and Chomsky's Propaganda Theory; Bullet theory and S-R model; Berlo's SMCR model; Schramm's Field of Experience model; Osgood & Schramm's circular model; Lasswell formula; Shannon and Weaver's Mathematical Model.	15	3	0
III	LIMITED EFFECTS Lazarsfeld's Two-step flow theory and personal Influence;	15	3	0

	Attitude Change: Attitude: definition, structure & role; major findings of Hovland's attitude-change (persuasion) research; Selective Exposure, Selective Attention, Selective Perception; Klapper's Reinforcement (Phenomenistic) Theory; Krugman's Theory of Low Involvement; Festinger's Cognitive Dissonance Theory; Catharsis and media.			
IV	<p>FUNCTIONALISM AND ACTIVE AUDIENCE</p> <p>Television Violence Theories; Social Cognition from Mass Media; Transmission versus Ritual Perspectives</p> <p>Active-Audience Theories: Media Functions vs. Media Uses, Uses-and-Gratifications Approach, Uses-and-Gratifications Research and Effects</p> <p>Development of Reception Studies: Hall's Encoding/Decoding</p> <p>Communication Decoding and Sensemaking;</p> <p>Agenda-Setting; Neuman's Spiral of Silence; Second Level Agenda Setting</p>	15	3	0
V	<p>SEMIOTICS, IDEOLOGY AND MEANING-MAKING</p> <p>Semiotics: Saussure's signifier, signified and signification;</p> <p>Sign: meaning and categories; Codes: meaning and categories;</p> <p>Signification (denotation, connotation, myth, symbols, metaphor, metonymy)</p> <p>Ideology: Its meaning and definitions; interaction of ideology, signs and meaning</p>	15	3	0

Essential Reading:

- Andal, N. (2005). *Communication Theories and Models*. Bangalore: Himalaya Publishing House.
- Baran, S. J., and Davis, D. K. (2012). *Mass Communication Theory: Foundations, Ferment, and Future* (6th Ed). Wadsworth, Cengage Learning
- Fiske, J. (2011). *Introduction to Communication Studies: Studies in Culture and Communication* (3rd Ed). Oxon: Routledge.
- McQuail, D. (2010). *McQuail's Mass Communication Theory* (6th Ed). London, Thousand Oaks, New Delhi, Singapore: Sage Publications.
- Rosengren, E. K. (2000). *Communication: An Introduction*. London: Sage Publications.

Additional Reading:

- Aggarwal, V. B. and Gupta, V. S. (2002). *Handbook of Journalism & Mass Communication*. New Delhi: Concept Publication Company.
- Kumar, K. J. (2007). *Mass Communication in India* (4th Ed). Mumbai: Jaico Publishing House.
- Narula, U. (2006). *Handbook of Communication: Models, Perspectives and Strategies*. New Delhi: Atlantic Publications.
- West, R., and Turner, L. H. (2010). *Introducing Communication Theory: Analysis and Application* (4th Ed). McGraw Hill

Modern Journalism

Course Code	MJMC22102								
Course Title	Modern Journalism								
Course Credits	Lecture		Tutorial		Practice		Total		
	4		1		1		6		
Contact hours	60		15		30		105		
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks		
	Attendance	CCA							
	5		15		0		80		100
Course objective	This course builds the basic foundation of a budding journalist, helping her understand basics arts of journalism: reporting and editing in the changing media landscape. Through a journey into various facets of and approaches to news, it prepares the learner to be a responsible journalist and for an entry level positions in any news organisation.								
Pass marks	IA		Practical		ESE		Total		
	Max	Pass	Max	Pass	Max	Pass	Max	Pass	
	20	40%	0	0	80	40%	100	40%	

* Practical examination to be conducted internally.

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have five sub-sections covering the five units of the syllabus. One out of two questions from each sub-section is to be answered (500 words) for 12 marks each.	5 x 12 = 60 marks
Total Marks (A+B)		80 marks

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	JOURNALISM IN THE AGE OF ICT Journalism: Concept, Roles and responsibilities in democracy; Freedom of speech and expression (Article 19[1] [a] and Article 19[2]) Concepts of Public Sphere and Public Interest Journalism as creative non-fiction: Joseph Pulitzer's New Journalism, Literary Journalism, Narrative Journalism, Immersive Journalism and Lifestyle Journalism. News: meaning, definition, news values; Elements (attribution, accuracy, verification, balance, fairness, brevity); dateline, credit line, byline, The news process: from the event to the reader (how news is carried from event to reader with emphasis on ICTs);	12	3	6
II	TRADITIONAL AND MODERN NEWS PRODUCTION Organizing a news story, 5W's and 1H, Inverted pyramid Lead: importance, types of lead; Body copy Changes in news worthiness, news selection, and news construction for internet- and mobile-based outlets. Use of archives, sources of news; use of online sources, search engines, big data and social media for news Use of multimedia content in news; use of infographics Critical concerns: Trial by media, Sting Operation (use and misuse)	12	3	6

	Paid news, fake news, Post-truth, “Leaks”; Yellow Journalism, Penny Press, Tabloid Journalism; Speed vs. accuracy in the digital world; Market-driven journalism			
III	<p style="text-align: center;">NEWS GATHERING ROLES</p> <p>Reporter: role, functions and qualities General assignment reporting/working on a beat; news agency reporting; reporting for online news service and blogs Covering Speeches, meetings and press conferences Covering of beats: crime, courts, city reporting, local reporting, local bodies, hospitals, health, education, sports. Interviewing: doing the research, setting up the interview, conducting the interview, different ways of using the interview in a news story Overlapping roles and changing styles and subjects in the ICT age</p>	12	3	6
IV	<p style="text-align: center;">NEWS PROCESSING</p> <p>Newsroom, organizational setup of a newspaper; Editorial department; Role of Chief-sub, sub/copy-editor, editor and news editor, chief of bureau, city chiefs, and correspondents; Photo-editor and photographers Introduction to editing: Principles of editing, importance of style sheet; Headlines: functions and types, typography, language and style Pictures: Importance of pictures, selection of news pictures, editing photographs, photo captions. Editorial and Op. Ed. page: structure, purpose, edits, middles, letters to the editor, special articles, opinion pieces News processing for online news services and blogs; overlapping roles</p>	12	3	6
V	<p style="text-align: center;">CREATIVE NON-FICTION</p> <p>Features: Types of features and human interest stories Creative strategies for idea generation: Generating alternatives, challenging assumptions, the reversal method, analogy technique, choice of entry point and attention area, snowballing, random stimulation Structuring the feature: Theme statement, scratch outline, inverted pyramid approach, nut graph, five-box approach, linear, circular and frame narratives Week-end pullouts, supplements, backgrounders; Columns</p>	12	3	6

Essential Reading:

- Baskette and Scissors. *The Art of Editing*. Allyn and Bacon.
- Bender, J. R., Davenport, L. D., Drager, M.W., and Fedler, F. (2016). *Reporting for the Media* (11th Ed). Oxford University Press
- De Bono, E. (1990). *Lateral Thinking: A Textbook of Creativity*. London: Penguin Books
- De Bono, E. (2007). *How to Have Creative Ideas*. Random House
- Flemming, C., and Hemmingway, E. (2006). *An Introduction to Journalism*. Vistaar Publications.
- Hodgson, F.W. *Modern Newspaper Practice: A Primer on the Press*. Focal Press.
- Itule, B. D., and Anderson, D. (2000). *News Writing and Reporting for Today's Media*. NY: McGraw Hill.
- Keeble, R. (2006). *The Newspaper's Handbook*. Routledge
- Ludwig, M. D. (2005). *Modern News Editing*. New York: Wiley-Blackwell.
- Rodmann, G. (2007). *Mass Media in a Changing World*. McGraw Hill Publication.

- Stein, M.L., Paterno, S. and Burnett, R. C. (2006). *News writer's Handbook: An Introduction to Journalism*. Blackwell Publishing.
- Kramer, M. & Call, W. (2007). *Telling True Stories: A Non-fiction Writers Guide*. NY: Plume-Penguin

Additional Reading:

- Chaturvedi, S. N. *Dynamics of Journalism and Art of Editing*. Cyber Tech Publications.
- Fedler, F. (1989). *Reporting for the Print Media* (4th Ed). NY: Harcourt, Bruce Jovanovich Inc.
- MacDougall and Daniel, C. (1973). *Principles of Editorial Writing*. W.C. Brown Co.
- Evans, H. (1974). *Editing and Design* (Five Volumes). London: William Heinemann.
 - Book one: *New Man's English*
 - Book Two: *Handling Newspaper Text*
 - Book Three: *News Headlines*
 - Book Four: *Picture Editing*
 - Book Five: *Newspaper Design*
- Mencher, M. (2003). *News Reporting and Writing*. NY: McGraw Hill.
- Meera, R. (2009). *Feature Writing*. New Delhi: PHI Learning Pvt. Ltd.
- Roorbach, B. (1998). *Writing life stories*. Cincinnati, OH: Story Press.
- Sims, N. (2008). *True Stories: A Century of Literary Journalism*. Northwestern University Press
- Harrington, W. (Ed.) (1997). *Intimate Journalism: The Art and Craft of Reporting Everyday Life*. New York: Sage Publications.

Social Media and Mobile Journalism

Course Code	MJMC22103								
Course Title	Social Media and Mobile Journalism								
Course Credits	Lecture		Tutorial		Practice		Total		
	4		1		1		6		
Contact hours	60		15		30		105		
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks		
	Attendance	CCA							
	5		15		00		80		100
Course objective	This course introduces the learner to varied multimedia technologies, concepts and production basics using these technologies initiating the learner into seamlessly producing multimedia content for most media platforms, especially the Internet. The course also prepares budding journalists to use mobile devices and social media as professional journalists in three main ways: newsgathering, distributing content, and engaging with the audience. They will learn the fundamental skills that news operations require in the modern world.								
Pass marks	IA		Practical		ESE		Total		
	Max	Pass	Max	Pass	Max	Pass	Max	Pass	
	20	40%	00	00	80	40%	100	40%	

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have five sub-sections covering the five units of the syllabus. One out of two questions from each sub-section is to be answered (500 words) for 12 marks each.	5 x 12 = 60 marks
Total Marks (A+B)		80 marks

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	<p style="text-align: center;">THINKING AUDIENCE</p> <p>News Consumption on mobile and social media Impact on: Journalists, Newsgathering, Distribution of news, Audience engagement, Class hashtag, Staying informed Social media editorial strategies, Keep them coming back for more; The power of social media providers; Different platforms, different approaches; Mobile and social media strategy analysis; Social media branding and journalism Social media presence: Search, analyze and act, Assume everything is public, Building a social media brand, Separate personal and professional accounts, Online spaces, Creating standout social media profiles, Consistency, Social media post, Become the go-to journalist, Social media audit, Build your presence; Beyond the “final” story: Continuing the conversation, Measuring the success of mobile and social media activity, Use social media and web analytics in newsrooms</p>	12	3	6
II	MULTIMEDIA MEDIA PRODUCTION-I	12	3	6

	<p>Digital Hardware: Working Remotely, Equipment and Accessories, Production Apps, Shooting and Editing Video, Recording and Editing Sound, Still Photography</p> <p>Digital cameras (Consumer, Prosumer, SLR, Mirrorless camera); CCD and CMOS sensors; APS-C, Four-thirds, One-inch and Full Frame sensor sizes; Audio capture and mixing devices</p> <p>Mobile and smart devices for content creation and sharing; wearable technologies; Mobile device production and post production accessories and tools; Live-casting using mobile devices</p> <p>Offline and cloud storage and sharing, FTP, Networking, Wireless connections, Internet connectivity and bandwidth</p>			
III	<p>MULTIMEDIA MEDIA PRODUCTION-II</p> <p>Word processing: Understanding newspaper stylesheets</p> <p>Photography basics: Composition and Editing</p> <p>Video basics: Basic camera shots, movements, composition, perspective; language of vision mixing (transitions)</p> <p>Lighting: Hard and soft light, cool and warm light, interior and exterior light, natural and artificial sources</p> <p>Audio basics: Diegetic and non-diegetic sound; mono, stereo and surround sound; Characteristics of sound (pitch, duration, loudness, timbre, texture, attach, decay, rhythm and spatial location);</p> <p>Graphics: Types of typefaces and fonts</p>	12	3	6
IV	<p>FROM THE FIELD: THE MOBILE JOURNALIST</p> <p>Digital-First Mindset: Mobile and social first,</p> <p>Planning Your Story: The digital-first story pitch, different types of stories, different approaches</p> <p>Mobile-First Workflow: A digital juggling act, Workflow in Action, Website Tutorials, Mobile-first discussion, Teaching moment, MOJO groove, Live covering, Scavenger hunt</p> <p>Social media optimization; Writing for social media and mobile devices</p>	12	3	6
V	<p>SOCIAL MEDIA ENGAGEMENT AND AUDIENCE ANALYTICS</p> <p>Online Measures: Concepts: Click baits, Page views vs. Unique Page Views, Hits, Cost of Ignoring, SEO, Conversion rate, Audience engagement</p> <p>Sterne's Social media measures: Buzz, popularity, fans/followers/friends, mainstream media mentions, virality, second-degree reach, downloads/uploads, likes/favorites, comments/ratings, bookmarks, subscriptions, page views, sentiment, engagement rate</p> <p>Google Analytics, Google AdSense, Facebook Insights, Twitter Analytics</p> <p>Pitfalls of analytics, Analytics tools, Report, Share, Experiment, Measure, Adjust</p>			

Essential Reading:

- Bull, A. (2015). *Multimedia Journalism: A Practical Guide*. Routledge
- Kindem, G., and Musburger, R. B. (2009). *Introduction to Media Production: The Path to Digital Media Production* (4th Ed). Focal Press
- Li, Z., and Drew, M. S. (2004). *Fundamentals of Multimedia*. NJ: Pearson Education International
- Orlebar, J. (2002). *Digital Television Production: A Handbook*. London and NY: Arnold
- Villamil-Casanova, J., and Molina, L. (1997). *Multimedia Production, Planning and Delivery*. Prentice Hall
- Gunter, B. (2000). *Media Research Methods: Measuring Audiences, Reactions and Impact*. London, Thousand Oaks, New Delhi: Sage Publications

- Kohli-Khandekar, V. (2013). *The Indian Media Business* (4th Ed). LA, London, New Delhi, Singapore, Washinton DC: Sage.
- Kothari, G. (1995). *Newspaper Management in India*. New Delhi: DK Publishers.
- Lipschultz, J. H. (2018). *Social Media Communication: Concepts, Practices, Data and Law* (2nd Ed). NY and London: Routledge
- McPhail, T. L. (2006). *Global Communication: Theories, Stakeholders, and Trends* (2nd Ed). MA, Oxford, Victoria: Blackwell Publishing
- McQuail, D. (2010). *McQuail's Mass Communication Theory* (6th Ed). London, Thousand Oaks, New Delhi, Singapore: Sage Publications.
- Sterne, J. (2010). *Social Media Metrics: How to Measure and Optimize Your Marketing Investment*. New Jersey: John Wiley and Sons.
- Ranganathan, M., and Rodrigues, U. M. (2010). *Indian Media in a Globalised World*. New Delhi: Sage

Additional Reading:

- Kaur, R., and Mazzarella, W. (Eds.) (2009). *Censorship in South Asia: Cultural Regulation from Sedition to Seduction*. Indiana University Press
- Sindhvani, T.N. (1975). *Newspaper Economics and Management*. New Delhi: Ankur Publishing House
- Thayer, F. (1954). *Newspaper Business Management*. New York: Prentice Hall

Convergence Media

Course Code	MJMC22104							
Course Title	Convergence Media							
Course Credits	Lecture		Tutorial		Practice		Total	
	4		1		1		6	
Contact hours	60		15		30		105	
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks	
	Attendance	CCA						
	5	15	00	80	100			
Course objective	The course prepares the student for holistic understanding of new media technologies. While introducing the student to the potential and pitfalls of this technology, the course prepares them to engage with the technology meaningfully and efficiently.							
Pass marks	IA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	20	40%	00	00	80	40%	100	40%

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have five sub-sections covering the five units of the syllabus. One out of two questions from each sub-section is to be answered (500 words) for 12 marks each.	5 x 12 = 60 marks
Total Marks (A+B)		80 marks

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	EVOLUTION OF ICTS			
	Phase 1: From cave paintings and fire signals to telegraph Phase 2: Telegraph to broadcasting Phase 3: Digital ICTs, Social and Mobile Media, Artificial Intelligence Concepts: Digital natives and Millennials, Net Etiquette, Cyber Culture, Theoretical Concerns: Technology determinism, ICT proliferation and digital divide; Digital (Human) Rights	12	3	6
II	EXPANDING LEXICON			
	Tools: SEO, Analytics, Cross-platform promotion, click baits, crowd funding, crowd sourcing, geotagging, angel investors and start-ups, 3-D printing, Wearable technologies Concepts: Web 2.0, Cloud computing, Ubiquitous Computing and Internet of Things, Cleverbots and Natural Language Processing, Metaverse, Web 3.0 – The Semantic Web Theoretical Concerns: Singularitarianism, Techno-progressivism, Technological utopianism, Posthumanism and Transhumanism	12	3	6
III	CONSTRUCTING REALITY			
	Virtual Everything: Virtual world, Virtual Avatars, Virtual Reality (Virtual, Immersive, Extended, Mixed and Augmented Reality and Augmented virtuality); Reality–virtuality continuum; Simulated Reality, Hyper Reality,	12	3	6

	Video games: Transreality gaming; Location-based games (pervasive games, mixed reality games and augmented reality games); Cross media games (simulation games, LARP and alternate reality games); Concepts of First-person (gaming) Theoretical Concerns: Gamification; Media violence theories and video game violence: Catharsis, Reinforcement, Cultivation			
IV	THEORETICAL ISSUES Media selection: Media richness, Media naturalness, Social presence; Hyperpersonal Model Social Information Processing (SIP) Theory Social Identity Model of Deindividuation Effects Impression Management Model; Many avatars and many selves Information Society and Critique Castell's Network Societies; Mitchell's Urban Media Interface; Digital Archiving and Permanent Memory	12	3	6
V	CRITICAL ISSUES Issues: Breach of privacy; Direct and indirect surveillance with special emphasis on Big Data; Cyber Security Content Culture: Information Overload vs. Filter bubble and Echo chambers; Big Data, Data Mining and Reality Mining Internet cultures: Activism, Slackativism, Hackactivism; homogenization, hybridization, mobilization, pluralism, fragmentation, polarity; Internet Addiction; Truth-by-consensus, Truthiness, Wikiality, Post-truth Concerns: Cypherpunk movement; The Social Construction of Reality; Neo-Luddism and Technophobia, The Internet Paradox	12	3	6

Essential Reading:

- Castells, M. (2000). *The Rise of the Network Society*. Wiley-Blackwell.
- Eugenia, S. (2011). *Understanding New Media*. Sage
- Gane, N., and Beer, D. (2008). *New Media: The Key Concepts*. Oxford and New York: Berg
- Green, L. (2010). *The Internet: An Introduction to New Media*. Oxford and New York: Berg
- Lister, M., Dovey, J., Giddings, S., Grant, I. And Kelly, K. (2009). *New Media: A Critical Introduction* (2nd Ed). London and New York: Routledge.
- Manovich, L. (2001). What is New Media? In *The Language of New Media*. Cambridge: MIT Press. pp. 19-48.
- VanDijk, J. (2012). *The Network Society* (3rd ED). London: Sage.

Additional Reading:

- Baym, N. K. (2010). *Personal Connections in the Digital Age*. Chapter 3.
- Bogost, I. (2007). *Persuasive Games: The Expressive Power of Videogames*. MIT Press.
- Goldsmith, J., and Wu, T. (2006). *Who Controls the Internet? Illusions of Borderless World*. OUP
- Hassan, R., and Thomas, J. (2006). *The New Media Theory Reader*. Open University Press.
- Jenkins, H. (2006). *Convergence Culture: Where Old and New Media Collide*. NYU Press.
- Lister Dovey, Giddings, Grant and Kelly, "New media and new technologies" (2003).
- Miller, V. (2011). *Understanding Digital Culture*. Sage Publications.
- Rosen, J. "The People Formerly Known as the Audience" What video games have to teach us about language and literacy. New York: Palgrave Macmillan.
- Veltman, K. H. (2006). *Understanding New Media: Augmented Knowledge and Culture*. University of Calgary Press

Advertising and Online Promotion

Course Code	MJMC22201								
Course Title	Advertising and Online Promotion								
Course Credits	Lecture		Tutorial		Practice		Total		
	4		1		1		6		
Contact hours	60		15		30		105		
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks		
	Attendance	CCA							
	5		15		00		80		100
Course objective	Building upon the existing understanding and skills of mass communication and non-fiction creativity, this course incorporates advertising communication concepts and skills. The learner shall be able to navigate the traditional, online and mobile advertising industry environments with equal ease.								
Pass marks	IA		Practical		ESE		Total		
	Max	Pass	Max	Pass	Max	Pass	Max	Pass	
	20	40%	00	00	80	40%	100	40%	

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have five sub-sections covering the five units of the syllabus. One out of two questions from each sub-section is to be answered (500 words) for 12 marks each.	5 x 12 = 60 marks
Total Marks (A+B)		80 marks

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	BASIC CONCEPTS			
	Advertising: Definitions, functions and classification; Objectives: Perspectives on consumer behaviour; AIDA formula; Integrated marketing communication: concepts of marketing, marketing mix, branding, brand image and positioning; advertising in marketing mix; Marketing strategy, promotional strategy, advertising strategy (creative and media mix) Campaign: Concept, Campaign planning and strategy	12	2	4
II	ADVERTISING CREATIVES			
	Copy: Ad copy concept & types of copy format; copy elements; copy structure; Homework concept; USP and appeals; writing effective copy. Visualization: concept and process; Display ad design and layout; Stages of layout for print: miniature, rough, revised rough, and comprehensive Creative execution styles used by advertisers; Tactical issues involved in the creation of print and radio, and TV commercials; Evaluation and approval of creative work by agencies	10	2	8
III	STRATEGY AND RESEARCH			
	Media Strategy: Advertising media characteristics; media planning and its process; developing and implementing media strategies	12	4	6

	Ad Agencies: Role and types; selecting, compensating, and evaluating advertising agencies; use of integrated services Advertising Research: Pre-testing (copy testing) and post-testing (tracking studies); Research tools MRUC and IRS; BARC and TRPs, CPM; Readability Research (Flesch and Gunning Score); Online-offline measures; People's meters; Recall vs. recognition; Diaries; Physiological measures			
IV	<p style="text-align: center;">ONLINE ADVERTISING</p> Basics: Advantages; Online platforms (digital and rich media, search, email, mobile); Types – Display (leader board, skyscraper, banner, rectangles), Static/Dynamic ads, Email ad, Button ads, Interstitial ads, Native Ads (In-feed, Search ad [paid search, promote listing], recommendation widget, In-Ad with native elements, custom) Concepts: Impression, Conversion; Metrics [CTR, CPM, CPA, CPC, Time spent]; Ad server vs Ad Network; Targeting (Behavioral, contextual, demographic, geographic, remarketing, retargeting); Tracking (client-based, server-based, compound, conversion tracking, piggybacking)	14	4	6
V	<p style="text-align: center;">MOBILE AND RICH MEDIA</p> Mobile Ads: Advantages; Types (text, flash movies, banner, audio, video); Rich media ads: (Animation, 3D, tap-to-call, Social bookmark, swipe, CPD, Drag, Dynamic Location Overlay, Shake, Map, Twitter feed, Wipe, camera, Paint, and Gaming ads) Ad network and ad servers; Self-serve Advertising Platforms (Amazon, Facebook, Twitter, LinkedIn); Interactive Advertising Bureau (IAB)	12	3	6

Essential Reading:

- Belch, G. E., and Belch, M. A. (2003). *Advertising and Promotion* (6th Ed). McGraw Hill
- Jefkins, F. (1977). *Copywriting & its Presentation*. London: International Textbook Co.
- Jethwaney, J. (2010). *Advertising Management*. Oxford University Press
- Kanuk, L. L., and Schiffman, L. (1982). *Consumer Behaviour*. New Jersey: Prentice Hall
- Klapdor, S. (2012). *Effectiveness of Online Marketing Campaigns: An Investigation into Online Multichannel and Search Engine Advertising*. Dissertation TUM School of Management, Munich. Springer Gabler
- Lewis, H. G., and Nelson, C. (1999). *Advertising Age Handbook of Advertising*. NTC Contemporary
- Ogilvy, D. (1997). *Ogilvy On Advertising*. London: Prion books
- Parameswaran, M. G. (2001). *Brand Building Advertising*. Tata McGraw Hill
- Plummer, J., Rappaport, S., Hall, T., and Barocci, R. (2007). *The Online Advertising Playbook: Proven Strategies and Tested Tactics from The Advertising Research Foundation*. New Jersey: John Wiley & Sons
- Sengupta, S. (2005). *Brand Positioning: Strategies for Competitive Advantage* (2nd Ed). Tata McGraw-Hill Education
- Tiwari, S. (2003). *The (un) Common Sense of Advertising*. Response Books
- Tiwary, A. (2016). *Know Online Advertising*. Partridge
- Valladares, J. A. (2000). *The Craft of Copywriting*. Response Books
- Vilanilam, J. V., and Verghese, A.K (201). *Advertising Basics*. New Delhi: Sage Publications

Additional Reading:

- Dyer, G. (1982). *Advertising as Communication*. London and New York: Routledge
- Google (2009). *Marketing and Advertising using Google: Targeting Your Advertising to the Right Audience*. Google
- Jones, J. P. (2002). *The Ultimate Secrets of Advertising*. Sage Publication
- Kapoor, J. (2002). *Brand Naamkaran for Desi Khari English Marie Segments*. BPI (India) Pvt. Ltd.
- Ogilvy, D. (1969). *Confessions of an Advertising Man*. London: Longman
- Ries, A., and Ries, L. (2002). *The Fall of Advertising and the Rise of PR*. NY: Harper Collins

Broadcast Journalism and Production

Course Code	MJMC22202								
Course Title	Broadcast Journalism and Production								
Course Credits	Lecture		Tutorial		Practice		Total		
	4		1		1		6		
Contact hours	60		15		30		105		
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks		
	Attendance	CCA							
	5		15		00		80		100
Course objective	This course imparts professional knowledge to a learner about the radio and TV ecosphere, along with audio-video production and post-production techniques, along with the skills of scripting, voicing and announcing. A learner emerges a competently trained audio-video producer, journalist and broadcaster.								
Pass marks	IA		Practical		ESE		Total		
	Max	Pass	Max	Pass	Max	Pass	Max	Pass	
	20	40%	00	00	80	40%	100	40%	

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have five sub-sections covering the five units of the syllabus. One out of two questions from each sub-section is to be answered (500 words) for 12 marks each.	5 x 12 = 60 marks
Total Marks (A+B)		80 marks

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	RADIO AND TV BASICS Radio/TV Eco-system: TV formats (PAL, NTSC, SECAM, DTV); Radio types (AM/FM/Internet); Distribution (Bounded, Over-the-air, Internet); Broadcasting vs. narrowcasting; Public Service, Free-to-air, Subscription, on-demand, online-streaming; Program genres, programming and scheduling TV Production stages: Script and Project Development; Budgets, and Finance; Team building; Legalities, Permissions and Rights, Pitching and Selling the Project; Preproduction; (Talent and Crew; Script Breakdowns; Scheduling); Production (Key personnel; On-set or location shoot; indoor vs. outdoor shoot); Post-production (Editing steps)	12	3	0
II	BROADCAST SCRIPTING Language use: Style (direct style, active voice, short sentences); Avoiding colloquialism, journalese, officialese, jargon, clichés, stereotyping, redundant words, adjectives and value judgment, ambiguity, tongue twisters; Numbers and names; following the style sheet TV scripting: Script Breakdowns, Production Book, Look and Feel of Project, Storyboarding and Floor Plans, Shot List; writing to the visuals Writing for radio: radio news, radio feature, talk TV news story: Elements; Packaging and scripting, Intro, structure	12	3	8

	<p>Broadcast Interview: Types of interviews (planned/unplanned; studio/door stepper/field/; purpose; news/feature; issue-specific/talk/personality; one-to-one/ panel discussion; expert/vox-pop)</p> <p>Pre-interview: Research, guests and topics, dress and make-up</p> <p>Interview skills: Building rapport, starting and concluding, open-ended questions, follow-up, interjections, focus, subject transition, keeping control, neutral view, mood, pace</p>			
III	<p>AUDIO PRODUCTION AND SOUND DESIGN</p> <p>Basic concepts: Sound-Pressure Level, Reverb, Audio Perspective, Masking, Sound Envelope, input levels, mic techniques, background noises; Audio components (Dialogue, Background or ambience, Sound effects, Added audio, Noise); Functions of sound in relation to picture</p> <p>Acoustics: Spatial hearing; Direct/early/reverberant sound and Echo; Acoustics-program material matching; Indoor acoustics (Noise, Sound Isolation, Dimensions and Shape, Room Acoustics – absorption and reflection, diffraction, diffusion, variable acoustics)</p> <p>Sound Recording: Microphones types (dynamic/ribbon/condenser; Pick-up patterns; Special purpose mic); Accessories (shields, pop filters, and preamps); Digital recording media</p>	12	3	6
IV	<p>AUDIO-VIDEO EDITING</p> <p>Video editing: Online/offline; linear/non-linear editing; pace and rhythm; manipulating time; graphics, animation and plug-ins</p> <p>Audio editing set-up: Computer, DAW, Software and plug-ins, Mic modeler, sound mixing boards, analog-digital converters, audio monitors</p> <p>Sound editing and mixing: Gain staging and Volume, Compression, EQ, Reverb, Crossfade; Script analysis and spotting</p> <p>Sound Effects: Functions; Types (Prerecorded SFX libraries; Live – Studio produced, vocally produced, Foley, Production SFX, Field collection, Electronically generated); SFX Manipulation (playing speed, playing backward, looping, mixing)</p> <p>Sound Design: Concept; Influence on meaning;</p>	12	3	8
V	<p>BROADCAST ANNOUNCING AND VOICE ACTING</p> <p>TV and radio announcer: Roles, responsibilities and qualities; Dealing with mic-fright and camera panic</p> <p>Vocal development: Diaphragmatic and thoracic breathing; breathing posture; sound articulation; pronunciation; Common vocal problems; maintaining a healthy voice</p> <p>Announcing: Delivery style, Performance elements (volume, pitch, rate, tone, emphasis, inflection, pauses, flow, mood), Copy marking, Word usage, Language changes, Audience rapport, Avoiding inept style, Ad-lib</p> <p>In-studio communication: Hand signals, cue cards, prompters, IFB</p> <p>Announcing Styles: News (Radio, TV, Web TV); Weather, Sports, Music, Walk-through</p> <p>Voice Acting: Voice Quality, Message, Audience, Word Values, Character; Recording VO's: Compression, Backtiming and Deadpotting, Voice artist skills; Narration: Direct, Indirect, and Contrapuntal</p>	12	3	8

Essential Reading:

- Alten, S. R. (2011). *Audio in Media* (9th Ed). Wadsworth, Cengage Learning
- Crisell, A. (1986). *Understanding Radio* (2nd Ed). London and New York: Routledge
- Kellison, C. (2006). *Producing for TV and Video: A Real-World Approach*. Oxford: Focal Press

- MacLoughlin, S. (1998). *Writing for Radio: How to Create Successful Radio Plays, Features and Short Stories*. Oxford: How To Books, Ltd.
- Stephenson, A. R., Reese, D. E., and Beadle, M. E. (2009). *Broadcast Announcing Worktext: A Media Performance Guide* (3rd Ed). Oxford: Focal Press
- Thompson, R. (2005). *Writing for Broadcast Journalists*. London and New York: Routledge

Communication Research

Course Code	MJMC22301								
Course Title	Communication Research								
Course Credits	Lecture		Tutorial		Practice		Total		
	5		1		0		6		
Contact hours	75		15		00		90		
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks		
	Attendance	CCA							
	5		15		00		80		100
Course objective	This course is designed to make the learner conversant with the principles of scientific inquiry along with equipping the learner with the necessary tools for finding answers to the research problems.								
Pass marks	IA		Practical		ESE		Total		
	Max	Pass	Max	Pass	Max	Pass	Max	Pass	
	20	40%	00	00	80	40%	100	40%	

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have five sub-sections covering the five units of the syllabus. One out of two questions from each sub-section is to be answered (500 words) for 12 marks each.	5 x 12 = 60 marks
Total Marks (A+B)		80 marks

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	SCIENTIFIC METHOD IN RESEARCH Research: Meaning, Objectives, Motivation, Significance The Methods of Knowing: tenacity, intuition, authority, and science Types of Research: Descriptive vs. Analytical, Applied vs. Fundamental, Conceptual vs. Empirical, Cross-sectional vs. Longitudinal, Field vs. Laboratory, Exploratory vs. Formalized Research Methods versus Methodology Scientific Method in Research: Characteristics and importance, Research Process: Research procedure, Criteria of Good Research; Selecting and defining the research Problem; Report writing	15	3	0
II	ELEMENTS OF RESEARCH Concepts and constructs; Independent and dependent variables; Discrete and continuous variables Nature of Measurement, levels of measurement, measurement scales, specialized rating scales Reliability and Validity Sampling: Population and sample, Sampling procedures, Sample size Types of research error Research questions and Hypotheses Research Approaches: Quantitative vs. Qualitative Research Designs: Exploratory, Descriptive and Experimental Types of Experimental Designs: Pre-test post-test classical experimental design, Pre-experimental design, Quasi-experimental design	15	3	0

	Sources of data: texts, observations and/or interviews, self-reports, other-reports			
III	<p style="text-align: center;">DATA COLLECTION AND ANALYSIS</p> <p>Primary Data Collection Methods: Observation method, Interview method, Questionnaires/ schedules</p> <p>Other methods: Audits, Consumer Panels, Mechanical Devices, Projective Techniques, Depth interviews; Content Analysis; Secondary Data; Case Study method</p> <p>Data Analysis: Descriptive vs. Inferential Statistics</p> <p>Data Processing – Coding, Classification and Tabulation;</p> <p>Univariate analysis – Sample Distribution, Summary statistics (Measures of Central Tendency; Measures of dispersion; Measures of skewness)</p> <p>Bi-variate analysis – Correlation, Simple regression, One-way ANOVA</p> <p>Normal curve, Data Transformation</p>	15	3	0
IV	<p style="text-align: center;">HYPOTHESIS TESTING</p> <p>Basic concepts: Meaning and purpose of hypothesis; Null vs. Alternate Hypothesis; Degrees of freedom, Importance of significance, Errors in hypothesis testing; Research question vs. Hypothesis</p> <p>Tests of Hypotheses: Parametric vs. Non-parametric Tests</p> <p>Non-parametric Tests: Chi-Square Test for Goodness of Fit, Chi-Square Test a test of independence, Contingency Table Analysis</p> <p>Parametric Tests: t-test, Analysis of Variance, Two-Way ANOVA, Measures of association, Simple Linear Regression</p>	15	3	0
V	<p style="text-align: center;">INTERPRETATION AND REPORT WRITING</p> <p>Interpretation: Meaning and purpose; Technique and Precautions in Interpretation</p> <p>Significance of Report Writing</p> <p>Different Steps in Writing Report</p> <p>Layout of the Research Report</p> <p>Types of Reports; Oral Presentation</p> <p>Writing a Research Report: Mechanics and Precautions</p>	15	3	0

Essential Reading:

- Wimmer, R.D. and Dominick, J. R. (2011). *Mass Media Research: An Introduction* (9th Ed.) Wadsworth, Cengage Learning
- Kothari, C. R. (2004). *Research Methodology: Methods and Techniques*. New Delhi: New Age
- Rebecca B. Rubin, R. B., Rubin, A. M., Haridakis, P. M., and Piele, L. J. (2010). *Communication Research: Strategies and Sources* (7th Ed.). Wadsworth, Cengage Learning
- Croucher, S. M. and Cronn-Mills, D. (2015). *Understanding Communication Research Methods: A Theoretical and Practical Approach*. New York, Oxon: Routledge
- Mukherjee, S. P., Sinha, B. K., and Chattopadhyay, A. K. (2018). *Statistical Methods in Social Science Research*. Singapore: Springer. <https://doi.org/10.1007/978-981-13-2146-7>
- Berger, A. A. (2012). *Media Analysis Techniques* (4th Ed.). New Delhi: Sage
- American Psychological Association (2020). *Manual of the American Psychological Association*, 7th Ed.

Public Relations and Public Opinion in Digital Age

Course Code	MJMC22302								
Course Title	Public Relations and Public Opinion in Digital Age								
Course Credits	Lecture		Tutorial		Practice		Total		
	4		1		1		6		
Contact hours	60		15		30		105		
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks		
	Attendance	CCA							
	5		15		00		80		100
Course objective	This course seeks to impart an understanding about the process and philosophies of PR in the off-line and online-world, along with that of the public opinion formation and its management. A learner will emerge with not only how to wield its power but also how the powerful effects of PR take place.								
Pass marks	IA		Practical		ESE		Total		
	Max	Pass	Max	Pass	Max	Pass	Max	Pass	
	20	40%	00	00	80	40%	100	40%	

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have five sub-sections covering the five units of the syllabus. One out of two questions from each sub-section is to be answered (500 words) for 12 marks each.	5 x 12 = 60 marks
Total Marks (A+B)		80 marks

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	PUBLIC RELATIONS BASICS			
	Basic concept; Role and function of PR; PR as a management tool; PR in the marketing mix Public Relations Process; Internal vs. external publics; Tools of PR; Types of PR outfits; Staff and line functions; Ethics of PR Stakeholders PR: Media Relations, Internal Communications, Corporate Community Involvement, Financial Public Relations, Public Sector PR Strategic PR: Corporate Communication, Corporate Identity, Public Affairs and Issues Management, CSR, Crisis Communication, Event Management, Image Management Creative Thinking; Big Idea, In-box and Out-of-the-box thinking; lateral thinking; Creative process: Osborn's 7 stages, Stein's 3 stages, Green's five-I model	10	2	6
II	PR THEORY AND RESEARCH			
	PR Approaches: Systems theory; Situational theory; Rhetoric Theories in PR; PR as relationship management; PR as social exchange Public Relations Research: Environmental monitoring (or scanning); PR audits; Communication Audits; Social Audits; PR Evaluation (Orientation – Media, Publics, Organisation, Persuasion, Relationship; Time of intervention – Formative, Summative, Goal-free)	12	2	8

III	<p>ONLINE PR</p> <p>Online-mix: Internet constituents and services, Creating online-mix; Paid, owned and earned media</p> <p>Influencers as Publics: Visitors, bloggers, social media communities, support groups, social media influencers, social media elites, magic middle, media snackers, Youtubers, Instagrammers, Tweeps, social media experts and gurus</p> <p>Online Tools: Blogger relations, social media releases (SMRs), video news release (VNR), keywords and SEO, social marketing, thought leadership, participation, livestreams, brand aggregation, conversational marketing, social media trackers and aggregators, virality, cost of ignoring, leaderboards, managing negative comments (crises trendcast, proactive and reactive approaches), community managers and customer service; Platforms (blogs, video social networks, micromedia, really simple syndication (RSS), wikis, podcasts, mashups, content aggregation services)</p> <p>Engagement: Listening (referring links, finding conversations, measure subscribers, blogger influence, tracking); Participating (conversations as markets, building relationships and customer relationship management (CRM), online reviews and customer support)</p> <p>Styles of engagement: Humanized Communication (listen, learn, respect, value proposition to benefit markets, humanize and personalize the story, read and watch people); Socialized Communication (participate, engage, socialize, avoid clutter, build relationships); Understand Communities (participate [as a person, not pr], use popular tools, avoid pitching, monitor vibe and how people share, dynamics and the rules of engagement); Adapt Message (short takes, identify people and personalize, don't pitch, stand out, be compelling, multiple approaches)</p>	14	4	16
	<p>PUBLIC OPINION AND PROPAGANDA</p> <p>Public opinion: Concept and process (3-D process); Components (affective responses, cognitive responses, experiences of past behavior, behavioral intentions); Approaches to public opinion</p> <p>Propaganda: Lippmann's propaganda theory, Lasswell's model, Bernay's Public Opinion Crystallization; Chomsky and Herman Propaganda Model</p> <p>Media Effects: Lazarsfeld's Two-step flow theory, Agenda Setting, Framing and Priming, Knowledge-Gap Hypothesis, Spiral of Silence</p> <p>Public Opinion in democracy: Habermas' Public Sphere</p>	12	4	0
	<p>PUBLIC OPINION AND ATTITUDE</p> <p>Learning and Persuasion: Hovland's Yale Model of Persuasion; Bandura's Social Learning Theory; Elaboration Likelihood Model; Symbolic Interactionism; McGuire's Inoculation Theory</p> <p>Consistency Theory: Cognitive Dissonance Theory</p> <p>Functional approach: Katz's four functions of attitude (instrumental/ utilitarian, ego defensive, value expressive, knowledge); Kelman's functional analysis (compliance, identification, internalization)</p>	12	3	0

Essential Reading:

- Crespi, I. (1997). *The Public Opinion Process: How People Speak*. New Jersey and London: Lawrence Erlbaum Associates
- Donsbach, W., and Traugott, M. W. (2008). *The Sage Handbook of Public Opinion Research*. Los Angeles, London, New Delhi and Singapore: Sage Publications

- Green, A. (2010). *Creativity in Public Relations* (4th Ed). London and Philadelphia: KoganPage.
- Gregory, A. (2010). *Planning and Managing Public Relations Campaigns* (3rd Ed). London, Philadelphia and New Delhi: KoganPage.
- McQuail, D. (2010). *McQuail's Mass Communication Theory* (6th Ed). London, Thousand Oaks, New Delhi, Singapore: Sage Publications.
- Moss, D., and DeSanto, B. (2002). *Public Relations Cases: International perspectives*. London and New York: Routledge
- Parsons, P. J. (2008). *Ethics in Public Relations: A Guide to Best Practice* (2nd Ed). London and Philadelphia: KoganPage
- Phillip, D., and Young, P. (2009). *Online Public Relations: A Practical Guide to Developing an Online Strategy in the World of Social Media* (2nd Ed). London and Philadelphia: KoganPage.
- Solis, B., and Breakenridge, D. (2009). *Putting the Public Back in Public Relations: How Social Media Is Reinventing the Aging Business of PR*. New Jersey: Pearson Education
- Tench, R. and Yeomans, L. (2006). *Exploring Public Relations*. Harlow: Pearson Education
- Theaker, A. (2001). *The Public Relations Handbook* (2nd Ed). London and New York: Routledge
- Waddington, S. (Ed.). (2012). *Share This: The Social Media Handbook for PR Professionals*. John Wiley & Sons Ltd

Additional Readings:

- Bernays, E. L. (1928). *Manipulating Public Opinion: The Why and How*. American Journal of Sociology, 3(6), pp. 958-971
- Bernays, E. L. (1961). *Crystallizing Public Opinion*. New York: Liveright Publishing Corporation
- Coombs, W. T., and Holladay, S. J. (2014). *It's Not Just PR: Public Relations in Society* (2nd Ed). John Wiley & Sons
- Ginneken, J. v. (2003). *Collective Behavior and Public Opinion: Rapid Shifts in Opinion and Communication*. New Jersey and London: Lawrence Erlbaum Associates
- Heath, R. (2005) (Ed.). *Encyclopedia of Public Relations (Vol. I and II)*. London, Thousand Oaks and New Delhi: Sage Publications
- Lippmann, W. (1998). *Public Opinion* (With a new Introduction by Michael Curtis). New Brunswick and London: Transaction Publishers
- Monoley, K. (2006). *Rethinking Public Relations: PR Propaganda and Democracy* (2nd Ed). London and New York: Routledge
- Singleton, A. (2014). *The PR Masterclass: How to Develop a Public Relations Strategy that Works!*. Wiley

Media Ethics, Laws and Development

Course Code	MJMC22401								
Course Title	Media Ethics, Laws and Development								
Course Credits	Lecture		Tutorial		Practice		Total		
	5		1		0		6		
Contact hours	75		15		00		90		
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks		
	Attendance	CCA							
	5		15		0		80		100
Course objective	This course aims to inspire ethical journalistic conduct and knowledge of the legal framework and ethical conduct guiding the practice of journalism across media platforms. The course makes the budding journalist conversant with popular critical issues along with the rich history of the development of Indian media and journalism. The course also makes the budding journalist conversant with the current national and international industry ecosphere.								
Pass marks	IA		Practical		ESE		Total		
	Max	Pass	Max	Pass	Max	Pass	Max	Pass	
	20	40%	0	0	80	40%	100	40%	

*No practical examination will be conducted. The practice work will be evaluated as part of CCA.

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have five sub-sections covering the five units of the syllabus. One out of two questions from each sub-section is to be answered (500 words) for 12 marks each.	5 x 12 = 60 marks
Total Marks (A+B)		80 marks

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	ETHICS			
	Concepts of Public Sphere and Public Interest Values: Human values and Indian ethos Regulatory framework: Press Council of India, NBA's News Broadcasting Standards Authority, IBF's BCCC, Central Board of Film Certification Press Council's Norms for Journalistic Conduct; NBA guidelines Intellectual Property: Intellectual Property Rights and its types, Creative Commons License, Copyright [amendment] Act, 2012; Content regime: Proprietary, Open source, freeware, shareware, fair use	15	3	0
II	THE LAWS			
	Contempt: Contempt of Court, 1971; Law of Parliamentary Privileges (Article 105 [3] and 194 [3]); Parliamentary Proceedings (Protection of Publication) Act, 1977 (Article 361-A); Industry regulation: Press and Registration of Books Act, 1867; Cable TV Networks Regulation Act, 1995; Information Technology [amendment] Act, 2008 (portions relevant to media); Censorship: Official Secrets Act, 1923; Cinematograph Act, 1952; Young Persons (Harmful Publication) Act (1956); Law of Defamation (Section 499-502 of IPC); Law of Obscenity (Section 292-294 of IPC)	15	3	0

III	<p>DEVELOPMENT OF INDIAN MEDIA-I</p> <p>Pioneers of Indian journalism and restrictions up to 1835; Press after 1857 revolt; Emergence of the Nationalist press; Indian press between the first and second world war; Post-independence: 1st and 2nd Press Commissions Press during Emergency</p>	15	3	0
IV	<p>DEVELOPMENT OF INDIAN MEDIA-II</p> <p>Development of radio in India Development of television in India Post-liberalization developments in print, satellites and cable television, private FM radio, FDI Internet Organisations: International Telecommunications Union, Internet Corporation for Assigned Names and Numbers, UN Internet Governance Forum, INTELSAT, COMSAT, TRAI</p>	15	3	0
V	<p>INDUSTRY ECOSPHERE</p> <p>Media ownership: Communist media, Development elites and the media, State-licensed media, Public service broadcasting, State-subsidized media, Privately-owned media, Community media; Other ownership patterns; New Media ownership Prasar Bharti Corporation, Press Institute of India, Editor's Guild of India, News Broadcaster's Association, Indian Broadcasting Foundation, PIB, DAVP, ABC News agencies: PTI, UNI, IANS, Univarta, Hindustan Samachar, ANI The Big Six: National Amusements, Walt Disney, AT&T, Comcast, News Corp, Sony Internet Giants: Alphabet Inc., Microsoft, Meta, Apple, Amazon, Twitter Ownership issues: Media pluralism, media integrity, net neutrality</p>	15	3	0

Essential Reading:

- Barns, M. (1940). *Indian Press*. London: Allen & Unwin.
- Basu, D. (1982). *The Law of the Press in India*. New Delhi: Prentice-Hall
- Chatterji, P. C. (1987). *Broadcasting in India*. New Delhi: Sage
- Elliott, D. (Ed.) (1986). *Responsible Journalism*. Beverly Hills: Sage Publications.
- Iyer, V. (Ed.) (2000). *Mass Media Laws and Regulations in India* (2nd Ed). Indian Research Press
- Karkhanis, S. (1981). *Indian Politics and Role of the Press*. New Delhi: Vikas Publishers.
- Mankekar, D.R. (1973). *The Press versus the Govt*. New Delhi: Indian Book Co.
- Natarajan, J. (1955). *History of Indian Journalism*. Publications Division, Ministry of I&B, Gol.
- Raghvan, V. (2007). *Communication Law in India*. Lexis Nexis Butterworths
- Ranganathan, M., and Rodrigues, U. M. (2010). *Indian Media in a Globalised World*. Sage
- Rao, S. (2009). *Globalization of Indian Journalism, 'Journalism Studies'*. Routledge
- Sharma, K. C., and Sharma, J. N. (2008). *Journalism in India: History Growth Development*. Oscar
- Thakurta, P. G. (2009). *Media Ethics*. Oxford University Press
- Kohli-Khandekar, V. (2013). *The Indian Media Business* (4th Ed). LA, London, New Delhi, Singapore, Washinton DC: Sage.
- Kothari, G. (1995). *Newspaper Management in India*. New Delhi: DK Publishers.
- Ranganathan, M., and Rodrigues, U. M. (2010). *Indian Media in a Globalised World*. New Delhi: Sage

Additional Reading:

- Crawford, N. A. (1969). *The Ethics of Journalism*. Connecticut: Greenwood Press.
- Lichtenberg, J. M. (Ed.) (1990). *Democracy and Mass Media*. Cambridge Univ. Press.
- Mazumdar, A. (1993). *Indian Press and Freedom Struggle*. Calcutta: Orient-Longman.
- Shamra, K. C. (2007). *Journalism in India: A story, Growth, Development*. New Delhi: Indiana.

Visual Communication and Design

Course Code	MJMC22402								
Course Title	Visual Communication and Design								
Course Credits	Lecture		Tutorial		Practice		Total		
	4		1		1		6		
Contact hours	60		15		30		105		
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks		
	Attendance	CCA							
	5		15		0		80		100
Course objective	This course is aimed at achieving three goals. First, to build a theoretical appreciation of the visual; second, to familiarize with the graphic design concepts and tool; and lastly, to train the student in applying the conceptual understanding and the tools in the art of graphic designing.								
Pass marks	IA		Practical		ESE		Total		
	Max	Pass	Max	Pass	Max	Pass	Max	Pass	
	20	40%	00	00	80	40%	100	40%	

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have five sub-sections covering the five units of the syllabus. One out of two questions from each sub-section is to be answered (500 words) for 12 marks each.	5 x 12 = 60 marks
Total Marks (A+B)		80 marks

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	VISUAL COMMUNICATION THEORIES – I Meaning of Visual Communication Visual Cognitive Theory: Understanding Cognition as Intuitive and Rational; Visual Cognition Models (Jaynes' Bicameral Mind and the Evolution of Reason; Bogen and Sperry left-right brain specialization theory; Parallel/Dualistic Organizational Models; Gardner's Multiple Intelligences; Visual Cognition, the Unconscious Mind, and Behaviour); Omniphiasism: Balancing Visual Knowing and Cognitive Theory	12	3	0
II	VISUAL COMMUNICATION THEORIES – II Visual Literacy Theory: Meaning of Visual Literacy; Visual Literacy Skills (Thinking in Pictures, From Scene to Shot Sequence, Editing and Spatial Intelligence, Analogical Thinking, Visual Analogy); Critical Viewing (Interpreting visual lies; Understanding the power of image – Analogy to Everyday Experience, Manipulation of Point of View, Implicit Argumentation, Associational Juxtaposition)	12	3	0
III	GRAPHIC DESIGN BASICS Graphic design: Meaning and scope, Art or craft; Graphic Design History: From the beginning to the turn of the century, Modernism, Abstract Movements, Figurative Movements, Postmodernism; Computer Graphics: Digital Focus, New Technologies, Interactivity, The Future	12	3	0

	Perception: Seeing and Believing (Simplicity, Interpretations); Figure/Ground (Categories – Stable Figure/Ground, Reversible Figure/Ground, Ambiguous Figure/Ground; Letterforms); Shape (Shape versus Volume, Grouping Shapes, Shape versus Subject, Form of Shapes, Letterform Shapes)			
IV	<p>GRAPHIC DESIGN PROCESS, TYPOGRAPHY AND COLOUR</p> <p>Graphic Design Process: Research, Creative Brief, Concept Development, Selling the idea, Execution, Process record</p> <p>Elements of Design (Point, Line, Shape, Colour, Volume, Movement, Space, Texture, Value, Typography); Principles of Design (Alignment, Balance, Contrast, Emphasis, Gestalt, Harmony, Movement, Proportion, Proximity, Repetition, Rhythm, Unity, White Space)</p> <p>Typography: Design of Characters; Typefaces; Size of Type; Stylistics Variation of Type; Typeface Personalities; Selection of Typefaces; Common Typefaces; Selecting Typefaces for paper & ink; screen, visual displays, computer print outs</p> <p>Colour in Design: Designing with Colour (The Colour Wheel, Properties of Colour, Colour Schemes); Colour in Printing (Tint Screens, Spot Colour or Process Colour?, Process Colour Separations, Cutting Costs, Halftones, Duotones, and Tritones)</p>	12	3	15
V	<p>LAYOUT AND DESIGN</p> <p>Layout: Paper size; Page composition (Page size, Text face, classic model for page design, Margins, Grid systems, Oppositions); Text layout (Justified or unjustified text, Line length, interline distance, Space, Headings, Paragraphs, Tables, Captions, Quotations, Lists, Miscellaneous); Layout of text and pictures (Different layouts, Balance in design, the picture area index); Photography in a Layout (Cropping, Resizing, Selecting, Multi-panel Design)</p> <p>Production: Preparing for Press (The Process, Quality Issues, Digital Prepress – The RIP, Fonts, Scanning, LPI and DPI, File Links, File Formats, Compression)</p>	12	3	15

Essential Reading:

- Dake, D. (2005). Aesthetics Theory. In Smith, K., Moriarty, S., Barbatsis, G., and Kenney, K. (Eds.), *Handbook of Visual Communication* (3-22). Mahwah, New Jersey, London: Lawrence Erlbaum Associates
- Foss, S. K. (2005). Theory of Visual Rhetoric. In Smith, K., Moriarty, S., Barbatsis, G., and Kenney, K. (Eds.), *Handbook of Visual Communication* (141-152). Mahwah, New Jersey, London: Lawrence Erlbaum Associates.
- Williams, R. (2005). Cognitive Theory. In Smith, K., Moriarty, S., Barbatsis, G., and Kenney, K. (Eds.), *Handbook of Visual Communication* (193-210). Mahwah, New Jersey, London: Lawrence Erlbaum Associates.
- Sandra Moriarty, S. (2005). Visual Semiotics Theory. In Smith, K., Moriarty, S., Barbatsis, G., and Kenney, K. (Eds.), *Handbook of Visual Communication* (227-242). Mahwah, New Jersey, London: Lawrence Erlbaum Associates.
- Messaris, P., and Moriarty, S. (2005). Visual Literacy Theory. In Smith, K., Moriarty, S., Barbatsis, G., and Kenney, K. (Eds.), *Handbook of Visual Communication* (479-502). Mahwah, New Jersey, London: Lawrence Erlbaum Associates.
- Arntson, A. E. (2007). *Graphic Design Basics* (5th Ed.). Thompson, Wadsworth

- Ambrose, G., and Harris, P. (2008). *The Production Manual: A Graphic Design Handbook*. AVA Publishing SA

Additional Reading:

- Machin, D. (Ed.). (2014). *Visual Communication*. Berlin and Boston: Walter de Gruyter
- Jamieson, H (2007). *Visual Communication: More Than Meets the Eye*. Bristol and Chicago: Intellect

Value-added Communication Practice-1

Course Code	MJMC22105								
Course Title	Value-added Communication Practice-1								
Course Credits	Lecture		Tutorial		Practice		Total		
	0		0		4		4		
Contact hours	0		0		120		120		
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks		
	Attendance	CCA							
	00		20		80		00		100
Course objective	This course aims to hone personal communication and professional skills of the learner. The learner emerges with a confidence of having applied her skills to the real world projects and starts building a portfolio for the future.								
Pass marks	IA		Practical		ESE		Total		
	Max	Pass	Max	Pass	Max	Pass	Max	Pass	
	20	40%	80	40%	00	00	100	40%	

Course Contents:

Unit	For Regular Students	For ICDEOL Students	Contact Hours		
			L	T	P
I	i. Group Project – 10 marks** ii. Newsense Blog and Social Media Activity – 15 marks**	i. Assignments [#] – 20 marks*	0	0	30
II	iii. Mock Interviews – 10 marks* iv. Group Discussion/Debate – 10 marks*	ii. Assignments [#] – 30 marks**	0	0	30
III	v. Hindi Typing Skills (English typing skills for students of foreign origin) – 10 marks** vi. Self-Presentation Skills – 15 marks**	iii. Current Affairs File – 25 marks**	0	0	30
IV	vii. Lab Journal (Newsense) – 15 marks** viii. Current Affairs File – 10 marks**	iv. Viva Voce – 25 marks**	0	0	30

Examination and Evaluation Scheme:

* Part of CCA. Evaluation to be done throughout the semester by the institute of studies.

** Evaluation at semester-end by external examiner along with internal faculty.

[#] Assignments to be prescribed and evaluated by the institute of studies.

Value-added Communication Practice-2

Course Code	MJMC22203								
Course Title	Value-added Communication Practice-2								
Course Credits	Lecture		Tutorial		Practice		Total		
	0		0		6		6		
Contact hours	0		0		180		180		
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks		
	Attendance	CCA							
	00		20		80		0		100
Course objective	This course seeks to prepare the learner for the real world professional challenges and equip her with skills required to secure a job in the communication industry.								
Pass marks	IA		Practical		ESE		Total		
	Max	Pass	Max	Pass	Max	Pass	Max	Pass	
	20	40%	80	40%	00	00	100	40%	

Course Contents:

Unit	For Regular Students	For ICDEOL Students	Contact Hours		
			L	T	P
I	i. Mock Interviews – 10 marks* ii. Group Discussion/Debate – 10 marks*	i. Assignments [#] – 20 marks*	0	0	30
II	iii. Group Project – 15 marks** iv. Newsense Blog and Social Media Activity – 15 marks**	ii. Assignments [#] – 30 marks**	0	0	60
III	iii. Position Paper [^] – 15 marks** iv. Current Affairs File – 10 marks**	iii. Position Paper [^] – 15 marks** iv. Current Affairs File – 10 marks**	0	0	60
IV	vii. Resume writing – 15 marks** viii. Personal Interview Skills – 10 marks**	v. Resume writing – 15 marks** vi. Personal Interview Skills – 10 marks**	0	0	30

Examination and Evaluation Scheme:

* Part of CCA. Evaluation to be done throughout the semester by the institute of studies.

** Evaluation at semester-end by external examiner along with internal faculty.

[^] To be assigned by the faculty advisor in the institute of studies.

[#] Assignments to be prescribed and evaluated by the institute of studies.

[^] To be assigned by the faculty advisor in the institute of studies.

Value-added Communication Practice-3

Course Code	MJMC22303							
Course Title	Value-added Communication Practice-3							
Course Credits	Lecture		Tutorial		Practice		Total	
	0		2		4		6	
Contact hours	0		30		120		150	
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks	
	Attendance	CCA						
	5	15	80		00		100	
Course objective	This course brings hands-on skills and exposure to co-curricular aspects having deep impact on a young professional's life such as skill development; Innovation, start-ups, entrepreneurship; Soft skills; Intellectual property rights; Cyber security; Gender sensitization; Disaster management and preparedness; Human rights and Indian ethos; Community service and engagement; and Critical appraisal skills for health reporting.							
Pass marks	IA*		Practical*		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	20	40%	80	40%	00	00	100	40%

Course Contents:

Unit	For Regular Students	For ICDEOL Students	Contact Hours		
			L	T	P
I	i. Gender Sensitisation Workshop – 10 marks* ii. Human Values and Indian Ethos Sensitization Workshop – 10 marks*	i. Assignments – 20 marks#	0	10	30
II	iii. Intellectual Property Rights Workshop – 10 marks* iv. Disaster Management and Preparedness Workshop (with special emphasis on role of journalists) – 10 marks* v. Innovations, startups and entrepreneurship Workshop – 10 marks*	ii. Assignments – 30 marks#	0	10	30
III	vi. Cyber Security Workshop – 10 marks* vii. Conflict and crisis reporting workshop – 10 marks* viii. Critical Appraisal Skills for Health Journalism Workshop (UNICEF Module) – 10 marks*	iii. Current Affairs File – 10 marks# iv. Minor Project~ – 20 marks#	0	10	30
IV	ix. Community Service and Engagement – 10 marks** x. Newsense Blog – 10 marks**	ix. Viva Voce – 20 marks**	0	0	30

Examination and Evaluation Scheme:

* Evaluation to be done throughout the semester by the workshop coordinators.

To be prescribed and evaluated by the institute of studies.

~Minor Project has to be a unique individual creative endeavour focusing on single topic/theme in any the following fields: print journalism, broadcast journalism, online content, advertising, public

relations, content writing/editing, photography, graphic designing, audio-video production, and development communication. A candidate shall submit and present the project report at the time of the viva voce conducted by the institute of studies. Topic and scope of the project shall be finalized in consultation with faculty advisor.

** Evaluation at semester-end by external examiner along with internal faculty.

Comprehensive Viva Voce

Course Code	MJMC22403								
Course Title	Comprehensive Viva Voce								
Course Credits	Lecture		Tutorial		Practice		Total		
	0		0		4		4		
Contact hours	0		0		0		0		
Examination Scheme	Internal Assessment		Practical Examination*		End-semester Examination		Total Marks		
	Attendance	CCA							
	00		00		100		00		100
Course objective	This course aims to hone communication and professional skills of the learner. The learner emerges with a confidence of having applied her skills to the real world projects and starts building a portfolio for the future.								
Pass marks	IA		Practical*		ESE		Total		
	Max	Pass	Max	Pass	Max	Pass	Max	Pass	
	00	40%	100	40%	00	00	100	40%	

Course Contents:

Students will make a portfolio and a presentation to showcase their work throughout all four semesters of the programme.

Examination and Evaluation Scheme:

* Evaluation will be done at the end of the semester by an external examiner from the industry with support from internal examiner(s). The evaluation will be based on the candidate's portfolio, presentation and viva voce covering the course contents of all four semesters.

Industry Internship

Course Code	MJMC22304								
Course Title	Industry Internship								
Course Credits [®]	Lecture		Tutorial		Practice		Total		
	0		0		4		4		
Contact hours	0		0		180		180		
Examination Scheme	Internal Assessment [#]		Practical Examination [*]		End-semester Examination		Total Marks		
	Attendance	CCA							
	5		15		80		0		100
Course objective	This course seeks to prepare the learner for the real world professional challenges and equip her with skills required to secure a job in the communication industry.								
Pass marks	IA		Practical		ESE		Total		
	Max	Pass	Max	Pass	Max	Pass	Max	Pass	
	20	40%	80	40%	00	00	100	40%	

[@] This is a non-CGPA mandatory course. The credits of this course will not be counted towards total credits earned by a candidate for the degree programme.

[#] One faculty member from the Department of Journalism and Mass Communication will act as the internal supervisor for a student who opts for internship. The internal supervisor will award marks based on regular feedback and attendance from the organisation.

^{*} Based on seminar presentation in the Department by a student based on the work done during the internship.

Internship Components:

- For industry internship a student will join an organisation of repute working either in the area of mass communication or the communication department an organisation of repute, provided that the work undertaken during industry internship is in the following areas: journalism, public relations, advertising, development communication or visual communication. A student can also have the following work profiles: writing, copy editing, production or designing in television, radio, print publications, internet publications, etc.
- A student may complete a minimum of 180 working hours with the organisation where (s)he is placed. These 180 hours may be completed by working either part-time or full-time.

Notes:

- Finding the internship placement will be the sole responsibility of the student.
- Internship can be joined after the 3rd Semester end-semester examination.

Community and Community Media

Course Code	MJMC22106							
Course Title	Community and Community Media							
Course Credits	Lecture		Tutorial		Practice		Total	
	3		1		0		4	
Contact hours	45		15		0		60	
Examination Scheme	Internal Assessment		Practical Examination		Theory Examination		Total Marks	
	Attendance	CCA						
	5	15	0	80	100			
Course objective	In a post-globalization world, the ‘community’ is undergoing resurgence. This course sensitizes the student to the various ways in which community has been conceptualized. The course also introduces the student to the potential of using community media in making a difference to our world.							
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	20	40%	0	0	80	40%	100	40%

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have four sub-sections covering all four units of the syllabus. One out of two questions from each sub-section is to be answered (700 words) for 15 marks each.	4 x 15 = 60 marks
Total Marks (A+B)		80 marks

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	COMMUNITY AS THEORY Community: Meaning; Concepts of <i>Gemeinschaft</i> and <i>Gesellschaft</i> <ul style="list-style-type: none"> Jürgen Habermas' Public Sphere Hermeneutic Communities Liquid Modern Communities Postmodern Communities COMMUNITY AS PLACE <ul style="list-style-type: none"> Cosmopolitanism, Worldliness and the Cultural Intermediaries Liminality, Communitas and Anti-Structure Locality, Place and Neighbourhood Virtual Communities 	12	4	0
II	COMMUNITY AS METHOD <ul style="list-style-type: none"> Action Research Community Profiling Community Studies Ethnography Social Network Analysis 	12	3	0
III	COMMUNITY AS IDENTITY/BELONGING <ul style="list-style-type: none"> Community and Identity 	11	4	0

	<ul style="list-style-type: none"> Imagined Communities The Symbolic Construction of Community <p>COMMUNITY AS IDEOLOGY</p> <ul style="list-style-type: none"> Communitarianism Imaginary Communities Nostalgia The 'Dark Side' of Community 			
IV	<p>COMMUNITY MEDIA</p> <p>Community media: meaning and origins; types and examples</p> <p>Community media as Alternative media</p> <p>Community Radio in India</p> <p>Community Radio Best Practices</p> <p>Community Media Issues: Community media and Democracy;</p> <p>Community media and Cultural Globalisation; Community media as</p> <p>Socio-Cultural Mediation; Community media and Collaboration;</p> <p>Community media and Community Development; Community media and</p> <p>Participation; Community media and Social Movements</p> <p>Community media and the Internet</p>	12	4	0

Essential Reading:

- Blackshaw, T. (2010). *Key Concepts in Community Studies*. New Delhi: Sage Publications
- Howley, K. (2005). *Community Media: People, Places, and Communication Technologies*. Cambridge : Cambridge University Press
- Buckley, S. (Ed.). (). *Community Media: A Good Practice Handbook*. UNESCO
- Coyer, K., Dowmunt, T., and Fountain, A. (2007). *The Alternative Media Handbook*. London and New York: Routledge
- Bailey, O., Cammaerts, B., and Carpentier, N. (2008). *Understanding Alternative Media*. New York: Open University Press

Additional Reading:

- Cohen, A. P. (1985). *The Symbolic Construction of Community*. London: Tavistock
- Heller, A. (1999). *A Theory of Modernity*. Oxford: Blackwell
- Hobsbawm, E. (1995). *Age of Extremes: The Short Twentieth Century 1914–1991*. London: Abacus
- Anderson, B. (1991). *Imagined Communities: Reflections on the Origin and Spread of Nationalism* (2nd ed.). London: Verso
- Bauman, Z. (2000). *Liquid Modernity*. Cambridge: Polity Press
- Bell, C. and Newby, H. (1971). *Community Studies: An Introduction to the Sociology of the Local Community*. London: George Allen and Unwin
- Tönnies, F. (1955, 1887). *Gemeinschaft und Gesellschaft* (trans. *Community and Society*). London: Routledge

Development Communication

Course Code	MJMC22204							
Course Title	Development Communication							
Course Credits	Lecture		Tutorial		Practice		Total	
	3		1		0		4	
Contact hours	45		15		0		60	
Examination Scheme	Internal Assessment		Practical Examination		Theory Examination		Total Marks	
	Attendance	CCA						
	5	15	0	80	100			
Course objective	This course aims to sensitize the learner about the various development regimes and the development apparatus, including development communication, that supports (and fails) the development initiatives. The learner shall emerge a wiser and a more efficient practitioner of communication for development.							
Pass marks	IA		Practical		Theory Exam		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	20	40%	0	0	80	40%	100	40%

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have four sub-sections covering all four units of the syllabus. One out of two questions from each sub-section is to be answered (700 words) for 15 marks each.	4 x 15 = 60 marks
Total Marks (A+B)		80 marks

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	DEVELOPMENT BASICS			
	Meaning of development Classical and neo-liberal development theories Structuralism, neo-Marxism and socialism Grassroots development; Social and cultural dimensions of development Environment and development theory; Post-Development Globalization and development: problems and solutions Dependency paradigm, World Systems Theory	12	3	0
II	DEVELOPMENT INSTITUTIONS			
	Developmental and rural extension agencies; governmental, semi-government, non-governmental organizations; Panchayati Raj Institutions (mandate and structure); Development planning at national, state, regional, district, block and village levels. Major development initiatives Himachal Pradesh and Indian Govt. United Nations and its bodies; Other major national and international NGOs and organisations and their programmes Human Rights; Right to Education, Right to work; Right to services	11	3	0
III	DEVELOPMENT COMMUNICATION			
	Meaning and need for development communication Magic Multipliers: (Lerner, Scramm, Rogers); Development Support Communication; Diffusion of Innovations; Two-step Flow; Extension as	12	3	0

	development; Population IEC and Health Communication; Social Marketing and Behaviour Change Communication; Information and Communication Technologies for Development (ICT4D) Participatory Development Communication (Dialogical approach and Self-management, access and participation) Agenda Setting; Communication for Development (C4D)			
IV	Media and Development Role of media in National Development Historical perspective on media for development: Print, Radio, TV, Video, Traditional and Folk Media, Community Media; Development Journalism; Critical appraisal of development journalism in India New technologies for development (special emphasis on India); National Knowledge Network Designing messages for development: Strategy, framing, writing/ scripting, producing, disseminating development messages for urban, semi urban and rural audiences.	10	6	0

Essential Reading:

- Belmont, C. A. (2001). *Technology Communication Behaviour*. New Delhi: Wordsworth
- Dharmarajan, S. (2007). *NGOs as Prime Movers*. New Delhi: Kanishka Publications
- Madhusudan, K. (2006). *Traditional Media and Development Communication*. New Delhi: Kanishka Publishers
- Mehta, S.R. (Ed.) (1992). *Communication in Social Development*. Jaipur: Rawat Publications
- Melkote, S., and Steeves, H. L. (2001). *Communication for Development in the Third World: Theory and Practice for Empowerment* (2nd Ed). New Delhi: Sage Publications.
- Nair, K. S., and White, S. A. (1993). *Perspectives on Development Communication*. New Delhi: Sage Publication
- Ninan, S. (2007). *Headlines from the Heartland: Reinventing the Hindi Public Sphere*. LA: Sage Publications
- Parmar, S. (1975). *Traditional Folk Media in India*. New Delhi: Gekha Books
- Rogers, E. M. (2000). *Communication and Development: Critical Perspective*. New Delhi: Sage Publications
- Schramm, W. (1964). *Mass Media and National Development*. Stanford Univ. Press
- Schramm, W., and Lerner, D. (1967). *Communication and Change in the Developing Countries*. Honolulu: East West Center Press
- Servaes, J. (Ed.) (2002). *Approaches to Development Communication*. Paris: UNESCO
- Willis, K. (2005). *Theories and Practices of Development*. London and NY: Routledge

Additional Reading:

- Bebbington, A.J. and Bebbington, D.H. (2001). Development Alternatives: Practice, Dilemmas and Theory. *Area*, 33 (1): 7-17
- E.M. Rogers (1995). *Diffusion of Innovations* (4th Ed). New York: Free Press
- Escobar, A (1995). *Encountering Development: The Making And Unmaking Of The Third World*: 12–14
- Hunt, D. (1989). *Economic Theories of Development: An Analysis of the Competing Paradigms*. NT: Harvesters Whitsheaf
- Joshi, P.C. (2002). *Communication and National Development*. Anamika Publishers

- Kiely, R. (1999). The Last Refuge of the Noble Savage? A Critical Assessment of Post-Development Theory. *The European Journal of Development Research*, 11 (1): 30-55
- Lerner, D. (1958). *The Passing of Traditional Society*. Glencoe: Free Press
- Nustad, K.G. (2001). Development: The Devil We Know? *Third World Quarterly*, 22 (4): 479-489
- Pieterse, J.N. (1996). The Development of Development Theory: Towards Critical Globalism. *International Political Economy*, 3 (4): 541-564
- Pieterse, J.N. (1998). My Paradigm or Yours? Alternative Development, Post-Development, Reflexive Development. *Development and Change*, 29 (2): 343-373
- Pieterse, J.N. (2000). After post-development. *Third World Quarterly*, 21 (2): 175-191
- Thakur, B. S., and Agarwal, B. C. (1989). *Media Utilization for Development of Women and Children*. New Delhi: Concept Publishers

Media and Cultural Studies

Course Code	MJMC22305							
Course Title	Media and Cultural Studies							
Course Credits	Lecture		Tutorial		Practice		Total	
	3		1		0		4	
Contact hours	45		15		0		60	
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks	
	Attendance	CCA						
	5	15	00	80	100			
Course objective	The media is a powerful actor in social conditioning. It mirrors, transplants and perpetuates social norms and values. This course is designed to equip a student appreciate the politics of mass media culture industry by sensitizing her towards the dynamics of this power and its impact on cultures in the globalised world.							
Pass marks	IA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	20	40%	00	00	80	40%	100	40%

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have four sub-sections covering all four units of the syllabus. One out of two questions from each sub-section is to be answered (700 words) for 15 marks each.	4 x 15 = 60 marks
Total Marks (A+B)		80 marks

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	CULTURE AND IDENTITY Culture: Meaning and definition, characteristics; Classification: Macro and Micro, and Material and Non-Material Culture; Concepts of Mass Culture, Pop Culture, Subculture, Counterculture Raymond William's Culture as ' <i>a whole way of life</i> ' Stuart Hall: Culturalism vs. Structuralism	12	4	0
II	CULTURE, IDENTITY AND MEANING-MAKING Identity: Self-concept, personal vs. social identity Constituents of identity; Identity change; Identity Negotiation Theory Symbolic Interactionism; Social Constructionism; The Media Literacy Movement	11	4	0
III	GLOBALISATION AND GLOBAL CULTURE Gloablisation: concept, meaning, driving forces; Global trade in media culture, global media culture, capitalism and the rise of consumer culture Global media structure: Multinational media ownership and control, Varieties of global mass media International news flow: Imbalance in the news flow, MacBride Commission report, NWICO Stuart Hall's Cultural Hegemony vs. Cultural Resistance and Struggle	11	3	0

IV	INTER-CULTURAL COMMUNICATION			
	Hofstede's Cultural Dimensions Theory			
	Communication Accommodation Theory			
	Inter-culture Networks Theory			
	Cultural change: Four-fold model of acculturation; Concepts of cultural maintenance, cultural hybridization, multiculturalism, cultural pluralism, intercultural competence	11	4	0
	Cultural Convergence Theory			

Essential Reading:

- Baran, S. J., and Davis, D. K. (2012). *Mass Communication Theory: Foundations, Ferment, and Future* (6th Ed). Wadsworth, Cengage Learning
- Barker, C. (2002). *Making Sense of Cultural Studies: Central Problems and Critical Debates*. London, Thousand Oaks, New Delhi: Sage Publications.
- Fiske, J. (2011). *Introduction to Communication Studies: Studies in Culture and Communication* (3rd Ed). Oxon: Routledge.
- Golding, P. and Harris, P. (Eds.) (1999). *Beyond Cultural Imperialism: Globalization, Communication and the New International Order*. London, Thousand Oaks, New Delhi: Sage Publications.
- Gudykunst, W. B. and Mody, B. (Eds.) (2002). *Handbook of International and Intercultural Communication* (2nd Ed). London, Thousand Oaks, New Delhi: Sage Publications.
- Hall, S. (2016). *Cultural Studies 1983: A Theoretical History*. Durham and London: Duke University Press.
- McQuail, D. (2010). *McQuail's Mass Communication Theory* (6th Ed). London, Thousand Oaks, New Delhi, Singapore: Sage Publications.

Additional Readings:

- Gurevitch, M., Bennett, T., Curran, J. and Woollacott, J. (Eds.) (1982). *Culture, Society and the Media*. London and New York: Routledge.
- Ryan, M. (2010). *Cultural Studies: A Practical Introduction*. Wiley-Blackwell

Dissertation

Course Code	MJMC22404							
Course Title	Dissertation							
Course Credits	Lecture		Tutorial		Practice		Total	
	0		1		3		4	
Contact hours	0		15		90		105	
Examination Scheme	Internal Assessment		Practical Examination*		End-Semester Examination		Total Marks	
	Attendance	CCA						
	5	15	80	0	100			
Course objective	This course seeks to introduce a learner to the rigours for practical aspects of research in the field of communication. It lays the ground work for preparing a student to take up and complete research projects in a professional manner either in the industry or academics.							
Pass marks	IA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	20	40%	80	40%	00	00	100	40%

* By external examiner based on seminar presentation by the student and viva-voce examination.

Course Components:

- A student opting for dissertation will have to submit a research-based dissertation at the end of the semester. The topic for the research study, its scope and objectives and methodology will be finalized in consultation with the faculty advisor allotted at the beginning of the semester. The topic for research will be finalised only after the approval of the synopsis by the Departmental Research Committee.
- The topic and research study may either be in Hindi or English, not bi-lingual.
- The work submitted as dissertation by any candidate should be the original work of the candidate, free of plagiarism and completed under the direct supervision of the faculty advisor.
- A dissertation may be submitted only after the due approval and signatures of the faculty advisor.

Major Project

Course Code	MJMC22405								
Course Title	Major Project								
Course Credits	Lecture		Tutorial		Practice		Total		
	0		0		4		4		
Contact hours	0		0		120		120		
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks		
	Attendance	CCA							
	5		15		80		0		100
Course objective	This course seeks to prepare the learner for the real world professional challenges and equip her with skills required to secure a job in the communication industry.								
Pass marks	IA		Practical		ESE		Total		
	Max	Pass	Max	Pass	Max	Pass	Max	Pass	
	20	40%	80	40%	00	00	100	40%	

Course Components:

- Students will conduct an inquiry using a variety of methods (e.g. case study, observation and analysis, planning, etc.) to undertake a task or study a subject and write a report in line with the objectives of the project.
- The project work will address a real life problem and the procedures and practices used in industry.
- Students may will plan, implement, or evaluate projects that have real-world applications beyond the classroom.
- The projects may be of any of the following type: case study, service learning projects, work-based projects, task-oriented projects, or problem-solving projects. All projects should have the following features: A definite beginning, middle, and end; directly observable information; real-world problems; First-hand investigation; tangible outcomes that can be shared with the stakeholders; evidence of reflective thinking by the student
- Based on the above, a student will prepare and submit a Major Project Report (up to ten thousand words) which will be assessed by external experts.
- Viva-voce by an external expert will be an integral part of the evaluation process.
- The area/topic of the project will be selected in consultation with the faculty of the institution of studies at the beginning of the semester.
- Practical examination will be conducted by external examiner (with help from internal faculty) based on Project Report and viva-voce examination as per the following criteria:

Sr.	Performance criteria	Marks
1.	Selection and planning of project assignment	10
2.	Analysis and evaluation of the problem	10
3.	Providing solution of the problems	10
4.	Report writing	30
5.	Viva voce	20
Total		80

Basics of Convergence Media

Course Code	MJMC22205								
Course Title	Basics of Convergence Media								
Course Credits	Lecture		Tutorial		Practice		Total		
	4		0		0		4		
Contact hours	60		00		00		60		
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks		
	Attendance	CCA							
	5		15		00		80		100
Course objective	The course prepares the student for holistic understanding of new media technologies. While introducing the student to the potential and pitfalls of this technology, the course prepares them to engage with the technology meaningfully and efficiently.								
Pass marks	IA		Practical		ESE		Total		
	Max	Pass	Max	Pass	Max	Pass	Max	Pass	
	20	40%	00	00	80	40%	100	40%	

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have four sub-sections covering all four units of the syllabus. One out of two questions from each sub-section is to be answered (700 words) for 15 marks each.	4 x 15 = 60 marks
Total Marks (A+B)		80 marks

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	EVOLUTION OF ICTS			
	Phase 1: From cave paintings and fire signals to telegraph Phase 2: Telegraph to broadcasting Phase 3: Digital ICTs, Social and Mobile Media, Artificial Intelligence Concepts: Digital natives and Millennials, Net Etiquette, Cyber Culture, Theoretical Concerns: Technology determinism, ICT proliferation and digital divide; Digital (Human) Rights	15	0	0
II	EXPANDING LEXICON			
	Tools: SEO, Analytics, Cross-platform promotion, click baits, crowd funding, crowd sourcing, geotagging, angel investors and start-ups, 3-D printing, Wearable technologies Concepts: Web 2.0, Cloud computing, Ubiquitous Computing and Internet of Things, Cleverbots and Natural Language Processing, Metaverse, Web 3.0 – The Semantic Web Theoretical Concerns: Singularitarianism, Techno-progressivism, Technological utopianism, Posthumanism and Transhumanism	15	0	0
III	CONSTRUCTING REALITY			
	Virtual Everything: Virtual world, Virtual Avatars, Virtual Reality (Virtual, Immersive, Extended, Mixed and Augmented Reality and Augmented virtuality); Reality–virtuality continuum; Simulated Reality, Hyper Reality,	15	0	0

	Video games: Transreality gaming; Location-based games (pervasive games, mixed reality games and augmented reality games); Cross media games (simulation games, LARP and alternate reality games); Concepts of First-person (gaming) Theoretical Concerns: Gamification; Media violence theories and video game violence: Catharsis, Reinforcement, Cultivation			
IV	<p style="text-align: center;">CRITICAL ISSUES</p> Issues: Breach of privacy; Direct and indirect surveillance with special emphasis on Big Data; Cyber Security Content Culture: Information Overload vs. Filter bubble and Echo chambers; Big Data, Data Mining and Reality Mining Internet cultures: Activism, Slackativism, Hackactivism; homogenization, hybridization, mobilization, pluralism, fragmentation, polarity; Internet Addiction; Truth-by-consensus, Truthiness, Wikiality, Post-truth Concerns: Cypherpunk movement; The Social Construction of Reality; Neo-Luddism and Technophobia, The Internet Paradox	15	0	0

Essential Reading:

- Castells, M. (2000). *The Rise of the Network Society*. Wiley-Blackwell.
- Eugenia, S. (2011). *Understanding New Media*. Sage
- Gane, N., and Beer, D. (2008). *New Media: The Key Concepts*. Oxford and New York: Berg
- Green, L. (2010). *The Internet: An Introduction to New Media*. Oxford and New York: Berg
- Lister, M., Dovey, J., Giddings, S., Grant, I. And Kelly, K. (2009). *New Media: A Critical Introduction* (2nd Ed). London and New York: Routledge.
- Manovich, L. (2001). What is New Media? In *The Language of New Media*. Cambridge: MIT Press. pp. 19-48.
- VanDijk, J. (2012). *The Network Society* (3rd ED). London: Sage.

Additional Reading:

- Baym, N. K. (2010). *Personal Connections in the Digital Age*. Chapter 3.
- Bogost, I. (2007). *Persuasive Games: The Expressive Power of Videogames*. MIT Press.
- Goldsmith, J., and Wu, T. (2006). *Who Controls the Internet? Illusions of Borderless World*. Oxford University Press US.
- Hassan, R., and Thomas, J. (2006). *The New Media Theory Reader*. Berkshire and New York: Open University Press.
- Jenkins, H. (2006). *Convergence Culture: Where Old and New Media Collide*. New York: NYU Press.
- Lister Dovey, Giddings, Grant and Kelly, "New media and new technologies" (2003).
- Miller, V. (2011). *Understanding Digital Culture*. Sage Publications.
- Rosen, J. "The People Formerly Known as the Audience" What video games have to teach us about language and literacy. New York: Palgrave Macmillan.

Ethico-legal Issues in Media

Course Code	MJMC22406								
Course Title	Ethico-legal Issues in Media								
Course Credits	Lecture		Tutorial		Practice		Total		
	4		0		0		4		
Contact hours	60		00		00		60		
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks		
	Attendance	CCA							
	5		15		0		80		100
Course objective	This course aims to inspire ethical journalistic conduct and knowledge of the legal framework and ethical conduct guiding the practice of journalism across media platforms. The course makes the budding journalist conversant with popular critical issues along with the rich history of the development of Indian media and journalism. The course also makes the budding journalist conversant with the current national and international industry ecosphere.								
Pass marks	IA		Practical		ESE		Total		
	Max	Pass	Max	Pass	Max	Pass	Max	Pass	
	20	40%	0	0	80	40%	100	50%	

*No practical examination will be conducted. The practice work will be evaluated as part of CCA.

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have four sub-sections covering all four units of the syllabus. One out of two questions from each sub-section is to be answered (700 words) for 15 marks each.	4 x 15 = 60 marks
Total Marks (A+B)		80 marks

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	ETHICS Concepts of Public Sphere and Public Interest Values: Human values and Indian ethos Regulatory framework: Press Council of India, NBA's News Broadcasting Standards Authority, IBF's BCCC, Central Board of Film Certification Press Council's Norms for Journalistic Conduct; NBA guidelines	15	0	0
II	INTELLECTUAL PROPERTY Intellectual Property Rights and its types, Creative Commons License Copyright [amendment] Act, 2012; Content regime: Proprietary, Open source, freeware, shareware, fair use	15	0	0
III	THE LAWS Contempt: Contempt of Court, 1971; Law of Parliamentary Privileges (Article 105 [3] and 194 [3]); Parliamentary Proceedings (Protection of Publication) Act, 1977 (Article 361-A) Rights: Right to Privacy, Right to be forgotten	15	0	0
IV	INDUSTRY REGULATION	15	0	0

	Press and Registration of Books Act, 1867; Cable TV Networks Regulation Act, 1995; Information Technology [amendment] Act, 2008 (portions relevant to media) Censorship: Official Secrets Act, 1923; Cinematograph Act, 1952; Young Persons (Harmful Publication) Act (1956); Law of Defamation (Section 499-502 of IPC); Law of Obscenity (Section 292-294 of IPC)			
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Essential Reading:

- Basu, D. (1982). *The Law of the Press in India*. New Delhi: Prentice-Hall
- Chatterji, P. C. (1987). *Broadcasting in India*. New Delhi: Sage
- Elliott, D. (Ed.) (1986). *Responsible Journalism*. Beverly Hills: Sage Publications.
- Iyer, V. (Ed.) (2000). *Mass Media Laws and Regulations in India* (2nd Ed). Indian Research Press
- Raghvan, V. (2007). *Communication Law in India*. Lexis Nexis Butterworths
- Thakurta, P. G. (2009). *Media Ethics*. Oxford University Press
- Kohli-Khandekar, V. (2013). *The Indian Media Business* (4th Ed). LA, London, New Delhi, Singapore, Washinton DC: Sage.

Additional Reading:

- Crawford, N. A. (1969). *The Ethics of Journalism*. Connecticut: Greenwood Press.
- Lichtenberg, J. M. (Ed.) (1990). *Democracy and Mass Media*. Cambridge Univ. Press.

Himachal Pradesh University, Shimla – 171005
Department of Journalism and Mass Communication

Course Work for
Doctor of Philosophy in Journalism and Mass Communication
w.e.f. Academic Session 2022-23
Approved in PG-BoS held on 17.11.2022

(Ajay Kumar)

(Ajai Srivastava)

(Vikas Dogra)

(Shashi Kant)

(Jyoti Kamal)

(Kanwaljit Singh)

)

Norms for Ph.D. in Journalism and Mass Communication

1. Ph.D. is a full time regular course of study pursued by regular attendance in classes and seminars. A candidate seeking admission to the Ph. D. course must have at least 55% marks (50% in case of SC/ST) in the subject concerned at Master's level.
2. Applicants for the Ph.D. programme who hold either UGC NET(JRF)/Rajiv Gandhi Fellowship/Maulana Azad Fellowship/Awardees of Teacher Fellowship/ along with students sponsored by ICCR or any other Department of Govt. of India shall be exempt from the written entrance test. Such candidates will have to appear for interview and discussion on the research proposal as specified at 4(iii) below.
3. For the remaining seats, applicants shall have to appear for an entrance process of 100 marks, comprising written entrance test (70 marks) and interview/discussion on research proposal (30 marks).
4. Entrance process shall be conducted as follows:
 - i. The written component of the entrance test shall carry 70 percent of the total 100 marks. The entrance will be of two-hour duration to be conducted in the form of Multiple Choice Questions; each question carrying one mark. The Entrance Test for Ph.D. shall have 50 percent as qualifying marks (45 percent in case of SC/ST candidates).
 - ii. The syllabus for entrance test shall be 50 percent research methodology and 50 percent shall be subject specific.
 - iii. The interview and discussion on the research proposal of the candidate with the Department Research Committee shall constitute 30 percent of the total 100 marks. The interview and discussion on the research proposal shall have 50 percent as qualifying marks (45 percent in case of SC/ST candidates).
 - iv. Candidates appearing in entrance process shall be awarded additional weightage as follows:

Sr. No.	Category	Weightage
1	UGC-NET qualified	20 Marks
2	SLET qualified	15 Marks
3.	M.Phil from HPU	10 Marks

5. Other rules and regulations of the Himachal Pradesh University for admission and completion of Ph.D. degree shall apply.

Ph.D. (Journalism and Mass Communication) Course-work

Note: Minimum number of the credit requirement for the Ph.D. programme will be 14 credits. The coursework shall be treated as a prerequisite for Ph.D. preparation. The course-work for Ph.D. in Journalism and Mass Communication shall comprise of three courses. The scheme of examination and the detailed syllabi for the three courses will be as follows:

List of Courses

Discipline Specific Core Courses

Course Code				Course name	Marks Distribution			
LE	SUB	SEM	NO.		IA	PR	ESE	TOT
Semester - I								
PHD	JMC	1	01	Communication Research Methods	20	0	80	100
PHD	JMC	1	02	Communication Thought and Research Trends	20	0	80	100
PHD	JMC	1	03	Research and Publication Ethics	10	0	40	50

ESE	End-semester Examination
IA	Internal Assessment
JMC	Journalism and Mass Communication
L	Lecture
LE	Level
M	Master of Arts
PR	Practical Exam
SEM	Semester
SUB	Subject
T	Tutorial
TOT	Total marks
YR	Year of introduction

Communication Research Methods

Course Code	PHDJMC101							
Course Title	Communication Research Methods							
Contact hours	60		30		0		90	
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks	
	Attendance	CCA						
	5	15	0		80		100	
Course objective	This course aims bring inculcate the thorough understanding of research methodologies, tools and processes to enable a budding researcher carry on research projects with confidence. The students will learn approaches to communication research, quantitative research concepts, qualitative research concepts, and report writing and presentation.							
Pass marks	IA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	20	40%	00	00	80	40%	100	50%

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	2 x 10 = 20 marks
Part B	This section shall have five sub-sections covering the five units of the syllabus. One out of two questions from each sub-section is to be answered (500 words) for 12 marks each.	12 x 5 = 60 marks
Total Marks (A+B)		80 marks

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	RESEARCH METHODS AND DESIGNS Research: meaning, types and objectives; Scientific research: need, process and challenges; Research problem: Defining and selecting a research problem; Research design: meaning, need and importance; Census and sample surveys; Comparison of quantitative and qualitative research approaches.	12	6	0
II	APPROACHES TO COMMUNICATION RESEARCH Message- or Artifact-Oriented Research: Archival/Documentary Research (library/documentary research, historical research, legal/policy research, secondary data analysis, meta-analysis); Textual Research (Critical/Cultural Approaches, Textual Analysis, Conversation/Interaction Analysis, Content Analysis). People- or Behaviour-Oriented Research: Survey Research (Data Collection and Interviews, Questionnaires, Polls and Ratings, Intensive Interviews, Focus Groups); Observational Research (Ethnography, Participant Observation, Unobtrusive Observation, Network Analysis, Verbal and Nonverbal Coding, Pre-experimental Designs, Experimental Designs, Laboratory and Non-laboratory Research).	12	6	0
III	QUANTITATIVE RESEARCH CONCEPTS The Data: Meaning and types of data, issues of reliability and validity; methods of collecting primary and secondary data.	12	6	0

	<p>The Sample: Population and sample, Sampling error, Sample size, Sample designs: Probability and Non-probability sampling designs; Problems of sampling in social research.</p> <p>Hypothesis: Development and structure; Methods of hypothesis formulation; Hypothesis Testing.</p> <p>Data classification and presentation of data: Frequency distribution and graphic representation;</p> <p>Experimentation: Experiments in the social sciences: Laboratory experiments and field experiments, Experiments and quasi-experiments; advantages and limitations of experimentation.</p> <p>Causality: The concept of cause, empirical corroboration of the causal relationship.</p>			
IV	<p style="text-align: center;">QUALITATIVE RESEARCH CONCEPTS</p> <p>Qualitative Techniques: Participant Observation, Observation vs. participant observation; Fields of application and recent developments in participant observation; Overt and covert observation: access and informants; What to observe; Recording observations; Analysis of empirical material; Observation in microsociology; Limitations.</p> <p>Qualitative Interview: Collecting data by asking questions; Quantitative and qualitative interviewing; Types of interview; Conducting interviews; Analysis of empirical material;</p> <p>Use of Documents: Reading social traces; Personal documents; Institutional documents.</p>	12	6	0
V	<p style="text-align: center;">REPORT WRITING AND PRESENTATION</p> <p>What is a scientific paper? How to: prepare the title; list the authors and addresses; prepare the abstract; write the introduction; write the materials and methods section; write the results; write the discussion; cite the references; state the acknowledgments</p> <p>Thesis: Thesis writing in English as a second language; Writing a research proposal; The overall shape of theses and dissertations; Writing the Introduction; Writing the background chapters; Writing the Methodology chapter; Writing the Results chapter; Writing Discussions and Conclusions; Writing the Abstract and Acknowledgements.</p>	12	6	0

Essential Reading:

- Rubin, R.B., Rubin, A.M., Haridakis, P.M. and J.P., Linda (2010). *Communication research: Strategies and sources* (7th edn.), Boston: Wadsworth Cengage Learning.
- Wimmer, R.A. and Dominick, J.R. (2011). *Mass media research: An introduction* (9th edn.), Boston: Wadsworth Cengage Learning.
- Corbetta, P. [Bernard Patrick (Trans.)] (2003). *Social research: Theory, methods and techniques*, London, Thousand Oaks and New Delhi: Sage Publications.
- Kothari, C.R. (2004). *Research methodology: Methods and techniques*, New Delhi: New Age International (P) Limited, Publishers.
- Day, R.A. (1998). *How to write and publish a scientific paper*, Arizona: The Oryx Press.
- Paltridge, B. and Starfield, S. (2007). *Thesis and dissertation writing in a second language: A handbook for supervisors*, London and New York: Routledge.

Communication Thought and Research Trends

Course Code	PHDJMC102							
Course Title	Communication Thought and Research Trends							
Contact hours	60		30		00		90	
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks	
	Attendance	CCA						
		5	25	0		80		100
Course objective	This course will apprise a student with the latest research thought and research trends in communication studies, thus enabling them to be up-to-date with their research own proposals in future. The course will introduce a student to theoretical background of communication research, along with the latest audience research methodologies, media output research, media exposure and response research and media response research.							
Pass marks	IA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	20	40%	00	00	80	40%	100	50%

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	2 x 10 = 20 marks
Part B	This section shall have five sub-sections covering the five units of the syllabus. One out of two questions from each sub-section is to be answered (500 words) for 12 marks each.	12 x 5 = 60 marks
Total Marks (A+B)		80 marks

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	THEORETICAL BACKGROUND OF COMMUNICATION RESEARCH Humanities Research Traditions: Researching the Text (rhetoric, hermeneutics, phenomenology, semiotics); Disciplines in Humanistic Research: Art history, literary criticism, linguistics, film studies. Social Science Research Traditions: Positivism, interpretive social science, critical social science. Interdisciplinary developments in communication research: Post modernism, feminism, cognitivism, cultural studies approach.	12	6	0
II	AUDIENCE RESEARCH METHODOLOGIES Quantitative Audience Research: Surveys (<i>distinguished along</i> the purpose of the survey, the form of administration and the time span of the research), Experiments (<i>along with</i> type of experimental design), Quasi-experimental research Qualitative Audience Research: Focus group, observational research (completely unstructured field studies, completely structured observation, semi-structured study, unstructured laboratory study)	12	6	0
III	MEDIA OUTPUT RESEARCH Content Analysis: Describing trends in media portrayals, testing hypotheses about the policies or aims of media producers, comparing media content with the real world, assessing the representation of particular groups in society, and drawing inferences about media effects; Experimental Research on media output: Typography and makeup	12	6	0

	research, readability research, television narrative analysis, analysis of television formats, linguistic codes within children's programmes, coders' perception and audiences' perception; Limits to quantitative content analysis; Qualitative Content Analysis: Structuralist-semiotic analysis, discourse analysis, rhetorical analysis, narrative analysis and interpretative analysis.			
IV	<p style="text-align: center;">MEDIA EXPOSURE AND RESPONSE RESEARCH</p> <p>Key audience measures and data capture techniques (questionnaires, diaries, electronic recording devices, experience sampling, observation and in-depth interviews); Print Media Research (readership research, and circulation research); Electronic Media Usage (ratings research, and audience measurement); Qualitative approaches to audiences. Media Response Research: Affective Response: industry-driven affective research (off-line and on-line measures); Academic research (viewers' reaction, and viewers as editors).</p>	12	6	0
V	<p style="text-align: center;">MEDIA RESPONSE RESEARCH</p> <p>Cognitive Response: Off-line measures of attention and comprehension (survey interview measures, attention measurement in an experimental framework, focus group measures), Online measures (observational research, laboratory research for behavioural measures, physiological measures, and information-processing tasks) Cognitive Impact: Agenda-setting research, cultivation of beliefs and opinions, factual learning from the media.</p>	12	6	0

Essential Reading:

- Gunter, B. (2000). *Media research methods: Measuring audiences, reactions and impact*, London, Thousand Oaks, New Delhi: Sage.
- Jensen, K.B. (Eds.) (2002). *A handbook of media and communication research: Qualitative and quantitative methodologies*, London and New York: Routledge.
- Frey, L.R. and Cissna, K.N. (Eds.) (2009). *Routledge handbook of applied communication research*, London and New York: Routledge.
- Paxson, P. (2010). *Mass Communications and Media Studies: An Introduction*, London and New York: Continuum.
- Wimmer, R.D. and Dominick, J.R. (2011). *Mass media research: An introduction*, Boston: Wadsworth.

Research and Publication Ethics

Course Code	PHDJMC103							
Course Title	Research and Publication Ethics							
Contact hours	15		00		15		30	
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks	
	Attendance	CCA						
		5	5	00		40		50
Course objective	This course aims to steer a student towards understanding the importance of ethics in best practices in research and research publications.							
Pass marks	IA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	10	40%	00	00	40	40%	50	50%

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Five short answer (50 words) questions covering first three units of the syllabus for two marks each. All questions are compulsory.	2 x 5 = 10 marks
Part B	Three sub-sections covering first three units of the syllabus. One out of two questions from each sub-section is to be answered (500 words) for 10 marks each.	10 x 3 = 30 marks
Total Marks (A+B)		40 marks

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	PHILOSOPHY AND ETHICS			
	Introduction to philosophy: definition, nature and scope, concept, branches Ethics: definition, moral philosophy, nature of moral judgements and reactions	3	0	0
II	SCIENTIFIC CONDUCT			
	Ethics with respect to science and research Intellectual honesty and research integrity Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP) Redundant publications: duplicate and overlapping publications, salami slicing Selective reporting and misrepresentation of data	5	0	0
III	PUBLICATION ETHICS			
	Publication ethics: definition, introduction and importance Best practices/standards setting initiatives and guidelines: COPE, WAME, etc. Conflicts of interest Publication misconduct: definition, concept, problems that lead to unethical behaviour and vice versa, types Violation of publication ethics, authorship and contributor-ship Identification of publication misconduct, complaints and appeals Predatory publishers and journals	7	0	0
IV	OPEN ACCESS PUBLISHING (<i>Practice only</i>) Open access publications and initiatives	0	0	4

	SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies Software tool to identify predatory publications developed by SPPU Journal finder / journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggested, etc.			
V	PUBLICATION MISCONDUCT (<i>Practice only</i>) A. Group Discussions: Subject specific ethical issues, FFP, authorship Conflicts of interest Complaints and appeals: examples and fraud from India and abroad B. Software tools: Use of plagiarism software like Turnitin, Urkund and other open source software tools	0	0	4
VI	DATABASES AND RESEARCH METRICS (<i>Practice only</i>) A. Databases: Indexing databases Citation databases: Web of Science, Scopus, etc. B. Research Metrics: Impact Factor of journal as per Journal Citation Report, SNIP, SIR, IPP, Cite Score Metrics: h-index, g index, i10 index, altmetrics	0	0	7

Essential Reading:

- Bird, A. (2006). *Philosophy of Science*. Routledge.
- MacIntyre, Alasdair (1967). *A Short History of Ethics*. London
- P. Chaddah, (2018) *Ethics in Competitive Research: Do not get scooped; do not get plagiarized*. National Academy of Sciences, National Academy of Engineering and Institute of Medicine. (2009). *On Being a Scientist: A Guide to Responsible Conduct in Research: Third Edition*. National Academies Press.
- Resnik, D.B. (2011). What is ethics in research & why is it important. *National Institute of Environmental Health Sciences*, 1-10. Retrieved from <https://www.niehs.nih.gov/research/resources/bioethics/whatis/index.cfm>
- Beall, J. (2012). Predatory Publishers are corrupting open access. *Nature*, 489(7415), 179-179. <https://doi.org/10.1038/489179a>
- Indian National Science Academy (INSA), *Ethics in Science Education, Research and Governance* (2019). https://www.insaindia.rcs.in/pdf/Ethics_Book.pdf